

Sales by Key Categories ¥100million	FY2019 2Q	FY2020 2Q	FY2021 2Q	FY2022 2Q	
	Actual	Actual	Actual	Actual	Change
<b>Preschool</b> Includes TOMICA, PLARAIL, baby & preschool items, etc	<b>111</b>	<b>89</b>	<b>105</b>	<b>112</b>	<b>+7</b>
<b>Fashion toys</b> Includes LICCA dolls, collection toys, Narikiri, etc.	<b>60</b>	<b>36</b>	<b>39</b>	<b>37</b>	<b>-2</b>
<b>Action toys</b> Includes TRANSFORMERS, BEYBLADE, TCG, etc.	<b>193</b>	<b>140</b>	<b>167</b>	<b>162</b>	<b>-5</b>

-Figures of management accounts for TOMY products (including Japan, Asia and export)

-The data shown has been prepared on the basis of categories after the organizational changes made in November 2020, and is subject to revision

-The name of key categories has been changed for information disclosed on August 12, (2021. Girls ⇒ Fashion toys, Boys ⇒ Action toys).

In the meantime, there is no change in products in each category.

## TOPICS

### 【Preschool】

•For TOMICA, sales were strong for “TOMICA Big Fire Truck & Transforming Command Station” and other large-scale products for children, as well as for “TOMICA Premium” series and other products, which pursue reality for adults, as a result of active new product deployment. Also deployment of related products started for WEB animation “TOMICA Heroes Jobraver - Specially-equipped combined robot,” which commenced streaming in April.

### 【Fashion toys】

•The new sensation danceable drama “RizSta -Top of Artists!-,” another evolution of the special effects TV drama “Girls Heroine Series,” has been broadcast since April, with story-related products deployed.  
In addition, based on the abundant character appeal of the highly popular “Punirunes,” a new tactile toy with LCD screen, it was announced that an original TV animation series based on the toy would start airing from October. Sales for the LICCA doll are in decline.

### 【Action toys】

•Since April, airing has started for TV animation “BOTTLEMAN DX,” in conjunction with the launch of the product deployment of a new series. The trading card game DUEL MASTERS, which is marking its 20th anniversary this fiscal year, began airing a new series of its TV animation in September, the first in six years, and this in conjunction with strengthened marketing, including sales of related products, has provided strong sales. Overseas-bound exports of TRANSFORMERS increased mainly for North America and Asia. Sales of BEYBLADE are on a downward trend