

Sales by Key Categories ¥100million	FY2019 3Q	FY2020 3Q	FY2021 3Q	FY2022 3Q	
	Actual	Actual	Actual	Actual	Change
Preschool Includes TOMICA, PLARAIL, baby & preschool items, etc	179	153	180	188	+8
Fashion toys Includes LICCA dolls, collection toys, Narikiri, etc.	106	78	78	73	-5
Action toys Includes TRANSFORMERS, BEYBLADE, TCG, etc.	286	216	258	244	-14

-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, reflecting the launch of “TOMICA Big Fire Truck & Transforming Command Station” and other large-scale products for children, active new product development for “TOMICA Premium” series and other products that pursue reality for adults, and the November 2022 sales launch of the “Dream TOMICA Everything Ghibli!” series.

Products related to the WEB animation “TOMICA Heroes Jobraver - Specially-equipped combined robot,” which commenced streaming in April 2022, also won popularity.

【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 2022, 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, an original TV animation series based on the toy started airing from October 2022, and related products have also gained popularity. Sales for the LICCA doll are in decline.

【Action toys】

•Since April 2022, airing has started for TV animation “BOTTLEMAN DX,” in conjunction with 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 2022, 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. The main factor behind the overall decline in action toy sales has been the downward trend in BEYBLADE.