

Sales by Key Categories ¥100million	FY2020 1Q	FY2021 1Q	FY2022 1Q	FY2023 1Q	
	Actual	Actual	Actual	Actual	Change
Preschool Includes TOMICA, PLARAIL, baby & preschool items, etc	37	49	49	59	+10
Fashion toys Includes LICCA dolls, collection toys, Narikiri, etc.	13	16	15	12	-3
Action toys Includes TRANSFORMERS, BEYBLADE, TCG, etc.	64	82	81	71	-10

-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 the “Dream TOMICA Everything Ghibli!” series, a collaboration with Studio Ghibli, and other products.

For PLARAIL series, in addition to the products for children, “PLARAIL REAL CLASS” was launched for adults as a new start for the series, aiming to provide both the “fun to display” and the “fun to run,” and was well received.

【Fashion toys】

Related products for “Punirunes,” which was launched in October last year, remained popular. In addition, LICCA dolls is striving to expand its target age group, such as by relaunching the popular fashion doll JeNny, which was first released in the 1980s, as a friend doll in the “#Licca (Hashtag Licca)” series.

【Action toys】

For TRANSFORMERS, in conjunction with the release of the latest movie, new related products featuring updated designs inspired by the characters in the movie were launched.

BEYBLADE BURST saw a decrease in sales mainly due to the product changeover to BEYBLADE X, the fourth generation launched on July 15.