

Sales by Key Categories ¥100million	FY2020 2Q	FY2021 2Q	FY2022 2Q	FY2023 2Q	
	Actual	Actual	Actual	Actual	Change
Preschool Includes TOMICA, PLARAIL, baby & preschool items, etc	89	105	112	126	+14
Fashion toys Includes LICCA dolls, collection toys, Narikiri, etc.	36	39	37	28	-9
Action toys Includes TRANSFORMERS, BEYBLADE, TCG, etc.	140	167	162	140	-22

-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 start for the series in June, aiming to provide both the “fun to display” and the “fun to run.”

【Fashion toys】

Related products for “Punirunes,” which was launched in October last year, grew in popularity, while in July we launched a new sensation digital pet-care game, “Tobidase! Cubits (Bitzee).” Although sales of LICCA doll declined, efforts were made 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)” in August.

【Action toys】

Sales of BEYBLADE X, the fourth generation of BEYBLADE, started in July. The brand has a 24-year history since the launch of the first generation, and its appeal is growing among adults as well, with future sales expansion expected. On the other hand, the third-generation BEYBLADE BURST saw a decrease in sales mainly due to the product changeover.

TRANSFORMERS did not achieve the expected level of exports, mainly due to the impact of adverse overseas toy markets, despite the launch of toys related to movie characters.