

Sales by Key Categories ¥100million	FY2020 3Q	FY2021 3Q	FY2022 3Q	FY2023 3Q	
	Actual	Actual	Actual	Actual	Change
Preschool Includes TOMICA, PLARAIL, baby & preschool items, etc	153	180	188	209	+21
Fashion toys Includes LICCA dolls, collection toys, Narikiri, etc.	78	78	73	59	-14
Action toys Includes TRANSFORMERS, BEYBLADE, TCG, etc.	216	258	244	221	-23

-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” series, which incorporates content that is popular among a wide demographic, as well as the “TOMICA Premium” series.

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 2023.

【Fashion toys】

Sales of LICCA doll declined. Products related to “Punirunes” gained in popularity, while the launch of a new sensation digital pet-care game, “Tobidase! Cubits (Bitzee)” in July 2023 was well received.

【Action toys】

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.

Sales of BEYBLADE X, the fourth generation of BEYBLADE, started in July 2023.

The product has drawn attention from children and adults alike, and with the start of a TV animation series in October 2023, its popularity has spread.