

Sales by Key Categories ¥100 million	Q1-Q3 FY2022	Q1-Q3 FY2023	Q1-Q3 FY2024	Q1-Q3 FY2025	
	Result	Result	Result	Result	Change
Preschool Includes TOMICA, PLARAIL, baby & preschool items, etc.	188	209	243	271	+28
Fashion toys Includes LICCA dolls, collection toys, Narikiri, etc.	73	59	92	73	-19
Action toys Includes TRANSFORMERS, BEYBLADE, TCG, etc.	244	221	316	380	+64

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

TOPICS

【Preschool】

- Celebrated its 55th anniversary in 2025, TOMICA brand has continued to perform well thanks to product lineup targeting a wide range of age groups. Sales growth was also driven by expanding popularity in Asia.
- In December, we held TOMICA's first fan festival, "TOMICA OWNERS MEETING," and strengthened our outreach to a wide range of age groups.

【Fashion toys】

- Exports of our care toy "Puniruns," which features a new texture and had recorded sales growth in the same period of the previous year, decreased.
- "LICCA doll" maintained steady performance by promoting product offerings targeting a wide age range.

【Action toys】

- Sales of trading card games significantly exceeded the same period of the previous year, driven not only by the popularity of "DUEL MASTERS" VTuber collaboration products, but also by sales of the "Disney LORCANA Trading Card Game" series and the "HAIKYU!! VOBACA!! BREAK" series
- "T-SPARK" has seen sales growth, driven by the strong performance of "TRANSFORMERS," as well as the launch of the new series "TOYRISE" and "REALIZE MODEL."
- "BEYBLADE X" showed steady performance, driven by various promotional efforts including qualifying rounds for the world team championship and enhanced web advertising.