



Quality Asobi can inspire and delight the world.

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TOMY Company, Ltd.
Fiscal Year 2025 1st Half (6 months)
Results
(April 1, 2025-September 30, 2025)

November 11, 2025
TSE Securities Code: 7867

Fiscal Year 2025 1st Half (6 months) Financial Highlights (April 1, 2025-September 30, 2025)

November 11, 2025

Goshiro Ito

Board Director, Senior Executive Officer & CFO

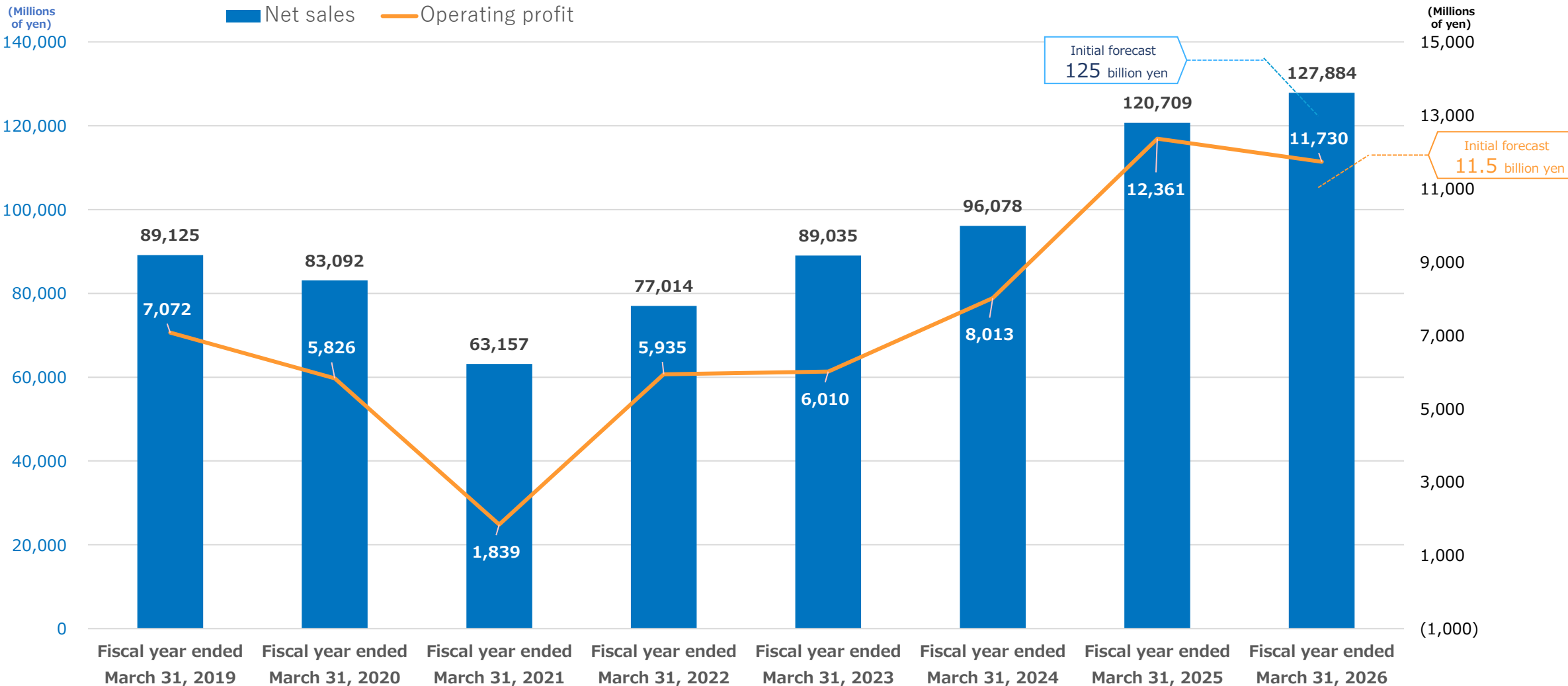


1H Performance Trends (Net sales and Operating profit)



Net sales

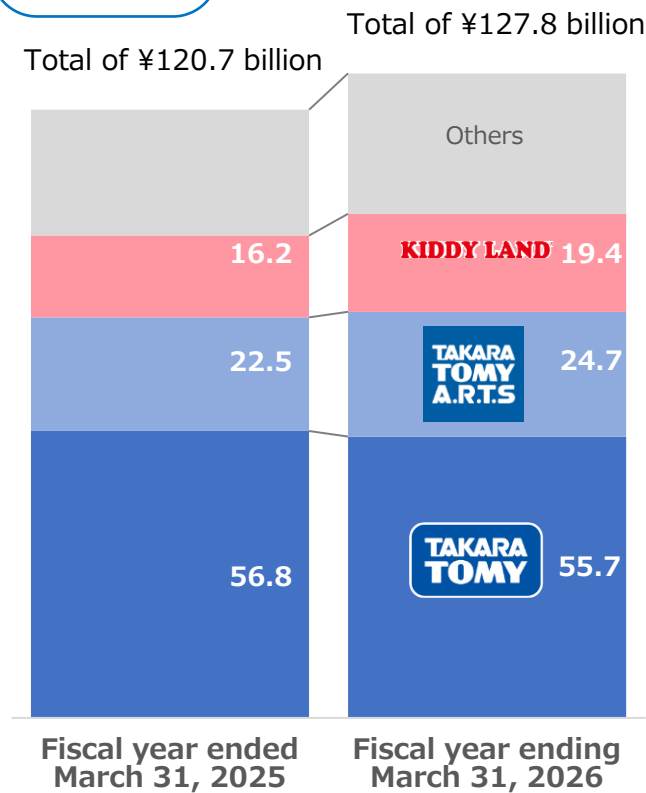
Operating profit



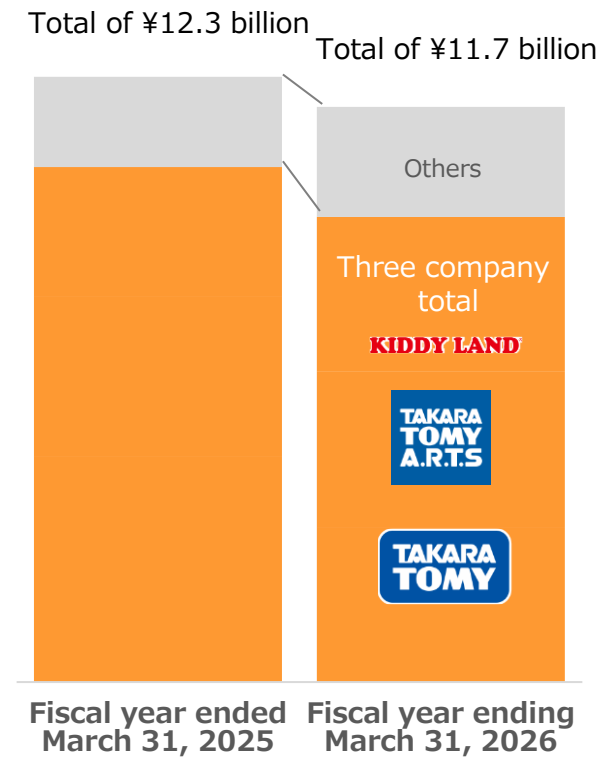
1H Trends of the Three Main Companies

While TOMY Company's exports to overseas markets, which had risen in the same period of the previous fiscal year, declined, KIDDY LAND continued to grow, and T-ARTS Company showed steady performance.

Net sales



Operating profit



KIDDY LAND

- Increase in number of customers including inbound demand
- Product development tailored to customer needs
- Character popularity continues

T-ARTS Company

- Increased popularity of amusement machines (in Japan and in Asia)
- Expansion of sales of plush toys

TOMY Company

- Decreased exports to overseas markets, which had risen in the same period of the previous fiscal year (Punirunes, BEYBLADE X, etc.)
- Expansion of sales of TCG and hobbies
- Increased popularity of TOMICA (in Japan and in Asia)



Consolidated Income Statement (FY2025 1st Half (6 months))



¥100 million

	FY2025 1st Half (2025/4-9)	FY2024 1st Half (2024/4-9)	Change
Net sales	1,278	1,207	+71
Cost of sales	766	722	+44
Gross profit	512	484	+28
Operating profit	117	123	-6
Operating profit margin	9.2%	10.2%	-1.0%
EBITDA	162	162	+0
Ordinary profit	118	118	-0
Profit attributable to owners of parent	81	84	-3

* All figures have been rounded down to the nearest ¥100 million.

Key points

- Net sales reached a record high, driven in part by continued growth at KIDDY LAND and steady performance at T-ARTS Company, despite a decline in exports to overseas markets at TOMY Company, which had risen in the same period of the previous fiscal year.
- Operating profit declined by ¥600 million year on year, partly due to the impact of tariffs, investments in visual content and human capital, and a higher SG&A ratio resulting from lower sales in the Americas.
- An extraordinary losses of ¥448 million was recorded in connection with a voluntary product recall.

* Sum of amortization of goodwill and intangible assets associated with the acquisition of TOMY International (TI): ¥1.0 billion for the period under review; ¥1.1 billion for the same period of the previous FY

* EBITDA=Operating profit + depreciation + amortization of goodwill * Dollar conversion rate: ¥146.03 during the period under review; ¥152.63 during the same period of the previous FY

Selling, General and Administrative Expenses

(FY2025 1st Half (6 months))



¥100 million

	FY2025 1st Half (2025/4-9)	FY2024 1st Half (2024/4-9)	Change
SG&A (total)	395	360	+35
SG&A ratio	30.9%	29.9%	+1.0%
Personnel expenses	127	121	+6
Advertising expenses	88	75	+13
R&D expenses	29	26	+3
Distribution expenses	39	39	+0
Amortization of goodwill and intangible assets associated with acquisition of TI	10	11	-1
	\$7 MM	\$7 MM	+\$0 MM

* All figures have been rounded down to the nearest ¥100 million.

Key points

- Increase in advertising expenses due to investments in visual content, etc.
- Increase in personnel expenses due to business expansion
- SG&A ratio up 1.0% year on year



Operating Results by Segment (FY2025 1st Half (6 months))



¥100 million

		FY2025 1st Half (2025/4-9)	FY2024 1st Half (2024/4-9)	Change
Net sales		1,278	1,207	+71
	Japan	1,101	1,047	+54
	Americas	123	140	-17
	Europe	33	30	+3
	Oceania	11	13	-2
	Asia	342	365	-23
	Eliminations and corporate	-334	-389	+55
Operating profit / (loss)		117	123	-6
	Japan	141	135	+6
	Americas	-3	-3	-0
	Europe	-1	-1	-0
	Oceania	0	0	-0
	Asia	12	17	-5
	Eliminations and corporate	-31	-25	-6

* All figures have been rounded down to the nearest ¥100 million.

Key points

- In Japan, as noted above.
- In Asia, while sales of TOMICA expanded, sales at the production subsidiary TOMY (Hong Kong) Ltd. declined.
- In the Americas, sales of baby products declined amid weak toy market demand affected by tariffs.



Net Sales by Region (FY2025 1st Half (6 months))



¥100 million

Region	FY2025 1st Half (2025/4-9)	FY2024 1st Half (2024/4-9)	Change
Japan	868	768	+100
North America	199	222	-23
Europe	53	71	-18
Oceania	15	17	-2
Asia	139	120	+19
Others	3	6	-3
Total	1,278	1,207	+71
Ratio of overseas sales	32.1%	36.4%	-4.3%

* Net sales are categorized into a country or region based on the customer's location.

* All figures have been rounded down to the nearest ¥100 million.

Key points

- Japan: Sales grew, driven by trading card games, TOMICA, amusement machines, KIDDY LAND, and others.
- North America: Sales of baby products declined.
Sales of Punirunes and BEYBLADE X, which had risen in the same period of the previous fiscal year, decreased.
- Asia: Sales expanded for long-selling brands, including TOMICA and BEYBLADE X.

Consolidated Balance Sheets Breakdown (FY2025 1st Half (6 months))



■ Key year-on-year items changed

¥100 million

Account	FY2025 1st Half (2025/4-9)	FY2024 1st Half (2024/4-9)	Change
Inventories	283	245	+38
Japan	145	121	+24
Overseas	159	144	+15
Elimination of unrealized profits	-20	-20	-0
Long-term/short-term total borrowings	23	67	-44
Net cash (Cash and deposits less borrowings)	419	358	+61
Equity ratio	65.1%	62.3%	+2.9%

* All figures have been rounded down to the nearest ¥100 million.

		FY2025 1st Half (2025/4-9)	FY2024 1st Half (2024/4-9)	Change
Goodwill balance of TI	\$MM	68	80	-12
	¥100 million	101	115	-14
Intangible assets balance of TI	\$MM	56	59	-3
	¥100 million	84	84	-0

<US\$ FX rate at end of period> the period under review: ¥148.88, the same period of the previous FY: ¥142.73

Business Review for FY2025 1H

Akio Tomiyama, Representative Director, President & CEO



◆ Fiscal year ending March 31, 2030 Numerical Targets

(announced on May 14, 2024)

◆ Performance Trends and Future Initiatives

- KIDDY LAND
- T-ARTS Company
- TOMY Company

Fiscal year ending March 31, 2030 Numerical Targets

(announced on May 14, 2024)



Business Vision 2030

Becoming a globally adored Asobi powerhouse, known for its top-notch quality and boundless creativity.

Net sales

¥300.0 billion

Operating
profit
margin

10%



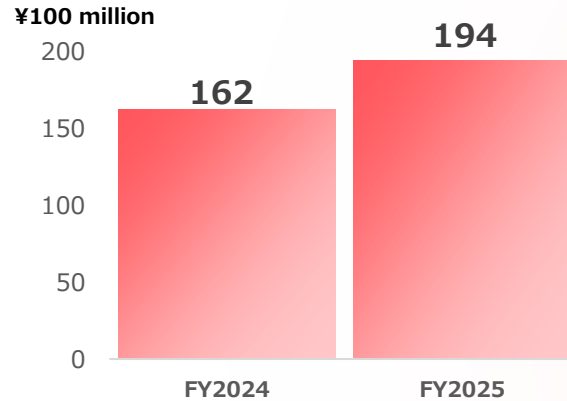
Regional axis



Age group

Performance growth led by flagship stores and new store openings

1H net sales results



Shinjuku Store opened in April 2025

Character product development tailored to customer needs



Sanrio characters



Chiikawa Land

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© nagano

Change in overseas visitors to Japan

Total number of visitors from January to September 2025:



31.65 million visitors

Up 18% year on year

Source: Japan National Tourism Organization (JNTO)

Expanding the customer base through new approaches



hololive production official shop



Nagoya PARCO store

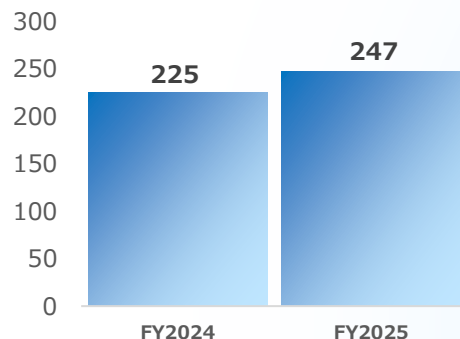
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Leveraging IP to expand age groups and regional axis

1H net sales results

¥100 million



Mezastar Station at Taipei Station Underground City Mall

Plush toys

Sales growth through global expansion
Continuing consideration of North American expansion for medium- to long-term growth



© Nintendo / HAL Laboratory, Inc.



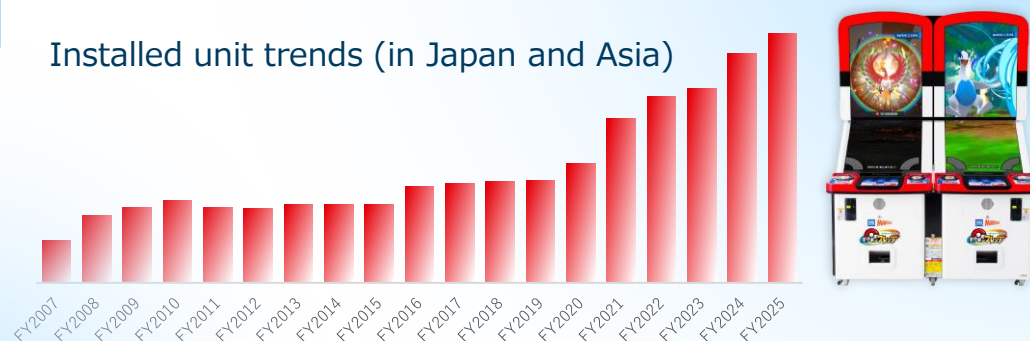
© Disney © Disney / Pixar © Disney.
Based on the "Winnie the Pooh" works by A.A.Milne and E.H.Shepard.



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Expanding global rollout of Pokémon amusement machines in Japan and Asia

Installed unit trends (in Japan and Asia)



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IP strategy for the Pretty series

Amusement machines



Animated TV series



Event stages



Domestic and international events



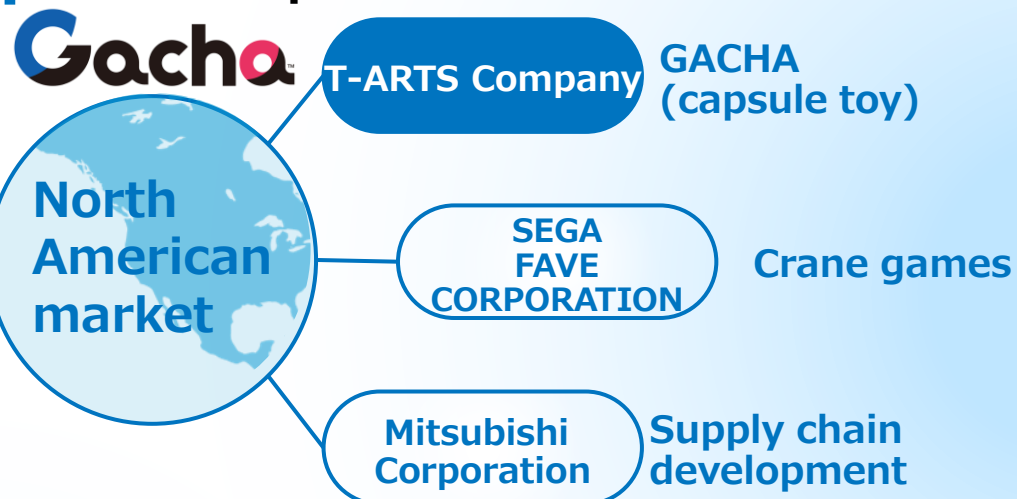
Licensed merchandise



© T-ARTS / syn Sophia / TV TOKYO / AP Production Committee

Promoting expansion of GACHA capsule toys in North America

Launch of a joint retail business by three companies



Targeting the rollout of more than several hundred locations across the U.S. beginning in FY2026



A pilot store in California, U.S. to open in November

A new challenge in North America

Full-scale expansion of the GACHA business across North America through partnership with GENDA

Deployment of GACHA onto GENDA's North American platform

Rollout potential across more than 13,000 locations

- Major grocery stores
- Cinema chains, etc.



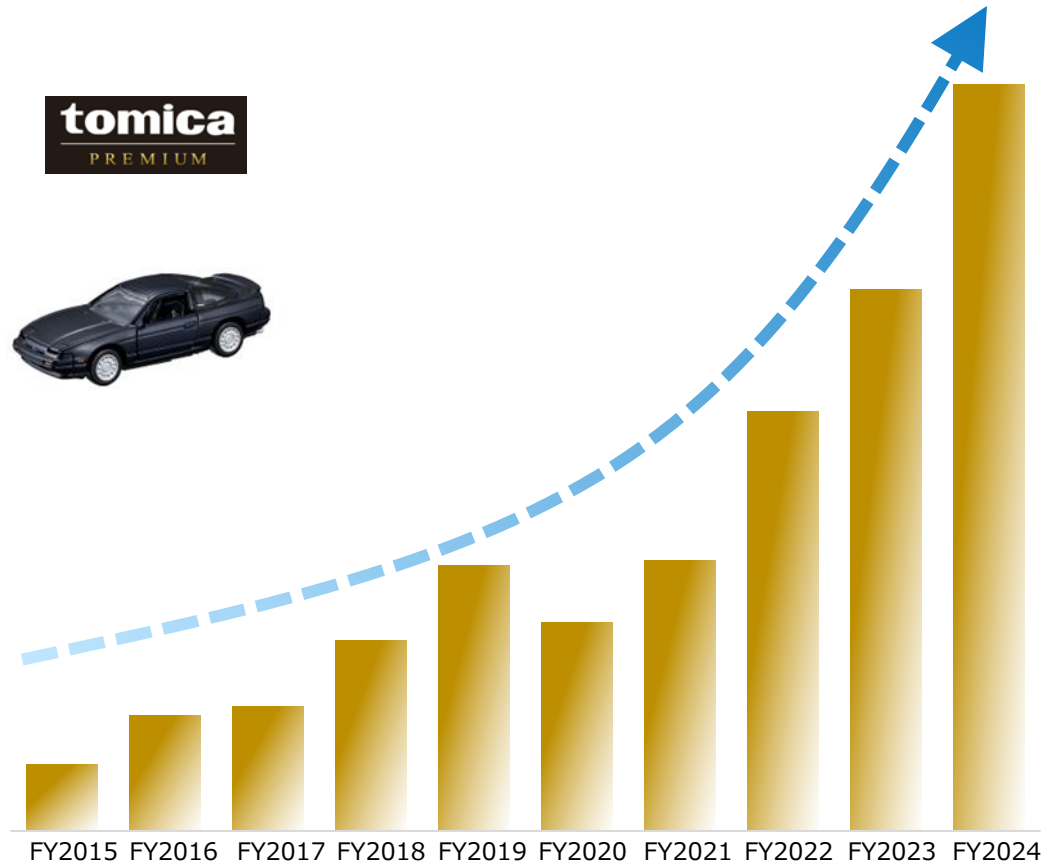
Adding GACHA machines as a new lineup into GENDA's established mini-crane games, thereby maximizing customer experience value

Driving growth by delving deeper into long-selling brands

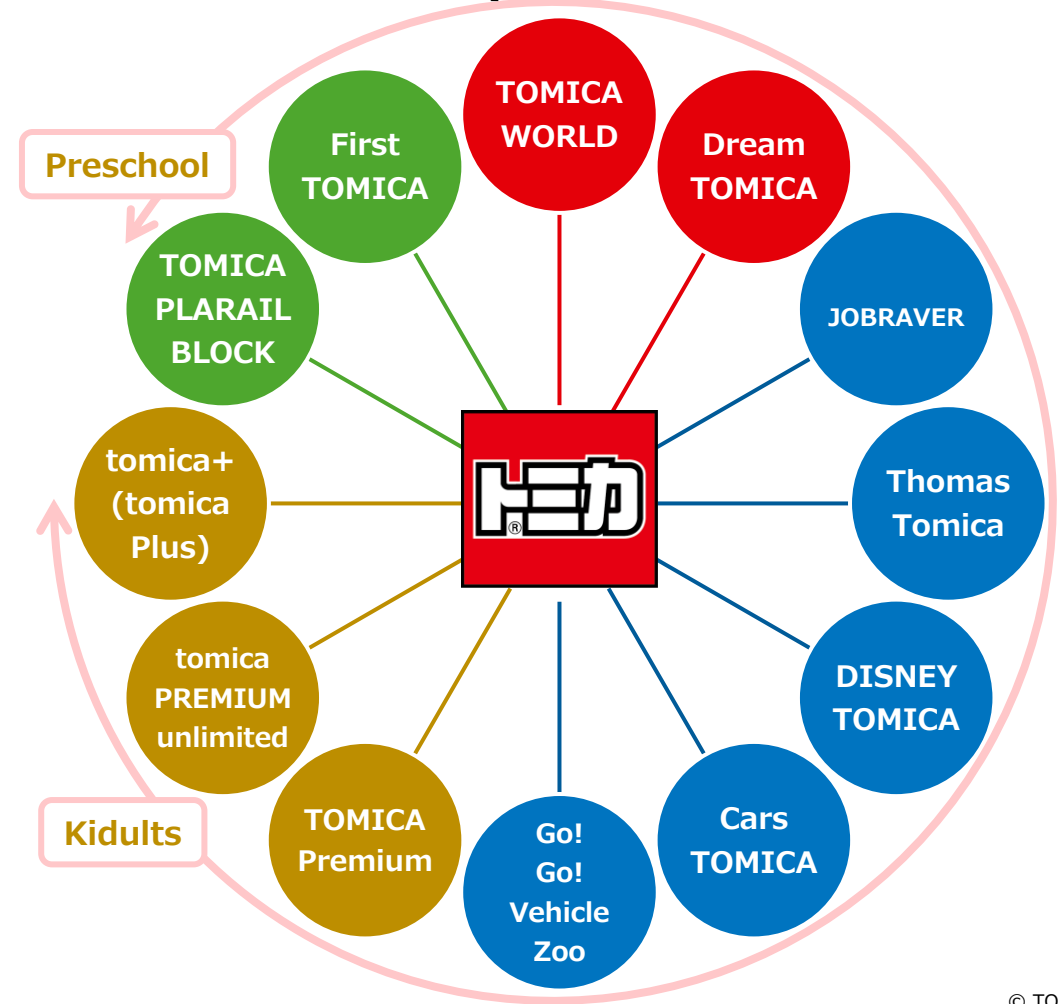


TOMICA's growth through expansion of age group

Net sales trend of TOMICA Premium

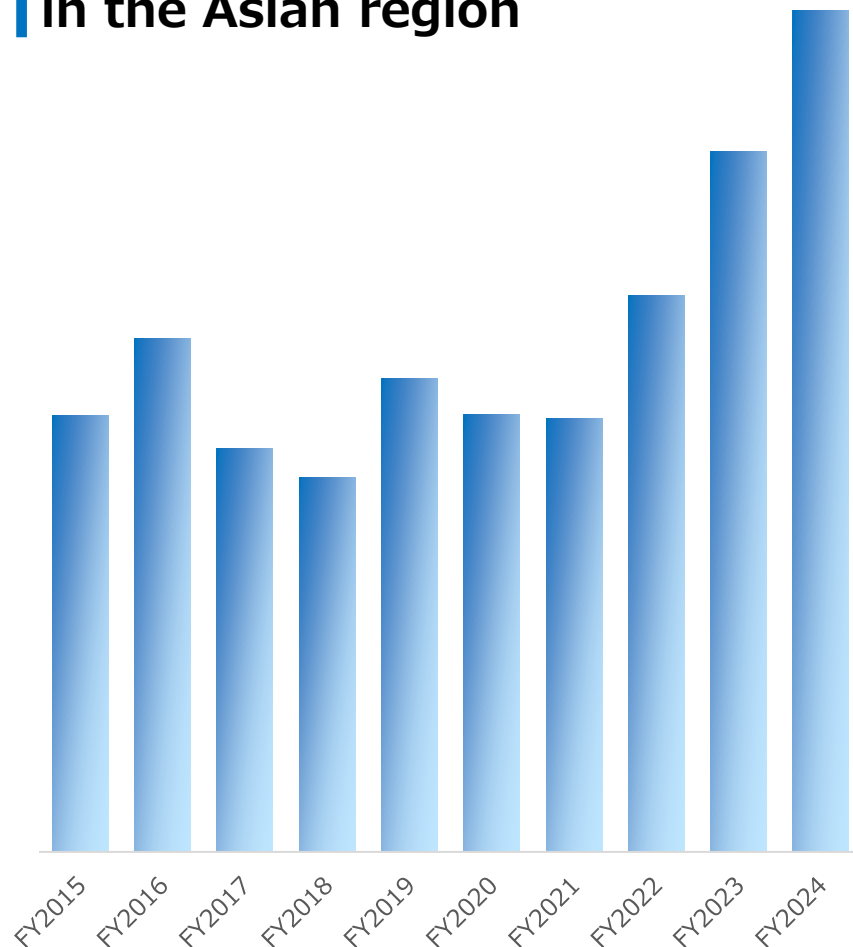


TOMICA Brand Map



▲ TOMICA's growth through expansion of regional axis ▲

Net sales trend of TOMICA in the Asian region



TOMICA store events in the Asian region

TOMICA Kidult Select Store
Beijing FAO



TOMICA BRAND STORE
Beijing



TOMICA Expo 2025
Taiwan



DIECAST EXPO
Malaysia



DIECAST EXPO
Singapore



BEYBLADE's rollout expands over 80 countries and regions, with multi-generational appeal

<p>Selected from Manila</p> <p>Regular</p>	<p>Selected from Manila</p> <p>Open</p>	<p>Selected from Sydney</p> <p>Regular</p>	<p>Selected from Sydney</p> <p>Open</p>	<p>Selected from Paris</p> <p>Regular</p>	<p>Selected from Los Angeles</p> <p>Open</p>	<p>Selected from Singapore</p> <p>Regular</p>	<p>Selected from Singapore</p> <p>Open</p>	<p>Selected from Mexico City</p> <p>Regular</p>	<p>Selected from Mexico City</p> <p>Open</p>
<p>Selected from São Paulo</p> <p>Regular</p>	<p>Selected from Auckland</p> <p>Regular</p>	<p>Selected from Bangkok</p> <p>Regular</p>	<p>Selected from Bangkok</p> <p>Open</p>			<p>Selected from Tokyo</p> <p>Regular</p>	<p>Selected from Tokyo</p> <p>Open</p>	<p>Selected from Guangzhou</p> <p>Regular</p>	<p>Selected from Guangzhou</p> <p>Open</p>
<p>Selected from Taipei</p> <p>Regular</p>	<p>Selected from Taipei</p> <p>Open</p>	<p>Selected from Jakarta</p> <p>Regular</p>	<p>Selected from Jakarta</p> <p>Open</p>			<p>Selected from Seoul</p> <p>Regular</p>	<p>Selected from Seoul</p> <p>Open</p>	<p>Selected from Istanbul</p> <p>Open</p>	<p>Selected from Toronto</p> <p>Regular</p>
<p>Regular Class: Ages 6 up to 12</p>		<p>Selected from Kuala Lumpur</p> <p>Regular</p>	<p>Selected from Kuala Lumpur</p> <p>Open</p>	<p>Selected from London</p> <p>Regular</p>	<p>Selected from Cologne</p> <p>Regular</p>	<p>Selected from Hong Kong</p> <p>Regular</p>	<p>Selected from Hong Kong</p> <p>Open</p>	<p>Selected from Chicago</p> <p>Regular</p>	<p>Open Class: Ages 6 and older, adults may also join</p>



Expanding the rollout of Beyblade for further growth



September 2025
Mela! Mela! Anime Japan!!

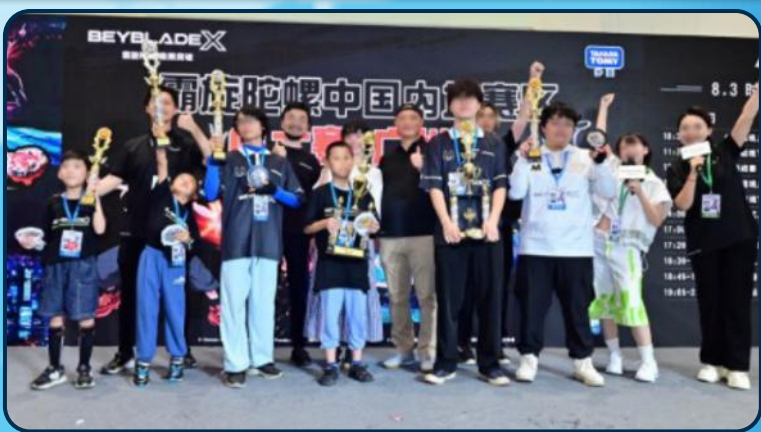


August 2025
BEYBLADE X G1 Tournament Guangzhou, China

China



India





▲▲▲ Cultivating new growth drivers ▲▲▲

Trading card games TCG

Expansion of product lineups



Driving expansion in Asia



Sales growth also through collaborations

DUEL MASTERS
X
VTuber



Driving digital transformation



DUEL MASTERS PLAY'S

Hobbies



Expansion of brand lineups



Participation in hobby events

- Shizuoka Hobby Show
- All Japan Model and Hobby Show
- Anime Expo® 2025
- Animation - Comic - Game Hong Kong 2025
- TAIPEI TOY SHOW
- HOBBY EXPO CHINA
- BEST HOBBY SUMMER FESTA 2025
- Shanghai Wonder Festival 2025
- T-SPARK POP UP in TAIWAN, etc.



Anime Expo® 2025

Driving global expansion

Expansion areas:

North America, Australia, China, Hong Kong, Taiwan, and South Korea

Further expansion through TOMY International





**Bringing Asobi to the world and
Asobi to all generations!**



Quality Asobi can inspire and delight the world.

