

For Immediate Release



July 3, 2020

Waddles along from side to side when you call its name♪
Talks while walking!



“Pikachu Arukude Chu”



To be launched Saturday, August 1, 2020

The familiar marching Pikachu came to our house!
Sings, laughs, gets angry... and marches!

TOMY Company, Ltd. (Representative Director, President & COO: Kazuhiro Kojima, Head office: Katsushika-ku, Tokyo) announces the release of “Pikachu Arukude Chu”, a Pikachu communication toy that talks while walking when you call its name (SRP: ¥3,500 excluding tax). Pikachu Arukude Chu is scheduled to go on sale on Saturday, August 1, 2020 at nationwide toy stores, toy sections of department stores and mass retailers, online shops, selected bookstores, and TOMY Company’s official online store “Takara Tomy Mall” (takaratomymall.jp), etc. This product is also planned to be sold in eight countries and regions mainly in Asia, including South Korea, China, Hong Kong, Taiwan, Singapore, Malaysia, and Thailand.



Scan to play the product video

“Pikachu Arukude Chu!” to be released this time is a communications toy that responds by waving its arms while talking when you call its name, blushes by lighting up its cheeks, and cutely waddles along from side to side. Popular among a wide age group from children to adults, this product is based on the concept “The familiar marching Pikachu came to our house!”, and the body is made of a napped flocky material, giving it a more familiar feel. In addition to the expression of emotions, cheeks lighting up and reactionary

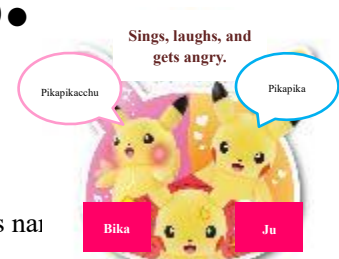
arms waving, with the “Let's Pikachu Challenge” feature, it sings the “Pikachu no Uta” when you call its name repeatedly. Now in a palm-sized format, this toy offers a new way to enjoy spending time at home.

●○Features of the product○●

1. **When you call its name, Pikachu walks!**

Responding to your voice, it talks while waddling along.

Its incredibly cute walking and stopping motions make you want to call its name.



2. **Sings, laughs, and gets angry (THUNDERBOLT!)**

It entertains you not only by walking, but also by waving its arms and making sounds.

If you repeatedly call its name, it will sing the “Pikachu no Uta” while marching.



3. **Everyone can enjoy playing with it, regardless of generation or language!**

Since it reacts to a sound, anyone from small children to foreigners can easily play with it regardless of generation or language.



* The images are for visual representation purposes only.

<Product Outline>

Product Name: “**Pikachu Arukude Chu**”

SRP: JPY 3,500 (tax not included)

Scheduled Launch Date: Saturday, August 1, 2020

Recommended Age: 3 years and up

Package Contents: Main unit

Dimensions: W 80 mm × H 130 mm × D 70 mm

Batteries Required: 2 × AAA alkaline *Batteries are sold separately.

Sales Target: 50,000 units per year

Sales Channels: Toy stores, toy sections of department stores/mass retailers throughout Japan, online stores, selected bookstores, TOMY Company’s official online store “Takara Tomy Mall” (takaratomy.com), etc.

Copyright: ©2020 Pokémon. ©1995-2020 Nintendo/Creatures Inc./GAME FREAK inc.

Official Website: www.takaratomy.co.jp/products/pokemon/pikachu_walk



<Introduction of other Pokémon toys>

◆ “SMAPHO ROTOM”

We will release the SMAPHO ROTOM that appears in the new TV animation series “Pokémon,” whose broadcasting started in November 2019, as an LCD toy, the super latest Pokémon illustrated guide “SMAPHO ROTOM,” from Saturday, July 18, 2020. This toy provides a guide on 500 Pokémon characters from all 8 regions, including Pokémon that newly appear in the new TV animation series. In addition, this product allows you to experience the world of Pokémon animation with its 25 types of functions and the same voices from the animations.



SRP: JPY 8,990 (tax not included)

Launch Date: Saturday, July 18, 2020

Recommended Age: 4 years and up

Batteries Required: 4 × AAA alkaline *Batteries are sold separately.

Copyright: ©Nintendo • Creatures • GAME FREAK • TV Tokyo • ShoPro • JR Kikaku ©Pokémon

Product Website: www.takaratomy.co.jp/products/pokemon/rotom_zukan_sp

For press inquiries, please contact:

Public Relations Division, TOMY Company, Ltd. Tel: 03-5654-1280 Fax: 03-5654-1380

For product inquiries from consumers, please contact:

TOMY Customer Service (Japanese only) Tel: 0570-041031 (Navi-Dial)