

For Immediate Release

September 1, 2021



Ranking of Featured Toys for Christmas 2021 Released!

“2021 Christmas Toys Selected by Toy Stores”

TOMY Company awarded 1st prize in 4 out of 8 categories!

The color of this LICCA’s hair can be easily changed to three “Yumeiro (dreamy)” colors

1st prize in the Dolls/Playing house category

“YUMEIRO Licca colorful change”

Makes a big full turn to dispatch all the Tomica cars at once!

1st prize in the Vehicle/Animal toys category

TOMICA “Transform! Deluxe Police Station”

Laugh or cry, everything depends on the gears! Side job card available for the first time!

1st prize in the Games & puzzles category

“The Game of Life Pinch and Chance”

Touch the “punipuni” characters directly with your finger!

1st prize in the Variety category “Punirunes”

TOMY Company, Ltd.

The TOMY Group (TOMY Company, Ltd.; Representative Director, President & COO: Kazuhiro Kojima, headquarters: Katsushika-ku, Tokyo) **won 1st prize in four out of eight categories** in the “2021 Christmas toys selected by toy stores” announced by the Tokyo Toy & Doll Cooperative Association on Wednesday September 1, 2021. When toys winning 2nd prize and below are included, 19 items of the Group were ranked.

The first prizes were won by **“YUMEIRO Licca colorful change”** in the Dolls/Playing house category; **TOMICA “Transform! Deluxe Police Station”** in the Vehicle/Animal toys category; **“The Game of Life Pinch and Chance”** in the Games & puzzles category; and **“Punirunes”** in the Variety category.

1st prize in the Dolls/Playing house category

TOMY Company

“YUMEIRO Licca colorful change”

JPY 4,950 (tax included) Now on sale

The color of this LICCA’s hair can be easily changed to three “Yumeiro (dreamy)” colors.

(The color is changed using ice water or by warming with the hands)

licca.takaratomy.co.jp/products/doll/yumeiro



© TOMY

1st prize in the Vehicle/Animal toys category

TOMY Company

TOMICA “Transform! Deluxe Police Station”

JPY 8,580 (tax included) Now on sale

Makes a big full turn to dispatch all the Tomica cars at once!

New police station loaded with sounds makes pretend play fun!

* Tomica cars are not included.

www.takaratomy.co.jp/products/tomica/tomicaworld/town/policestation



© TOMY

1st prize in the Games & puzzles category

TOMY Company

“The Game of Life Pinch and Chance”

JPY 4,400 (tax included) Now on sale

Laugh or cry, everything depends on the gears! Side job card available for the first time! Are side jobs allowed at last in the world of The Game of Life!?

www.takaratomy.co.jp/products/jinsei/product/daigyakuten



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1st prize in the Variety category

TOMY Company

“Punirunes” (available in three colors)

JPY 6,578 each (tax included) Now on sale

LCD care toy with a new “texture” that allows you to play as if touching “punipuni” characters on the LCD screen directly with your finger.

www.takaratomy.co.jp/products/punirunes



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2nd and 3rd prize items

2nd prize in the Toys for infants and mental training toys category

TOMY Company

TOMICA “Reconfiguring Action! Car Carrier & Cargo Jet Set”

JPY 6,600 (tax included) scheduled on Saturday, October 16, 2021

Using an electric screwdriver for customizing play with car carrier and cargo jet!

You can load it with Tomica cars as well! * Tomica cars are not included.

www.takaratomy.co.jp/products/tomica/tomicaworld/tomicadiy



© TOMY

3rd prize in the Educational toys category

TOMY Company

“Pokémon Pikatto Academy Kids PC”

JPY 17,600 (tax included) Scheduled for launch in November 2021

Learn more and more, and get Pokémon by change of the mouse!

Contains more than 3,000 questions, including PC skills and introductory programming! Learn naturally while playing with Pokémon!

www.takaratomy.co.jp/products/pokemon/mouse_get_pc



©Nintendo · Creatures · GAME FREAK · TV Tokyo · ShoPro · JR Kikaku
©Pokémon

2nd prize in “Character-related toys” category

TOMY Company

“SMAPHO ROTOM+ (plus)”

JPY 10,990 (tax included) Scheduled for launch in October 2021

Let's find 800 Pokémon characters from all regions with “Karada Action”!

New and upgraded version of the highly popular SMAPHO ROTOM released!

www.takaratomy.co.jp/products/pokemon/rotom_zukan_sp_plus



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©Pokémon

2nd prize in the Dolls/Playing house category

TOMY Company

“Licca Pet Clinic”

JPY 6,930 (tax included) Now on sale

Examine pets on the examination table! Give them treatment according to the results ♪

LICCA Pet Clinic has fun x-ray and examination gimmicks.

*Doll sold separately

licca.takaratomy.co.jp/products/house/petclinic



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2nd prize in the Arts & crafts category

TOMY Company

“Felt sewing machine Demon Slayer: Kimetsu no Yaiba”

JPY 6,578 (tax included) Scheduled for launch on Saturday, October 2, 2021

A “Demon Slayer: Kimetsu no Yaiba” animation version of the Felt Sewing Machine, which can sew without using thread, has been released.

Using the special felt included with the product, users can make small items such as Demon Slayer: Kimetsu no Yaiba pouches and charms.

www.takaratomy.co.jp/products/feltychine/kimetsu



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2nd prize in the Vehicle/Animal toys category

TOMY Company

“Packed with popular plays! PLARAIL BEST SELECTION SET”

JPY 5,500 (tax included) Now on sale

These are perfect for those starting out with PLARAIL!

All-in-one set that includes all the cool vehicles, scenery parts and rails!

www.takaratomy.co.jp/products/plarail/tettei/set/bestselection02



© TOMY

2nd prize in the Games & puzzles category

T-ARTS Company

“Momotaro Dentetsu - Classic Board Game for Showa, Heisei and now Reiwa Era!”

JPY 4,950 (tax included/tentative price) Scheduled for launch on Thursday, October 14, 2021

The highly popular game software “Momotaro Dentetsu” is now available as a board game! Enjoy it with all the family!

www.takaratomy-arts.co.jp/items/item.html?n=Y708718



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Prize-winning items



Toys for infants and mental training toys category

TOMY Company “Launch’N Haul PAW Patroller” JPY 8,580 (tax included) Now on sale
www.takaratomy.co.jp/products/pawpatrol/products

Educational toys category

TOMY Company “Shogakukan no Zukan NEO Pad DX” JPY 17,490 (tax included) Now on sale
www.takaratomy.co.jp/products/zukanneopad

Character-related toys category

TOMY Company “SHINKALION Z Dr. YELLOW” JPY 9,350 (tax included) Scheduled for launch on Saturday, October 9, 2021
www.takaratomy.co.jp/products/plarail/tettei/shinkalion_z/dr_yellow

Dolls/Playing house category

TOMY Company “Dakkosite Nerun series” (4 types) JPY 6,578 each (tax included) Now on sale
(*“Dakkosite Nerun fuwafuwa wanko” Scheduled for launch on Saturday, October 23, 2021)
www.takaratomy.co.jp/products/nerun

Arts & crafts category

TOMY Company “Licca Mechabae Make Pact” JPY 8,800 (tax included) Scheduled for launch on Saturday, October 16, 2021
licca.takaratomy.co.jp/products/makepact

Vehicle/Animal toys category

TOMY Company “ANIA Gachatto Korokoro Tree” JPY 5,656 (tax included) Scheduled for launch on Thursday, October 28, 2021
www.takaratomy.co.jp/products/ania/products/playset/playset24

Games & puzzles category

TOMY Company “Demon Slayer: Kimetsu no Yaiba Pop-Up Pirate Nezuko” JPY 2,530 (tax included) Scheduled for launch on Thursday, October 2, 2021
www.takaratomy.co.jp/products/kurohige/kimetsu

Variety category

TOMY Company “No holds barred! All-out Tank Laser Battle Set” JPY 8,690 (tax included/tentative price)



What is “2021 Christmas toys selected by toy stores”?



The “2021 Christmas toys selected by toy stores” is a ranking of toys voted on by toy retailers and wholesalers nationwide based on which toys they think will sell the most, or that they want to sell the most in this year’s Christmas shopping season.

This year the categories were revised to take into account concepts such as gender neutrality, resulting participants voting for the eight categories of “Toys for infants and mental training toys,” “Educational toys,” “Character-related toys,” “Dolls/Playing house toys,” “Arts & crafts,” “Vehicle/Animal toys,” “Games & puzzles,” and “Variety.” 180 new toys and top priority products for Christmas of 47 leading toy manufacturers made entry, with prizes for 1st to 3rd place being awarded in each of eight categories, as well as five prize-winning products.

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