

For Immediate Release

November 4, 2021

Seventh Release in the Oriental Zodiac Series of “ANIA” Animal Action Figures!

2022 Is the Year of the Tiger!

A Set with a Golden Tiger Is Perfect for Your Celebration of the New Year!

## **“Oriental Zodiac ANIA (Tiger)”**

**To be released on Thursday, November 11, 2021**

The “ANIA” series has reached a total of 15,000,000 sales over approximately eight years!



TOMY Company, Ltd.

TOMY Company, Ltd. (Representative Director, President & COO: Kazuhiro Kojima, headquarters: Katsushika-ku, Tokyo) will release “**Oriental Zodiac ANIA (Tiger)**” (SRP: JPY 660/tax included), which is an animal action figure in the motif of next year’s animal symbol that can be moved and played with. The product will be on sale on Thursday, November 11, 2021 at toy stores, toy sections of department stores/mass retailers throughout Japan, online stores, selected bookstores, and TOMY Company’s official online store “Takara Tomy Mall” ([takaratomymall.jp/shop](http://takaratomymall.jp/shop)), etc.



The “Oriental Zodiac ANIA” series comes in sets, with each set featuring a figure from the Oriental zodiac, a red carpet (felt sheet) and a folding screen. This series combines “ANIA” animal motifs with the Japanese custom of having an animal in the Oriental zodiac represent each year to offer products that can be used as a greeting for the new year, a New Year display piece, a gift to celebrate the New Year, etc. It is accordingly popular not only among children, the main target of the “ANIA” series, and is well received by adult customers as well.

This year’s release, the seventh in the series, has adopted a motif of a cute tiger cub for its association with 2022, the year of the tiger in the Oriental zodiac. In hopes that 2022 will be a brighter year for all, the set includes an auspicious golden “tiger,” a symbol of good fortune.

The “ANIA” series has proven extremely popular, with more than fifteen million units sold in Japan and overseas in the eight years since its launch in June 2013. (as of October 2021)

TOMY Company will enhance the lineups by planning diverse products, with the aim of developing “ANIA” as the long-standing series that is loved by children around the world.

## <Product Outline>

Product Name: “Oriental Zodiac ANIA (Tiger)”

SRP: JPY 660 (tax included)

Launch Date in Japan: Thursday, November 11, 2021

Recommended Age: 3 years and up

Package Contents: Yellow and black Tiger (tiger cub) × 1, gold tiger (tiger cub) × 1, gold folding screen × 1, red felt carpet × 1

Dimensions: Tigers (tiger cubs, yellow and black, gold) W 45 mm × H 32 mm × D 15 mm

Sales Target: ANIA series total 1,500,000 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,” etc.

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Website: [www.takaratomy.co.jp/products/ania](http://www.takaratomy.co.jp/products/ania)

[Official Twitter] @toy\_ania ([twitter.com/toy\\_ania](https://twitter.com/toy_ania))



(\*1) What is “ANIA”?

The “ANIA” series was launched in 2013 and features a range of hand-held size animal action figures with the gimmick of being able to be moved and played with. The products are designed as a “3D animal picture book” to stimulate intellectual interest in children who want to know more about the characteristics and types of different animals and as items that parents and children can play with together. These toys are created not just for displaying but based on the concept of animal action figures to be moved and played with. Their hand-held size, movable gimmick action feature and detailed molding have made them popular, and to date more than fifteen million units have been sold in Japan and overseas (series total; as of September 2021).



The “ANIA” series toys have also received “Guide Dog Mark” (\*1) certification as “accessible-design toys” (\*2) that children with visual disabilities can enjoy. The series won the Grand Prize in the Accessible-Design Toys category at the 2013 Japan Toy Awards.

(1) Hand-held size: Designed to fit perfectly in the palm of a child, the “ANIA” series toys are easy to handle and play with.

(2) Movable gimmick action feature: All “ANIA” series toys feature a movable part that is characteristic of each animal (e.g., a lion that opens its mouth, an elephant that sways its trunk, a giraffe that moves its neck, and a lesser panda that moves its tail). Children can intuitively understand the characteristic part of each animal and play with them by recreating typical poses such as a giraffe reaching up to eat leaves from a tree or a crocodile opening its jaws to catch prey.

(3) Detailed molding: All animals in the “ANIA” series are designed without sharp protrusions to ensure safety of play and are shaped to be appealing to children, in addition to which close attention to detail is paid to coloring and molding to recreate the look of the animal’s skin, feel of its fur, shape of its limbs, appearance of its paw pads, etc.

Official Website [www.takaratomy.co.jp/products/ania](http://www.takaratomy.co.jp/products/ania)

\* (1) The “Guide Dog Mark” certification is given to “accessible-design toys” that children with visual disabilities can enjoy.

\* (2) “Accessible-design toys” are toys made and sold for the general market that children with and without visual disabilities can enjoy playing with.

Takara TOMY accessible-design toys: [www.takaratomy.co.jp/products/kyouyou](http://www.takaratomy.co.jp/products/kyouyou)



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