

Training facility for experiencing GEAR SPORTS “BEYBLADE”

BEYBLADE X TRAINING CENTER

Open in Shibuya, Tokyo for three days from Saturday, October 7
to Monday, October 9 (national holiday), 2023

Participation-type event “MIZUNO BEYBLADE X SPORTS CHALLENGE”

Held on Saturday, September 30, 2023 [Tokyo] / Saturday, November 18, 2023 [Osaka]

TOMY Company, Ltd.

BEYBLADE X, the latest series of modernized *bei-goma* (traditional Japanese tops) “BEYBLADE” made by TOMY Company, Ltd. (Representative Director, President & COO: Kazuhiro Kojima, headquarters: Katsushika-ku, Tokyo), will open the **BEYBLADE X TRAINING CENTER** (in the event space “Hz” [Shibuya-ku, Tokyo]) for experiencing GEAR SPORTS “BEYBLADE” during the three-day period from Saturday, October 7 to Monday, October 9 (a national holiday for Sports Day), 2023 (free admission).



*Exterior of center during the daytime (image for visual representation purposes only)

We are growing BEYBLADE X as a type of GEAR SPORTS that is fascinating for players and spectators. BEYBLADE X TRAINING CENTER represents how BEYBLADE is evolving into a sport. Through its location in Shibuya, the birthplace of various cultural trends, the center spreads the appeal of BEYBLADE as “more of a sport than a toy, thrilling children and adults alike” to many visitors.

The center is designed based on the concepts of “enjoying BEYBLADE as a light workout” and “creating a space where adults can casually gather together.” The center features a rental space for gear products such as BEYBLADES (tops) and a training stadium where players can freely compete against each other. Visitors can also listen to various lectures from trainers who possess expertise in BEYBLADE. By playing lively music and projecting the battle scenes of players on a giant screen, the center become a space where you can “stop by to watch a sports game.” The center also features numerous attractions that can be enjoyed by both BEYBLADE fans and first-timers. For example, the exterior consists of an exhibition that uses infinity mirrors^(*1) to display BEYBLADES from past models to the latest designs. The center will also have a space for screening new TV anime. Furthermore, original BEYBLADE X stickers will be distributed to visitors.

In December 2023, we plan to hold the largest BEYBLADE X tournament ever, with around 500 competitors (in Tokyo). We recommend preparing for the tournament by sharpening your skills at the BEYBLADE X TRAINING CENTER. (We plan to post tournament details at a later date on our official website: beyblade.takaratomy.co.jp/)

Furthermore, in collaboration with comprehensive sports manufacturer Mizuno Corporation (President and Representative Director: Akito Mizuno; headquarters: Osaka City, Osaka Prefecture), we will hold the participation-type event “MIZUNO BEYBLADE X SPORTS CHALLENGE” at MIZUNO TOKYO (Chiyoda-ku, Tokyo) on Saturday, September 30, 2023 and at MIZUNO OSAKA CHAYAMACHI (Osaka City, Osaka Prefecture) on Saturday, November 18, 2023. This event is made possible by the shared desire of Mizuno and TOMY Company to create an opportunity for people who love BEYBLADE to discover the fun of sports, and to create an opportunity for people who love sports to discover the fun of BEYBLADE.

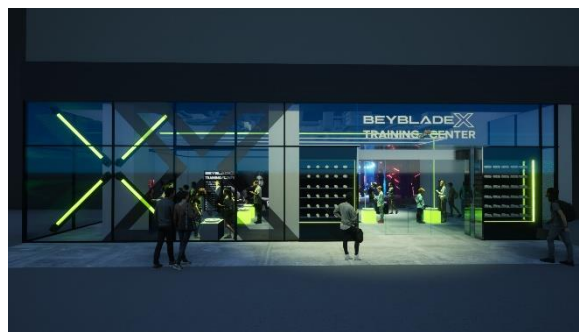
We are also planning new measures in the future; for example, we will release four new products and start the installation of the digital stadium “BEYBLADE XR STADIUM” (exhibited in advance at the BEYBLADE X TRAINING CENTER) to bring even greater excitement to BEYBLADE X battles.

(*1) A product display that sets LED lights inside of mirrors to create a mysterious sense of depth that continues into infinity

About “BEYBLADE X TRAINING CENTER”



A space inspired by BEYBLADE X and decorated in tones of black and green



At night, the green light stands out to create an even more stylish atmosphere



BEYBLADE exhibition using infinity mirrors



The center features a training stadium
Also equipped with a giant screen (right) and anime section (back)

(All images are for visual representation purposes only)

<Event Outline>

Name of Facility: BEYBLADE X TRAINING CENTER

Event Period: Three days from Saturday, October 7 to Monday, October 9 (national holiday), 2023 *Free admission
(OPEN: 10:00, CLOSE: 20:00) *Until 17:30 on the last day, Monday, October 9 (national holiday) only

Event Location: Event space “Hz” (4-3 Udagawacho, Shibuya-ku, Tokyo) hz-shibuya.com/

<Features of the Center>

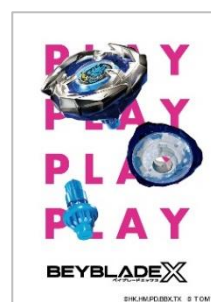
- Production of a space inspired by BEYBLADE X and decorated in tones of black and green. At night, the green light stands out to add an even cooler and more stylish atmosphere.
- The exterior uses infinity mirrors to display BEYBLADES from past models to the latest designs. This display attracts the attention of not only visitors but also passersby.
- Inside the center is a training stadium where players can freely compete against each other. Visitors can also rent gear products such as BEYBLADES (tops) and smartphone stands for filming your own play.
- Trainers with expertise in BEYBLADE are stationed within the center. Trainers will give lectures on the basics to beginners, and will give experienced players tips for improving their skills; for example, how to customize gears and how to shoot. By practicing battles with trainers, visitors can enjoy BEYBLADE both casually and seriously.
- Battles between players are projected on a giant screen with lively music (battles in the main stadium are projected), creating an enjoyable experience not only for players but also for spectators.
- In addition to exhibiting new BEYBLADE X products, we will set up a space for the new TV animation BEYBLADE X (airing on the network of six broadcast stations affiliated with TV TOKYO from Friday, October 6, 2023). The space features a promotional video and a special panel display.

<Special Benefits for Visitors>

We will distribute original BEYBLADE X stickers to visitors. Adults can also enjoy these stickers by affixing them to their computers or suitcases. (We will distribute a total of two stickers: one logo sticker and one sticker randomly selected from four designs of original stickers. The stickers will be distributed on a first-come, first-served basis. Quantities are limited.)



Logo sticker



We will randomly distribute one of the four designs of original stickers

About the participation-type event “MIZUNO BEYBLADE X SPORTS CHALLENGE”

We will jointly hold the participation-type event “MIZUNO BEYBLADE X SPORTS CHALLENGE” in collaboration with Mizuno Corporation, a company that holds various sports events.



<Event Outline>

- **Saturday, September 30** MIZUNO TOKYO 8F Event Hall (3-1 Kanda Ogawamachi, Chiyoda-ku, Tokyo)
- **Saturday, November 18** MIZUNO OSAKA CHAYAMACHI 7F Event Hall (13-5 Chayamachi, Kita-ku, Osaka)

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At both the MIZUNO TOKYO and MIZUNO OSAKA CHAYAMACHI stores, we will hold the Intense Soccer Challenge, Intense Putter Golf Challenge, and the BEYBLADE X Workshop, which is a lecture on how to play with BEYBLADES. On the day of the events, we plan to hold an advance display of new products and to sell original T-shirts jointly designed by Mizuno and TOMY Company.

- Age Restriction: Elementary school students and up
- Participation Fee: Free (Free participation on the days of the event. We will distribute numbered tickets if there is a large number of participants.)
- Special Benefits for Participants: BEYBLADE X Start Dash Guide (pamphlet) and MIZUNO event store-exclusive coupon (10% off)

Stadium lottery for elementary and junior high school students only

We will present one lottery ticket to students who completed the Intense Soccer Challenge or the Intense Putter Golf Challenge, and one lottery ticket to students who participated in the BEYBLADE X Workshop. Students who draw a winning lottery ticket at the lottery booth will receive a BEYBLADE X stadium.

* For details, please refer to the BEYBLADE X official website (beyblade.takaratomy.co.jp/beyblade-x/news/news230825_3.html).

New product information

We will launch four new products including the BEYBLADE (top) and launcher set **BEYBLADE X “BX-15 STARTER LEONCLAW5-60P”** and the all-in-one set **BEYBLADE X “BX-17 BATTLE ENTRY SET.”**

Launch Date in Japan: Saturday, October 7, 2023

Recommended Age: 6 years and up

Sales Channels: Toy stores, toy sections of department stores/mass retailers in Japan, online stores, and TOMY Company’s official online store “Takara Tomy Mall” (takaratomymall.jp/), etc.

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Official Website: beyblade.takaratomy.co.jp/

■ **BEYBLADE X “BX-15 STARTER LEONCLAW5-60P”**

A starter with a Winder Launcher included. This BEYBLADE contains a blade with both an attack and defense edge and a bit that allows you to change movement depending on how you shoot. This lets you strategize differently for attack and defense.

SRP: JPY 1,980 (tax included)



■ **BEYBLADE X “BX-16 RANDOM BOOSTER VIPERTAIL SELECT”**

A random booster containing one of three types. All three types are equipped with the new blade VIPERTAIL (a blade that is equipped with six downward-pointing blades and excels at whittling down the opponent’s stamina by attacking from above). In particular, the VIPERTAIL5-800 is a BEYBLADE that uses downward-pointing blades to attack above, thereby stopping the movement of the opponent’s top and making it easy to aim for a spin finish.

SRP: JPY 1,400 (tax included)



■ **BEYBLADE X “BX-17 BATTLE ENTRY SET”**

This set includes two BEYBLADES, two Winder Launchers, and a Stadium to start battles immediately.

SRP: JPY 6,050 (tax included)

■ **BEYBLADE X “BX-18 STRING LAUNCHER”**

A tool for shooting BEYBLADES (not included). Shoot the BEYBLADE by pulling the string.

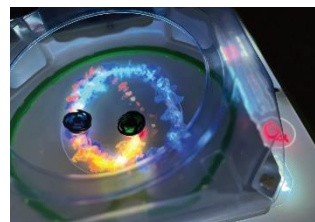
SRP: JPY 990 (tax included)



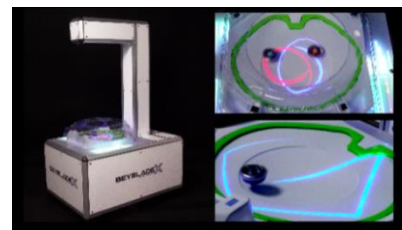
* To play with “BX-15 STARTER LEONCLAW5-60P,” “BX-16 RANDOM BOOSTER VIPERTAIL SELECT,” and “BX-18 STRING LAUNCHER,” you will need a separately-sold BEYBLADE (top), launcher, stadium, etc., made exclusively for the BEYBLADE X series.

About the digital stadium “BEYBLADE XR STADIUM”

BEYBLADE XR STADIUM^(*) is a digital stadium that uses sensors to detect the movement of BEYBLADES (tops) rotating at high speed and then uses vivid light projection mapping to project the trajectory of the BEYBLADE. We plan to open BEYBLADE XR STADIUM this fall at TOYLO PARK powered by Little Planet at Ito-Yokado Lalaport Yokohama, which is a permanent park of Little Planet. Furthermore, in addition to an advance display at BEYBLADE X TRAINING CENTER, we plan to open stadiums at future events such as large tournaments.



* An admission fee is required to use TOYLO PARK powered by Little Planet. Trial BEYBLADES (tops) are always available for use, or players can bring their own BEYBLADES. Please check the official website (litpla.com/space/toylo_yokohama/) for opening start dates and store details.



(*) “BEYBLADE XR STADIUM”: TOMY Company collaborated with Litpla Inc., which operates the next-generation Little Planet theme park, to conduct research and development on a digital stadium cabinet that will showcase BEYBLADE battles in real time through XR (Extended Reality = technology that fuses the real world with the virtual world).

■ **About “BEYBLADE”**

“BEYBLADE ” battling tops, debuted in 1999, are a modernized version of traditional Japanese battling tops known as “*bei-goma*.” Featuring highly detailed design, the BEYBLADE units may be customized by replacing the parts. The “customizable battling tops” may be spun easily by anyone using special “launchers.” Thus far, throughout the three series including the first generation “BEYBLADE ” (since 1999), the second generation “METAL FIGHT BEYBLADE” (since 2008), and the third generation “BEYBLADE BURST” (since 2015), over 520 million units have shipped cumulatively in more than 80 countries and territories around the world (as of April 2023). Each series has created a craze in many countries across the world including Japan. The fourth generation of BEYBLADE X started in July 2023 in Japan. Official Website: beyblade.takaratomy.co.jp/

For press inquiries, please contact:

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For product inquiries from consumers, please contact:

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