

*** 25th Anniversary of BEYBLADE ***

First international BEYBLADE tournament open to participation from adults

The BEYBLADE X ASIA CHAMPIONSHIP will be held**Also planning special features (reproduction of iconic products, new apps, etc.) and a brand movie to enliven the 25th anniversary**

TOMY Company, Ltd.

The modernized *bei-goma* (traditional Japanese tops) “BEYBLADE,” launched by TOMY Company, Ltd. (Representative Director, President & COO: Kazuhiro Kojima, headquarters: Katsushika-ku, Tokyo) in 1999, will celebrate its 25th anniversary in 2024. Based on the desire to further “expand the fun of BEYBLADE all over the world, transcending countries, regions, and generations,” we will hold an international BEYBLADE tournament in December 2024 (scheduled). **The tournament will be open to participation by both children and adults.**

In addition, the **25th anniversary project** will start from today, Thursday, March 21, which is **BEYBLADE Day***. In Japan, this will include opening a special website, reproducing iconic products, distributing new apps, opening the limited-time BEYBLADE BAR as a place for adult BEYBLADE fans to play, and other special features to be introduced one after the other. We are also planning collaborative features with sports-related companies and other parties.

Also, starting from today, under the catchphrase “Let’s Go Shoot!”, we will launch a brand movie depicting the rapid expansion of BEYBLADE play on TV commercials and on the official BEYBLADE channel in Japan “BEYTUBE” (www.youtube.com/@BEYBLADEOfficialYouTube).

Starting with our expansion in Asian countries such as South Korea, Taiwan, and Hong Kong last year, we will begin full-scale expansion in Europe and the United States in the summer of 2024. At the same time, we will continue other efforts to spread the fun of BEYBLADE throughout the world. For example, we will undertake a significant renewal of the official metaverse world BEYBLADE PARK, which opened on the global metaverse platform Roblox (more than 4 million visits worldwide, as of March 18, 2024).

[BEYBLADE X ASIA CHAMPIONSHIP 2024]

For the first time in the 25-year history of BEYBLADE, we will hold the international tournament **BEYBLADE X ASIA CHAMPIONSHIP 2024** in Japan in December 2024. The tournament will be open to participation by both children and adults. Representatives from nine Asian countries and regions will compete to become champion. In October 2024, we will hold the **large-scale domestic tournament BEYBLADE X-TREME CUP GP 2024** with a total of 2,000 players. This tournament will also serve as a qualifying event, and the winner will be qualified for the ASIA CHAMPIONSHIP. Top-ranked winners are also scheduled to win supplementary prizes worth a total of JPY 1 million. Details on how to apply for the competition will be posted on the official tournament website (beyblade.takaratomy.co.jp/beyblade-x/event) sequentially from late April 2024.

[Main Features of 25th Anniversary Project]

▶ **Special website:** beyblade.takaratomy.co.jp/history/

This website will introduce the history of past products and look back on 25 years of BEYBLADE history. It will also include illustrations and comments from prominent figures from various industries.

▶ **Reproduced product BEYBLADE X “BX-00 BOOSTER DRIGERSLASH 4-80P”**

The popular DRIGERSLASH unit from the first generation “BEYBLADE” will be reproduced with the BEYBLADE X mechanism and will be newly released in Japan in April 2024.

▶ **New app “BEYBLADE XR Project α Ver.”**

The first generation “BEYBLADE” will be reproduced with the latest XR technology in Japan. Players can enjoy realistic XR battles that recreate past matches.



[Main Corporate Collaborations]

The fourth generation BEYBLADE X has been attracting an increasing amount of attention, with cumulative shipments in Japan surpassing 2 million units in the six months since its launch in July 2023. With the aim of promoting the fun of GEAR SPORTS, BEYBLADE X is collaborating with sports-related corporations such as the SUPER FORMULA auto racing series and YOKOHAMA FC of the Japan Professional Football League (J League).

(*) **BEYBLADE Day ...** It was established based on the rule that players set their Beyblades (tops) in a special launcher and shoot them by counting down “3, 2, 1, Go Shoot!” We chose March 21 as BEYBLADE Day because it represents the countdown “3, 2, 1.” (Registered as an association-recognized anniversary of the Japan Anniversary Association on March 21, 2023.)

About “BEYBLADE X ASIA CHAMPIONSHIP 2024”

The international tournament BEYBLADE X ASIA CHAMPIONSHIP 2024 (scheduled for December 2024) will be held in nine Asian countries and regions (scheduled). Top-ranked winners who won the qualifying rounds will compete for the top spot in the championship. In Japan, contestants for the ASIA CHAMPIONSHIP will be selected from several competitions, including the BEYBLADE X X-TREME CUP GP 2024 (scheduled to be held in October 2024), a large-scale domestic tournament that also serves as a qualifying event. The schedule and application procedures for the tournament will be posted on the official tournament website (beyblade.takaratomy.co.jp/beyblade-x/event/) sequentially from late April 2024.



<Overview of the ASIA CHAMPIONSHIP>

- Period: December 2024 in Japan (scheduled)
- Participating Countries: Nine Asian countries and regions (scheduled to be Japan, South Korea, Taiwan, Hong Kong, Singapore, Malaysia, the Philippines, Thailand, and Indonesia)
- Eligibility: Top-ranked winners in the designated regular class competitions (limited to elementary school students) and open class competitions (elementary school students to adults)

<Overview of the large-scale domestic tournament BEYBLADE X X-TREME CUP GP 2024>

- Period: October 2024
- Age Restriction: Elementary school students to adults (open class)
- Number of Participants: Total of 2,000 (including competitors who participated in the qualifying round)
- *Qualifying rounds for the BEYBLADE X X-TREME CUP GP 2024 will be held from June to September at four locations across Japan.

∨ The large-scale domestic tournament BEYBLADE X X-TREME CUP GP 2024 will be held in a fun format for both players and spectators/

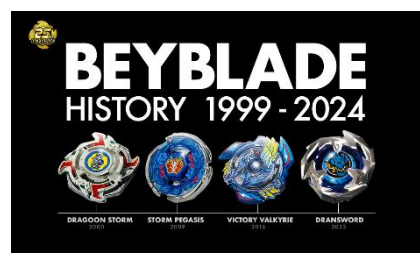
- The winner (one person) of the final tournament will qualify for the ASIA CHAMPIONSHIP scheduled to be held in December 2024 (tentative).
- The top-ranked winners will receive supplementary prizes worth a total of JPY 1 million, as well as special tournaments prizes (goods that are not for sale).
 - *Special prizes such as BEYBLADE only available at the tournament
- We will also hold the next generation spectator project “Extreme Spectating” to excite spectators as well. Spectators can scan the QR code at the venue and enter fan votes from their smartphone to predict the winner of the Bey battle. Bey Points and prizes will be awarded by a drawing among spectators who guessed the correct winner.

About the 25th Anniversary Project

■ **25th anniversary special website** (launched today, Thursday, March 21)

URL: beyblade.takaratomy.co.jp/history/

The website introduces the history of past BEYBLADE, focusing on the popular models from the first generation “BEYBLADE” (since 1999), the second generation “METAL FIGHT BEYBLADE” (since 2008), and the third generation “BEYBLADE BURST” (since 2015), and the fourth generation “BEYBLADE X” (since 2023). The website allows visitors to look back on BEYBLADE history spanning 25 years. Furthermore, illustrations and comments received from prominent figures in various industries in celebration of the 25th anniversary will be posted on the website.



<Main people providing congratulatory illustrations and comments>

- Manga artists:** Takao Aoki (BEYBLADE, etc.), Takafumi Adachi (METAL FIGHT BEYBLADE, etc.), Hiro Morita (BEYBLADE BURST)
- Voice actors:** Motoko Kumai (BEYBLADE), Aki Kanada (METAL FIGHT BEYBLADE), Marina Inoue and Junya Enoki (BEYBLADE BURST), Soma Saito, Shuichiro Umeda, and Ruriko Noguchi (BEYBLADE X)
- Celebrities & Characters:** Kensho Miyashita (MIYASHITA KUSANAGI), Shimon Okura, Tatsuya Kitani, Hajimesyacho, TETSUYA from TOKAI ONAIR, SEIKIN, Kumamon, Hello Kitty, Amane Ito, Minami Otsuka, Rina Kudou, Seira Tsuchiya

(*Random order)

■ Reproduced product BEYBLADE X “BX-00 BOOSTER DRIGERSLASH 4-80P”

The DRIGERSLASH blade from the first generation “BEYBLADE” will be reproduced with the BEYBLADE X mechanism. This BEYBLADE switches between offensive movement and endurance movement on the sides and in the center of the stadium, thereby allowing for flexible battles.

* To play with this product, you will need a separately-sold stadium and launcher made exclusively for the BEYBLADE X series.

SRP: JPY 1,600 (tax included)

Launch Date in Japan: Saturday, April 27, 2024

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” (takaratomy.com), etc.

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Official Website: beyblade.takaratomy.co.jp



■ New app “BEYBLADE XR Project α Ver.” (free app)

The first generation “BEYBLADE” will be reproduced with the latest XR technology. Players can enjoy realistic XR battles that recreate past BEYBLADE battles on their smartphone at any time. The Beyblades featured in the app are 3D models created from real Beyblades using high-precision 3D scanning service provided by NIKON CORPORATION. In addition to battles against the CPU, for a limited time only, XR battles will also allow multiple players to share the XR space by using the AR technology “Lightship” provided by Niantic, Inc.

*This application is an alpha version and may be terminated without notice.

Scheduled distribution in Japan: from Thursday, March 21, 2024



App web site QR code

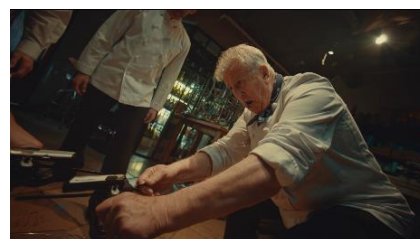


■ BEYBLADE BAR, a place for adult BEYBLADE fans to play

BEYBLADE BAR, a place for adult BEYBLADE fans to play, will be held simultaneously in the three cities of Tokyo, Osaka, and Nagoya in the summer of 2024. In addition to store decorations and collaborative menus featuring popular BEYBLADE models from past generations, as well as toys, manga, and anime, there will also be a space where visitors can enjoy Bey battles and look back upon the 25th anniversary of BEYBLADE.



About the Brand Movie



Based on the catchphrase “Let’s Go Shoot,” this movie depicts a world where BEYBLADE has transcended the boundaries of toys to become a sport, illustrating how people enjoy BEYBLADE beyond the borders of countries, regions, gender, and generations, and how the number of BEYBLADE players is expanding rapidly. The movie is sprinkled with playful expressions, and has a pop and fast-paced feel.

Starting today, it will be released on TV commercials and the official BEYBLADE channel in Japan “BEYTUBE” (www.youtube.com/@BEYBLADEOfficialYouTube).

Other Collaborations and New Information

<Corporate collaborations>

■ The BEYBLADE X SUPER FORMULA CUP will be held!

In partnership with SUPER FORMULA, the most prestigious formula car race not only in Japan but also in Asia, we will hold BEYBLADE X trial battles at Super Formula venues from March 2024. We will also hold the BEYBLADE X SUPER FORMULA CUP, which is a competition in collaboration with SUPER FORMULA, for the first time after the summer of 2024. Details will be announced at a later date on TOMY Company’s official website.



■ Trial battles will be held at a YOKOHAMA FC home game!

BEYBLADE X trial battles will be held at the game between YOKOHAMA FC and FC Mito Holly Hock of the 2024 Meiji Yasuda J2 League Yokohama that is scheduled for Friday, May 3, 2024 (national holiday). We will distribute YOKOHAMA FC x BEYBLADE X collaboration stickers to participants in the trial battle on a first-come, first-served basis, and will also set up a commemorative photo spot.



■ BEYBLADE X KATSUSHIKA CUP G2 will be held in collaboration with Katsushika City!

We will hold the BEYBLADE X KATSUSHIKA CUP G2 on Saturday, April 6, 2024 at the Nikowa Shinkoiwa Community Activity Center in Katsushika City. The event is open to competitors who are elementary school students and older, and is expected to draw more than 100 competitors (registration for participation is now closed). At the same time, we will also hold a BEYBLADE X trial battle, which can be participated in on the day of the event.

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*For various collaborations, please refer to the official website (beyblade.takaratomy.co.jp).

*The implementation of various collaborations is subject to change.

<Introduction of new-format BEYBLADE>

BEYBLADE X will adopt a new format, and BEYBLADE with unique characteristics such as “single-strike,” “smash,” and “centrifugal force” will be newly released on Saturday, March 30, 2024. We will also release products such as the STARTER, which includes a Beyblade (top) and launcher, and the BATTLE ENTRY SET, which includes a Beyblade (top), launcher, and stadium.



UX-01 STARTER DRANBUSTER 1-60A
SRP: JPY 1,980 (tax included)



UX-04 BATTLE ENTRY SET U
SRP: JPY 6,050 (tax included)
(Scheduled for release on Saturday, April 27, 2024)

■ **About “BEYBLADE”**

“BEYBLADE” battling tops, which debuted in 1999, are a modernized version of traditional Japanese battling tops known as “*bei-goma*.” Featuring highly detailed designs, 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 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)