



For Immediate Release

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The very popular Disney trading card game, with sales of over 1 billion cards worldwide, will make its first appearance in Japan in 2025!

“Disney LORCANA Trading Card Game” series

Currently available in 24 countries around the world, this long-awaited trading card game attracts beginner and advanced players and Disney fans alike.

The first products feature more than 200 original illustrations from 24 works.

TOMY Company, Ltd.

TOMY Company, Ltd. (Representative Director, President & COO: Akio Tomiyama, headquarters: Katsushika-ku, Tokyo) will launch the “Disney LORCANA Trading Card Game” series (hereinafter “LORCANA”) trading card game (hereinafter “TCG”) in Japan in January 2025 (scheduled).

As the first products, four types of products, which include the “Disney LORCANA TCG Japanese Booster Pack, THE FIRST CHAPTER: THE STORY BEGINS” (SRP: JPY 330/tax included/tentative price) that is an expansion pack containing six cards and three types of the “Disney LORCANA TCG Japanese Starter Deck, THE FIRST CHAPTER: THE STORY BEGINS, Sapphire & Steel/Amber & Amethyst/Emerald & Ruby” (SRP: JPY 2,178/tax included/tentative price) that is a starter deck containing a set of 60 cards, will be released in January 2025 (scheduled) at toy stores, toy sections of department stores/mass retailers in Japan, online stores, specialty stores for trading card games, and TOMY Company’s official online store “Takara Tomy Mall” (takaratomymall.jp/), etc.



◆ About the “Disney LORCANA Trading Card Game” series

Disney LORCANA was the first official Disney TCG and, under the supervision of The Walt Disney Company, was launched in August 2023 in the United States by Ravensburger AG, an established German game and puzzle company, proving to be a very popular TCG with over 1 billion cards sold to date. According to the planned rollout, it will be available in 26 countries*1 from January 2025.

With the wondrous world of “LORCANA” as the setting, players become an “Illumineer,” a wizard who wields magical ink to summon “glimmers” of Disney characters and collect pieces of lore in an endless adventure. In the game, players prepare a deck with at least 60 cards, including “character,” “item,” “action” and other types of cards, and the first player to gain 20 or more pieces of “lore” is the winner.

This product features attractive original illustrations and is designed to be a highly strategic game. The first products feature more than 200 different cards from 24 works, with the cards showing illustrations that not only faithfully reproduce scenes from video works, but also depict the original world view of “LORCANA.” As Disney characters familiar to many people appear in the game, it is easy for persons who have never played a TCG to be drawn to and start playing the game, and its high collectibility will resonate with Disney fans. In addition, the game can be enjoyed by a broad range of users with a game system that is designed so that even beginners can easily play, while also having depth and a high level of strategy that even advanced players familiar with TCGs can enjoy.

◆ TCG market and business development by TOMY Company

The size of the Japanese toy market in FY2023 increased 7.1% year on year to JPY 1,019.3 billion, exceeding JPY 1 trillion for the first time. In addition, the market size for cards and trading cards in Japan is also growing rapidly, reaching JPY 277.4 billion and accounting for 27.2% of the toy market in FY2023.*2

TOMY Company is developing multiple TCG titles in order to promote the expansion of age groups, which is one of the key strategies set forth in the “Medium- to Long-Term Management Strategy 2030,” and realize an increase in the “Asobi” that can be enjoyed by a wide range of ages. By launching “LORCANA,” which can be enjoyed by both children and adults and even those who will start playing TCGs in the future, we will convey the appeal of TCGs to an even greater number of people.

*1 United States, Canada, Mexico, Austria, Belgium, Czech Republic, Denmark, Finland, France, Germany, Ireland, Italy, Luxembourg, Netherlands, Norway, Poland, Portugal, Slovakia, Spain, Sweden, Switzerland, United Kingdom, Australia, New Zealand, China and Japan

*2 Source: Japan Toy Association’s FY2023 Toy Market Size Investigation Results Data

—★Product Features★—

★ World view of “LORCANA”

Players become an “Illumineer,” a wizard who wields ink to summon “glimmers” of characters from the world of Disney using magical ink. The endless adventure to collect lore begins as you race across the world of “LORCANA” together with “glimmers” that appear in forms that are sometimes familiar and sometimes fantastic.



★ Original illustrations and designs

The first products include more than 200 different cards from 24 works. The cards show illustrations that not only faithfully reproduce scenes from video works, but also depict the original world view of “LORCANA.” As the cards also feature an extensive lineup of characters, they have an extremely high level of collectibility. Furthermore, not only characters, but also the songs and other content from Disney video works are featured on the cards.



★ Highly strategic game design

While the game is easy for even beginners to learn and start playing, even TCG core users can enjoy this game as it is a highly strategic TCG. Players prepare a deck with at least 60 cards, including “character,” “item,” “action” and other types of cards, and the first player to gain 20 or more pieces of “lore” is the winner. To build a deck, players can choose up to two inks from the six types of ink and combine the inks themselves, providing them with a wide variety of ways for building a deck.



—★**Product Outline**★—

Product Name: Booster pack **“Disney LORCANA TCG Japanese Booster Pack, THE FIRST CHAPTER: THE STORY BEGINS”**
Starter decks **“Disney LORCANA TCG Japanese Starter Deck, THE FIRST CHAPTER: THE STORY BEGINS, Sapphire & Steel”**
“Disney LORCANA TCG Japanese Starter Deck, THE FIRST CHAPTER: THE STORY BEGINS, Amber & Amethyst”
“Disney LORCANA TCG Japanese Starter Deck, THE FIRST CHAPTER: THE STORY BEGINS, Emerald & Ruby”

SRP: JPY 330 for each booster pack (tax included/tentative price)/
JPY 2,178 for each starter deck (tax included/tentative price)

Launch Date in Japan: January 2025 (scheduled)

Recommended Age: 8 years and up

Package Contents: Six cards in each booster pack;
a total of 204 different types of cards + special cards, planned
60 cards in each starter deck set including one “Disney LORCANA TCG Japanese Booster Pack, THE FIRST CHAPTER: THE STORY BEGINS”;
available in three different types of decks

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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“Disney LORCANA TCG Japanese Booster Pack, THE FIRST CHAPTER: THE STORY BEGINS” packaging



“Disney LORCANA TCG Japanese Starter Deck, THE FIRST CHAPTER: THE STORY BEGINS, Sapphire & Steel/Amber & Amethyst/Emerald & Ruby” packaging

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)