

For Immediate Release

## **Notice Regarding Change in a Subsidiary (Share Transfer)**

Tokyo, Japan, January 29, 2014: TOMY Company, Ltd. (hereinafter “TOMY”; President & CEO: Kantaro Tomiyama/Head Office: Katsushika-ku, Tokyo) has agreed to transfer 54.3% of shares with voting rights (constituting a partial amount of shares owned by TOMY) of consolidated subsidiary TATSUNOKO PRODUCTION Co., Ltd. (hereinafter “TATSUNOKO”) to Nippon Television Network Corporation (hereinafter “Nippon Television”). TOMY will continue to hold 20.0% of shares with voting rights of TATSUNOKO and plans to collaborate with TATSUNOKO in the future.

The TOMY Group (hereinafter the “Group”) is aiming to realize sustained growth as a truly global group of toy companies by focusing on the strengthening of its toy business, which is the Group’s core business, establishing a stable revenue base in Japan, and directing investment resources into the overseas markets.

From a comprehensive perspective, TOMY judged this transfer to be an important measure for achieving the aforementioned long-term vision and allowing the TOMY Group to further optimize the business portfolio. Recognizing Nippon Television’s contribution in boosting the corporate value of TATSUNOKO, TOMY judged that strengthening cooperation with Nippon Television and aggressively developing the character business in a form that allows each company to mutually utilize each other’s strengths will contribute greatly to future business expansion.

A project team comprised of members from both companies has already started to develop this business. In order to expand the character business further, the TOMY Group will look to strengthen this cooperation and achieve maximum effect by combining Nippon Television’s content production capability and media power with TOMY’s product planning and development capabilities and sales distribution power.

This transfer will also allow TATSUNOKO to utilize Nippon Television’s media power and various video production business functions so that it can improve the value of its vast proprietary content and characters and aim for expanded revenues. The move also opens up overseas opportunities as it will be possible to utilize the network of the Nippon Television Group and its overseas partners to expand in areas such as sales of TATSUNOKO’s content programs, remake of content, and the commercialization business.

This transfer of shares is an opportunity for TOMY, Nippon Television and TATSUNOKO, to most effectively utilize each other’s strengths and aggressively strengthen cooperation in order to expand the character business.

[Reference]

Change in TOMY's Shareholding Ratio from the Share Transfer

(1) Ratio of shares held before share transfer	74.3%
(2) Ratio of shares to be transferred	54.3%
(3) Ratio of shares held after share transfer	20.0%

Outline of the Company Subject to Share Transfer

(1) Name	TATSUNOKO PRODUCTION Co., Ltd.
(2) Address	Musashino YS Bldg. 2F, 1-19-3 Nakamachi, Musashino-shi, Tokyo
(3) Name and title of representative	Shuichiro Tanaka President & CEO
(4) Business description	Planning, production and sales of animation, film, commercials, video, published materials, etc.
(5) Paid-in capital	¥20.70 million (as of March 31, 2013)
(6) Date of incorporation	October 19, 1962
(7) Number of employees	60 (as of December 31, 2013)

Outline of Purchaser

(1) Name	Nippon Television Network Corporation
(2) Address	1-6-1 Higashi Shimbashi, Minato-ku, Tokyo
(3) Name and title of representative	Yoshio Okubo Representative Director and President
(4) Business description	Basic and general broadcasting businesses based on the Broadcasting Act, media businesses and other broadcasting-related businesses
(5) Paid-in capital	¥6.0 billion (as of April 1, 2013)
(6) Date of incorporation	April 26, 2012 (Note) On October 1, 2012, Nippon Television Network Preparatory Corporation (now Nippon Television Network Corporation) comprehensively succeeded all businesses excluding the Group management and administration business in an absorption-type company split from (the former) Nippon Television Network Corporation (now Nippon Television Holdings, Inc.) and on the same day, it changed its name to (the now) Nippon Television Network Corporation.
(7) Number of employees	1,193

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