

To all related parties:

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Notice Concerning Revision of Full-year Consolidated Earnings Forecasts

This is to provide notification that, in light of recent developments, TOMY Company, Ltd. (hereinafter “Tomy”) has revised its consolidated earnings forecasts for the fiscal year ending March 31, 2014 that were announced on August 8, 2013.

Revision of consolidated earnings forecasts for the fiscal year ending March 31, 2014 (April 1, 2013 to March 31, 2014)

(Millions of yen, except per-share data)

	Net sales	Operating income	Ordinary income	Net income	Net income per share (yen)
Previously announced forecast (A)	156,000	5,000	4,400	1,800	19.12
Revised forecast (B)	155,000	2,800	3,000	200	2.12
Increase (Decrease) (B-A)	(1,000)	(2,200)	(1,400)	(1,600)	
Increase (Decrease) percentage (%)	(0.6%)	(44.0%)	(31.8%)	(88.9%)	
(Reference) Actual results for the fiscal year ended March 31, 2013	179,042	2,547	2,622	(7,097)	(75.40)

Reasons for revision

Tomy now forecasts that net sales will be slightly below the previous forecast. In Japan, a surge in sales was observed during the latter half of the year-end and New-Year trading season, while progress was made in efforts to establish a stable revenue base, including the successful marketing of products linked to popular characters and content. In North America and Europe, platforms for growth based on the promotion of cross-selling with Japan have been established. Despite work in Asia to create a foundation for future business through the exploration of new opportunities and other efforts to boost profitability and achieve more streamlined corporate management, overseas product sales have not grown as much as expected. As for profits, in China, although Tomy implemented business restructuring measures in this fiscal year such as closing unprofitable stores, in light of the difficult sales environment, Tomy has

decided to focus on sales of products that can secure stable earnings such as Tomica, Plarail, Pokémon, and Disney related products, and withdraw from the sales of other products. As a result, Tomy has decided to record items including a write-down of inventories and write-down of noncurrent assets. In the ASEAN region, profits remain lower than planned, reflecting below-forecast net sales and anticipatory investment costs. Meanwhile, in North America and Europe, work to focus investment resources in these markets and further enhance the globalization process is still underway, net sales have been lower than planned, and there have been cost outlays for sales expansion including marketing expenses. As a result of the above, operating income, ordinary income and net income are expected to fall below the previous forecasts.

The dividend forecast has not been changed as a result of this revision. As before, Tomy forecasts 5 yen per share for the year-end dividend. As an interim dividend of 5 yen per share has already been paid, Tomy forecasts 10 yen per share for the annual dividend.

Note concerning forecasts of earnings, etc.

The forecast values that Tomy presents in this material have been determined based on currently available information to the Company and are subject to a number of uncertainties. Accordingly, actual results may differ from the forecasted values due to the effect of future events.