

To all related parties:

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Notice Concerning Revision of Earnings Forecasts

This is to provide notification that TOMY Company, Ltd. (hereinafter “Tomy”) has revised its earnings forecasts for the fiscal year ending March 31, 2015, which were announced on August 8, 2014.

**Revision of consolidated earnings forecasts for the first six months of the fiscal year ending March 31, 2015
(April 1, 2014 to September 30, 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)	81,000	2,000	1,800	(700)	–
Revised forecast (B)	74,500	1,500	1,100	(900)	–
Increase (Decrease) (B-A)	(6,500)	(500)	(700)	(200)	
Increase (Decrease) percentage (%)	(8.0%)	(25.0%)	(38.9%)	–	
(Reference) Actual results for the six months of the fiscal year ended March 31, 2014	80,562	2,672	2,888	111	1.18

Reasons for revision

1. Six months consolidated earnings forecasts

(Net sales)

- Reviews of purchasing strategies were carried out at large customers in Japan and overseas, impacting shipments by Tomy
- The competitive environment for toys for elementary-school-age boys changed significantly
- Sales of PRIPARA, FROZEN, WIXOSS and TRANSFORMERS products were strong

In Japan, the competitive environment for toys for elementary-school-age boys changed significantly, while sales of long-standing products to general merchandise stores from the summer season failed to meet company

expectations. Furthermore, Tomy downwardly revised its shipment plan due to reviews of purchasing strategies carried out by some large customers.

Outside Japan, product shipments were weak reflecting the impact from major customers in Europe lowering their product inventory levels.

On the other hand, products related to the girls' amusement machine PRIPARA, which Tomy launched in Japan in July 2014, and products related to the popular movie FROZEN, are having strong sales, while WIXOSS, a high target trading card game, is proving popular. Moreover, there have been steady sales of TRANSFORMERS-related products exported outside Japan.

As a result of the above, Tomy expects that net sales will be 74,500 million yen.

(Operating income)

Operating income is expected to be 1,500 million yen due to a decrease in gross profit in line with the decline in net sales.

(Ordinary income)

Ordinary income is expected to be 1,100 million yen because foreign exchange losses in Europe have increased more than initially assumed.

(Net income)

Net income is expected to be a minus figure of 900 million yen, mainly reflecting a decrease in ordinary income, the recording of extraordinary losses and a decrease in income taxes - deferred.

2. Full-year consolidated earnings forecasts

If it becomes necessary to revise the full-year consolidated earnings forecasts in light of such factors as conditions during the year-end and new-year trading season, which is the biggest trading season of the year, and conditions of shipments of new products to the U.S. and Europe at the end of the fiscal year, Tomy will promptly disclose such revision.

3. Dividend forecasts

The dividend forecast has not been changed as a result of this revision. As before, Tomy forecasts 5 yen per share for the interim dividend (at the end of the second quarter) and 5 yen per share for the year-end dividend (resulting in an annual dividend of 10 yen per share).

Note concerning forecasts of earnings, etc.

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

End of notice