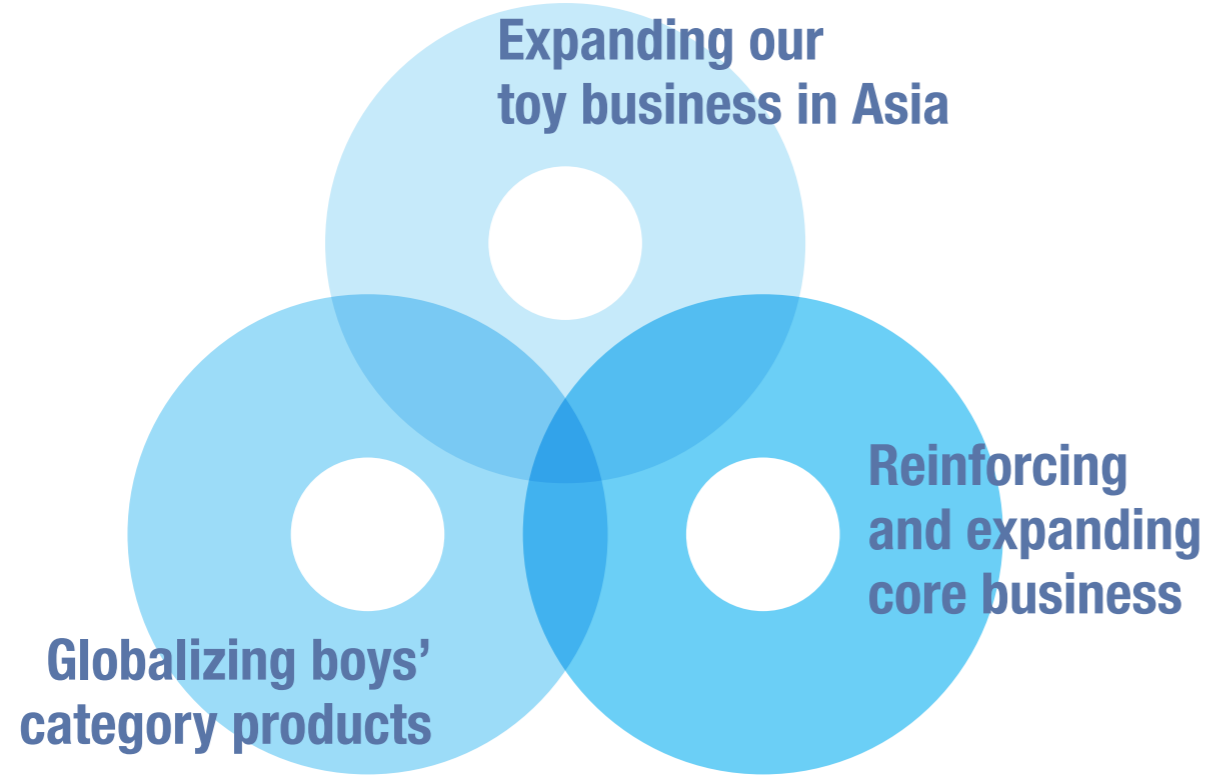




Medium-Term Business Plan

The TOMY Group's corporate mission is to fulfill the dreams of all its stakeholders. With this mission in mind, we established a medium-term business plan that designates the fiscal years from 2009 to 2012 as "four years of reengineering and globalization." Based on this plan, we have undertaken reforms to prepare for a new stage of growth, underpinned by the concentration of business resources on the toy industry and by a drive for global expansion. In line with the medium-term business plan, we are focusing our efforts on three key issues:



Expanding our toy business in Asia

Owing to great cultural similarities with Japan, other countries in Asia are good places in which to make a marketing expansion push utilizing TOMY's brands and content with product appeal. In addition to expanding sales of long-standing products such as *Tomica* and *Plarail*, we will actively promote sales of products related to *Metal Fight Beyblade*, the modern version of Japan's traditional battling tops, which is enjoying great popularity in Japan, through the broadcast of this TV animation.

Further, on the distribution front we will expand our marketing outlets by opening *Tomica* specialty shops in China and Taiwan and by establishing dedicated sales spaces for toys such as *Tomica* and *Licca* in stores operated across China by Boshiwa International Holding Limited, the largest retailer of children's apparel in China, based on a business alliance formed with that company in July 2011.

- In August 2010, the *Metal Fight Beyblade* Asian Championship 2010 was held in Seoul, South Korea. About 4,000 children participated in the competition, where heated battles unfolded.
- In an effort to expand *Tomica* in the Chinese market, we revised the product's features and specifications and started selling products with Chinese specifications, which enhanced pricing power, in July 2011.



ASIA CHAMPIONSHIP 2010



MFBB World Record Event



TOMICA SQUARE



Globalizing boys' category products

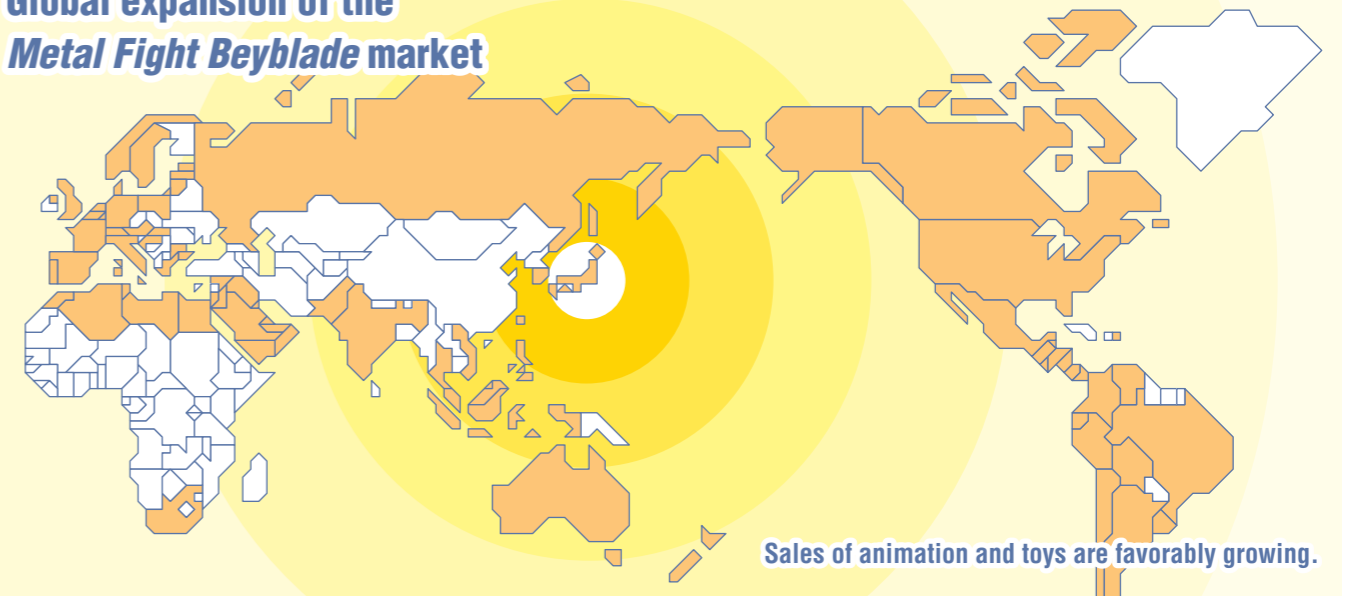
In fiscal 2010, TOMY began full-scale sales efforts of *Metal Fight Beyblade* toys for boys in Europe and the United States. The toys are now gaining popularity outside Japan. As in Japan, the TV animation is being broadcast and we are rolling out marketing that links the TV animation series with product sales. We have also already started efforts to create new products for boys that can take over the popularity of *Metal Fight Beyblade* in the future.

The *Transformers* movie that debuted in theaters in July 2011 is a film adaptation of toys originally created by TOMY. The Company sells the toys in Japan, while Hasbro, Inc. sells them outside Japan through a business alliance.

In this way, we are pushing the sale of products that leverage links with TV animation and movies and will aggressively drive our global expansion of toys for boys.



Global expansion of the Metal Fight Beyblade market



Reinforcing and expanding core business

We will further reinforce and expand the numerous core businesses that the TOMY Group has created, including *Tomica*, *Plarail*, and *Licca*. TOMY has many products that have been loved by children for the past 40 to 50 years. From now on, we will accelerate the expansion of our strong brands established through these products, not only in Japan but around the world.

We launched *Tomica* and *Plarail*, which enjoy a large share of the market in Japan for vehicle toys, in Europe in July 2010 and in North America in September. During the fiscal year ending March 2012 we plan to expand the market for these toys to 30 countries worldwide. Going forward, we will put the business know-how TOMY has cultivated over the years to use in the global market, as exemplified by the sale of unique products that unite *Tomica* cars and *Plarail* trains into a single product line, with marketing that effectively communicates the appeal of the Company's products.



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