



GLOBALIZATION

Bringing smiles to faces around the world

As the TOMY Group moves to accelerate the globalization of its business, it is focusing on the development of world-class content and brands. For example, *Beyblade* and *Transformers* have grown tremendously as global content in the international market.

Aiming for a more extensive expansion, we select the best partners in each country and region and are building synergistic relationships.

Going forward, we will continue to provide the world with “new value from play” based on Japanese sensibilities and Japanese culture.



Aspiring to be a truly global toy company

TOMY has created a thorough process of product development, production and distribution for the global market, focusing on Asia, North America and Europe, and uses marketing adapted to regional characteristics with the aim being to provide exciting toys to as many people as possible, from children to adults, throughout the world.

Asia

- Market development, leveraging products and content originating in Japan
- Venture into the movie and TV business in China
- Planning and sale of products localized for the region

North America

- Expansion of the boys' hobby category through strong relationships with best partners
- Launch of an overseas version of *Tomica*

Europe

- Planning, sale and brand building of baby products
- Launch of an overseas version of *Tomica*

Speeding toward further globalization

TOMY acquired 100% ownership of U.S. toy and baby products manufacturer RC2 Corporation (now TOMY International) on April 29, 2011 in order to accelerate the TOMY Group's globalization. This move gives TOMY an established sales network centered on the United States and marks a big step forward as a global player.

Established sales network in the global market

Strengthened development of global brands

Strengthened production and development system

Global human resources and organizational structure

To inspire and fulfill the dreams of children and parents worldwide

What do customers want? TOMY International always begins with that question as it undertakes product planning & development. At present, the company offers a variety of brands, including baby products and character toys for markets ranging from maternity goods to products for preschoolers. Moreover, the company has strong sales networks in Europe and Australia in addition to North America, which is the world's biggest market for toys. In support of all families' child-rearing efforts, the company aims to sell products that assist child development in markets worldwide.

TOMY International

