



# RESPONSIBILITY

## What can we do? What should we do? For the dreams of the future.

TOMY's social mission is to continue providing dreams through toys equally to children and adults living in varied environments and under diverse conditions. Universalizing toys, improving the work-life balance, taking part in a range of citizens movements . . . as a member of society, TOMY is committed to reliably taking what it can do now and what must be done now and turning them one by one into reality with a view toward creating a prosperous future.

### Environmental and social contribution initiatives

TOMY is committed to working with great care on environmental and social contribution initiatives with the aim of being a company that wins the trust of society through its business.

#### 1. Initiatives to ensure the safety of products

In developing safe and worry-free products, based on our stringent company standards that meet or exceed all legal regulations, including Japan's Safety Toy (ST) standard and past empirical values, we conduct thorough screening for all processes, from the product planning stages all the way through to shipment. Each February, we establish a Safety Day to foster safety awareness. All group employees attend safety-related events on that day, which is a day to maintain awareness and reaffirm our mission to provide safe and worry-free toys. Furthermore, we continually tie feedback from our customers into product improvement efforts so that we can deliver toys that are attractive and high-quality on top of being safe.

#### 2. Compliance initiatives

Our Risk/Compliance Committee strives to ensure thorough adherence to corporate ethics and complete compliance. It has also strengthened our risk management system against unanticipated situations from the perspective of our business continuity plan.

#### 3. Environmental protection initiatives

To help pass on a healthy environment to our children, TOMY participates in Challenge 25, a Japanese government-promoted initiative for the prevention of global warming. As part of this initiative, we help to reduce greenhouse gas emissions through our product manufacturing and corporate practices. Additionally, we ascertained environmental performance measures for each group company in accordance with the revised Act on Rational Use of Energy, which went into force in April 2010, and the Act on Promotion of Global Warming Countermeasures. All measures cleared the law's regulation values obligating the submission of notifications. Going forward, we will continue our multifaceted efforts to reduce greenhouse gases.

#### 4. Social contributions through accessible toys

TOMY supports the Accessible Design Foundation of Japan, which promotes the production of products designed with vision- and hearing-impaired children in mind and the spread of products and facilities that enable all people including the disabled to use ordinary products and function freely in society with fewer limitations or physical barriers. In December 2009, TOMY won a Minister of State award for excellence for the Barrier-Free, Universal Design Contributor sponsored by the Cabinet Office, in recognition of the Company's many years of endeavor in this area.

### So that we can all play together

## From "exclusive" to "accessible" Creating toys that expand circles of friendship

We refer to toys that children with visual or hearing disabilities can enjoy equally with children without disabilities as "accessible toys." For example, would children with vision disabilities be able to recognize the On and Off of a switch more easily if we simply included a small bump on the On side of the switch? This is the kind of idea from which our efforts with accessible toys started.

The beginning of accessible toys goes back almost 30 years. The originals were toys developed exclusively for disabled children by TOMY's Handicap Toy Laboratory. However, after launch it became apparent that the market was small and that the effort would generate losses even with a hit product. And so, rather than make toys exclusively for disabled children, we decided to make accessible toys that all children could enjoy by devising a few changes to ordinary toys, such as adding small bumps. Thus the current concept came into being. Maintaining constant awareness of this accessible concept right from the development stage enables us to provide opportunities for everyone to play equally.

TOMY did not keep the expertise in this area to itself, but instead led the effort to popularize the accessible concept as an initiative within the entire industry. In recognition of its efforts, TOMY won the Cabinet Office's Award for Excellence in Barrier-Free and Universal Design in 2009. Moreover, the *Tomica Oshaberi A-I-U-E-O* ("Tomica Talking Japanese ABCs") created out of our accessible toy efforts won the Grand Prize in the Accessible Toy Category and the Award for Excellence in the Educational Toy Category at

the 2010 Japan Toy Awards. This was followed in 2011 with the *Tomica Preschool Series, Yubi-Con R/C car*, which won the Grand Prize in the Accessible Toy Category and the Award for Excellence in the Innovative Toy Category. The qualities combining outstanding features as an educational toy with consideration for children with vision disabilities was thus highly recognized. Going forward, TOMY will continue working with the toy industry to promote the manufacture of toys that allow children with and without disabilities to play and grow together.



### Helping children develop awareness of the environment through toys

Resources are important. Play is important. Let's play for 100 years!

## TOMY starts the Eco Toy movement

Toys are a ubiquitous presence in the lives of children and change to suit their stage of development. TOMY wants to use toys to convey to children, who represent the next generation, a mindset of environmental stewardship. With that in mind, the TOMY Group started the Eco Toy initiative. If children know that the toys they ordinarily play with are in fact environmentally friendly, that could lead to them think, "What kinds of things are environmentally friendly and what can I do that is good for the environment?" Providing a trigger for them to take action is what the TOMY Group's Eco Toy initiative is all about. As part of this initiative, TOMY created a system for certifying as "Eco Toys" those products that satisfy one or more eco standards established by TOMY for the lifecycle of toys, including how toys are made and the ways in which they are played. Examples include the *Tecology Tomica* Series of toy cars that light up from electricity generated when the toys are pushed and the solar-powered

*Nohohon*. Many other toys also have resource or energy saving features. In June 2011, TOMY started displaying its Eco Toy mark on packages to communicate the initiative more clearly to consumers. The Eco Toy initiative has only just begun. In the years ahead, we will grow the TOMY Group's Eco Toy movement together with the growth of children.



The Eco Toy mark

