

## Introduction

TOMY Company, Ltd., established in 1924, is a global force in toys, infant & children's merchandise and entertainment, offering dreams and excitement to children and adults the world over. We manufacture products based on our own brands including TRANSFORMERS, TOMICA, LICCA, PLARAIL, ERTL and others, as well as distribute products under licensed brand names such as Disney, Chuggington and other world-famous brands.

Our company, which approaches its 90th anniversary this year, has succeeded in transforming itself every 30 years. As we face the next 30 years, we must further evolve ourselves to deal with a changing business environment. The 2014 Annual Report introduces the efforts we are making to meet the challenges of the future in light of our history as the "hitmakers" of a number of hit products.