



## Introduction



TOMY Company, Ltd., established in 1924, is a leading toymaker with such long-selling products as TOMICA, PLARAIL and the LICCA doll.

TOMY delights children around the world with these and such globally known brands as TRANSFORMERS and BEYBLADE. The TOMY Group set out a medium-term management policy in 2014, its 90th anniversary of establishment.

The new plan launches TOMY into its fourth generation and puts the Company on a path of growth.

Having moved forward with reforms on numerous fronts, TOMY has now essentially completed preparations for its next stage of growth. This annual report looks at the past year's successes and introduces initiatives that will define the Company's future.

