

ORGANIZATION AND HUMAN RESOURCES

Retaining and Cultivating Human Resources Who Create Value

To create value and survive in the rapidly changing toy market, the human resources of the TOMY Group have led revolutions three times in the past. Now the global toy market, which has grown to a value of around ¥10 trillion, is offering an increasing wealth of possibilities, engendered by progress in digital technologies and the creativity of Japanese manufacturing. Against this backdrop, our next toys will not be simply digital. Rather, we will combine digital technologies with our expertise in developing analog products that are warm and pleasant to touch, creating products with a brand that has a global perspective.

To engender this new value, the TOMY Group will give product development opportunities both to new recruits and veteran employees. We will encourage friendly competition among personnel who have various values, sharing their expertise and experiences. Furthermore, we will provide the workplace and systems that encourage people to take on new challenges without fear of failure.



Two Policies for Retaining and Cultivating Human Resources

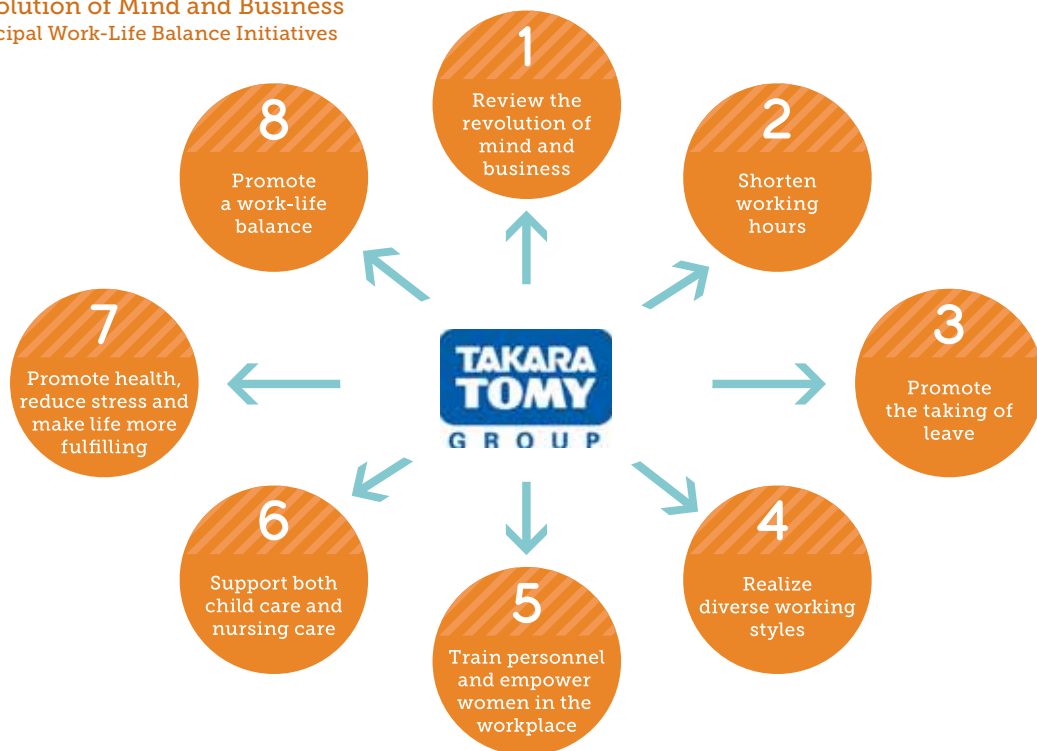
The TOMY Group maintains two policies for retaining and cultivating the human resources who are the source of corporate value creation. These are “work-life balance as a management strategy” and “workplace invigoration measures to stimulate the creation of ideas.” For us, a work-life balance is not about making a clear division between work and private time. Instead, we aim for the two to be mutually reinforcing. In other words, increasing the amount of time spent away from work enables employees to spend more time with their families and maintain their mental and physical health. Active participation in outside activities fosters interaction with others and promotes self-improvement, which in turn leads to better work efficiency. In this sense, our approach is more about “work-life integration.” At the same time, we are increasing a number of workplace invigoration measures that achieve the desired effect of combining work with private life.

Work-Life Balance as a Management Strategy

The TOMY Group takes a positive approach toward a work-life balance and work-style innovation, maximizing the added value generated by our human resources at the individual and organizational levels.

In August 2014, we introduced our Work-at-Home System, which provides structures that enable employees whose working time is limited due to child care or nursing care to work at home, thereby increasing their motivation. We also hold multiple seminars to support a balance between child/nursing care and work. We have extended our internal consulting system to include four in-house counselors, including people with experience working and raising children. Attesting to the success of our efforts, in addition to seeing an increase in the number of people taking child-care leave, we maintain a return rate of nearly 100%.

Revolution of Mind and Business Principal Work-Life Balance Initiatives





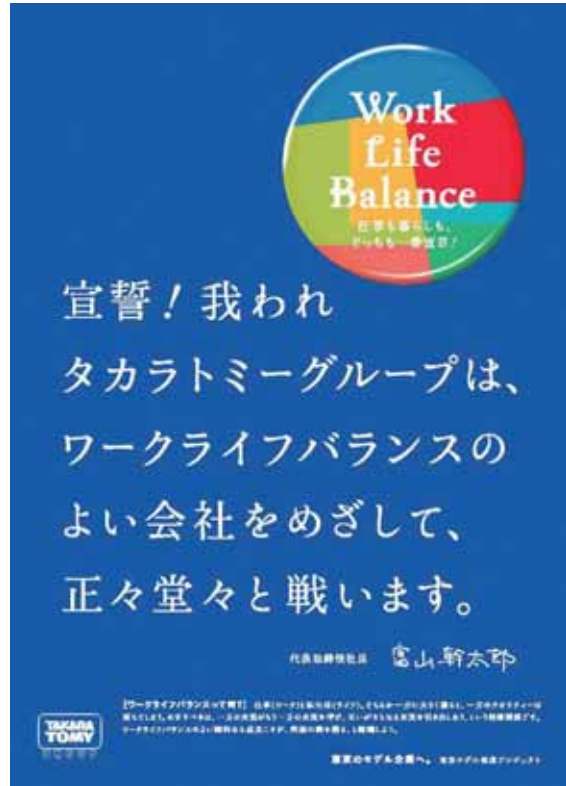
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We have also introduced iPads to allow employees to check their e-mail, conduct presentations and participate in video conferences from outside the Company. We promote mobile work that makes effective use of commuting time and reduces the use of paper, as well as improving employees' working efficiency. We encourage people to take regular time off work to refresh their minds and bodies, and we have a leave system for special days such as birthdays and wedding anniversaries, promoting an overall culture of leave-taking.

LICCA Doll's Father Wins "Ikumen of the Year 2014"

Pierre Kayama, the father of our LICCA doll with clothing that can be changed, won the Ikumen of the Year 2014 award (Ikumen refers to fathers who are actively involved in child-raising) on October 16, 2014, naming him the father who most enjoyed and worked hardest at child-rearing during the year. This event, which is aimed at freeing women from the responsibility of child care, encouraging more men to participate in child care and boosting the awareness of child-care leave, is run by the Ikumen of the Year Executive Committee and supported by the Ministry of Health, Labour and Welfare and the ministry's Commissioned Ikumen Project.

This award was presented to Pierre Kayama in recognition of the importance he accords to time with children and his proactive involvement in child-rearing and household chores. Scenes from Kayama's time on child-care leave were introduced via @bonjour_licca, the LICCA doll's public Twitter account. The activity aimed to encourage men who want to take a more proactive role in child-rearing and to provide hints on optimizing the relationship between child-rearing and families.



In-house poster to boost awareness of the work-life balance



"Kurumin" certification

Workplace Invigoration Measures Utilizing Diversity to Create Ideas

In May 2014, we launched the “TO¥SYSTEM” to stimulate the voluntary creation of ideas across a broad range of employees, regardless of departmental affiliation or position. We set up an in-house suggestion box that elicits a broad range of suggestions, ranging from product plans to proposals for operational improvements. People who supply these ideas are awarded a certain number of TO¥s, an in-house currency, and receive a motivational boost when their proposals are implemented.



Utilizing and Training Human Resources

We provide training for next-generation leaders, rank-based training and training designed to develop specific skills, centering on elective training.

To encourage an abundance of corporate creativity, we also conduct regularly planned training and collaborate with other companies on different types of training programs.



TO¥SYSTEM



Lounge for employees to exchange opinions freely

