

# PRODUCT AND HISTORY

## Embracing the Challenge of Offering New Toys to Match the Changing Times

Throughout its history reaching back more than 90 years, TOMY has aligned the universal essence of toys and its carefully nurtured brand value with the changing times. In the first generation of our business, the world market was one of tin toys. In the second generation, tin gave way to plastics. The third generation was characterized by toys that added value through information—the so-called information revolution. Now, the industry is making another major step, this time toward the development of toys for the individual. As this new era unfolds, we will apply the experience and expertise we have nurtured as a leading toy company as we aim for further growth.



# HISTORY OF INNOVATION

TOMY will continue reforming in response to changing times as before.

**1<sup>st</sup>**

## Generation beginning in 1924

TOMY's Focus  
**Craftsmanship**

Industry Trend  
**Metal and motors**

Many tin toys were manufactured during this era, with TOMY garnering particular acclaim for our "Aero Plane TOMIYAMA." After the war, our friction toy "B-29" was a big hit in Japan and abroad, with TOMY taking the initiative in large-scale toy exports.

**2<sup>nd</sup>**

## Generation beginning in 1954

TOMY's Focus  
**Mass development and production**

Industry Trend  
**Material revolution**

Along with postwar economic growth, the toy industry rode a wave of materials and technological innovation characterized by great transformations, such as from metal to plastic and friction to electric. This era was marked by the advent of multiple product model development and mass production.

**3<sup>rd</sup>**

## Generation beginning in 1984

TOMY's Focus  
**Marketing**

Industry Trend  
**Public information revolution**

Electronic game consoles such as the family computer and similar products offering data as added value hit the market during this era, which was marked by broad swings in toy sales caused by mass media marketing, mainly through TV and magazines. The Plaza Accord caused significant appreciation of the Japanese yen, resulting in dramatic changes in the domestic business, such as the closure of factories in Japan. The scale of our business expanded in 2006 through the merger of Takara and TOMY. The pace of our overseas expansion also accelerated in 2011 with the acquisition of a U.S. toymaker.

**4<sup>th</sup>**

## Generation beginning in 2014

TOMY's Focus  
**New technology**

Industry Trend  
**The personal revolution**

This era is characterized by "new technologies" that fuse analog with digital. Products and modes of play are entering the "individual" era, and the market is turning from the promotion of individual products to the ascendancy of brands.

1st generation 1924~

1920>

Founded Tomiyama Toy Seisakusho, the predecessor of today's TOMY

On February 2, 1924, Eiichiro Tomiyama founded Tomiyama Toy Seisakusho, the predecessor of today's TOMY Company, Ltd. The company manufactured numerous toy airplanes, establishing a reputation in the industry linking the Tomiyama name with toy airplanes. Later, the company expanded its business through one industry-leading initiative after another, including the establishment of the first factory in the toy industry with an assembly line system and the creation of a toy research department. Tomiyama also contributed greatly to the modernization of the toy industry through its determined efforts to improve the standing of toy manufacturers.

- 1924 AERO PLANE BREGUET
- 1930 LOOPING PLANE
- 1935 AIR MAN
- 1937 TANK
- 1946 JOHN DEERE



AERO PLANE BREGUET



JOHN DEERE\*



B-29



The Game Of Life



Sky Ping-Pong



Pop Up Pirate



Tomica

1950>

Transferred from metal to plastic

After World War II, the company's B-29 Bomber friction toy became a major hit in and outside Japan, blazing the way for the export of large toys. In 1953, the company began its journey toward becoming a modern enterprise by incorporating, and in 1959 it established a sales subsidiary, which had been the founder's ardent wish since the founding. Around this time, waves of innovation in materials and technology rolled through the toy industry, ushering in a major turning point when metal was replaced with plastic and friction toys were succeeded by electric toys. Sato Vinyl Industries, a predecessor of TAKARA Co., Ltd., was founded in 1955.

- 1951 B-29
- 1953 Speedway Racer No. 3
- 1957 Bubble Blowing Elephant
- 1959 Piggy Cook
- Sky Ping-Pong
- Plastic Train and Rail Set



Plastic Train and Rail Set

2nd generation 1954~

1960>

Early success in expanding overseas during the export boom

At a time when half of the toys it produced were exported, TOMY was quick to open representative offices in New York and Europe with the aim of making inroads directly. In Japan, the company established production bases, set up a development center—an unprecedented move in the industry—and took other steps to create a system uncompromisingly committed to good manufacturing. TAKARA grew into a comprehensive toy manufacturer, propelled in its business expansion by hit products that made use of the company's vinyl processing technology.

- 1960 Dakko-Chan
- 1964 Ohanashi Miko-Chan (Talking Miko)
- 1967 Licca doll
- 1968 The Game Of Life (Japanese Version) Magic Skyrail
- 1969 Tumble Robot



Water Game



ZOIDS



Sensei



Koeda-Chan mini dolls



Licca doll

## 1970>

### Start-up of overseas production

After commissioning production in Hong Kong, TOMY opened its first factory in Singapore, making it one of the early companies to embark on overseas production. Masanari Tomiyama was appointed the second president and CEO in 1974, the company's 50th anniversary. TOMY and TAKARA both released numerous long-selling products that remain popular to this day.

- 1970 Tomica  
G.I. Joe
- 1972 Henshin Cyborg
- 1974 Microman (Micronauts)
- 1975 Pop Up Pirate  
Pocket Mate  
Tuneyville Choo Choo  
Kotetsu Jeeg
- 1976 Water Game  
Amikko Knit Stitcher  
Born Free  
TOMIX
- 1977 Sensei  
Koeda-Chan mini dolls (Treena & Her Forest Friends)
- 1978 Black Racer



Rock 'n' Flowers

Musican

Gacha



LAMAZE\*



TOMIX  
JR東日本商品化許諾済

## 1980>

### Ongoing reform and expansion of sales channels

TOMY established the Handicap Toy Laboratory in 1980 and popularized efforts in the industry to create barrier-free toys. In 1985, the Plaza Accord threw the company into a sudden management crisis, and drastic reforms were implemented, including the closure of factories in Japan. The following year, Kantaro Tomiyama was appointed the third president and CEO in a shakeup of the management structure. TAKARA went public in 1984 and grew steadily, being listed on the Second Section of the Tokyo Stock Exchange in 1986. In 1988, the company switched from a focus on its core business of toys to diversified operations, rolling out products aimed at a wide range of fields.

- 1980 Choro-Q (Penny Racers)  
Diaclone
- 1981 Pac-Man  
UNO
- 1982 Japanese version Barbie  
Tomy Tutor (Pyuta)  
Orihime Weaving Machine  
Mechabonica
- 1983 ZOIDS
- 1984 Transformers  
Omnibot
- 1986 Jenny doll  
Cotton Candy Maker
- 1987 Palm Pets  
Norakurokun Rock'n plush
- 1988 Rock 'n' Flowers  
Mashin Hero Wataru character products  
Gacha  
Jenga
- 1989 Kentoshi Boxing Ring  
Plush Goma-chan from Shonen Ashibe  
Monopoly

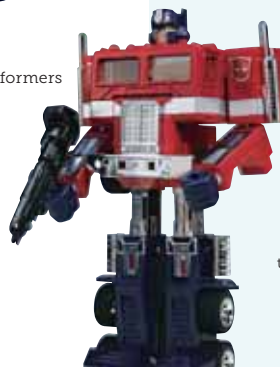


Choro-Q



Furby

Transformers



## 1990>

### From "product out" to "market in"

TOMY prepared for regeneration with a new structure. With this, it announced a business diversification strategy focused on the three core areas of toys, general goods and multimedia products. It rolled out a stream of new measures, including entry into the character business and a business alliance with HASBRO, Inc., in the United States. In 1997, TOMY went public and in 1999 it was listed on the Second Section of the Tokyo Stock Exchange. From the second half of the 1980s, TAKARA expanded its Hearty Series for enriching people's lives and released products based on TV characters that became hits. With this aggressive product expansion, the company was listed on the First Section of the Tokyo Stock Exchange in 1991.

- 1990 Musican  
Dear Word Processor for child  
Chibi Maruko-chan character products
- 1991 Healing Birds
- 1992 Thomas and Friends  
Super Famicon software Legend of the Hungry Wolf
- 1993 B-Daman  
Pinkish
- 1994 Perfect Picture Maker
- 1995 Toshinden  
LAMAZE
- 1996 Cella Sticker Machine  
Lullaby Home Theater
- 1997 Pokémon (Toys)  
Beast Wars: Transformers
- 1998 Polaroid Pocket Xiao
- 1999 Furby  
Beyblade  
Twister



Beyblade



Pokémon

\* The photographs do not present those at the time of product launch.

3rd generation 1984~

2000>

Beginning of a new era in the toy industry

TOMY concluded a comprehensive licensing agreement with Walt Disney International Japan Inc. in 2000, the same year its stock was transferred to the First Section of the Tokyo Stock Exchange. In pursuit of further growth, TOMY aimed for progress as a group, including the establishment of a development subsidiary and the founding of a new company for the planning and selling of stuffed toys and a company for utilizing new technology. In 2000, TAKARA advocated expansion of the toy business and aggressively moved forward with the rollout of products and leveraged its planning and marketing prowess to continue offering a succession of popular products. In 2006, TAKARA and TOMY merged, becoming TOMY Company, Ltd. (known as TAKARATOMY in Japanese), with the aim of maximizing their respective strengths and becoming the world's top toy manufacturer.

2000	e-kara Colorful Dakko-Chan Nanchatte Phone Aquaroid	2005	Yumel Video game software, NARUTO Walkie Bits
2001	Bit Char-G Sweet Bambini DREAM FORCE 01	2006	Jinsei Ginko (Life Bank) Aero Soaer
2002	Bowlingual Nohohonzoku Duel Masters Micro Pet Qi Choco Q	2007	Baby Cheroot Switch Omnibot 17μ i-SOBOT Ie-Soba Home Soba Maker Air Guitar Pokémon Battrio
2003	Meow-Lingual	2008	Tomica Hero
2004	Aero R/C Yumemi Kobo THE FIRST YEARS	2009	Fresh Caramel Maker Clockman

2010>

Toward tomorrow's hit products

Since 2010, TOMY has been accelerating its international expansion. It introduced an overseas version of TOMICA in Europe and North America. It began marketing METAL FIGHT BEYBLADE toys worldwide in conjunction with the introduction of a new TV anime (the actual names of the toys and anime differ by region). The toys are enjoying so much enthusiasm that an international competition was held in South Korea in the summer of 2010. In 2011, TOMY acquired U.S. toy manufacturer RC2, establishing a platform for global expansion. The entire TOMY Group has started to move into action together, aiming to be a truly global toy company.

2010	Pretty Rhythm Furu Chara Sorbet Maker Potechi No Te
2011	Battroborg 20 Mimicry Pet
2012	Pokémon TRETТА
2013	Ania



Nohohonzoku



Duel Masters



Jinsei Ginko



THE FIRST YEARS



Omnibot 17μ i-SOBOT



Ania



Battroborg 20

# 2014 >

- 2014 PRIPARA
- WIXOSS
- 2015 SHINKALION
- OHaNAS
- Linear Liner
- Licca Stylish Doll collections



OHaNAS



Licca Stylish Doll collections



WIXOSS



PRIPARA



Pokémon TRETТА



Linear Liner

JR東海承認済



SHINKALION

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