

CONTENTS

WE KEEP EVOLVING

- 01 Introduction
- 02 Philosophy and Mission
- 03 Business Model
- 04 Competitiveness
- 05 FY2015 Performance
- 06 Business Highlights

WHY WE EVOLVE

- 08 Strategy and Vision
- 09 Message from the President & CEO
- 11 Looking Back on the Fiscal Year Ended March 31, 2016
- 16 Strategy for Future Growth
- 20 With Stakeholders

HOW WE EVOLVE

- 22 Special Feature: Realizing Evolution
- 24 ENDLESS: Developing New Ways to Play in Step with the Changing Times
- 26 AGELESS: Incorporating New Age Groups
- 28 BORDERLESS: New Marketing
- 30 POA: New Selling Spaces and Product Deployment
- 32 From Products to Brands

FOUNDATION FOR EVOLUTION

- 34 CSR: Supporting Evolution
- 35 Message from the Chairman of the Board
- 36 Management and Initiatives
- 38 Priority Issue 1: Dedication to Quality Manufacturing
- 40 Priority Issue 2: Sound Management Execution
- 42 Priority Issue 3: Coexistence with Society and the Global Environment
- 44 Corporate Governance
- 48 Products and History
- 52 Board of Directors and Audit & Supervisory Board Members
- 56 Six-Year Financial Summary
- 58 Corporate Information/Stock Information

TOMY's annual report has received a number of awards, including in two leading U.S. annual report competitions, the LACP Vision Awards and the International ARC Awards, demonstrating that the report is well received overseas for its content and expression. We will continue to position dialogue with our stakeholders as the basis of a host of corporate activities and work to communicate information to our shareholders and investors in an easy-to-understand format.



International ARC Awards

Grand Award in the Summary Annual Review Category/ 1st (Gold) in the Toy Manufacture and Sales/Grand Winner in the Specialized & Summary Annual Reports category



LACP [2014/15 Vision Awards]

5th among the Top 50 Worldwide; 1st (Platinum) in the Consumer/Consumables Industry



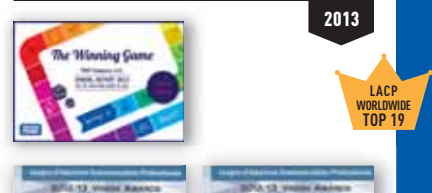
International ARC Awards

1st (Gold) in the Summary Annual Review Category



LACP [2013/14 Vision Awards]

6th among the Top 50 Worldwide; 1st (Platinum) in the Consumer/Consumables Industry



LACP [2012/13 Vision Awards]

19th among the Top 50 Worldwide; 1st (Platinum) in the Consumer/Consumables Industry