

GO BEYOND¹

Aiming for New Value Creation

With more than 90 years of history since its founding, TOMY has always provided “new value from play” as a leading company in the toy industry. This is the fruition of swiftly executed transformations in management thinking and numerous measures implemented in anticipation of contemporary trends.

At present, we are being swept along with the massive wave of contemporary trends. Amid substantial changes in the concept of toys and how to play with them due to the spread of smartphones, digital devices and social media, the TOMY Group launched management reforms in 2014. In last year’s annual report, we introduced the aims, initiatives and achievements of these reforms under the keyword “evolution.”

In the 2017 annual report, we introduce four episodes featuring initiatives going beyond this evolution under the theme “New Value Creation—GO BEYOND.”

Episode 1 focuses on the value creation that is the basis for our mission, history and business activities. Episode 2 features the strategies linking new value and growth. Episode 3 details specific initiatives for creating new value. Episode 4 discusses value creation with stakeholders. In this way, we hope to gain your understanding of the TOMY Group developments going forward.