

History of Innovation and Core Product Evolution



Since our founding in 1924, the TOMY Group has firmly maintained the universal value that toys are able to provide while continuing to develop beloved products that span generations. We are a leading toy company that will continue to pursue new value in play as challengers continuously leading the times.

HISTORY OF INNOVATION

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

1

1st Generation
1924-

**Craftsmanship
Mid- and Post-war
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

2nd Generation
1954-

**Mass Development
And Production
Economic Growth
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

3rd Generation
1984-

**Marketing
Growth of Mass
Media
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

4th Generation
2014-

**New Technology
Analog Toys with
Digital Elements
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.



TOMICA, PLARAIL and LICCA are core products that support the TOMY Group's growth. While preserving fun of the original toys that a multitude of children played with, we have evolved these toys in line with the times to create long-selling products that are always fresh and continue to be loved across generations.

TOMICA

When foreign-made miniature cars were at the height of popularity and customers asked for the Japanese cars, TOMY had a burning desire to see Japanese children playing with more familiar Japanese miniature cars. In 1970, we released Japan's first die-cast Japanese miniature car series that fit in the palm of a child's hand. Up to now, we have sold more than 1,000 different types of cars, a total of more than 640 million cars loved by over three generations. In addition, in April 2016, we launched full-scale licensing of the "tomica" brand for adults. We aim to further enhance this brand through the licensing of apparel, accessories and miscellaneous goods, stationery and everyday items designed to capture the interest of traditional TOMICA users (3-year old boys) as well as a wide range of other people without regard for age or gender.



PLARAIL

For more than half a century since the PLASTIC TRAIN AND RAIL SET, the prototype for PLARAIL, went on sale in 1959, children have continued to love PLARAIL as a toy that teaches children about society and nurtures imagination using a familiar "railway" theme. The blue rails, consistently standardized from initial sales launch until the present day, can be freely connected to make railway layouts on which three-car trains have been played with by children and their parents for three generations. Up to now, a total of approximately 1,430 types and more than 165 million products have been sold in Japan, acquiring a share of over 90% in the Japan rail toy market.

Licca®

Celebrating her 50th anniversary in 2017, LICCA was born in 1967. Always reflecting the trends of the times, this product is sold as the embodiment of girls' hopes and dreams. Having already sold over 60 million units, in recent years, we have aimed to make this a brand loved by children as well as adults who have grown up with LICCA over the years, developing the Licca Bijou Series, which is enjoyed by everyone from children to adults and the Licca brand for adults. In addition to Licca dolls, we have also stepped up the licensing of miscellaneous goods, clothing and accessories to sell new product lines to a wide range of targets. LICCA also visits popular spots and creates a significant buzz on Twitter and Instagram where she enjoys interacting with her numerous fans (approximately 200,000 followers as of March 31, 2018). Her extraordinary ability to communicate led to LICCA being appointed the 2017 France Tourism Friendship Ambassador, and she is widely used as corporate PR talent.



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