

Footprints of the Past, Path toward the Future

The philosophy of our founder, Eichiro Tomiyama, on toy manufacturing, "Creating truly excellent quality product with play value for children with infinite possibilities for the future," is the foundation of our Company and shared throughout the entire TOMY Group.

We will contribute to the creation of healthy children's culture by delivering excellent products created for children around the world. This, we believe, will lead to the advance of human culture.

We will continue to pass on this Founding Philosophy throughout the TOMY Group as we strive toward the realization of our Corporate Mission.

Our Founding Philosophy is a fundamental and permanent component of the TOMY Group which has served us well.

FOUNDING PHILOSOPHY

Let's excite the world's markets
with our outstanding products.
Our sincerity and diligence will contribute to society
and lead to our own success and happiness.



Our Corporate Mission is an enduring ideal toward which the Group strives.

CORPORATE MISSION

Our mission is to fulfill the dreams
of our stakeholders, including

- The dreams of children
- The dreams of our employees
- The dreams of our shareholders
- The dreams of our business partners
- The dreams of society

We will create new value from play.