

History of Innovation

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 continuously addressing new challenges.

1st Generation 1924-

Keyword

**Craftsmanship
Mid and Post-war
Metal and Motors**

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.

2nd Generation 1954-

Keyword

**Mass Development
and Production
Economic Growth
Material Revolution**

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

3rd Generation 1984-

Keyword

**Marketing Growth of
Mass
Media Public
Information Revolution**

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.

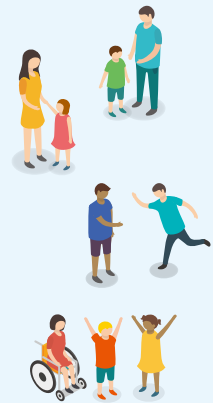
4th Generation 2014-

Keyword

**New Technology Analog
Toys with Digital
Elements The Personal
Revolution**

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.



We will continue reforming in response to changing times.