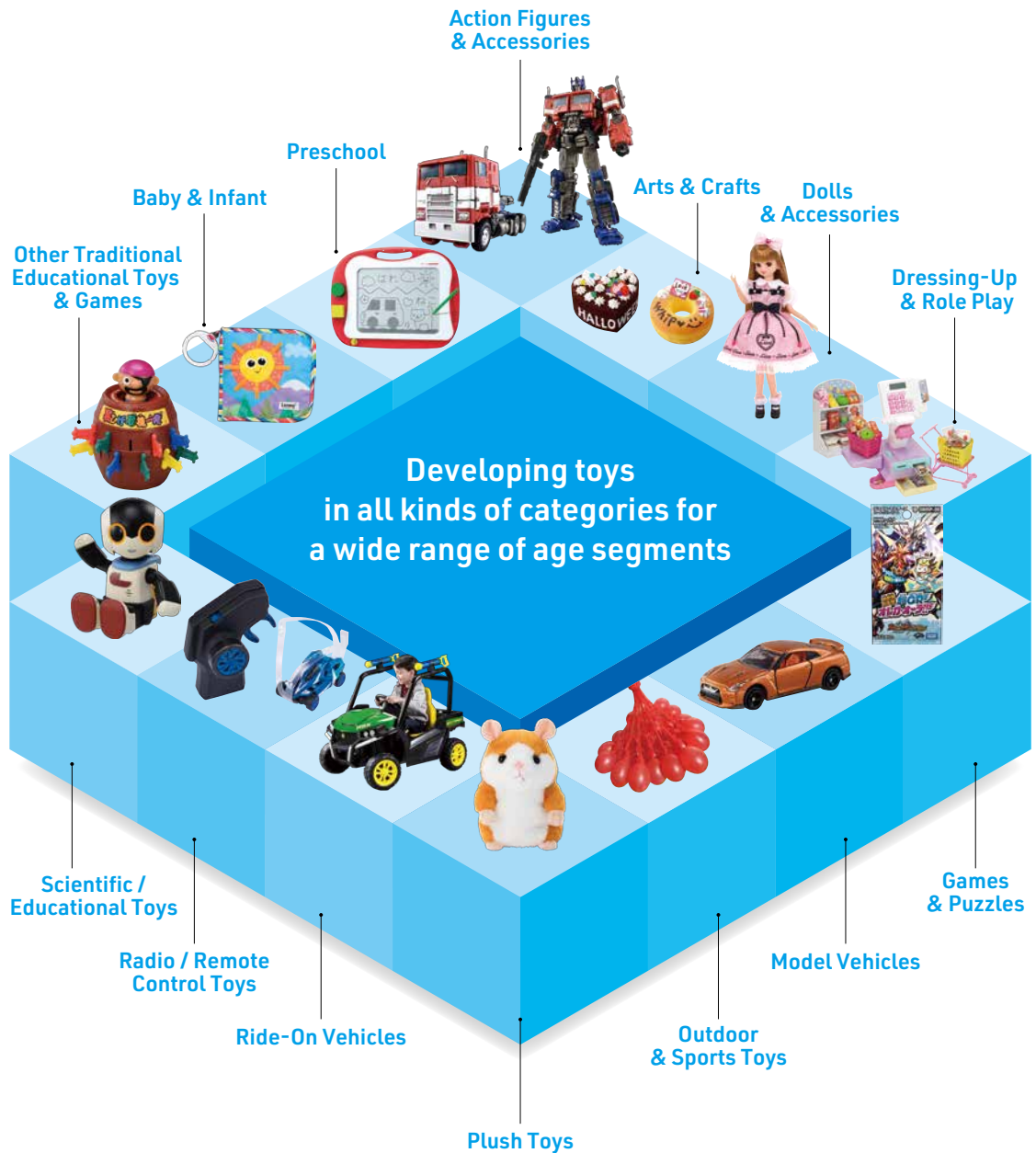
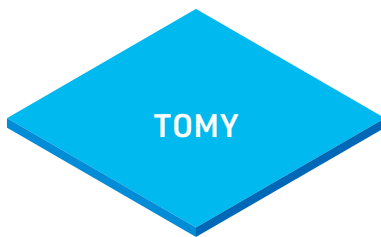


Our Products

The TOMY Group owns more than 60 brands targeting children and adults. We develop a broad lineup comprising products in 14 of the 15 toy categories.



Category overview: Euromonitor International



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 their popularity and customers asked for 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 more than 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 (3-5 year old boys) as well as a wide range of other people without regard for age or gender.

In the 60 years 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 1,480 types and more than 169 million products have been sold in Japan, acquiring a share of more than 90% in the Japan rail toy market.

PLARAIL



Licca®



Celebrating her 50th anniversary in 2017 and always reflecting the trends of the times, LICCA is sold as the embodiment of girls' hopes and dreams. Having already sold more than 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. 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 July 31, 2019). 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.



TRANSFORMERS

TRANSFORMERS is a global hit transformable robot series that started in the United States in 1984, with toys and animation launched in Japan in 1985. Celebrating its 35th anniversary in 2019, this series is loved by two generations of parents and children in more than 130 countries and regions throughout the world.



ZOIDS WILD

The latest series of this original brand launched in 1983. Based on animal and dinosaur motifs, ZOIDS are called "classic examples of animal-type mechanical organisms as an assembled toy that moves and uses weapons via springs or motors.



DUEL MASTERS

Launched in 2002 as a full-fledged trading card game easy for kids to play, this popular series has shipped more than 6 billion units and every year numerous regional events are held.



BEYBLADE BURST

This competition-style next generation of spinning tops has recorded cumulative shipments of more than 350 million units to more than 80 countries and regions throughout the world. In the summer of 2015, we launched sales of the third-generation BEYBLADE BURST.

GIRLS X WARRIOR is a live-action TV drama and the theme of the third series is SECRET X HEROINE. In collaboration with video production company OLM, TOMY is in charge of the original and commercialize items and character items used in the show.



SECRET X HEROINE PHANTOMIRAGE!

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GROUP
(DOMESTIC)



T-ARTS Company, Ltd.

Develops a wide range of products including amusement machines, capsule toys, miscellaneous goods and stuffed toys.



TOMYTEC

TOMYTEC CO., LTD.

Boasting the top domestic share in railway models in Japan, this comprehensive hobby manufacturer is responsible for product planning and development, manufacture, sales and service.



KIDDY LAND®

KIDDY LAND CO., LTD.

This store specializes in toys, fancy goods, character merchandise and books. As the leader of the overall culture industry, it is sensitive to the times and constantly disseminates new information and trends.

GROUP (OVERSEAS)

the
first
years

THE FIRST YEARS

Baby products including baby bottles, dishes and strollers supporting child-rearing.



JOHN DEERE

JOHN DEERE

Toy versions of global agricultural vehicles. This lineup includes a variety of products for preschoolers as well as detailed replicas.



Lamaze

LAMAZE

Educational toys for infants tailored to development level and age. Developed with the advice of an infant development specialist.



boon

BOON

Products that eliminate the inconveniences of childcare with simple and smart designs that also meet the desire for fashionableness among those raising children.

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