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Annual Report 2020 Editorial Policy

The TOMY Group publishes annual reports summarizing our overall business, including our history and product lines, performance results and management strategies, and CSR and corporate governance initiatives targeting sustainable growth with the aim of providing our stakeholders with a deeper understanding of the Group's medium- to long-term value creation.

This edition of the annual report includes a message from the president providing an easily understandable commentary on the issues of the Medium-Term Management Plan concerning the impact of the novel coronavirus pandemic on the toy market as well as associated future changes. In addition, the special feature covers the 50th anniversary of the sales launch of the TOMICA brand of die-cast Japanese miniature cars, explaining why these products are so loved and trusted by customers while focusing on inherited preconditions and qualifications that the TOMICA brand requires for each product, from planning to manufacturing. Through these features, we hope readers gain a clear understanding of future developments of the TOMY Group. Please visit our website for more details.

www.takaratomy.co.jp/english

Disclaimer

This report contains forward-looking statements including prospects, targets, plans and strategies. These are based on judgment and assumption from the currently available information and do not guarantee or warrant any financial estimates or business development.

chapter

The TOMY Group History, Corporate Value and Vision

Where We Came From and Where We Are

TOMY's Founding Philosophy has been inherited within the group companies since Eiichiro Tomiyama created Tomiyama Toy Seisakusho, the predecessor to TOMY, in 1924. Ever since, the TOMY Group has continued to create new play value while aiming to fulfill the dreams of children and all others. In this section, we introduce the history, philosophies and vision of the TOMY Group, which has led the Japanese toy industry for nearly a century, while describing its current business domain and value creation processes.

