



Eiichiro Tomiyama founded TOMY with the goal of “creating truly excellent quality products with play value for children with infinite possibilities for the future.” Our Founding Philosophy, which expresses this toy manufacturing doctrine, has been inherited as the foundation of our Company. Along with this philosophy, TOMY’s Corporate Mission is ceaselessly implemented on a Group-wide basis. TOMY’s history is defined by business development grounded in these philosophies, and its values are evident throughout this history.

Our Founding Philosophy is a fundamental and permanent component of the TOMY Group that 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.

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.

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