

The TOMY Group Values

Passion for Toy Manufacturing

Do You Like Toys?

Once, there was a young boy who was fascinated by a beautiful German toy he saw in a foreign magazine while working as an apprentice. At the young age of 11, he decided that he wanted to become a toy manufacturer who would, with his own hands, someday create magnificent toys that would enthrall children throughout the world. The young boy's peers were surprised and astonished by this dream, dismissing and ridiculing it as outrageous. The young boy disregarded this opposition and began pursuing his dream. His name was Eiichiro Tomiyama, and at the age of 21, he established Tomiyama Toy Seisakusho, the predecessor to today's TOMY.

Good ideas and designs arise from love for toys. Our love for toys is the primary source of our strength. Tomiyama believed that the mission of toy specialists is to produce new and unprecedented creations and contribute to society. Accordingly, his philosophy concerning toys insisted upon the creation of truly excellent quality products with play value for children with infinite possibilities for the future. This philosophy is deeply etched into the heart of each member of the TOMY Group.



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Top: Everything we do aims to put smiles on the faces of children.
Bottom: The Bubble Blowing Elephant, which became popular worldwide (1957)

Coexistence and Coprosperity with Stakeholders

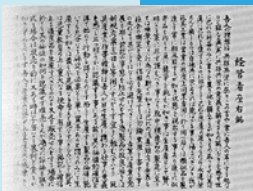
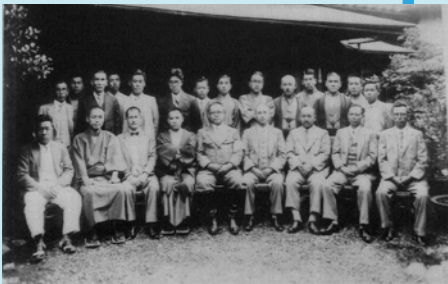
Our Ideals Are Grounded in Mutually Beneficial Relationships with Stakeholders.

Japan's toy industry developed and modernized throughout most of TOMY founder Eiichiro Tomiyama's 75-year life.

In the early years of Japan's Showa era, Tomiyama realized that changes in manufacturer awareness regarding conventional management methods and structural reforms would lead to development in the Japanese toy industry. Along with like-minded peers, he formed The Japan Toy Association, which included this noble ideal of coexistence and coprosperity within its charter. The Association was established with the belief that development in the Japanese toy industry and personal growth among toy manufacturers could be achieved through several principles.

Its founders professed that toy manufacturers would not benefit by creating and competing with similar products and that production of imitation products was the ultimate shame. In addition, they believed that toy manufacturers should always endeavor to improve their products and strive to come up with new ideas. Furthermore, they acknowledged that toy manufacturers should create high-quality products while maintaining an awareness of how important toys are to children. Founders of the association also realized that manufacturers should refrain from producing toys with the mindset that they will "sell no matter what" and abstain from profiteering without concern for the charter. Finally, they were aware that those in the toy industry should be aware of the significance of their work and fully apply themselves to achieving coexistence and coprosperity.

Eiichiro Tomiyama's ideal of coexistence and coprosperity lives on today as TOMY's Founding Philosophy.



Top: Members of the Joint Sales Division of the Tokyo Toy Industry Association (TOMY founder Eiichiro Tomiyama is seated at the center of the front row)
Bottom: "The Management's Motto," which serves as the opening of the "Tokyo Toy Industry Association Industry Guidance Principles," the association's charter, which spells out the association's ideals

Focus on Quality That Will Be Respected Worldwide

Quality Governs the Global Market

After the end of the Second World War, confidence in the Japanese toy industry was dropping worldwide due to a preponderance of inferior products. At the time, TOMY had taken the American toy market by storm with its large B-29 friction toy airplane and was recognized across the globe for its high-quality products. However, it was also affected by the declining confidence in Japanese products overall.

In 1955, Masanari Tomiyama, who went on to become the Company's second president, made his first trip to the United States. He was thoroughly shocked by a scene he saw in a musical during which a character exclaimed "Oh! Made in Japan!" when a doorknob detached in his hand after being turned. At this moment, he swore to himself that he would someday create toys that would cause the world to say "Japanese products are made with the highest quality."

In accordance with its founder's belief that "quality governs the global market," the Company established an internal product inspection department ahead of its competitors, implemented aggressive quality control activities within its production areas and strove to improve product quality with full support from all employees and Company members. Through these efforts, in 1971, the Company became the first Japanese toy manufacturer to receive the Symbol of Excellence Award from Sears, Roebuck and Co., the operator of the world's largest retail chain at the time. This award was established to commend companies selected from around the world for "punctually providing products with superior design and excellent quality."

When we received the award, Sears commented that rather than bestowing the award upon the Company itself, it wished to grant the award to its employees, who made the superior products that justified the Company's selection. This comment continually reminds us to take pride in the quality of our products and fulfill our quality-related responsibilities.

In 1963, we established an internal product inspection department. Later, in 1974, we formulated quality control regulations to raise product quality (pictured here is our product inspection manual used in 1986).



Top: Eiichiro Tomiyama (right) and Toy Department Manager Wardell from Sears, Roebuck and Co. (left) at the 1971 Symbol of Excellence Award ceremony
Bottom: Medal awarded to the Company in 1976

Throughout our existence, we have consistently valued and adhered to a simple policy of creating superior products and delivering them to children around the world. This is how we give back in return for past, present and future blessings. Moving forward, we will continue to be a group that contributes to society through the toys we provide.