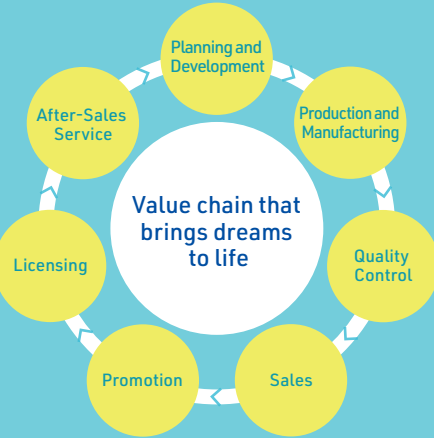




TOMY Group activities



Initiatives for enhancing our management foundation > P12

Medium-Term Management Plan (fiscal 2018-2020)
Take on the Challenge toward New Growth.

Medium-Term Business Strategy

- 1 Promote in-house original global brand strategies
- 2 Create original brands for Japan and Asia
- 3 Category No. 1 strategy
- 4 Expand business in "high-target" products and for the elderly segment
- 5 Expand business in the Asian market
- 6 Revitalize business in Europe and North America

Significant enhancement of development capabilities

1. Strengthen planning/development capabilities
2. Improve efficiency of technology, design and prototype production
3. Improve quality
4. Establish a global dedicated team

Medium-term cost reduction and investment expansion measures

Cost reductions

- 1 Promote cost-reduction measures
- 2 Reduce distribution costs

Investment expansion

- 1 Strengthen IP investment
- 2 Proactive advertising

Medium-term financial strategy

- Generate stable cash flows
- Secure investment resources for the next generation

Eight Material Issues > P26

1. Ensuring confidence, safety and quality
2. Creating new products, services and IP
3. Promoting universal design
4. Corporate governance and communication with stakeholders
5. Promoting workstyle reform
6. Ensuring CSR-based procurement
7. Environmental management
8. Contributing to education and culture through our business

Stakeholders (Customers, Employees,

Founding

Output

Develop 14 categories of toys

Long-selling products

Domestic/
Overseas Group products

> P60

Financial performance

Consolidated results for the fiscal year ended March 31, 2020 > P8

| Net sales | Operating profit | EBITDA |
|----------------|------------------|---------------|
| ¥164.8 billion | ¥10.6 billion | ¥18.7 billion |

ESG Highlights > P28

ESG and CSR material issues
Operational contribution to the SDGs
Social initiatives
Environmental initiatives
Interviews with outside directors
Corporate governance

Dream we want to realize

Outstanding
Global Company

CSR Vision

Become Friends with
Children Around
the World



Shareholders, Partners, Society)

Philosophy