

Toy Market

The size of the Japanese toy market in fiscal 2024 was ¥1.992 trillion on a suggested retail price basis, setting a record high for the second straight year. The biggest factor behind this progress was further expansion of the card game and trading card markets, driving increased demand across a wide range of genres from character-related goods to

general merchandise. The kidults demographic and growth in inbound demand were also factors driving up the overall market, and these results demonstrate that there continues to be room for growth in the toy market despite the declining birth rate becoming increasingly evident. (Source: Japan Toy Association website)

Performance Highlights

Looking at the business environment surrounding the TOMY Group, the situation is trending toward a modest recovery thanks to the improvements in the employment and income environment, as well as to factors such as an increase in inbound demand. Meanwhile, overseas, the situation remained unpredictable, mainly due to the impact of concerns of a downturn in economies, rising prices, and fluctuations in the financial and capital markets.

Under these conditions, the Company has focused on expanding age groups and the regional axis as major growth drivers in keeping with its Medium- to Long-Term Management Strategy 2030.

In terms of expanding age groups, measures aimed at kidults have contributed to performance. With the TOMICA brand of die-cast miniature cars, we expanded the fan base to adults as well as children with the rollout of new offerings such as the TOMICA Premium line of high-detail models. In addition, we expanded the rollout of the T-SPARK hobby label aimed at older customers, while also broadening the fan base for BEYBLADE X through cross-media development aimed at a wide range of age groups and the hosting of tournaments and other events without age restrictions. In the trading card game segment, we worked to further develop the customer base with the start of two new titles in addition to DUEL MASTERS. We expanded the installation of

GACHA machines, which are popular across a wide range of age groups, in commercial facilities and elsewhere. At KIDDY LAND, popular character merchandise and general goods gained support from a wide range of age groups, leading to expanded sales.

In expanding the regional axis, the first overseas brand store for TOMICA opened in Shanghai, China, marking further progress in brand penetration. Sales of BEYBLADE X overseas, particularly in Europe and the United States, also gained momentum. We also made progress with the expansion of GACHA and plush toys overseas, with a focus on character merchandise. To cater to inbound demand, at retail KIDDY LAND locations we stocked a wide range of character merchandise, proving highly popular especially at our flagship stores, driving an expansion in sales.

By pursuing these measures targeting age groups and the regional axis, we achieved healthy performance in Japan and Asia, while also producing solid results in the Americas. As a result, we posted net sales of ¥250,235 million (up 20.1% year on year) and operating profit of ¥24,870 million (up 32.2% year on year), both record highs demonstrating steady progress under our new management structure.

Overview by Regional Segment

Japan

TOMY generated a year-on-year increase in sales of classic brands including TOMICA and PLARAIL due to their expansion into a wide range of age groups and regions, while the renovation and reopening of the TOMICA PLARAIL SHOP TOKYO also attracted attention. BEYBLADE X gained popularity among people of all ages, from children to adults, during the year-end sales seasons thanks to development of the media mix and the hosting of tournaments with no age restrictions. In addition, along with the full-scale launch of overseas sales, particularly in Europe and the United States, efforts with broadcasters in various countries by our U.S. subsidiary T-Licensing led to the creation of synergies

with merchandise releases, thanks to our animated titles reaching a wider broadcast audience. We also pursued international measures, such as holding the BEYBLADE X ASIA CHAMPIONSHIP 2024 in December. With DUEL MASTERS, in addition to growth resulting from collaboration with popular VTubers, we expanded the customer base through the smartphone app DUEL MASTERSPLAY'S, and this contributed to expanded business performance. Our own Punirunes IP has proven popular in Japan and Asia, and we began exporting to Europe and the United States in April in an effort to create global content from the IP. In addition, in May we launched the DETECTIVE CONAN

Card Game, which is based on the enormously popular comic and targets a broad customer base, while in January we released Disney LORCANA Trading Card Game, generating new sales. In October, we launched the pet toy Hatchimals Alive (Umaerete! Woomo Alive), also contributing to sales. In November, we opened TOMY Planet, a new format enabling customers to enjoy hands-on attractions that combine the worldview of TOMY's IPs such as TOMICA and PLARAIL. February saw the launch of the new T-SPARK series, a hobby label aimed at older age groups. At T-ARTS, sales of plush toys and other Pokémon-related merchandise increased. In addition, in the GACHA capsule toy business, we succeeded in expanding the number of items offered, including character products. We also expanded our installation of GACHA sales spaces in commercial facilities, airports and other locations, such as the opening of the large-scale GACHA specialty store, GACHA WORLD, and the festival-themed GACHA specialty store,

GACHA MATSURI in Kansai International Airport. These efforts continued with expansion overseas to drive continued favorable performance. In addition, in amusement machines, we began operating Himitsu no AIPRI in April and Pokémon FRIENDA in July, enjoying better launches than previous products. In the KIDDY LAND retail business, we continued to offer fresh and topical character goods and miscellaneous items, earning popularity among people of all ages in Japan and abroad. Operating under these conditions, inbound demand and the continued popularity of characters led to strong performance at flagship stores such as in Harajuku and Umeda. Combined with character specialty stores and a favorable response to special events, this contributed to expanded business performance.

As a result, net sales were ¥211,022 million (up 24.1% year on year), with operating profit of ¥27,692 million (up 24.3% year on year).

Overseas

Americas Net sales were ¥31,108 million (up 3.5% year on year) with an operating loss of ¥155 million (versus an operating loss of ¥495 million in the previous fiscal year). Due to the overall slump in the toy market, sales of agricultural machinery toys decreased, while sales of toy products, hobby products and the baby products "The First Years" and "Boon" remained strong, and net sales of Fat Brain Holdings increased from the previous fiscal year.

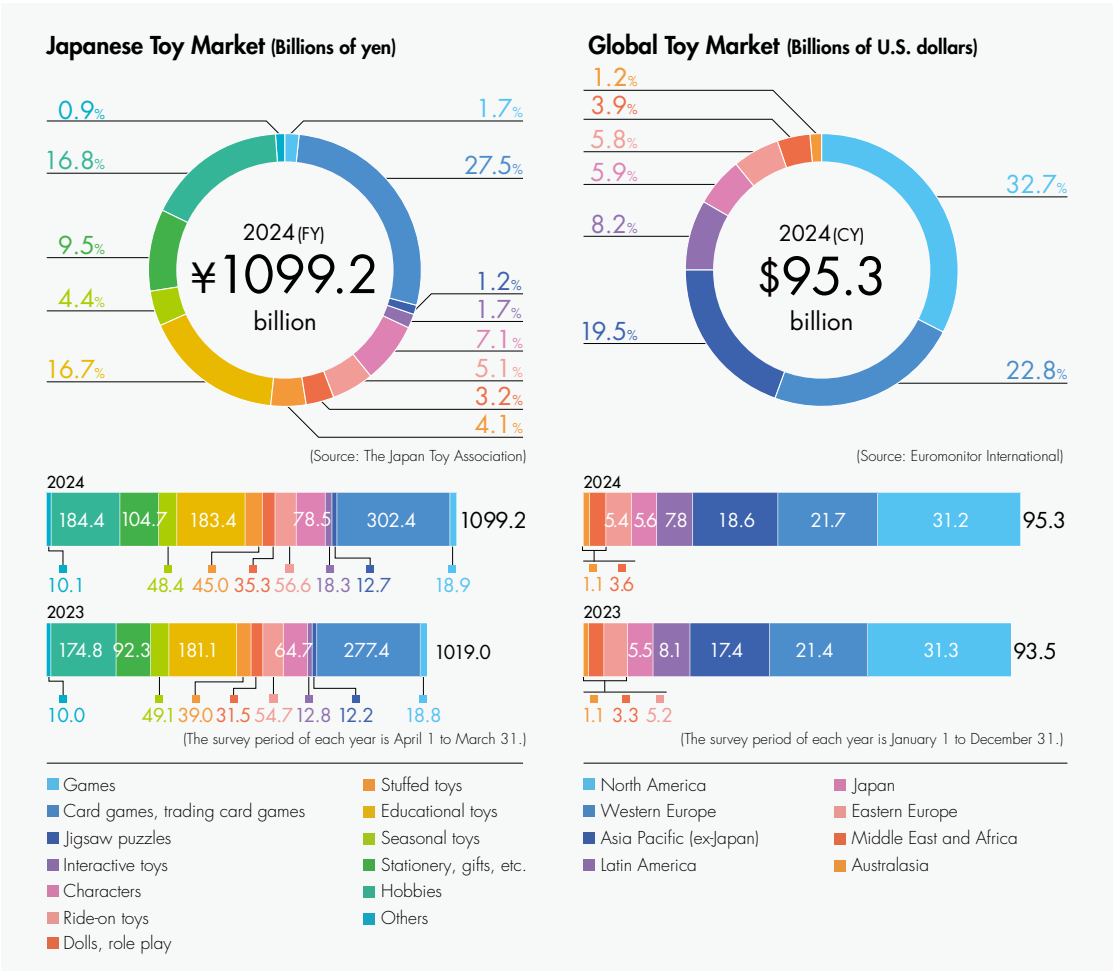
Europe Net sales were ¥7,154 million (up 7.7% year on year), and we recorded an operating loss of ¥333 million (versus an operating loss of ¥724 million in the previous fiscal year). Although the toy market was sluggish overall, there were steady sales of toy and hobby products such as "Pop-up Pirate," bath toys and T-ARTS Company's GACHA capsule toys. Sales of agricultural machinery toys also increased.

Oceania Net sales were ¥2,755 million (up 8.2% year on year). Operating profit was ¥132 million (down 30.4% year on year) due to a deterioration in the gross profit margin caused by factors such as higher transportation costs. Sales were steady in toy and hobby products such as agricultural machinery toys, baby products and "Pop-up Pirate."

Asia Net sales were ¥68,277 million (up 18.0% year on year), and operating profit was ¥2,668 million (up 39.9% year on year). In addition to seeing strong sales mainly due to the popularity of the "TOMICA" brand among people of all ages, the Company opened the first "TOMICA" overseas brand store "TOMICA BRAND STORE" in Shanghai, China, in September to further deepen the penetration of the brand. While "BEYBLADE X" continued to gain in popularity in the Philippines and other parts of Southeast Asia, excitement did not reach the anticipated levels in South Korea, resulting in sales remaining at the same level as the previous fiscal year. In addition, sales grew in part due to the start of the TV animation broadcasting of "SHINKAION CHANGE THE WORLD" in Hong Kong in July and in Taiwan in September, after the sales of related toys launched in April. Furthermore, we released the "DETECTIVE CONAN Card Game" series in nine countries and regions, including Hong Kong, South Korea and Taiwan, in May, simultaneously with its release in Japan, generating new sales.

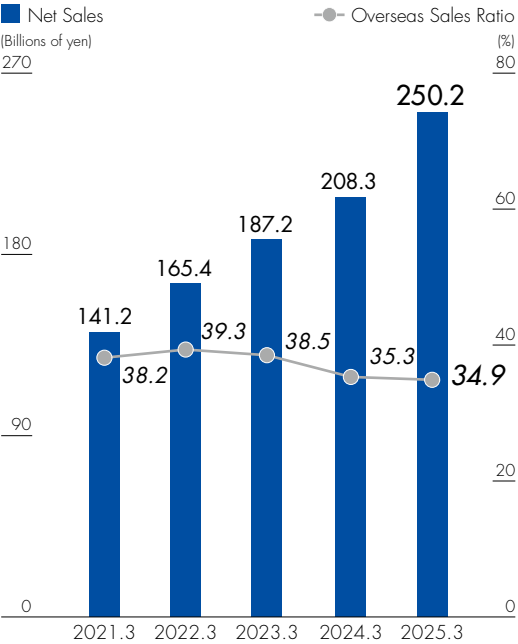
Other factors included an increase in overseas-bound exports of "BEYBLADE X" and other products at the manufacturing subsidiary TOMY (Hong Kong). Net sales were ¥68,277 million (up 18.0% year on year), and operating profit was ¥2,668 million (up 39.9% year on year).

	2024.3	2025.3	Change	Change (%)
Net sales	208,326	250,235	41,909	20.1
Japan	170,097	211,022	40,925	24.1
Americas	30,063	31,108	1,044	3.5
Europe	6,640	7,154	513	7.7
Oceania	2,545	2,755	209	8.2
Asia (other than Japan)	57,869	68,277	10,407	18.0
Eliminations and corporate	(58,891)	(70,083)	(11,191)	-
Operating profit (loss)	18,818	24,870	6,052	32.2
Japan	22,265	27,682	5,416	24.3
Americas	(495)	(155)	340	-
Europe	(724)	(333)	391	-
Oceania	189	132	(57)	(30.4)
Asia (other than Japan)	1,907	2,668	760	39.9
Eliminations and corporate	(4,324)	(5,123)	(798)	-

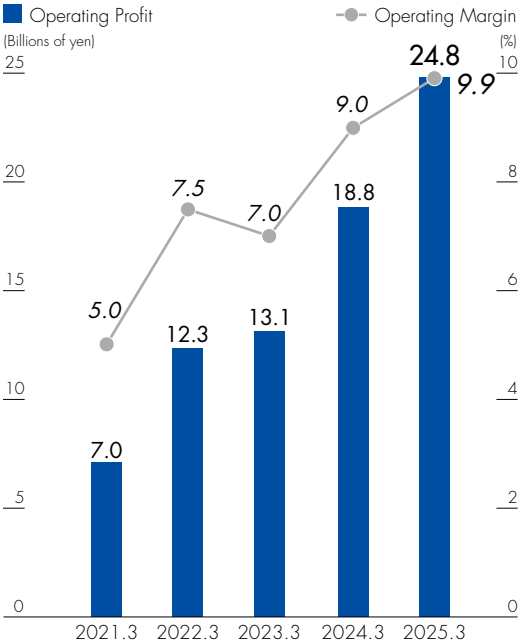


Financial Highlights

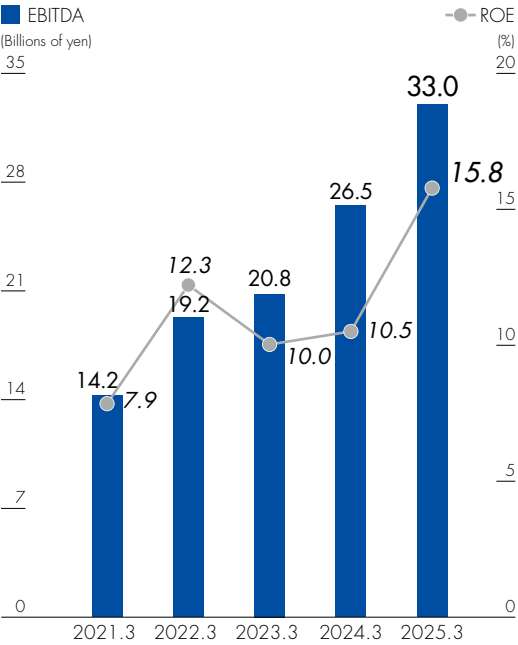
Net Sales/Overseas Sales Ratio



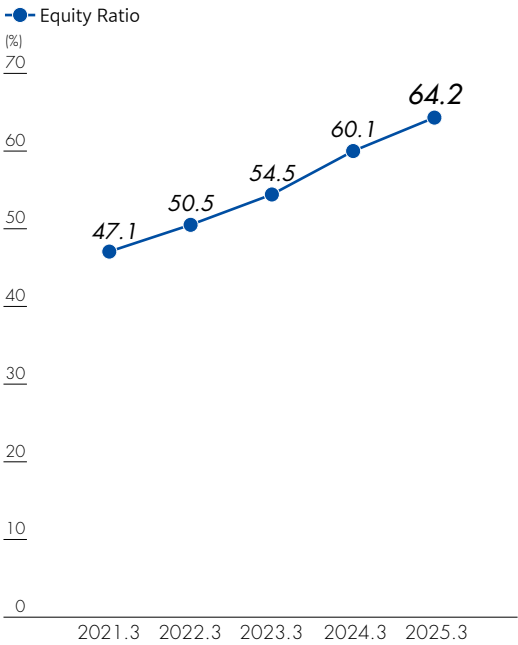
Operating Profit/Operating Margin



EBITDA¹/Return on Equity (ROE)²



Equity Ratio³



1. EBITDA = Operating profit + Depreciation + Amortization of goodwill
2. Return on equity = Profit attributable to owners of parent ÷ Average of total equity* × 100
*Equity = Net assets - Subscription rights to shares - Non-controlling interests
3. Equity ratio = Equity ÷ Total assets × 100

Eleven-Year Financial and Non-Financial Summary

(Millions of yen)

	2025	2024	2023	2022	2021	2020	2019	2018	2017	2016	2015
Net sales	250,235	208,326	187,297	165,448	141,218	164,837	176,853	177,366	167,661	163,067	149,938
Gross profit	101,349	84,960	72,348	66,606	55,256	66,364	73,478	72,217	63,736	57,339	52,704
Total selling, general and administrative expenses	76,478	66,141	59,229	54,261	48,177	55,681	59,071	59,018	55,992	54,641	50,237
Operating profit	24,870	18,818	13,119	12,344	7,079	10,683	14,407	13,199	7,744	2,698	2,466
Ordinary profit	24,033	17,807	12,043	12,666	7,170	10,204	14,303	12,420	7,823	1,459	2,014
Profit (loss) before income taxes	23,805	14,869	11,642	13,772	7,462	7,601	13,784	9,967	7,127	(6,711)	206
Profit (loss) attributable to owners of parent	16,350	9,808	8,314	9,114	5,374	4,507	9,302	7,962	5,372	(6,703)	(1,817)
EBITDA ¹	33,061	26,564	20,804	19,241	14,246	18,723	22,490	22,311	16,275	11,692	11,194
R&D expenses	5,852	4,971	4,542	4,607	4,066	4,666	3,963	3,533	3,225	3,144	2,598
Depreciation and amortization	8,191	7,746	7,685	6,897	7,166	8,040	8,082	9,111	8,531	8,994	8,728
Cash flows from operating activities	16,999	29,175	16,223	16,405	18,064	9,006	21,492	16,346	24,896	8,675	6,827
Cash flows from investing activities	(8,099)	(5,324)	(2,134)	(2,488)	(8,606)	(3,381)	(4,038)	(3,692)	(3,793)	(3,974)	(2,428)
Cash flows from financing activities	(16,771)	(27,149)	(13,689)	(12,991)	6,817	(12,274)	(10,057)	(24,670)	(1,927)	(6,014)	(10,022)
(As of March 31)											
Total assets	165,770	166,252	159,519	156,090	147,614	129,253	143,364	139,815	157,693	145,652	159,638
Net assets	106,398	99,999	87,167	79,174	69,928	67,410	67,315	56,322	51,611	37,824	49,650
Interest-bearing debt	4,172	10,364	29,121	35,357	42,363	29,655	35,465	42,793	64,748	71,776	75,337
Per Share Data (Yen)											
Earnings per share	182.20	107.73	90.66	98.23	57.07	47.30	97.85	84.74	61.88	(78.74)	(19.91)
Dividend per share	64.00	50.00	32.50	32.50	17.50	30.00	24.00	14.00	10.00	10.00	10.00
Net assets per share	1,186.44	1,104.07	950.39	860.74	742.45	703.07	700.26	591.00	548.45	432.87	567.91

¹ EBITDA = Operating profit + Depreciation + Amortization of goodwill

	2025	2024	2023	2022	2021	2020	2019	2018	2017	2016	2015
Major Financial Indices											
Operating margin (%)	9.9	9.0	7.0	7.5	5.0	6.5	8.1	7.4	4.6	1.7	1.6
Overseas sales ratio (%)	34.9	35.3	38.5	39.3	38.2	32.9	33.7	36.5	36.8	41.6	42.8
Return on equity (ROE) (%) ¹	15.8	10.5	10.0	12.3	7.9	6.8	15.2	14.9	12.2	(15.7)	(3.7)
Return on assets (ROA) (%) ²	14.5	10.9	7.6	8.3	5.2	7.5	10.1	8.3	5.2	1.0	1.3
Equity ratio (%) ³	64.2	60.1	54.5	50.5	47.1	51.6	46.5	39.9	32.4	25.5	30.2
Dividend payout ratio (%) ⁴	35.1	46.4	35.8	33.1	30.7	63.4	24.5	16.5	16.2	–	–
Stock Data											
Stock price at year-end (Yen)	3,466	2,813	1,481	1,221	1,005	762	1,142	1,092	1,113	822	714
PER (Times)	19.0	26.1	16.3	12.4	17.6	16.1	11.7	12.9	18.0	–	–
Number of shares outstanding (Thousand shares) ⁵	89,650	90,543	91,554	91,623	93,656	94,797	95,239	94,343	93,103	85,814	84,856
Company Data											
Number of subsidiaries	35	35	35	34	34	32	33	34	35	34	38
Number of employees (Consolidated)	2,496	2,423	2,476	2,418	2,379	2,568	2,665	2,199	1,951	2,042	2,086
Number of employees (Non-consolidated)	578	553	562	557	547	541	509	504	495	491	490
Average age of employees (Non-consolidated)	42.8	44.3	44.0	43.9	43.2	42.3	41.5	41.8	41.3	40.9	40.4

1. Return on equity = Profit attributable to owners of parent ÷ Average of total equity* × 100 *Equity = Net assets – Subscription rights to shares – Non-controlling interests

2. Return on assets = Ordinary profit ÷ Total assets × 100

3. Equity ratio = Equity ÷ Total assets × 100

4. Payout ratio = Dividend per share for common stock with the record date in the corresponding fiscal year (Total) ÷ Earnings per share × 100

5. Treasury stock has been excluded from these figures.

Our Products

TOMICA, PLARAIL and LICCA are core products that support the TOMY Group's growth. While preserving the fun of the original toys that a multitude of children have 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.



© TOMY

TOMICA, Japan's first series of palm-sized diecast mini cars, was launched in 1970. At a time when foreign-made mini cars were seeing booming popularity, the TOMICA brand was created out of the strong desire to have Japan's children play with the miniature versions of the domestically produced cars they were familiar with, and today the series have been loved across three generations. Until now, a cumulative 10,000+ models have been released in Japan and abroad, with lifetime sales surpassing one billion pieces (as of December 2024).

In recent years, TOMY has expanded its lineup of mini cars. In addition to core products, TOMY now

offers the Dream TOMICA series, created through collaborations with popular characters and content, and the TOMICA Premium series, a TOMICA series for adults. Moreover, since 2016 we have expanded licensing of the adult-focused TOMICA brand, operated TOMICA Expo as the largest TOMICA-related event and launched TOMICA Shop locations as brand specialty stores. Furthermore, in September 2024 we opened the TOMICA BRAND STORE, the first official overseas shop, in Shanghai, China. These efforts have expanded the TOMICA ecosystem beyond product sales.



© TOMY

PLARAIL, our long-selling railway toy brand (sold by TOMY Company, Ltd.), celebrated its 65th anniversary in 2024 as a brand loved across three generations of customers. The original (1959) PLARAIL was the Plastic Train and Rail Set. Unlike other toys of that era, which were generally made of metal and wood, PLARAIL was made with plastic, a new material at the time. Its distinguishing blue rails were sized for playing on the small round tea tables around which Japanese families of that time would gather and spend quality time. The brand's rail size specifications have not changed over its 60-year existence. Moving forward, we will continue to develop the PLARAIL brand according to the same familiar and admired railway theme, releasing products that enable children to learn about society, encourage creativity and other child growth and development, and foster communication between parents and their offspring. Approximately 2,083 PLARAIL products have been released in Japan, selling more than 191.40 million units (as of December 2024).



With the LICCA dolls brand of dress-up dolls that debuted in 1967, we have consistently released products that reflect the times and trends, giving shape to children's dreams and aspirations. The dolls make the perfect companion for playing house and dress-up, and come complete with profiles describing her age, family and friends. In recent years, the LICCA series has been expanding into a brand loved by adults who have grown up with the LICCA doll. LICCA has been widening her field of activity as a celebrity talent, and her own social media accounts are also big topics.

© TOMY



TOMY



TRANSFORMERS

TRANSFORMERS toys and cartoons launched in the United States in 1984 and in Japan in 1985. This series of shape transforming robots immediately became a worldwide hit. TRANSFORMERS celebrated its 40th anniversary this year. The brand boasts cumulative sales of more than 730 million pieces in more than 130 countries and regions.



ZOIDS

ZOIDS is a major franchise developed as an original IP from toys in 1983. ZOIDS come with either electric motors or springs and feature the ability to move as if it were a real life form after assembly is complete.



THE GAME OF LIFE

The Game of Life was released in September 1968 as a board game in which players spin a roulette wheel to advance through the squares with the aim of becoming millionaires through various life events. In 2023, the game celebrated its 55th anniversary and to commemorate the occasion we launched the eighth generation of the flagship The Game of Life board game.



BEYBLADE

This series of competition-style next generation spinning tops has recorded cumulative shipments of more than 520 million units to more than 80 countries and regions throughout the world. In July 2023, we launched sales of the fourth-generation BEYBLADE X. BEYBLADE is evolving into a kind of GEAR SPORT with a greater focus on its sporting qualities.



DUEL MASTERS

launched in 2002 as a full-fledged trading card game easy for kids to play, this popular series has shipped more than 7 billion units and every year numerous regional events are held. At the end of 2019, we also began distributing an authentic DUEL MASTERS card game app.



ANIA

This is a series of palm-sized animal figures that can be moved and played with that have been on the market since 2013. The products can be enjoyed together with parents as elements of "three-dimensional animal encyclopedias" to stimulate the intellectual curiosity of children who are interested in different types of animals and their characteristics.

GROUP (DOMESTIC)



T-ARTS Company, Ltd.

Gacha Business

Capsule toys were imported to Japan in 1965 and are now marketed by T-ARTS under the registered trademark "Gacha." Worldwide GACHA capsule toy machine shipments have surpassed 600,000. Spaces where GACHA machines are installed have also grown to include commercial facilities, train stations, airports and so on.



Amusement Business

The amusement business provides a new asobi and communication that cannot be experienced at home. Introduced at events and other gatherings, amusement activities are devised to encourage interaction among players and enrich children's imaginative powers.



Life Business

This segment is chock-full of hit products ranging from cooking toys to party goods, which generate plenty of buzz with the surprise and delight they bring to customers.



Stuffed Toy Business

Centered on characters beloved by families worldwide, this segment markets appealing content in the form of stuffed toys.



Candy Toy Business

As the name suggests, this segment brings together two favorites of children's everyday lives: candy and toys. Popular content is used to offer low-priced products children can easily purchase with their allowance.

GROUP (DOMESTIC)

KIDDY LAND®

KIDDY LAND CO., LTD.

KIDDY LAND sells toys, fancy goods and character merchandise, and in recent years has launched many character specialty stores. Banking on Japan's "kawaii" culture, KIDDY LAND attracts many customers from Japan and overseas alike.



Chiikawa Land



Snoopy Town Shop



miffy style



Sumikko Gurashi Shop



Rilakkuma Store



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.

TOMY International (OVERSEAS)



THE FIRST YEARS

Baby products that help parents outsmart the obstacles, taking them from rookies to parenting pro.



BOON

Boon products are designed to solve problems before parents even think of them - simply, stylishly, and with attitude.



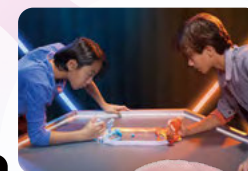
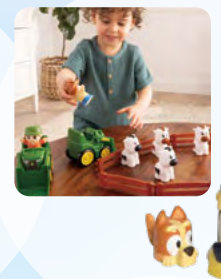
Fat Brain

A digitally native vertical brand, that offers children and their families a "smarter way to play" through innovative, modern designs that intriguing and delight.



PRESCHOOL

Featuring levels of discovery and learning in every toy, the featurefull portfolio of products includes family-favorite characters and licenses that are designed to delight & engage preschoolers around the globe.



TOMY GAMES

From nostalgic hits like Pop Up Pirate to cuttingedge innovations like Human Controller, we create unforgettable play for every generation.



TOMY TOYS

From toys to collectibles, the TOMY Toy portfolio offers a wide array of innovative products that encourage play at any age. From gamers to collectors, action-seekers to plushie-lovers, the range has something for everyone.



ERTL

Celebrating 80 years of producing fan favoured highly detailed farm and construction replicas.



TOMY PLUS

Where fantastic dreams become reality! Collector toys that bring a touch of magic to the world of pop culture items.

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External Evaluations

TOMY's integrated reports and annual reports have won numerous awards at the two major annual report competitions in the United States, the LACP Vision Awards and the International ARC Awards, earning kudos overseas for both their content and expressive power.



Corporate Information

Company Name	TOMY Company, Ltd.	Major Group Companies
Head Office	7-9-10 Tateishi, Katsushika-ku, Tokyo 124-8511, Japan	Japan T-ARTS Company, Ltd. TOMY MARKETING COMPANY, LTD. PENNY COMPANY, LTD. KIDDY LAND CO., LTD. TOMY TEC CO., LTD. T-FIELDTEC Company, Ltd. TOMY IBIS CO., LTD.
Date of Establishment	January 17, 1953	Overseas TOMY International, Inc. Fat Brain Holdings, LLC. TOMY Asia Limited. TOMY SOUTHEAST ASIA PTE. LTD. TOMY (Shanghai) Ltd. T-ARTS Korea Co., Ltd. TOMY (Hong Kong) Ltd. TOMY (Shenzhen) Ltd. TOMY (Thailand) Ltd. TOMY (Vietnam) Co., Ltd. T-Licensing Inc.
Paid-in Capital	¥3,459.53 million	
Business Domain	Planning, manufacturing and selling of products such as toys, general merchandise, card games and baby care products, etc.	
Number of Employees (as of March 31, 2025)	2,496 (consolidated) 578 (non-consolidated)	
Number of Consolidated Subsidiaries	35	

Stock Information (as of March 31, 2025)

Number of Shares Authorized:	384,000,000	Distribution of Ownership among Shareholders
Number of Shares Issued:	93,616,650	Individual Investors 46.83%
Trading Unit of Shares:	100	Foreign Corporations and Investors 21.11%
Number of Shareholders:	181,677	Financial Institutions 20.31%
		Other Corporations 7.87%
		Treasury Stock 3.89%

Major Shareholders

Name	Number of Shares Held	%
The Master Trust Bank of Japan, Ltd. (Trust Account)	11,670,900	12.97
Tsukasa Fudosan	6,565,312	7.30
Custody Bank of Japan, Ltd. (Trust Account)	3,844,536	4.27
Kantaro Tomiyama	1,703,866	1.89
STATE STREET BANK WEST CLIENT - TREATY 505234	1,249,750	1.39
JP MORGAN CHASE BANK 385781	1,247,931	1.39
STATE STREET BANK AND TRUST COMPANY 505001	1,211,392	1.35
Administration trust (account of Fumie Tomiyama) Trustee SMBC Trust Bank Ltd.	1,000,000	1.11
THE BANK OF NEW YORK MELLON 140044	968,920	1.08
STATE STREET BANK AND TRUST COMPANY 505103	967,349	1.08

- 1.TOMY owns 3,639,595 shares as treasury stock, but is excluded from the above list of major shareholders.
- 2.The percentages shown by [Major Shareholders] are calculated excluding treasury stock.
- 3.TOMY has implemented a Stock Issuance Trust for Directors and a Stock Issuance Trust for Executive Officers. Custody Bank of Japan, Ltd. (Trust Account)[hereinafter "the Trust Account"], holds 326,000 shares of TOMY stock. TOMY shares held by the Trust Account are not included in TOMY treasury stock.