

Sales by Key Categories ¥100million	Q1-Q3 FY2021	Q1-Q3 FY2022	Q1-Q3 FY2023	Q1-Q3 FY2024	
	Result	Result	Result	Result	Change
Preschool Includes TOMICA, PLARAIL, baby & preschool items, etc.	180	188	209	243	+34
Fashion toys Includes LICCA dolls, collection toys, Narikiri, etc.	78	73	59	92	+33
Action toys Includes TRANSFORMERS, BEYBLADE,TCG, etc.	258	244	221	316	+95

-Figures of management accounts for TOMY products (including Japan, Asia and export)

TOPICS

【Preschool】

In Japan, sales of the “TOMICA” brand increased, including the “TOMICA Premium” series for adults, which recreates reality as much as possible.
In Asia, in addition to expanding sales in China, sales also increased due to the popularity of the as “TOMICA Premium” series among the Kidults demographic.
For PLARAIL series, sales increased mainly for “SHINKALION CHANGE THE WORLD” toys, which began airing in April.

【Fashion toys】

Our original IP “PUNIRUNS” has gained popularity in Japan and Asia, and we began exporting it to Europe and the U.S. starting in April.
In October, the pet toy “Hatchimals Alive” (“Umarete! Woomo Alive”) was launched, contributing to sales.

【Action toys】

Sales of “BEYBLADE X” have expanded thanks to development of media mix for a wide range of generations and the holding of tournaments with no age restrictions. Sales in Europe and the United States are also starting to take off.
Sales of “DUEL MASTERS” increased thanks to the success of promotions targeting the Kidults demographic, such as the distribution of animation on YouTube, and events such as competitive tournaments.
The enormously popular comic “DETECTIVE CONAN” has been launched as a trading card game for a wide range of customers, contributing to new sales.