

Sales by Key Categories ¥100million	FY2021	FY2022	FY2023	FY2024	
	Result	Result	Result	Result	Change
Preschool Includes TOMICA, PLARAIL, baby & preschool items, etc.	221	237	264	301	+37
Fashion toys Includes LICCA dolls, collection toys, Narikiri, etc.	93	84	69	99	+ 30
Action toys Includes TRANSFORMERS, BEYBLADE,TCG, etc.	308	289	292	422	+130

-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.
“DUEL MASTERS” has seen sales growth thanks to the success of promotional activities targeting Kidults, such as anime distribution on YouTube, events including competitive tournaments, and collaborations with popular V-Tubers.
In May 2024, we launched “DETECTIVE CONAN Card Game,” and in January 2025, we launched “Disney LORCANA Trading Card Game,” generated new sales.