

Sales by Key Categories ¥100 million	FY2022 1Q	FY2023 1Q	FY2024 1Q	FY2025 1Q	
	Result	Result	Result	Result	Change
Preschool Includes TOMICA, PLARAIL, baby & preschool items, etc.	49	59	67	72	+5
Fashion toys Includes LICCA dolls, collection toys, Narikiri, etc.	15	12	17	12	-5
Action toys Includes TRANSFORMERS, BEYBLADE,TCG, etc.	81	71	97	134	+37

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

TOPICS

【Preschool】

TOMICA brand marked its 55th anniversary in 2025. Thanks to initiatives targeting Kidults demographic, such as “TOMICA Premium” and “TOMICA LIMITED VINTAGE,” sales in Japan and Asia expanded.

【Fashion toys】

Exports of our original IP “PUNIRUNS,” which saw sales growth in the same period of the previous year, decreased.
“LICCA doll” have maintained stable sales by promoting product development targeting a wide range of age groups.

【Action toys】

Trading card games achieved results exceeding the same period of the previous year, thanks to collaboration products with popular V-Tubers from “DUEL MASTERS” and the launch of “Disney LORCANA Trading Card Game.”
“T-SPARK,” a hobby label targeting high-end consumers, has seen growth in domestic sales and overseas shipments of “TRANSFORMERS” products.
Sales of “BEYBLADE X” remained at the same level as the same period of the previous year, thanks to various measures aimed at the world championship.