

Sales by Key Categories ¥100 million	FY2022	FY2023	FY2024	FY2025	
	Result	Result	Result	Result	Change
Preschool Includes TOMICA, PLARAIL, baby & preschool items, etc.	237	264	301	333	+32
Fashion toys Includes LICCA dolls, collection toys, Narikiri, etc.	84	69	99	86	-13
Action toys Includes TRANSFORMERS, BEYBLADE,TCG, etc.	289	292	422	489	+64

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

TOPICS

【Preschool】

- Celebrated its 55th anniversary in 2025, TOMICA brand has continued to perform well thanks to product lineup targeting a wide range of age groups. Sales in Asia also grew.
- In December, we held TOMICA's first fan festival, "TOMICA OWNERS MEETING," and strengthened our outreach to a wide range of age groups.

【Fashion toys】

- Exports of our care toy "Puniruns," which features a new texture and had recorded sales growth in the previous year, decreased.
- Sales of "LICCA doll" maintained steady performance, thanks in part to the popularity of "Petit Licca," which was launched in February.

【Action toys】

- Sales of trading card games significantly exceeded the previous year, driven not only by the popularity of "DUEL MASTERS" VTuber collaboration products, but also by sales of the "Disney LORCANA Trading Card Game" series and the "HAIKYU!! VOBACA!! BREAK" series. In addition, popularity in Asia expanded.
- Sales increased, driven by strong overseas exports of "TRANSFORMERS" and the launch of the new "T-SPARK" series, "TOYRISE" and "REALIZE MODEL."
- "BEYBLADE X" showed steady performance, driven by various promotional efforts including qualifying rounds for the world team championship and enhanced web advertising.