



Founding Philosophy

Let's excite the world's markets with our quality products.
Our sincerity and diligence will contribute to society
and lead to our own success and happiness.

TOMY Company Ltd.

Fiscal Year 2010 2Q (6 months) Results

(1 April 2010 – 30 SEP 2010)

Nov 5, 2010
TSE Securities Code: 7867

FY 2010 2Q (6 months) Financial Highlights (April 1, 2010~September 30, 2010)

Toshiki Miura
Managing Director
Chief Financial Officer
TOMY Company, Ltd.

Consolidated Income Statement



(¥100million)

	2Q March 2011		2Q March 2010	Difference (2Q-to-2Q comparison)
	Actual	11 May 2010 Original estimates	Actual	
Sales	776	810	867	-91
Operating profit	52	50	56	-4
Operating profit margin	6.7%	6.1%	6.5%	+0.2%
Recurring profit	53	49	56	-3
Net profit	48	45	48	0

※All figures have been rounded down to the nearest ¥100million.

Breakdown of SG&A



(¥100 million)

	2Q March 2011	Sales margin	2Q March 2010	Sales margin
CGS	513	66.1%	602	69.4%
SG&A (total)	210	27.1%	208	24.0%
Personnel cost	86	11.0%	83	9.6%
Advertising cost	41	5.3%	39	4.6%
R&D expenses	10	1.3%	11	1.2%
Distribution expenses	21	2.8%	22	2.5%

※All figures have been rounded down to the nearest ¥100million.

Breakdown of operating profit from FY2009 to FY2010



【Consolidated】

0

(¥100million)

FY 2009
2Q Results

56

Gross margin decreased
by decline of sales

$\Delta 27$

Gross margin increased
by improved cost of sales
rate

25

Increase of SG&A

$\Delta 2$

FY 2010
2Q Results

52

※All figures have been rounded down to the nearest ¥100million.

International Sales



(¥100 million)

Area	2Q March 2011	2Q March 2010	Difference (2Q-to-2Q comparison)
Europe	53	64	-11
North America	49	72	-23
Asia	43	41	+2
Others	4	5	-1
Total	151	183	-32
Ratio to Consolidated	(19.5%)	(21.2%)	—

※All figures have been rounded down to the nearest ¥100million.

Consolidated Balance Sheet



(¥100 million)

Subject	2Q March 2011 (30 September 2010)	2Q March 2010 (30 September 2009)	Difference
Current Assets	653	670	-17
Fixed Assets	327	330	-3
Total Assets	981	1,002	-21

Current Liability	305	363	-58
Fixed Liability	230	265	-35
Total Liability	535	628	-93
Total Net Assets	445	373	+72

Shareholders' Equity	432	360	+72
Shareholders' Equity Ratio	44.1%	36.0%	+8.0%

Inventories	133	130	+3
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Borrowings	81	145	-64
Bonds and convertible bonds	165	183	-18
Total Interest Bearing Debt	246	329	-83

※All figures have been rounded down to the nearest ¥100million.

FY2010 2Q (6 months) Results Business Report

Nov 5, 2010

**Kantaro Tomiyama
President & CEO
TOMY Company, Ltd.**

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1. Review of FY2010 2Q(6 Months)
2. Progress of Medium Term Plan
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1.Review of FY2010 2Q(6 Months)



Toy Market

- Severity continued as personal consumption remained sluggish

Toy Business

- Though traditional toys such as Beyblade were well sold, others suffered
- European sales subsidiaries suffered

Group Companies

- T-ARTS and TOMYTEC business results were good
- TOYS UNION (game soft' hardware wholesales) sales declined

2. Medium Term Plan (Fiscal 2010 – Fiscal 2012)

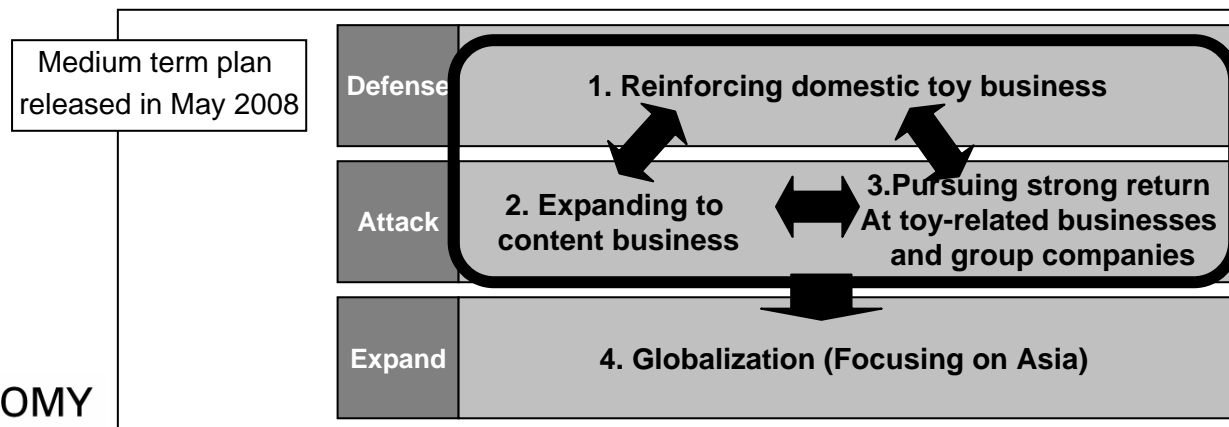


released in May 2010

Continuation of 'Reform' in Toy Business

1. Expanding toy business in Asia
2. Globalize Boys Category Products
3. Reinforcing and expanding core business

Making clear the management tasks for coming 3 years within the medium term plan released in May 2008



2. Medium Term Plan < Objectives by Priority Tasks >

released in May 2010

Expanding Toy Business in Asia (China, Korea, Taiwan, Hong Kong)

- Strengthening core toy brands sales
- Enhance Tomy's presence by widening 'Romance of the Three Kingdoms' broadcastings
- Price amendment, Distribution channel amendment



- Beyblade sales in Europe and America
- Coordination with contents deployment
- Development of post-Beyblade products

Globalize Boys Category Products



- Strengthening R&D capability
- Strengthening brand
- Proposing play-value products which expand concepts
- Licensing out to other than toy products

Reinforcing and
expanding core business

2-1. Progress of Medium Term Plan

Expanding Toy Business in Asia (China, Korea, Taiwan, Hong Kong)

● Korea, Hong Kong

- August: Held 'Beyblade Asia Championship Event'
More or less 4 thousand persons from Japan, Korea and HKG attended
- October : Held 'Beyblade Guinness World Record Event'
- 2 TV animation broadcastings started in Korea; also expected in other Asian countries



MFBB World Record Event



2-2. Progress of Medium Term Plan

Expanding Toy Business in Asia (China, Korea, Taiwan, Hong Kong)

● Taiwan

- September: 'TOMICA SQUARE' opened
Selling Tomica's licensed goods for the first time ever in abroad
Operated by sales agents, also supported by TOMY

【TOMICA SQUARE】is the name
For 'Tomica's aggregated sales
area' including Tomica toys and
licensed goods

TOMICA SQUARE



Expanding Toy Business in Asia (China, Korea, Taiwan, Hong Kong)

● China

- Sold 800 thousand Tomica in 2009
- Further projects for enhancing sales
《Assessment/Consideration》



1. Sales price

Confirming 'sales & profit increase' effect by checking price thru OTC testing

2. Cost reduction

Completing trial product based on cost reduction study results; then start developing

3. Marketing skills

Confirming 'sales increase' effect thru adopting Japanese marketing skill such as displaying utensils and diorama thru OTC test

Globalize Boys Category Products

- **Beyblade: started selling in Europe & N.A.**

- August: North America, Sept: Europe (next page)
- Contribution to sales from next fiscal year



- **Developing post Beyblade products**

- August: Started selling 'B-Daman'
- Later on, adding several products



Beedaman is Born in 1993 and sold to around 30 countries. In 1995, published in cartoons overall global shipment recorded more than 80million

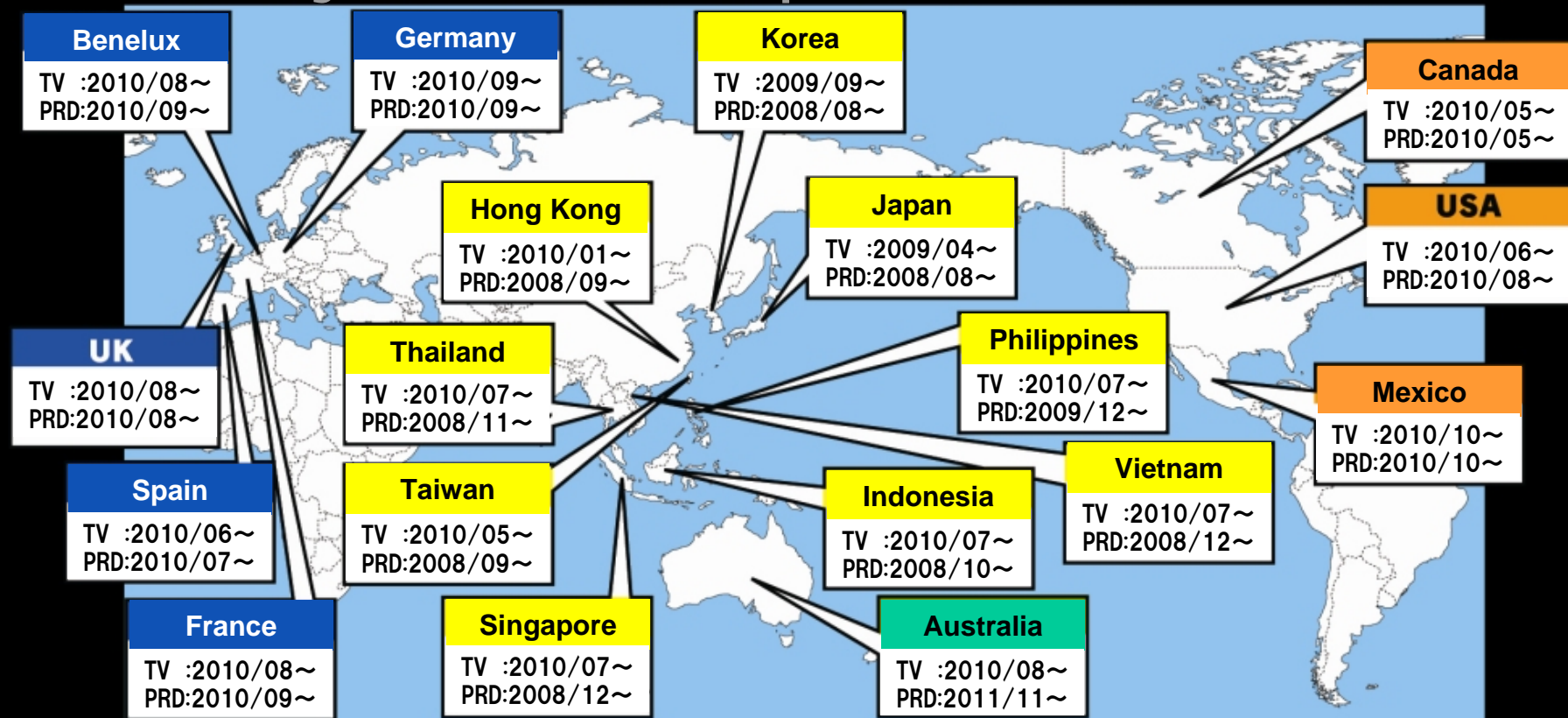
- **Transformers MOVIE 3 'release expected in summer 2011'**

- Related goods now being produced for year-end sales
- Contemplating to increase sales thru continuous contents development for movies and TV animatiion from now on

Global expansion of Beyblade



Beyblade is expanded to Global



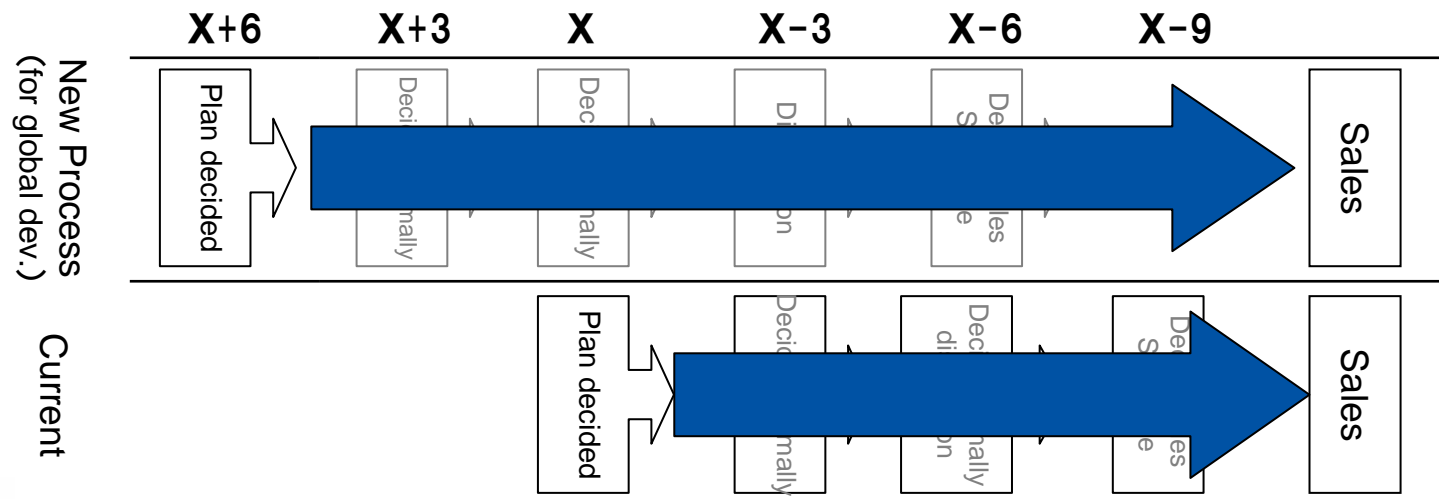
TV animation & products are steadily expanding

TV :TV Animation
PRD : Production

2-5. Progress of Medium Term Plan

Globalize Boys Category Products

- Tackling with strengthening global development systems
 - Determining the deploying area for global products to local products
 - Front-loading the global products' developing schedule



Reinforcing and expanding core business

- **Tomica+Plarail: Starting global deployment**

- Penetrating brand to public ‘Reality & Systems’
Composed toys: uniting ‘cars’ and ‘trains’ made in same standard
- July: start sales in Europe, September: start sales in north America thru Toys”R”Us exclusively



2-7. Progress of Medium Term Plan

<Measures for reducing cost>



- Cost reduction thru shifting production facility (–¥400mil. every fiscal year)
 - Promotion of “China+ 1”: Affiliated 5 plants in Vietnam now in operation
 - Vietnam production: 09 results=¥1.5bil. ⇒ this fiscal year ¥3bil. (E)
 - Production cost: –10% compared to China
 - Cost down: –¥170mil. In first half fiscal 2010

Factory	Operation start	Major category
1	2007	Toys for Europe
2	2008	Tomica
3	2009	Gacha
4	2009	Transformers
5	2010	Plarail



3. Products of second half year



GXbuggy
(RC model car)



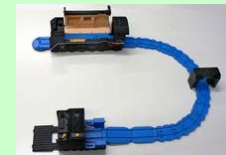
Beyblade



Tomica



Plarail



Game of Life
(board game)



Pokémon



Licca



Pinkish



Pretty Rhythm



Trading cards games

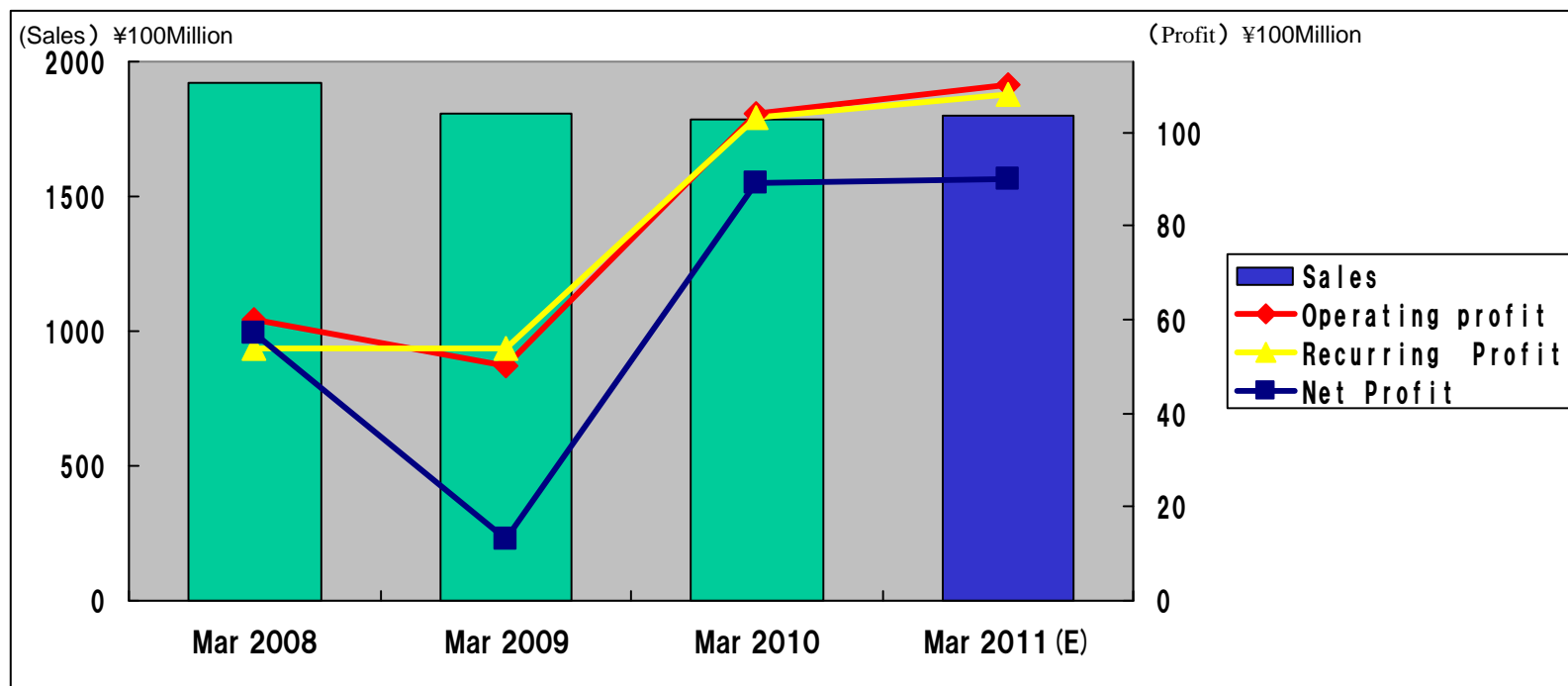


Disney



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4. FY 2010 Full Year Forecasts



(¥100 million)

	March 2008	March 2009	March 200120	March 2011 Estimate
Sales	1,924	1,805	1,787	1,700
Operating profit	60	50	104	110
Recurring profit	54	54	103	108
Net profit	57	13	89	90

Major Group Companies' Business Results



(¥ million)

	Sales			Operating		
	2Q March 2011	2Q March 2010	2Q March 2009	2Q March 2011	2Q March 2010	2Q March 2009
TOMY	35,926	40,077	40,063	4,475	4,100	3,458
T- ARTS GROUP (Toy Peripheral)※ ₁	7,348	6,723	9,775	339	121	-465
TOMYTEC	2,967	2,805	3,152	241	117	346
TINKERBELL GROUP (Apparel)※ ₂	2,459	2,480	2,042	-91	23	-150
SALES GROUP (JAPAN) ※ ₃	30,755	35,824	32,952	29	586	379
TOMY Europe※ ₄	4,225	4,813	5,807	-39	158	-250

※All figures have been rounded down to the nearest ¥million.

※₁ T- ARTS GROUP is simple aggregated amount of Yujin, U-mate, Heartland, and Subaru, and other domestic and overseas T-Arts subsidiaries

※₂ TINKERBELL GROUP is simple aggregated amount of Tinkerbelle and Wako

※₃ SALES GROUP is simple aggregated amount of T. Sales, U-ace, Toys Union, Union Toy Marketing

※₄ TOMY EUROPE is simple aggregated amount of TOMY UK and TOMY France

Breakdown of Sales by Major Contents



【Non-Consolidated】

(¥100 million)

	2Q March 2011	2Q March 2010	2Q March 2009
Beyblade	87	27	2
Transformers	61	116	74
Duel Masters	39	47	57
Tomica	28	28	29
Disney	19	14	15
Plarail	17	14	16
Licca	12	10	11
Pokémon	11	18	25
Pokémon Battrio	9	15	17

※Bayblade figure includes overseas from current term. Transformers figure is of domestic and overseas total.



Corporate Mission

Our mission is to fulfill the dreams
We will create new value from play



This report contains forward-looking statements, targets, plans and strategies for the future. However, these are based on current information and will not guarantee nor warrant any financial estimates or any figures. Therefore, actual results could differ from this report. This is translation on original text in Japanese.