

Message from the Chairman

The environment surrounding us continues to undergo considerable change. The COVID-19 pandemic has transformed our values and how we live and work. It is because of this extraordinary situation that I feel customer perspectives have also changed to choose those things firmly grounded in the roots of play, and to demand some more fun that represents “true play.” At the same time, society is placing increasingly strong demands on companies to address climate change, waste plastics, human rights issues and other concerns. Instead of only addressing the issues right in front of us, we must develop solutions to these challenges by implementing fundamental reforms utilizing digital transformation and other concepts. To this end, each of us will act with the determination to make changes that are not merely an extension of what we have done before, and instead paint the picture of an exciting future that awaits.

Embracing the Founding Philosophy that has been passed down over generations as an unshakable pillar of the TOMY Group, I have been working on the creation of safe and secure toys that put children first. It was 10 years ago at the time of the Great East Japan Earthquake when I realized that as the world changes with the times, the power that toys hold remains the same. When we were delivering toys to children who had been affected by the disaster and were spending anxious days at an evacuation center, the children came running up with excitement and began to play with the toys with smiles on their faces. Those smiles even spread to the adults nearby who were watching the scene unfold, along with expressions of relief. Even now, this experience reminds me that the toys we create heal the minds and put smiles on the faces of many children and their families, and play an important role in the sound physical and mental development of children.

With people around the world aiming to achieve the “leave no one behind” advocated by the SDGs, what role does the TOMY Group play? We have established and continue to work toward our sustainability vision for 2030 as “become friends with children around the world” by embracing the unchanging power of toys and determination to adapt to societal changes. And starting this year, we launched the TOMY Group Social Responsibility Framework in order to respond to social issues with a greater sense of urgency than ever before. In this framework, we have set specific goals to be met in the medium term and will drive unified efforts across the TOMY Group in pursuit of them.

We will become friends with children around the world by creating new value in play and by striking a balance between a sustainable society and the growth of the TOMY Group.

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