TOMY Group Value Creation Process





Reform toward Sustainable Growth

Medium-Term Management Plan (FY2021-FY2023)

We will leverage our strengths globally, and build the foundation towards Sustainable Growth.

- Orow core brands based on their strengths
- Oreate big hits in Japan
- Output: Intersection of IP investment
- 4 Launch new businesses with asobi as key
- 5 Create new value by utilizing DX for value chain
- 6 Sustainability and CSR initiatives

