

To all related parties:

Name of the Company: TOMY Company, Ltd.
Name of the Representative: Kazuhiro Kojima
Representative Director, President & COO
(Code No. 7867; Prime Market of the Tokyo Stock Exchange)
Further Inquiries: Goshiro Ito
Senior Executive Officer, CFO,
Head of Corporate Administrations
(TEL: 03-5654-1548)

Notice Concerning Initiatives for the 100th Anniversary of Tomy's Foundation

Today, February 2, 2024 (Friday) marks the 100th anniversary since the foundation of TOMY Company, Ltd. (hereinafter "Tomy"). Tomy is sincerely grateful for the support of our stakeholders, notably our customers for making it possible to continue the business for as much as 100 long years since the founding of Tomiyama Toy Seisakusho (the predecessor of Tomy) in 1924. This press release is to provide notification as given below of the various initiatives for marking the 100th anniversary of Tomy's foundation.

We also will be harnessing a new common sentiment among all Tomy personnel to strive to continue for the next 100 years to be a company that is loved by everyone and needed by society.

1. Concerning the creation of the 100th anniversary logo



A design that depicts the creation of infinite possibilities ("∞") from "1". Our 100th anniversary presents us with the perfect opportunity to connect our "origin" with the "future," Japan with The world, and above all, people with one another, in order to inspire and delight the world endlessly. The logo also embodies our spirit of ASOBI and commitment to product quality that have existed since the company was founded, along with the desire to create infinite possibilities and a limitless future going forward.

2. Concerning revision of philosophies, such as Tomy's purpose, and the next Medium-Term Management Plan (announcement of the new plan is scheduled for May 2024)

Tomy will revise its philosophies, such as Tomy's purpose, in order to perpetuate the spirit of the founding philosophy while the times of not just Japan but the whole world are changing.

We plan to announce the details of these revisions together with the next Medium-Term Management Plan at the same time as the announcement of the consolidated financial results for the fiscal year ending March 31, 2024, which is scheduled to be made in May.

3. Concerning 100th Anniversary Products

(timeline for product launches is scheduled to begin from April 2024)

To celebrate our 100th anniversary, we will express our gratitude to all by releasing a series of the 100th anniversary products starting in April. We have planned nine products in “TOMICA,” “PLARAIL,” “LICCA doll,” “ZOIDS,” “TRANSFORMERS,” “Pop-up Pirate,” and the digital card game app “DUEL MASTERS PLAY’S” that can be enjoyed by a wide range of ages from children to adults.

■ 100th anniversary website

To mark the 100th anniversary of Tomy’s founding, we have launched a 100th anniversary website.

Going forward, we will continue to use this website to convey information related to the 100th anniversary, such as the 100 years of history of the Tomy Group, the thoughts of our founder, and messages for the future.

URL : www.takaratomy.co.jp/company/100th/ (Japanese)

: www.takaratomy.co.jp/english/company/100th/ (English)



Message from Representatives

On February 2, 2024, Tomy commemorated the 100th anniversary of Tomy’s founding.

We sincerely express our gratitude for everyone’s support and cooperation, which is entirely what made it possible for Tomy to reach this important juncture.

In this age of tumultuous change, consumer needs are ever diversifying, giving rise to various values. The years and months over which Tomy has grown together with the times have been filled with new challenges, and by accurately grasping how society and the times were changing, Tomy has continued on with creating new forms of play value without being bound to existing assumptions and values.

Looking toward the future, we will harness a new common sentiment among all Tomy personnel to strive to continue to be a company that brings smiles to the world through the concept of “ASOBI” while contributing to society at large.

We ask everyone for their continued support going forward.

Kantaro Tomiyama, Representative Director, Chairman & CEO

Kazuhiro Kojima, Representative Director, President & COO

End of notice