

Sales by Key Categories ¥100million	FY2021 1H	FY2022 1H	FY2023 1H	FY2024 1H	
	Actual	Actual	Actual	Actual	Change
<b>Preschool</b> Includes TOMICA, PLARAIL, baby & preschool items, etc	<b>105</b>	<b>112</b>	<b>126</b>	<b>154</b>	<b>+28</b>
<b>Fashion toys</b> Includes LICCA dolls, collection toys, Narikiri, etc.	<b>39</b>	<b>37</b>	<b>28</b>	<b>47</b>	<b>+19</b>
<b>Action toys</b> Includes TRANSFORMERS, BEYBLADE,TCG, etc.	<b>167</b>	<b>162</b>	<b>140</b>	<b>206</b>	<b>+66</b>

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

TOPICS
<p><b>【Preschool】</b> In Japan, sales of the “TOMICA Premium” series, which reproduces real cars to the greatest extent possible, and the “Dream TOMICA” series, which incorporates content that is popular among a wide demographic, increased. In Asia, sales also grew, as “TOMICA Premium” became popular among Kidults, in addition to sales expansion in China. For PLARAIL series, sales increased mainly for “SHINKALION CHANGE THE WORLD” toys, which began airing in April.</p>
<p><b>【Fashion toys】</b> Our original IP “PUNIRUNS” has gained popularity in Japan and Asia, and we began exporting it to Europe and the U.S. starting in April.</p>
<p><b>【Action toys】</b> Since July last year, sales of BEYBLADE X, which has been available in Japan and Asia, have expanded through the promotion of branding measures that transcend age and region. This is because of the theme, “BEYBLADE WILL BECOME SPORTS.” Additionally, “Beyblade X” has begun exporting for its Western expansion, and the anime has started airing in various countries. In May, the popular comic “DETECTIVE CONAN” was developed as a trading card game for a wide range of customers, and the second series was released in July, contributing to new sales.</p>