



G R O U P



Quality Asobi can inspire and delight the world.

TOMY Company, Ltd.
Fiscal Year 2024 1st Half (6 months)
Results
(April 1, 2024-September 30, 2024)

November 12, 2024
TSE Securities Code: 7867

Fiscal Year 2024 1st Half (6 months) Financial Highlights (April 1, 2024-September 30, 2024)

November 12, 2024

Goshiro Ito
Board Director, Senior Executive Officer & CFO

Fiscal year ending March 31, 2030 Numerical Targets

(announced on May 14, 2024)



Business Vision 2030

Becoming a globally adored Asobi powerhouse, known for its top-notch quality and boundless creativity.

Fiscal year ending March 31, 2030

Net sales

¥300.0 billion

Operating profit

¥30.0 billion

Operating profit margin

10%
target

Earnings per share (EPS) growth rate

Continuous
10%
or more

Return on equity (ROE)

Continuous
11%
or more

Equity ratio

50%
approx.

Total payout ratio

In principle
50%

Price-to-book ratio (PBR)

3 times
target



Achieved record-high results in terms of both net sales and profits

Strong start that exceeded initial forecast



Consolidated Income Statements (FY2024 1st Half (6 months))

¥100 million

| | FY2024 1st Half (2024/4-9) | | FY2023 1st Half (2023/4-9) | Change |
|---|-------------------------------|--------------------------------------|-------------------------------|--------|
| | Actual | Original Forecasts (May 14, 2024) | Actual | |
| Net sales | 1,207 | 1,100 | 960 | +247 |
| Cost of sales | 722 | – | 580 | +142 |
| Gross profit | 484 | – | 380 | +104 |
| Operating profit | 123 | 90 | 80 | +43 |
| Operating profit margin | 10.3% | 8.2% | 8.3% | +2.0% |
| EBITDA | 162 | – | 119 | +43 |
| Ordinary profit | 118 | 87 | 73 | +45 |
| Profit attributable to owners of parent | 84 | 60 | 56 | +28 |

◆ Net sales

TOMY Company, T-ARTS Company, and KIDDY LAND continued to perform well.

In Asia, in addition to toy sales, the production subsidiary TOMY (Hong Kong) Ltd. also grew.

In the Americas, both the mainstay operating company TOMY International, Inc. and Fat Brain Holdings, LLC posted solid results.

A record high was achieved for net sales.

◆ Profit

Due to the increase in net sales, gross profit also increased, resulting in record-high profits at all levels.

* Sum of amortization of goodwill and intangible assets associated with the acquisition of TOMY International (TI): ¥1.1 billion for the period under review; ¥1.1 billion for the same period of the previous FY

* EBITDA=Operating profit + depreciation + amortization of goodwill * Dollar conversion rate: 152.63 during the period under review; ¥140.99 during the same period of the previous FY

Revision of Consolidated Earnings Forecasts and Dividend Forecast (announced on October 29, 2024)



■ Revision of consolidated earnings forecasts

| | Net sales | Operating profit | Ordinary profit | Profit attributable to owners of parent | Basic earnings per share |
|---|----------------------------|---------------------------|---------------------------|---|--------------------------|
| Previously announced forecast (A) | Millions of yen 230,000 | Millions of yen 20,000 | Millions of yen 19,500 | Millions of yen 12,500 | yen 137.30 |
| Revised forecast (B) | 240,000 | 23,000 | 22,500 | 14,500 | 161.43 |
| Change (B - A) | 10,000 | 3,000 | 3,000 | 2,000 | — |
| Rate of change (%) | 4.3 | 15.0 | 15.4 | 16.0 | — |
| (Reference) Results in previous fiscal year (Fiscal year ended March 31, 2024) | 208,326 | 18,818 | 17,807 | 9,808 | 107.73 |

■ Revision of dividend forecast

| | Annual dividends | | |
|---|--------------------|---|---|
| | Second quarter-end | Year-end | Total |
| Previously announced forecast | 24.00 yen | 24.00 yen | 48.00 yen |
| Revised forecast | 28.00 yen | 28.00 yen | 56.00 yen |
| Results for the period under review | — | — | — |
| (Reference) Results in previous fiscal year (Fiscal year ended March 31, 2024) | 17.50 yen | 32.50 yen (Ordinary dividend 24.50 yen) (Commemorative dividend 8.00 yen) | 50.00 yen (Ordinary dividend 42.00 yen) (Commemorative dividend 8.00 yen) |

SG&A Breakdown (FY2024 1st Half (6 months))

¥100 million

| | FY2024 1st Half (2024/4-9) | FY2023 1st Half (2023/4-9) | Change |
|---|-------------------------------|-------------------------------|---------|
| SG&A (total) | 360 | 300 | +60 |
| Personnel expenses | 121 | 106 | +15 |
| Advertising expenses | 75 | 53 | +22 |
| R&D expenses | 26 | 20 | +6 |
| Distribution expenses | 39 | 36 | +3 |
| Amortization of goodwill and intangible assets associated with acquisition of TI | 11 | 11 | -0 |
| | \$7 MM | \$8 MM | -\$1 MM |

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

- ◆ SG&A (total)
 - Increase in personnel costs due to business expansion.
 - Increase in personnel costs due to an increase in the yen-equivalent amount of personnel costs at overseas subsidiaries.
 - Increase in advertising expenses due to increased business promotion efforts, etc.

Operating Results by Segment (FY2024 1st Half (6 months))

¥100 million

| | FY2024 1st Half (2024/4-9) | FY2023 1st Half (2023/4-9) | Change |
|----------------------------|-------------------------------|-------------------------------|--------|
| Net sales | 1,207 | 960 | +247 |
| Japan | 1,047 | 798 | +249 |
| Americas | 140 | 135 | +5 |
| Europe | 30 | 28 | +2 |
| Oceania | 13 | 12 | +1 |
| Asia | 365 | 293 | +72 |
| Eliminations and corporate | -389 | -308 | -81 |
| Operating profit / (loss) | 123 | 80 | +43 |
| Japan | 135 | 101 | +34 |
| Americas | -3 | -4 | +1 |
| Europe | -1 | -3 | +2 |
| Oceania | 0 | 1 | -1 |
| Asia | 17 | 9 | +8 |
| Eliminations and corporate | -25 | -23 | -2 |

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

◆ Operating results by segment

In Japan and Asia, standard brands such as TOMICA performed well. T-ARTS Company and KIDDY LAND continued to perform well.

In the Americas, both Fat Brain Holdings, LLC and the mainstay operating company TOMY International, Inc. posted solid results.

In Europe and Oceania, sales of GACHA capsule toys and Group synergies increased.

Net Sales by Region (FY2024 1st Half (6 months))

¥100 million

| Region | FY2024 1st Half (2024/4-9) | FY2023 1st Half (2023/4-9) | Change |
|-------------------------|-------------------------------|-------------------------------|--------|
| Japan | 768 | 614 | +154 |
| North America | 222 | 189 | +33 |
| Europe | 71 | 40 | +31 |
| Oceania | 17 | 13 | +4 |
| Asia | 120 | 99 | +21 |
| Others | 6 | 3 | +3 |
| Total | 1,207 | 960 | +247 |
| Ratio of overseas sales | 36.4% | 36.1% | +0.3% |

* Net sales are categorized into a country or region based on the customer's location.

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

- ◆ Japan
Japan's net sales are as mentioned above.
(TOMY Company, T-ARTS Company, and KIDDY LAND continued to perform well)
- ◆ North America, Europe, and Oceania
Sales of BEYBLADE X have grown.
- ◆ Asia
Standard brands such as TOMICA performed well.
Rollout of BEYBLADE X is in full swing.
Sales of SHINKALION CHANGE THE WORLD have grown.

Consolidated Balance Sheets Breakdown (FY2024 1st Half (6 months))

■ Key year-on-year items changed

¥100 million

| Account | FY2024 1st Half (2024/4-9) | FY2023 1st Half (2023/4-9) | Change |
|-----------------------------------|-------------------------------|-------------------------------|--------|
| Inventories | 245 | 228 | +17 |
| Japan | 121 | 115 | +6 |
| Overseas | 144 | 131 | +13 |
| Elimination of unrealized profits | -20 | -18 | -2 |

| | | | |
|---|-------|-------|-------|
| Long-term/short-term total borrowings | 67 | 267 | -200 |
| Net cash (Cash and deposits less borrowings) | 358 | 363 | -5 |
| Equity ratio | 62.3% | 55.8% | +6.5% |

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

US\$ FX rate at end of period> the period under review: ¥142.73, the same period of the previous FY: ¥149.58

| | | FY2024 1st Half (2024/4-9) | FY2023 1st Half (2023/4-9) | Change |
|---------------------------------|--------------|-------------------------------|-------------------------------|--------|
| Goodwill balance of TI | \$MM | 80 | 110 | -30 |
| | ¥100 million | 115 | 164 | -42 |
| Intangible assets balance of TI | \$MM | 59 | 62 | -3 |
| | ¥100 million | 84 | 92 | -8 |

Business Review for FY2024 1H

Akio Tomiyama
Representative Director, President & COO

1. Details of 1st half performance growth

2. Details of Growth at the Three Main Companies

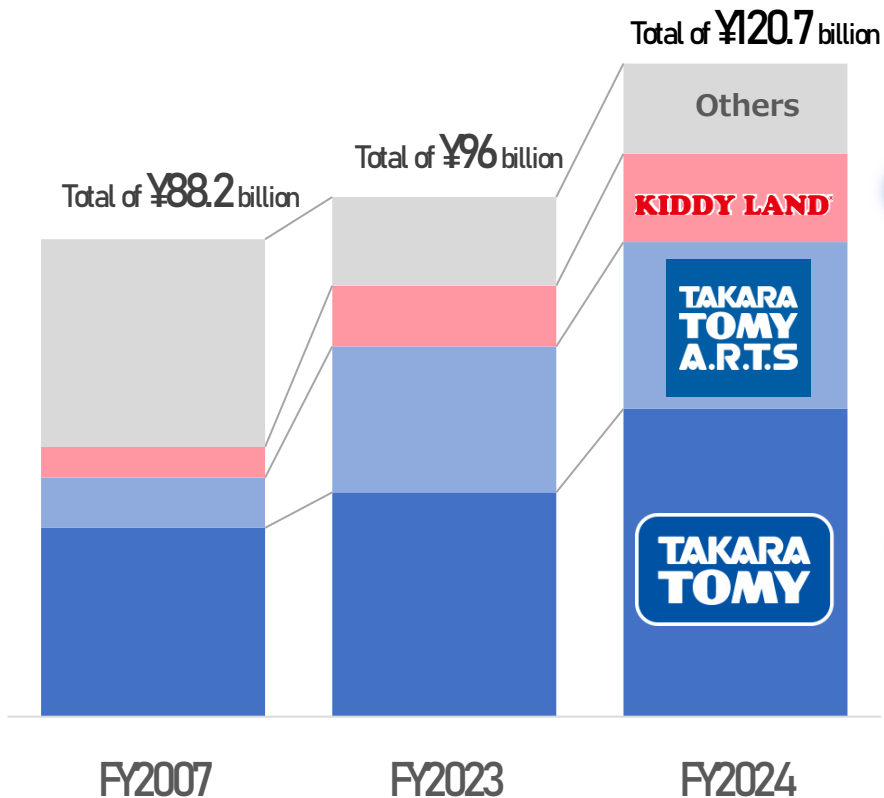
- KIDDY LAND
- T-ARTS Company
- TOMY Company
- Products Expected for the Christmas Period

3. Overseas Business - Progress of Medium- to Long-term Management Strategy

Details of 1st half performance growth

Continued strong performance of Group companies + performance growth by TOMY Company

Net sales comparison



KIDDY LAND

+46%

- Increase in number of customers including inbound demand
- Continued strong sales of popular character toys
- Touchpoint growth through event

T-ARTS Group

*T-ARTS Company, Penny, T-ARTS Korea

+14%

- Continued popularity of GACHA capsule toys
- Growth through expansion of age group for plush toys, etc.
- Increased popularity of amusement machines (in Japan and in Asia)

TOMY Company

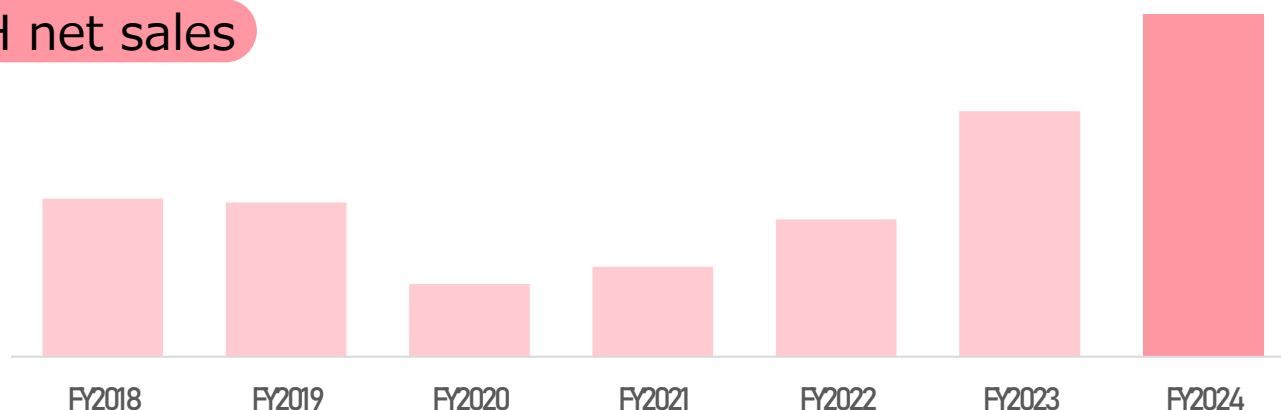
+37%

- Continued popularity of standard brands (in Japan and in Asia)
- Business growth through expansion of age group (digital business, etc.)
- Launch of BEYBLADE X in Europe and U.S., growth in popularity

Details of Growth at the Three Main Companies : KIDDY LAND (1)

Capturing a wide range of customer base, including inbound demand Continued strong sales of popular character toys

1H net sales



Change in overseas visitors to Japan

The total number of visitors from January to September 2024 was 26.88 million, exceeding the total of 25.06 million for the previous year

From the statistics on overseas visitors to Japan

Popular characters



Chikawa



Snoopy



Miffy



Everyday with Sumikko.

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Sumikkogurashi



Rilakkuma

Details of Growth at the Three Main Companies : KIDDY LAND (2)

Expansion of sales floors primarily in urban areas
Performance growth through popular character toys

Number of stores **77** stores

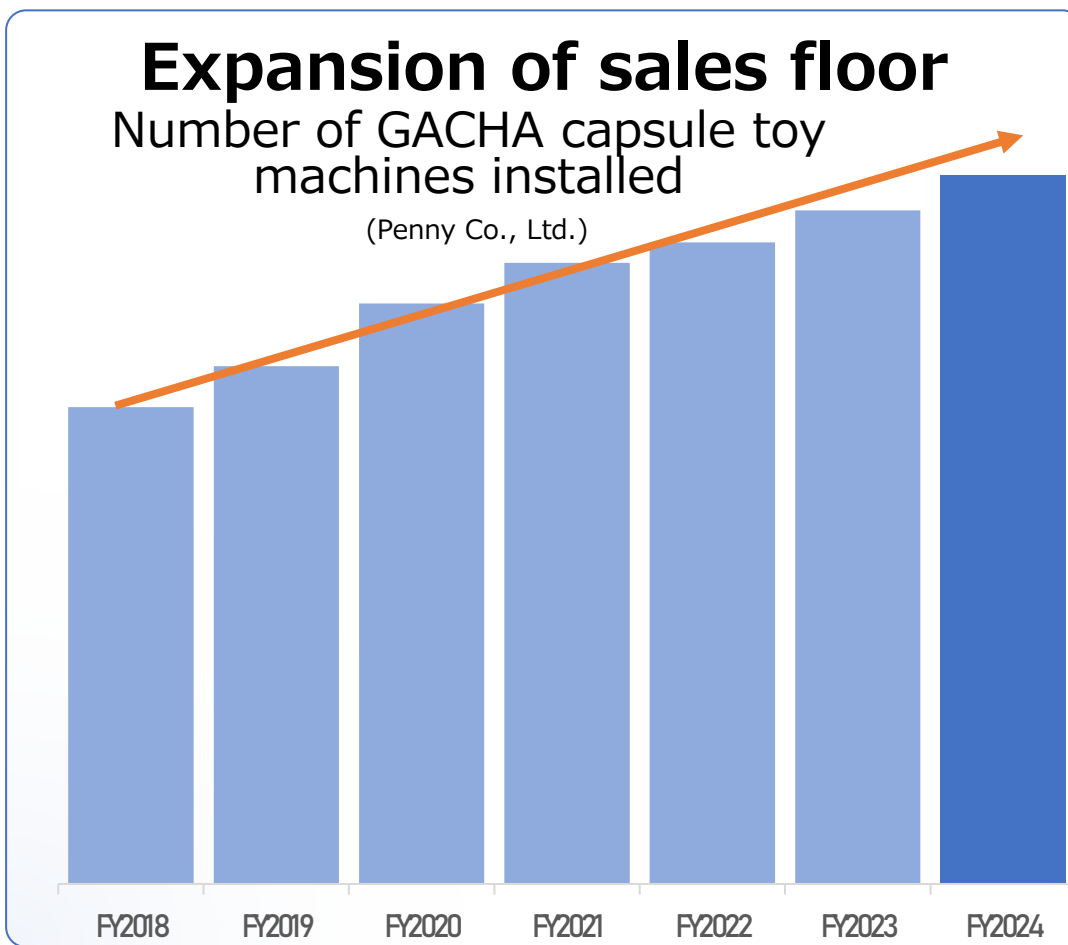


72 directly managed stores, 5 franchise stores

Details of Growth at the Three Main Companies : T-ARTS Company (1)

Growth through expansion of age group for GACHA capsule toys, plush toys, etc.

Increased popularity of amusement machines



Start of operations for new arcade games



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Strong sales of plush toys



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Details of Growth at the Three Main Companies : T-ARTS Company (2)

Nurturing the GACHA capsule toys brand and expanding the global rollout of new amusement arcade games and plush toys

Start of project for 60th anniversary of GACHA® arriving in Japan



Acquisition of new users to increase sales



Buzzrium tour



Various collaborations are underway!



International Tokyo Toy Show

© T-ARTS / syn Sophia / TV TOKYO / AP Production Committee

Expanding global rollout of plush toys



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Details of Growth at the Three Main Companies : TOMY Company (1)

01

**Contribution to
operation results
by improving the value of
existing brands**

02

**Various initiatives
in the digital business**

03

**Expanded rollout of
BEYBLADE X
in Japan and overseas**

04

**Disney LORCANA TCG set
for domestic release
in Japan**

Details of Growth at the Three Main Companies : TOMY Company (2)

Contribution to operation results by improving the value of existing brands



Details of Growth at the Three Main Companies : TOMY Company (3)

Various initiatives in the digital business



Details of Growth at the Three Main Companies : TOMY Company (4)



25th Anniversary of
BEYBLADE X



X-TREME CUP GP2024

Expanded
rollout of
BEYBLADE X
in Japan and Asia



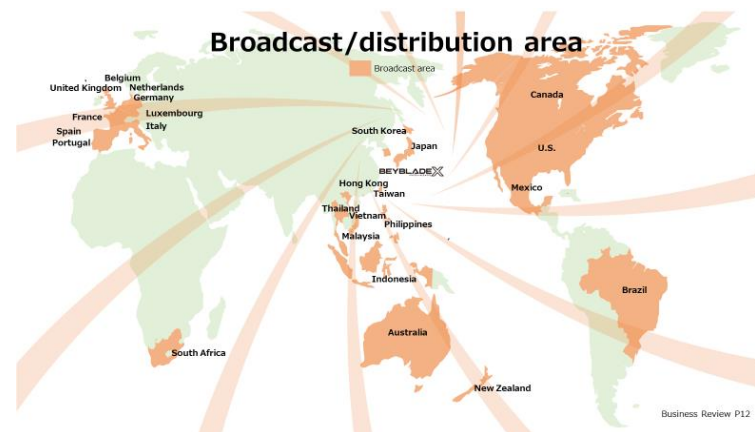
"BLADE CITY - BEYBLADE X" on Roblox



LADIES CUP 2024

Details of Growth at the Three Main Companies : TOMY Company (5)

Global rollout of BEYBLADE X in full swing



Second season of the TV anime confirmed for broadcast in Japan



Use T-Licensing to expand the broadcast area

Details of Growth at the Three Main Companies : TOMY Company (6)

Disney LORCANA Trading Card Game Series Scheduled for sales release in Japan in January 2025



Products Expected for the Christmas Period



Grand Prize

Twin Courses Mountain Drive!



Grand Prize

LICCA

Photogenic LICCA

Three types: Dahlia, Daisy, Iris



Hit Sales Award

Link with Camera!
Rotom Phone Pokédex



Special Award

Gacha

Gacha®



Variety Category
Excellence Award

Soumen noodles Slider
Pokémon



Digital Category
Excellence Award

Active play and
learning!

TOMICA PLARAIL Pad



Game & Puzzle
Category Excellence
Award

Sports Human
Basketball



JAPAN TOY AWARD
日本おもちゃ大賞
2024

Character Category
Excellence Award



You too can be a Pokémon
Professor!
Rotom Phone Pad

TOMY Group
Total of 10 products
awarded!

Cooperative Toy Category
Excellence Award



Disney Princess
Sparkling Scan Register

Cooperative Toy Category
Excellence Award



Let's Drive TOMICA!
Handle Driver

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Overseas Business - Progress of Medium- to Long-term Management Strategy

Formulate regional strategies for brands based on the right person in the right place.

Expanding Asobi towards China and Asia

Strengthening the development of TOMICA and BEYBLADE



BEYBLADE X
ベイブレードエックス

Gradual expansion of other products by taking advantage of system development



TCG
LET'S COLLECT AND PLAY!



TOMICA Sales increased in China

ULTRAMAN



ULTRAMAN TOMICA
UTR-02 ULTRAMAN ZERO



September TOMICA: Open 1st overseas TOMICA BRAND STORE in Shanghai, China

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Overseas Business - Progress of Medium- to Long-term Management Strategy

Formulate regional strategies for brands based on the right person in the right place

Expanding Asobi towards Europe, U.S., and Australia

Strengthening the development of BEYBLADE

BEYBLADE X
ベイブレードエックス

Strengthening the development of Japanese culture products for Kidults

TAKARA TOMY A.R.T.S

Gacha

Club Mocchi-Mocchi

TOMY International, Inc. Standardization of sales among TI regions

JOHN DEERE

Fat Brain Toys

TOMY games

Expansion in products targeting the kidult sector in North America



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100th
anniversary

Bringing Asobi to the world and
Asobi to all generations!



Quality Asobi can inspire and delight the world.

