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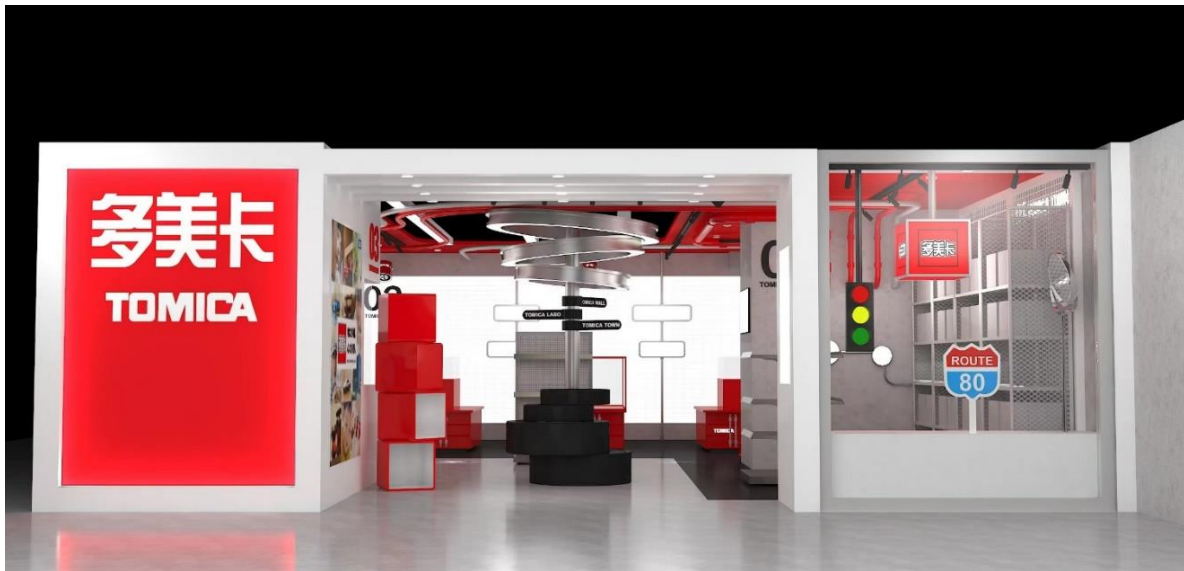
September 6, 2024

**TOMY Company to Open 1st Overseas
"TOMICA BRAND STORE" at THE PLACE in Shanghai, China
on Saturday, September 28, 2024**

TOMY Company, Ltd.

TOMY Company, Ltd., based in Katsushika Ward, Tokyo, will launch overseas outlets of **"TOMICA BRAND STORE,"** an official shop for its TOMICA diecast miniature cars and various other products, in September 2024.

The company will open the first outlet -- "TOMICA BRAND STORE" THE PLACE -- in Toys"R"Us store at L318 on the third floor of SHANGHAI THE PLACE southern area on Saturday, September 28, 2024. This will be TOMICA's first overseas brand store (*).



Exterior image of "TOMICA BRAND STORE"

"TOMICA BRAND STORE" is an official store where visitors can experience the world of TOMICA. The store's exterior is designed to look like a large TOMICA BOX package.

A "wheel table" (a display of stacked wheels) is installed at the center of the store. The store has various areas featuring "the production process of TOMICA," a diorama, and the "TOMICA WALL" with over 2,000 TOMICA diecast miniature cars on display.

TOMY Company aims to design the store as a base for disseminating information on TOMICA, which has been loved by many people for years, to allow visitors to experience the world of the brand and enjoy picking up and selecting goods with excitement.

Shunsuke Takeuchi, an Executive Officer and Head of Brands Business at TOMY Company's Business Headquarters, says, *"In recent years, TOMICA has become increasingly popular in China through the expansion of the brand's sales outlets, events targeting families and interactions with consumers through social media. We are set to open the TOMICA BRAND STORE in Shanghai with the hope that our Chinese customers will become more familiar with and love TOMICA."*

Recommended goods at "TOMICA BRAND STORE"

In addition to "LAMBORGHINI HURACAN STO," an original product at "TOMICA BRAND STORE," products featuring "SUBARU BRZ" and "TOYOTA LAND CRUISER" will also be released to commemorate the opening of the store.

*The official name "LAMBORGHINI HURACAN STO" uses a capital letter "A" with an acute accent symbol before a capital letter "N."



<TOMICA BRAND STORE ORIGINAL>

"LAMBORGHINI HURACAN STO"

Price: 45 yuan



"SUBARU BRZ"

Price: 45 yuan

This original product on sale at "TOMICA SHOP" in Japan will also be released in China.



"TOYOTA LAND CRUISER"

Price: 55 yuan

This original product on sale at Takara Tomy Mall, the company's official online store, will also be released in China.

Store overview:

Opening date: Saturday, September 28, 2024

Name: "TOMICA BRAND STORE" THE PLACE

Business hours: 10:00-22:00 (Chinese Standard Time)

Address: zone L318, 3rd floor, 100 Zunyi Road, Changning District, Shanghai (in Toys"R"Us store)

Official website: www.tomy.cn/

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Nanfung group website: www.nanfung.com/sc

About TOMICA

"TOMICA" was released in 1970 as Japan's first palm-sized domestic diecast miniature car series. At the time when foreign-made miniature cars were at the height of popularity, it was born out of a burning desire to see Japanese children playing with miniature cars of more familiar Japanese makes. It is now loved by parents and children across three generations. Up to now, we have sold more than 1,170 different models, a total of more than 745 million cars (As of April 2024).



Related links:

www.takaratomy.co.jp/products/tomica/ (Japan)

www.tomy.cn/tomica (China)

www.takaratomyasia.com/tomica (Global)

(*) "TOMICA BRAND STORE" THE PLACE will be the fourth store dedicated to the "TOMICA" brand following its three shops in Japan -- the Tokyo TOMICA SHOP in Tokyo Station Ichibangai, the Osaka TOMICA SHOP in Umeda Daimaru Department Store, and the TOKYO SKYTREE TOWN Solamachi TOMICA SHOP. The Shanghai store is its first overseas outlet as of September 2024.

For press inquiries, please contact:

Public Relations Division, TOMY Company, Ltd. Tel: +81-3-5654-1280 Email: tpr@takaratomy.co.jp

for Products and store, please contact:

TOMY (Shanghai) Ltd. Tel: +86-21-6236-2441