



For Immediate Release

November 13, 2024

Tenth Release in the Oriental Zodiac Series of “ANIA” Animal Action Figures With Cumulative Sales of More Than Twenty Million Units!

2025 Is the Year of the Snake! A “White Snake (Reticulated Python),” the Symbol of Economic Fortune and Good Luck, Makes an Appearance!

“Oriental Zodiac ANIA Snake”

To be launched on Saturday, November 16, 2024

TOMY Company, Ltd.

TOMY Company, Ltd. (Representative Director, President & COO: Akio Tomiyama, headquarters: Katsushika-ku, Tokyo) will release “**Oriental Zodiac ANIA Snake**” (SRP: JPY 770/tax included), which is a hand-held size animal action figure in the motif of next year’s animal symbol that can be moved and played with. The product will be on sale on Saturday, November 16, 2024 at toy stores, toy sections of department stores/mass retailers throughout Japan, online stores, selected bookstores, TOMY Company’s official online store “Takara Tomy Mall” (takaratomymall.jp/), etc. In addition, this product is also planned to be sold in China, Hong Kong, Taiwan, Singapore, Malaysia, Indonesia, Thailand and Vietnam.

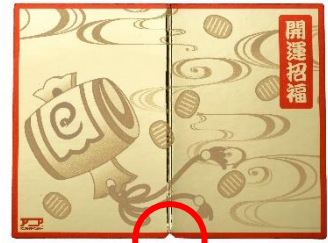


The “Oriental Zodiac ANIA” series, which combines the Japanese custom to have an animal in the Oriental zodiac represent each year with animal motifs of the “ANIA” series, comes in sets, with each set featuring an “ANIA” from the Oriental zodiac, a red carpet (felt sheet) and a folding screen. This product can be used as a greeting for the new year, a New Year display piece, a gift to celebrate the New Year, etc. The products feature a fortuitous and glamorous design every year, and this product is the tenth release in the series.

As 2025 is the year of the snake in the Oriental zodiac, this product uses a white reticulated python as a white snake that has symbolized economic fortune and good luck since ancient times. In addition to close attention being paid to the reticulated skin pattern and coloring, which are characteristic of snakes, the mouth and body have five movable sections, allowing users to reproduce a variety of movements and poses that are more like snakes. A gold tree is also

included, enabling users to reproduce a pose showing a snake’s habit of coiling around objects. The product is not just for displaying, and can also be enjoyed as a figure or admired for its visual appeal.

In addition, although many products in the “ANIA” series of toys have also received “Guide Dog Mark”^{*1} certification as “accessible-design toys”^{*2} that children with visual disabilities can enjoy, a notch has been added in the bottom center of the included folding screen for the first time in the series, enabling users to distinguish the top and bottom of the screen by feeling it with their hands.



Notch

A cumulative total of approximately twenty million units in the “ANIA” series have been sold since its launch in 2013. (As of April 2024) Based on the key message of “Stimulate Your Curiosity,” we will continue to expand the “ANIA” lineup through various product plans, thereby stimulating the curiosity of children throughout the world and becoming a beloved classic series.

<Product Outline>

Product Name: “Oriental Zodiac ANIA Snake”
 SRP: JPY 770 (tax included)
 Launch Date in Japan: Saturday, November 16, 2024
 Recommended Age: 3 years and up
 Package Contents: Figure × 1, gold tree × 1, folding screen × 1, carpet × 1
 Sales Channels: Toy stores, toy sections of department stores/mass retailers throughout Japan, online stores, selected bookstores, TOMY Company’s official online store “Takara Tomy Mall” (takaratomy.com), etc.
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 Website: www.takaratomy.co.jp/products/ania/products/etoania/



Images showing usage scenarios

Oriental Zodiac ANIA Lineup to date



2016: Monkey (Japanese Macaque)



2017: Rooster (Owl)



2018: Dog (Shiba Inu)



2019: Boar (Boar) / (Pig for Asia only)



2020: Rat (Hedgehog)



2021: Ox (Ox)



2022: Tiger (Tiger)



2023: Rabbit (Rabbit)



2024: Dragon (Seahorse)



2025: Snake (Snake)

NEW

What is “ANIA”?

The “ANIA” series was launched in 2013 and features a range of hand-held size animal figures which feature movable characteristic parts and can be played with. The products are designed as a “3D animal picture book” to stimulate intellectual interest in children who want to know more about the characteristics and types of different animals and as items that parents and children can play with together. These toys are created not just for displaying but based on the concept of animal action figures to be moved and played with. Their hand-held size, movable characteristic parts and detailed molding have made them



popular, and to date more than twenty million units have been sold in Japan and overseas (series total; as of April 2024). Many products in the “ANIA” series of toys have also received “Guide Dog Mark”^{*1} certification as “accessible-design toys”^{*2} that children with visual disabilities can enjoy. The series won the Grand Prize in the Accessible Design Toys category at the 2013 Japan Toy Awards.

*1 The “Guide Dog Mark” certification is given to “accessible-design toys” that children with visual disabilities can enjoy.

*2 “Accessible-design toys” are toys made and sold for the general market that children with and without visual/auditory disabilities can enjoy playing with.

Takara TOMY accessible-design toys: www.takaratomy.co.jp/products/kyouyu



Official Website: www.takaratomy.co.jp/products/ania

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