

PRESS RELEASE

For Immediate Release



October 24, 2024

Litpla Inc.

TOMY Company, Ltd.

Ito-Yokado Co., Ltd.

XR Technology Is Merged With TOMY Company Toys! A New Type of Toy and Play Park, “TOMY Planet,” Opened on Friday, November 22, 2024 at Ito-Yokado Ario Kameari

Immersive play experiences are provided that digitally expand the world of TOMICA, PLARAIL, LICCA, Pop-up Pirate, BEYBLADE, and ANIA.

Litpla Inc. (Representative Director and CEO: Takafumi Goto, headquarters: Minato-ku, Tokyo), TOMY Company, Ltd. (Representative Director, President & COO: Akio Tomiyama, headquarters: Katsushika-ku, Tokyo), Ito-Yokado Co., Ltd. (President and Representative Director: Tetsuya Yamamoto, headquarters: Shinagawa-ku, Tokyo) opened “**TOMY Planet**” on Friday, November 22, 2024 as a new type of toy and play park where one can enjoy hands-on attractions that merge the world of TOMY Company toys with Little Planet’s XR technology*. TOMY Planet is within the “TOYLO PARK” hands-on toy store that is fun for children and adults alike, located in the Ito-Yokado Ario Kameari shopping mall in Katsushika Ward, Tokyo.

This is the first permanent facility bearing the “TOMY Company” trade name to open in Japan or overseas.

* XR (Extended Reality) is a general term for technologies that merge the real world and a virtual world.



Rendering of the exterior of **TOMY Planet, Ito-Yokado Ario Kameari**

At TOMY Planet, a variety of “next-generation play” that expands the world of TOMY Company’s toys, which have been creating “enthusiasm” in people for many years, is featured using digital technology based on the concept of “play creates enthusiasm.”

An immersive experience that is like entering a world of toys is delivered.

A total of eight hands-on attractions with themes based on TOMY Company’s toys loved around the world can be enjoyed by three generations together. Those include “**TOMICA DESIGN RACING**” where TOMICA die-cast miniature cars digitally recreated in 3D carry out heated races, “**PLARAIL FANTASY WORLD**” where PLARAIL railroad toys run through vast oceans and outer space, “**LICCA MY DESIGN COLLECTION**” where dress-up doll LICCA outfits can be freely designed to participate in a fashion show on a screen, “**BEYBLADE XR STADIUM**” digital stadium that shows real time battles with BEYBLADE modernized *bei-goma* (traditional Japanese tops), and “**ANIA KINGDOM**” next-generation ball pool that merges projection mapping with the world of ANIA hand-held size animal figures one can move around and play with.



Collage rendering of TOMY Planet

Since opening in 2006, the park’s home of Ito-Yokado Ario Kameari has been much loved by local residents as a large shopping mall that is closely connected to the local area and as a base for the local community in Katsushika Ward. TOMY Planet sends out a message from the Katsushika area, which is also the birthplace of TOMY Company, about the “future of play” never seen before while also contributing to invigoration of the local community.

<Attractions at TOMY Planet (excerpts from the eight types)>

■ Aim for top place with a one-of-a-kind TOMICA!

“TOMICA DESIGN RACING”

Compete in a heated car race with a TOMICA you designed yourself that is unlike any other in the world! The speed and performance of the car will change depending on the color of the body, so use your imagination to create the fastest TOMICA.

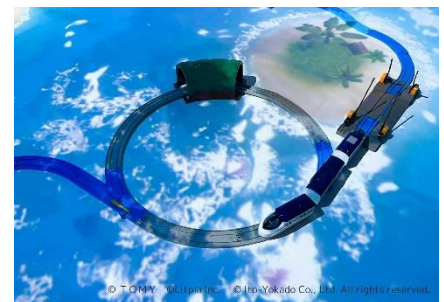
Also, check out the immersive race track that feels like you’ve entered the world of TOMICA!



■ Take a trip through a fantasy world with PLARAIL

“PLARAIL FANTASY WORLD”

The appeal of PLARAIL, where you can connect rails as you like and make train cars run on those, remains the same, but the world’s feel and play have been boosted with the latest digital technology. Enjoy an out-of-this-world experience, traveling through fantastic spaces such as the vast ocean or the universe filled with meteor showers with PLARAIL.



■ A fashion show with a one-of-a-kind outfit for LICCA!

“LICCA MY DESIGN COLLECTION”

Design a dress for LICCA doll using a coloring book, and dazzle the audience at a fashion show! LICCA and the venue will change according to the design you draw and colors you use. Design a wonderful outfit and capture the attention of the venue!



■ Go on an adventure together in the world of ANIA!

“ANIA KINGDOM”

The world of “ANIA Kingdom,” where all sorts of creatures such as animals and dinosaurs live, is merged with a next-generation ball pool that makes full use of projection mapping! Work together to face the many trials that have befallen the world of “ANIA Kingdom” and restore the peaceful ANIA Kingdom! This is an interactive attraction that you can enjoy using your whole body.



■ **Pop-up Pirate transformed by digital technology!**
“POP-UP PIRATE INFINITY”

Party game favorite Pop-up Pirate comes to life with digital 3D video! Help Blackbeard pirate by stabbing the swords into the endless “barrels” that appear! Up to three players can play. How many people can you save within the time limit? The key to victory is stamina and luck!



■ **Experience the next-generation Bey battle!**
“BEYBLADE XR STADIUM”

The world of manga and anime becomes reality! The latest technology is infused in a stadium for battles with “BEYBLADE X,” the latest series of BEYBLADE modernized *bei-goma*. Experience the next generation of Bey battles, where the trajectory of the BEYBLADE is colored in light.



* The images are of content under development and are for visual representation purposes only. There may be differences from the actual content.

[Shop overview]

Shop name: TOMY Planet Ito-Yokado Ario Kameari
 Opening date: Friday, November 22, 2024
 Business hours: 10:00 am to 9:00 pm
 Location: 3rd floor of Ario Kameari, 3 Chome-49-3 Kameari, Katsushika-ku, Tokyo
 Floor area: Approx. 100 Tsubo (Approx. 330 m²)
 Fees: Children (age 2 to 17)



“TOMY Planet” logo

Weekdays: ¥800 per 30 minutes, One-day free pass ¥2,500
 Weekends and holidays: ¥1,000 per 30 minutes, One-day free pass ¥3,200
 Adults (age 18 and up)
 Weekdays ¥800, weekends and holidays ¥1,000 (no time extension fee)
 * Fee details will be announced on the official website in November.

Official website: <https://litpla.com/takaratomyplanet/>

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Planning/Production: TOMY Company, Ltd., Litpla Inc.

Shop operation: Ito-Yokado Co., Ltd.

■ **Overview of Litpla Inc.**

Representative: Representative Director, Takafumi Goto
Address: 9th Floor, Tradepia Odaiba, 2-3-1 Daiba, Minato-ku, Tokyo
Date of establishment: September 2016
Business: Digital theme park business, ASOBI creation business
URL: <https://corp.litpla.com/>

■ **Overview of TOMY Company, Ltd.**

Representative: Representative Director, President & COO, Akio Tomiyama
Address: 7-9-10 Tateishi, Katsushika-ku, Tokyo
Date of establishment: January 17, 1953 (founded February 2, 1924)
Business: Planning, manufacturing, and selling of products such as toys, general merchandise, card games, and baby care products, etc.
URL: <https://www.takaratomy.co.jp/>

■ **Overview of Ito-Yokado Co., Ltd.**

Representative: President and Representative Director: Tetsuya Yamamoto
Address: Hitachi Omori No. 2 Bldg., 6-27-18 Minamioi, Shinagawa-ku, Tokyo
Date of establishment: 1920
Business: Retail sales business
URL: <https://www.itoyokado.co.jp/corporate/>

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Reference

About “Little Planet” next-generation theme park litpla.com

Little Planet is a completely new type of theme park for families that uses the latest digital technology to stimulate children’s curiosity and creativity. It provides children with “future play” through attractions that merge technology with traditional games like playing in sand, paper sumo, and shadow puppetry. As of October 2024, there are 14 permanent parks in Japan and overseas (including collaborative parks).



About TOMICA www.takaratomy.co.jp/products/tomica

TOMICA was released in 1970 as Japan’s first palm-sized domestic die-cast 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 more familiar Japanese miniature cars. It is now loved by parents and children across three generations. Up to now, more than 1,170 different types of cars, a total of more than 745 million cars have been sold (As of April 2024).



About PLARAIL www.takaratomy.co.jp/products/plarail/

PLARAIL toy railways, which were originally released in 1959 as plastic train and rail sets, are a long-selling toy train that celebrated its 65th anniversary in 2024.

The iconic blue rails remain unchanged even 60 years after its launch, and you can still enjoy playing by connecting the rails made at that time with the newest ones.

In Japan, 1,994 types have been released so far, and the total number of units sold has exceeded 187.76 million (as of March 2024).



About LICCA dolls licca.takaratomy.co.jp/

LICCA doll was born in 1967, various LICCA doll products have been released that give shape to children’s fantasies and dreams, always reflecting the times and trends. In recent years, LICCA has been expanding into a brand loved by adults who have grown up with LICCA dolls. LICCA has been widening her field of activity as a celebrity talent, and her own X and Instagram accounts are also big topics.

(Total number of X (formerly Twitter) and Instagram followers as of September 2024: approx. 230,000)

[Official SNS @bonjour_licca] x.com/bonjour_licca www.instagram.com/bonjour_licca

[Official YouTube channel] LICCA Official Channel www.youtube.com/@Licca-chan_official



About ANIA www.takaratomy.co.jp/products/ania/

The ANIA series was launched in 2013 and features a range of hand-held size animal action figures that can be moved and 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 are based on the concept of animal action figures to be moved and played with. Their hand-held size, movable distinctive parts, and detailed molding have made them popular, and to date more than 20 million units have been sold in Japan and overseas (series total; as of April 2024).



About Pop-up Pirate www.takaratomy.co.jp/products/kurohige

Since the launch on July 1, 1975, 87 types of Pop-up Pirate have been released to date. It is a longtime seller with more than 17 million units having been released in 47 countries and regions around the world (as of August 2022). The game has been loved by men and women of all ages around the world for its features such as “everybody can enjoy it just by following simple and clear rules,” “thrilling and exciting,” and “the game is settled in no time.” To play, players insert a sword into a slot of the barrel in turns, and if the Blackbeard pirate figure in the barrel pops out, the player loses. While feeling thrilled and excited wondering who will have the Blackbeard pirate figure pop



out, everyone can share the same time and experience and enjoy communications.

About BEYBLADE beyblade.takaratomy.co.jp

“BEYBLADE” battling tops, which debuted in 1999, are a modernized version of traditional Japanese battling tops known as “*bei-goma*.” Featuring highly detailed design, the

BEYBLADE units can be customized by replacing the parts, and they can be spun easily by anyone using special “launchers.” Thus far,

throughout the three series including the first generation “BEYBLADE” (since 1999), the second generation “METAL FIGHT

BEYBLADE” (since 2008), and the third generation “BEYBLADE BURST” (since 2015), over 520 million units have shipped

cumulatively in more than 80 countries and territories around the world (as of April 2023). Each series has created a craze in many countries across the world including Japan. The fourth generation “BEYBLADE X,” was launched in July 2023 in Japan.

