

For Immediate Release

November 3, 2024

In the 2024 Autumn Conferment of Decoration, Honorary Chairman of the Company, Kantaro Tomiyama Has Been Awarded the Order of the Rising Sun, Gold Rays with Neck Ribbon

TOMY Company, Ltd.

TOMY Company, Ltd. (Representative Director, President & COO: Akio Tomiyama, headquarters: Katsushika-ku, Tokyo) (hereinafter the “Company”) is pleased to announce that Honorary chairman of the Company, Kantaro Tomiyama will be awarded the Order of the Rising Sun, Gold Rays with Neck Ribbon in the 2024 Autumn Conferment of Decoration.

The Order of the Rising Sun, Gold Rays with Neck Ribbon, is one of Japan’s prestigious decorations awarded to individuals who have made significant contributions in various fields of society.

Kantaro Tomiyama joined TOMY Industries Co., Ltd. (currently TOMY Company, Ltd.) in 1982 and became President in 1986. Throughout the significant changes in the toy industry, such as the overseas relocation of production bases and drastic shifts in toy distribution, he has dedicated himself to the development of the Company.

Additionally, he has been actively involved in industry activities, serving as Chairperson of the Japan Toy Association for eight years from 2013 to 2021. During this time, he energetically worked towards the growth and development of the toy industry by strengthening toy safety measures and promoting the development of the International Tokyo Toy Show. Notably, in December 2019, the Japan Toy Association received the Prime Minister’s Commendation at the commendation for the Promotion of Barrier Free Universal Design in recognition of the “accessible-design toys” initiatives, which began with the Company.

This commendation recognizes the industrial promotion merit for his dedicated efforts towards the growth and development of the toy industry through various activities.



Recipient's comment:

I am deeply honored and grateful to have unexpectedly received this prestigious decoration.

I believe that this award is not solely a result of my individual efforts, but rather due to the contributions of many predecessors who have played a significant role in the growth and development of the toy industry, as well as the efforts of all those involved in the industry and related fields. I am sincerely delighted that the power of “toys” has been widely recognized, and I wish to share this joy with everyone dedicated to advancing the toy industry. I would like to extend our sincere gratitude once again to everyone who has supported us.

In the fiscal year 2023, the toy industry has grown to exceed a market size of 1 trillion yen. I believe this achievement is not only due to the hard work of those in the industry but, more importantly, thanks to the children around the world who eagerly await the toys we create. In order for the toy industry to aim for further development in the future, I believe that it is essential to continuously strive and take on challenges that have no clear answers, focusing on how we can respond to increasingly diverse values and lifestyles amidst the changes of the times. With the pride of being a member of the toy industry, knowing that the “toys” we provide contribute to such a healthy and prosperous society, I will use this award as motivation to continue dedicating myself to the development of both the industry and our business, even in a small way.



**Honorary chairman of TOMY Company, Ltd.
Kantaro Tomiyama**

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For customer inquiries, please contact:

TOMY Customer Service (Japanese only) Tel: 0570-041031 (Navi-Dial)

Reference material

Recipient's career summary:

Name: Kantaro Tomiyama

Date of birth: January 22, 1954 (Age 70)

Education: Graduated from the Department of Economics, Faculty of Social Sciences, University of Hull, UK

Career summary:

July 1982	Joined TOMY Industries Co., Ltd.
May 1983	Director
May 1985	Director and Vice President
Dec. 1986	President
Jan. 1989	President of TOMY Co., Ltd. (TOMY Industries Co., Ltd. absorbed TOMY Co., Ltd. and changed its company name to TOMY Co., Ltd.)
Mar. 2006	Representative Director, President of TOMY Company, Ltd.
June 2015	Representative Director, Chairman
June 2024	Honorary chairman (current position)

Organizational affiliation record:

May 2001	Executive Director of the Japan Toy Association
May 2005	Vice Chairperson
June 2013	The Japan Toy association chairman
July 2021	Committee (current position)
Dec. 2000	President and CEO of TOYCARD Co., Ltd.
Dec. 2004	Chairman and Representative Director
Dec. 2019	Advisor (current position)
Apr. 1999	Councilor of the Accessible Design Foundation of Japan
Apr. 2016	Representative Director (current position)
May 2006	Director of Toy Park Cooperative Association
May 2008	Vice Chairman
May 2011	Chairman (current position)
June 2021	Chairman of the Board of Trustees of TOMIYAMA CULTURAL FOUNDATION (current position)

Awards or penalties: None

End.