

## TOMY Group 100-Years History



AERO PLANE  
BREGUET



B-29



Sky Ping-Pong



JOHN DEERE\*



Plastic Train and Rail Set

- 1924 AERO PLANE BREGUET
- 1930 LOOPING PLANE
- 1935 AIR MAN
- 1937 TANK
- 1946 JOHN DEERE

- 1951 B-29
- 1953 Speedway Racer No. 3
- 1957 Bubble Blowing Elephant
- 1959 Sky Ping-Pong
- Plastic Train and Rail Set

**TOMY'S FOCUS** > Craftsmanship/ Wartime and postwar  
**INDUSTRY TREND** > Metals and motors

**TOMY'S FOCUS** > Mass development and production/Economic growth  
**INDUSTRY TREND** > Material revolution

# 1920

### Founded Tomiyama Toy Seisakusho, the predecessor of today's TOMY

In 1924, Eiichiro Tomiyama founded Tomiyama Toy Seisakusho, the predecessor of today's TOMY Company, Ltd. The company manufactured numerous toy airplanes, establishing a reputation in the industry linking the Tomiyama name with toy airplanes. Later, the company expanded its business through one industry-leading initiative after another, including the establishment of the first factory in the toy industry with an assembly line system and the creation of a toy research department. Tomiyama also contributed greatly to the modernization of the toy industry through its determined efforts to improve the standing of toy manufacturers.

# 1950

### Transferred from metal to plastic

After World War II, the company's B-29 Bomber friction toy became a major hit in and outside Japan, blazing the way for the export of large toys. In 1953, the company began its journey toward becoming a modern enterprise by incorporating, and in 1959 it established a sales subsidiary, which had been the founder's ardent wish since the founding. Around this time, waves of innovation in materials and technology rolled through the toy industry, ushering in a major turning point when metal was replaced with plastic and friction toys were succeeded by electric toys.

In 1955, Sato Vinyl Industries, a predecessor of TAKARA Co., Ltd., was founded.

# 1960

### Early success in expanding overseas during the export boom

At a time when half of the toys it produced were exported, TOMY was quick to open representative offices in New York and Europe with the aim of making inroads directly. In Japan, the company established production bases, set up a development center—an unprecedented move in the industry—and took other steps to create a system uncompromisingly committed to good manufacturing.

TAKARA grew into a comprehensive toy manufacturer, propelled in its business expansion by hit products that made use of the company's vinyl processing technology.



LICCA doll



The Game of Life

- 1960 Piggy Cook
- Dakko-Chan
- 1964 Ohanashi Miko-Chan (Talking Miko)
- 1967 LICCA doll
- 1968 The Game of Life (Japanese Version)
- Magic Skyrail
- 1969 Tumble Robot



Water Game



Pop Up Pirate



TRANSFORMERS



Choro-Q (Penny Racers)



Musican



TOMICA



Koeda-Chan mini dolls (Treena & Her Forest Friends)



Sensei



TOMIX

Approved by East Japan Railway Company



ZOIDS



GACHA\*



Rock 'n' Flowers



BEYBLADE



LAMAZE\*



Pokémon

- 1970 TOMICA  
G.I. Joe
- 1972 Henshin Cyborg
- 1974 Microman (Miconauts)
- 1975 Pop Up Pirate  
Pocket Mate  
Tuneyville Choo Choo  
Kotetsu Jeeg
- 1976 Water Game  
Amikko Knit Stitcher  
Born Free  
TOMIX
- 1977 Sensei  
Koeda-Chan mini dolls  
(Treena & Her Forest Friends)
- 1978 Black Racer

- 1980 Choro-Q (Penny Racers)  
Diaclone
- 1981 Pac-Man  
UNO
- 1982 Japanese version Barbie  
Tomy Tutor (Pyuta)  
Orihime Weaving Machine/  
Amuamu Knitting Machine  
Mechabonica  
Cotton Candy Maker
- 1983 ZOIDS
- 1984 TRANSFORMERS  
Omnibot
- 1986 Jenny doll
- 1987 Palm Pets  
Norakurokun Rock'n plush
- 1988 Rock 'n' Flowers  
Mashin Hero Wataru character products  
GACHA  
Jenga
- 1989 Kentoshi Boxing Ring  
Plush Goma-chan from Shonen Ashibe  
Monopoly

- 1990 Musican  
Dear Word Processor for children  
Chibi Maruko-chan character products
- 1991 Healing Birds
- 1992 Thomas and Friends  
Super Famicon software Legend of the Hungry Wolf
- 1993 B-Daman  
Pinkish
- 1994 Perfect Picture Maker
- 1995 Toshinden  
LAMAZE
- 1996 Cella Sticker Machine  
Lullaby Home Theater  
Pokémon (Toys)
- 1997 BEAST WARS: TRANSFORMERS
- 1998 Polaroid Pocket Xiao
- 1999 Furby  
BEYBLADE  
Twister

TOMY'S FOCUS

Marketing/Growth of mass media

INDUSTRY TREND

Public information revolution

## 1970

### Start-up of overseas production

After commissioning production in Hong Kong, TOMY opened its first factory in Singapore, making it one of the early companies to embark on overseas production. Masanari Tomiyama was appointed the second president and CEO in 1974, the company's 50th anniversary.

TOMY and TAKARA both released numerous long-selling products that remain popular to this day.

## 1980

### Ongoing reform and expansion of sales channels

TOMY established the HT Laboratory in 1980 and popularized efforts in the industry to create barrier-free toys. In 1985, the Plaza Accord threw the company into a sudden management crisis, and drastic reforms were implemented, including the closure of factories in Japan. The following year, Kantaro Tomiyama was appointed the third president and CEO in a shakeup of the management structure.

TAKARA went public in 1984 and grew steadily, being listed on the Second Section of the Tokyo Stock Exchange in 1986. In 1988, the company switched from a focus on its core business of toys to diversified operations, rolling out products aimed at a wide range of fields.

## 1990

### From "product out" to "market in"

TOMY prepared for regeneration with a new structure. With this, it announced a business diversification strategy focused on the three core areas of toys, general goods and multimedia products. It rolled out a stream of new measures, including entry into the character business and a business alliance with HASBRO, Inc., in the United States. In 1997, TOMY went public and in 1999 it was listed on the Second Section of the Tokyo Stock Exchange.

From the second half of the 1980s, TAKARA expanded its Hearty Series for enriching people's lives and released products based on TV characters that became hits. With this aggressive product expansion, the company was listed on the First Section of the Tokyo Stock Exchange in 1991.

\*The photographs do not represent those at the time of product launch.



DUEL MASTERS



Omnibot 17μ i-SOBOT



PRIPARA



ZOIDS WILD



OHaNAS



Licca Bijou Series



Nohonzoku



Omnibot 17μ i-SOBOT



ANIA



PRINTOSS (KiiPix)



SHINKALION



THE FIRST YEARS



Jinsei Ginko



SUMIKKO ATSUME



Rizmo



L.O.L. SURPRISE!



BATTROBORG 20



Mimicry Pet



HATCHIMALS Umarete! Woomo

- |  |  |
|--|--|
| 2000 e-kara<br>Nanchatte Phone<br>Aquaroid                                 | 2005 Yumel<br>Video game software, NARUTO<br>Walkie Bits                                   |
| 2001 Colorful Dakko-Chan<br>Bit Char-G<br>Sweet Bambini<br>DREAM FORCE 01  | 2006 Jinsei Ginko (Life Bank)<br>Aero Soaer<br>Akachan Kerotto Switch                      |
| 2002 Bowlingual<br>Nohonzoku<br>DUEL MASTERS<br>Micro Pet<br>Qi<br>Choco Q | 2007 Omnibot<br>17μ i-SOBOT<br>Ie-Soba<br>Home Soba Maker<br>Air Guitar<br>Pokémon Battrio |
| 2003 Meow-Lingual  | 2008 Tomica Hero   |
| 2004 Aero R/C<br>Yumemi Kobo<br>THE FIRST YEARS                            | 2009 Fresh Caramel Maker<br>Clockman   |

- |  |                     |
|--|---------------------|
| 2010 Pretty Rhythm<br>Furu Chara Sorbet Maker<br>Potechī No Te   | 2010 SUMIKKO ATSUME |
| 2011 Mimicry Pet   |                     |
| 2012 Pokémon TRETТА<br>BATTROBORG 20   |                     |
| 2013 ANIA  |                     |
| 2014 PRIPARA<br>WIXOSS   |                     |
| 2015 BEYBLADE BURST<br>Shinkansen Henkei Robo SHINKALION<br>OHaNAS<br>Linear Liner<br>Licca Stylish Doll collections |                     |
| 2016 Licca Bijou Series<br>Pokémon Ga-Olé<br>HATCHIMALS Umarete! Woomo   |                     |
| 2017 TOMICA DRIVE HEAD<br>MIRACLE TUNES!<br>PRINTOSS (KiiPix)  |                     |
| 2018 ZOIDS WILD<br>L.O.L. SURPRISE!<br>SUMIKKO ATSUME<br>Rizmo   |                     |
| 2019 DUEL MASTERS PLAY'S   |                     |

Linear Liner  
Approved by JR Central



**TOMY'S FOCUS** > Marketing/Growth of mass media  
**INDUSTRY TREND** > Public information revolution

## 2000

### Beginning of a new era in the toy industry

In 2000, its stock was transferred to the First Section of the Tokyo Stock Exchange. In pursuit of further growth, TOMY aimed for progress as a group, including the establishment of a development subsidiary and the founding of a new company for the planning and selling of stuffed toys and a company for utilizing new technology.

In 2000, TAKARA advocated expansion of the toy business and aggressively moved forward with the rollout of products and leveraged its planning and marketing prowess to continue offering a succession of popular products. In 2006, TAKARA and TOMY merged, becoming TOMY Company, Ltd. (known as TAKARATOMY in Japanese), with the aim of maximizing their respective strengths and becoming the world's top toy manufacturer.

## 2010

### Toward tomorrow's hit products

Since 2010, TOMY has been accelerating its international expansion. It introduced an overseas version of TOMICA in Europe and North America. It began marketing METAL FIGHT BEYBLADE toys worldwide in conjunction with the introduction of a new TV anime. The toys are enjoying so much enthusiasm that an international competition was held in South Korea in the summer. In 2011, TOMY acquired U.S. toy manufacturer RC2 (the current TOMY International), establishing a platform for global expansion. The entire TOMY Group has started to move into action together, aiming to be a truly global toy company.

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TOMICA Heroes Jobraver Specially-equipped combined robot



Punirunes



The Game of Life for Nintendo Switch™



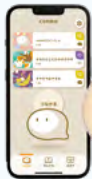
Pokémon Frienda



MIRACLE TUNES!



DUEL MASTERS PLAY'S



coemo



BEYBLADE X



SORA-Q Flagship Model

- 2020 TOMICA EARTH GRANNER  
Pokémon MEZASTAR
- 2021 Shinkansen Henkei Robo SHINKALION Z  
Punirunes
- 2022 TOMICA Heroes Jobraver  
Specially-equipped combined robot  
coemo
- 2023 The Game of Life for Nintendo Switch™
- 2024 Pokémon Frienda

# 100th ANNIVERSARY



**TOMY'S FOCUS** > New technology/Analog toys with digital elements

**INDUSTRY TREND** > The personal revolution

**WE WILL CREATE NEW VALUE FROM PLAY.**

## 2020

### From “toys” to “asobi”

The TOMY Group shifted its focus from “toys” to “asobi,” expanding its target age group to include the “kidults” segment. It also expanded its regional strategy to a global focus. TOMY introduced Japanese hit products, such as the tactile LCD care toy Punirunes and BEYBLADE X, to drive its global expansion. With the growing success of Group companies, including T-ARTS and KIDDY LAND, the company achieved record-high performance for the fiscal year ended March 31, 2024.

## 2024

### Toward a Global Asobi Company

TOMY celebrated its 100th anniversary on February 2. In fiscal 2024, the company revamped its management system with the launch of its Medium- to Long-Term Management Strategy 2030, setting ambitious goals of ¥300 billion in net sales and a 10% operating profit margin by the fiscal year ending March 31, 2030. The company also clarified its significance in society by establishing a new Purpose, laying the foundation for future growth. Going forward, the Group will unite under ONE TOMY WAY to achieve this Purpose and become a globally beloved Global Asobi Company.

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