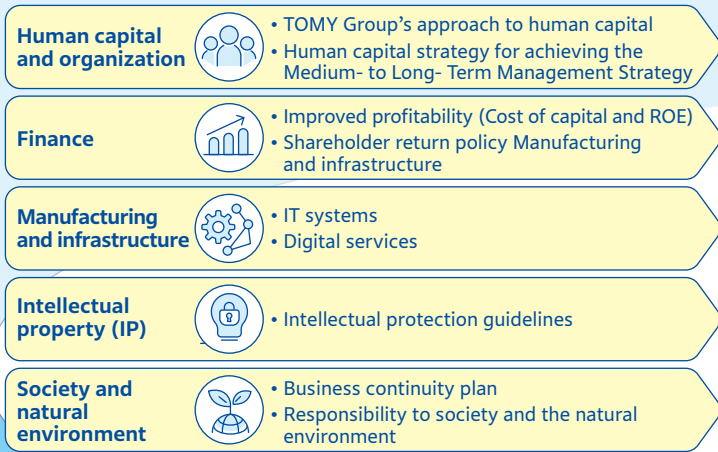


TOMY Group Value Creation Process



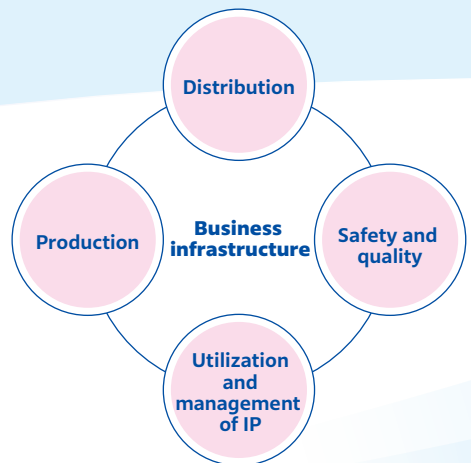
Corporate Strategies

Guidelines for creating and enhancing sources of value



Business Strategies

Methods for utilizing the key areas and strengths of the businesses



TOMY Group business activities

The Five Key Themes of Sustainability

Our passions

Through Asobi, contribute to a healthy society that has dreams

A workplace where employees can get absorbed in the work of creating Asobi that is noticed and loved all over the world

Materialities

1 Contributing to an enriched society through Asobi

2 Improving employees' well-being
3 Promoting employee growth

Business environment and issues

Aging population and declining birthrate in Japan

Diverse values

Vision

Business Vision 2030

Becoming a globally adored Asobi powerhouse, known for its top-notch quality and boundless creativity.

Sustainability Vision 2030

A creator of quality Asobi that promotes the sustainable well-being of society.

Creation of added value

Hit products in major countries and expansion in market share

Growth potential through attractive competitive strategies

Expansion of regional axis

Expansion of age groups

Large growth potential

Increase brand value

Non-toy revenue

Digital

Factors supporting growth

Our responsibilities

Ensuring high quality

- 4 Asobi that is safe, secure, and of high quality
- 5 Connecting with customers

Coexistence with the global environment

- 6 Responding to climate change
- 7 Promoting eco-conscious package/product designs

Sound management

- 8 Respecting human rights
- 9 Sustainable procurement
- 10 Governance supporting the creation of Asobi
- 11 Risk management supporting the creation of Asobi

Global expansion of the middle class

Political instability

Natural environment, etc.