

Regarding the Six Key Strategies

Growth potential through attractive competitive strategies

Large growth potential

Hit products in major countries and expansion in market share

Concept and efforts

Our strength lies in the creation of new hits in major countries including Japan. During the period of the previous Medium-Term Management Plan, we were committed to the creation of new value in asobi. Examples include BEYBLADEX, the fourth generation of the modern version of beigoma, a spinning top game; Punirunes, an LCD care toy with a new texture from TOMY Company, Ltd.; Pokemon-related businesses at T-ARTS; and the discovery of new characters at KIDDY LAND. With the Medium- to Long-Term Management Strategy 2030 announced in May 2024, we intend to expand further into North America and China as we expand into wider regions through the strengthening of supply chains. We will continue to strive to expand our global market share by maximizing our globally accepted brand palette (the “right people”) and adapting products that are rolled out to the target age and market area (the “right place”) on a brand basis.

Expansion of regional axis

Concept and efforts

The ways in which people have fun and their values have changed, and this has caused a certain market segment to be fostered by kidults, or adults with a playful spirit. The Group owns diverse brands including standard products such as TOMICA, PLARAIL and LICCA dolls, as well as BEYBLADE, TRANSFORMERS and ZOIDS. By fully utilizing these IPs through in-house and partner brand palettes, and properly rolling out them out based on the target age groups, markets or regions for each brand, we will work to leverage the strengths of the TOMY Group and achieve further growth.

Expansion of age groups

Factors supporting growth

Increase brand value

To expand into wider regions and age groups, it is necessary to have high brand value and customers who appreciate the value and to provide continuous support. We will enhance the value of our brands including classics such as TOMICA, PLARAIL and LICCA dolls, and will build a fan community for wider age groups and market areas. In addition, we will leverage our strengths in development and our product lineup to enhance the value of our partner brands while staying committed to the discovery of new characters. In building a fan community, we will enable face-to-face events to evolve and deepen our relationship with customers.



Face-to-face event: Great ZOIDS Fair

Concept and efforts

Non-toy revenue

Today, we operate a licensing business with the characters from TOMICA, PLARAIL, LICCA dolls, BEYBLADE, TRANSFORMERS, etc. In recent years, new services have been rolled out at full scale. Examples include the DUEL MASTERS PLAY'S card game app and the launch of long-time seller The Game of Life as software exclusively available on Nintendo Switch™. Furthermore, we organize many events such as the TOMICA Fair and the PLARAIL Fair to help increase non-toy revenue.



The Game of Life for Nintendo Switch™

Concept and efforts

Digital

In carrying out the six key strategies, we will utilize different types of infrastructure such as the digitalization of DUEL MASTERS PLAY'S and The Game of Life for Nintendo Switch™ on a smartphone or a game console and the expansion of e-commerce business including TakaraTomy Mall. We will also offer purchase opportunities by maximizing digital areas such as media, analytics and marketing automation to provide the right information to the right people at the right timing. With the use of digital tools such as language translation for raising operational productivity and increasing access to the world, we will expand the world of asobi more efficiently.



Concept and efforts