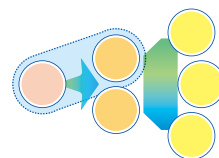
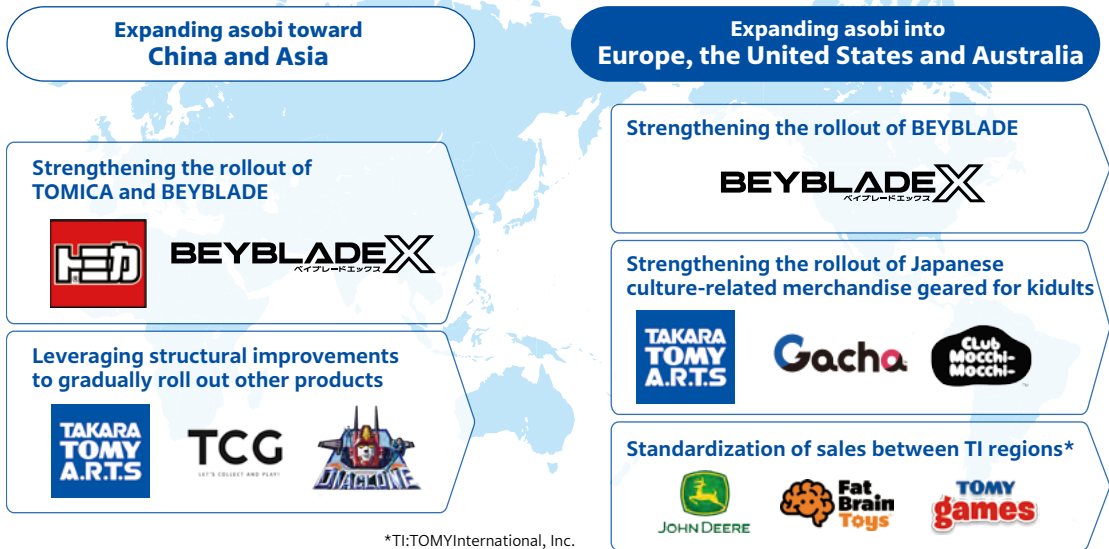


Expansion of Regional Axis



Global Asobi Company

Formulating brands' regional strategies based on putting the right people in the right place



We will seek to expand our businesses into wider regions mainly targeting Asia including China, Europe, the United States and Australia. Our structure will be improved in Asia including China. Examples are the reinforcement of the rollout of popular content such as TOMICA and BEYBLADE, the introduction of our original IPs and other efforts. We will expand our business areas by gradually rolling out strong content owned by the TOMY Group, such as T-ARTS products, trading card games and hobby merchandise, from the regions where we have improved our structure.

In Europe, the United States and Australia, we will seek to reinforce the rollout of BEYBLADE, our IP with strong brand power on a global level. For kidults, Japanese culture-related merchandise (e.g., GACHA, stuffed toys) will be expanded. Targeting areas in Europe, the United States and Australia where animated content is more popular, we will start with the development of a sales network before launching products.

Creation of group synergy

In reinforcing the rollout of BEYBLADE, we will also reinforce the development of its license. T-Licensing Inc. was established in New York, USA, in November 2022 and operates a license business mainly in Europe and the United States. For BEYBLADE X, the fourth generation of the series of products, we sell rights for the broadcasting and distribution of animated works, plan their roll out in the media and sell rights for holding events and commercializing accessories and other merchandise. In this way, we are working to increase brand recognition and make a profit.

For kidults, we focus on figures and stuffed toys available from T-ARTS in Japan amid the increase in the popularity of Japanese culture and the growing interest in figures and stuffed toys. The rollout of these products targets areas where animated content is popular, and TOMY International is developing a sales network and launching products to expand into new age groups and wider regions.

In cooperation with the companies of the TOMY Group, we seek to create synergy mainly in the areas of content and products such as these.

