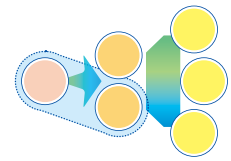
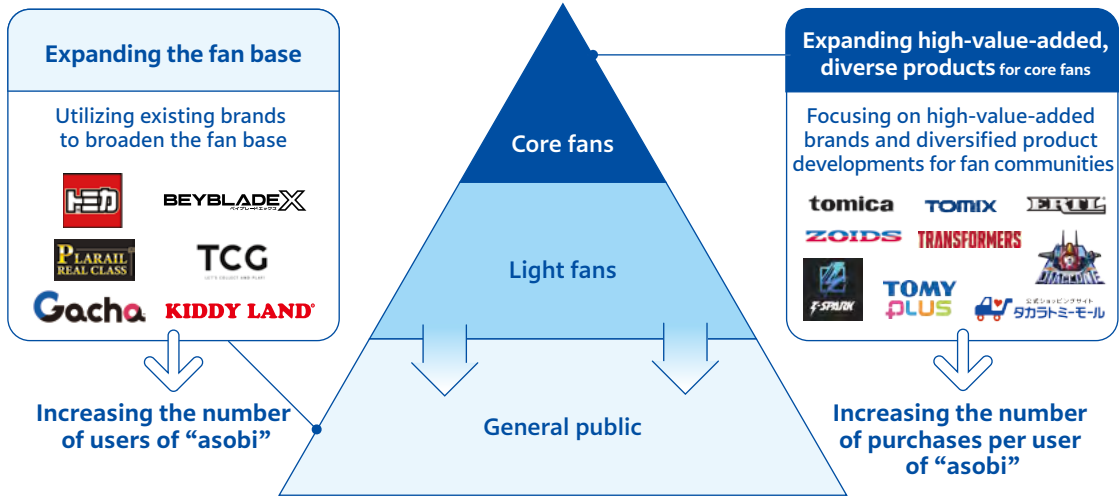


Expansion of Age Groups



Expanding asobi enjoyed by a wide age range of people

Formulating an age group strategy for each brand



We seek to create hits and expand our market share by adapting product rollouts to the target age group for each brand we own. Efforts will be made to expand our fan base. For example, we leverage the power of our existing brands such as TOMICA and PLARAIL to attract new users and people who enjoyed these brands in the past. Meanwhile, the rollout of elaborately detailed high-value-added products, such as TOMICA Premium and TOMIX, and efforts in new fields such as hobbies are intended to increase the number of core fans.

Digging deeper into existing brands and spreading them beyond light fans to the general public and core fans will enable us to approach a wider age range than ever before.

Developing asobi

We maximally draw out the potential of existing brands and develop new forms of asobi. DUEL MASTERS, a trading card game, has been available from TOMY since 2002. To attract users from a wider range of ages, we developed DUEL MASTERS PLAY'S, a card game app for use with a smartphone, in cooperation with DeNA Co., Ltd., and released it in December 2019. The Game of Life for Nintendo Switch, a software version of the long-selling game exclusively for the Nintendo Switch™, was launched in October 2023. Through efforts like this, we have been developing new forms of asobi such as the digitalization of existing brands.

In May 2024, T-SPARK, a new label geared for hobbyists was announced. This comprehensive hobby label includes multiple brands including TRANSFORMERS, ZOIDS, Diaclone and others. The concept of the brand is to offer the best experience to hobbyists. In September 2024, the SYNERGENEX series was launched to fully draw out the synergy created through collaborations between our IPs and other companies' IPs and brands to offer new forms of fun such as unexpected combinations and the spread of asobi.

In new fields such as hobbies, we maximally draw out the potential of existing brands and develop new forms of asobi.

