

Increase of Intangible Assets in the Form of Intellectual Capital

Intellectual Property Strategies

Strategy 1 IP creation and growth

We aim to create hits and expand our market share by utilizing this extensive intellectual property as a diverse, globally accepted in-house and partner brand palette (the "right goods") as much as possible and by properly deploying this intellectual property tailored to target ages and market regions for each brand (the "right place").

In terms of target age groups, we are approaching "kidults," or adult fans with an "asobi" mindset, so that they can also enjoy our IP.

For example, "BEYBLADE X," released in July 2023, is expanding its market through a strategy of leveraging the existing IP and continuously building a fan base.



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Protecting technology and expertise with the TOMY Toy Technology Thinktank

To preserve our technology and expertise to be passed on in a tangible form, we operate the TOMY Toy Technology Thinktank, which has compiled a glossary of terms, a checklist in multiple languages, and the knowhow on how to set up production sites.



Strategy 3

Strategy

Utilization of Intellectual Property

We have proactively acquired intellectual property rights regarding our own brand and products and are among the top companies in the industry in terms of the number of such applications filed. Acquiring intellectual property rights establishes and leads to the sustainable growth of brand value, including technologies and forms of play.