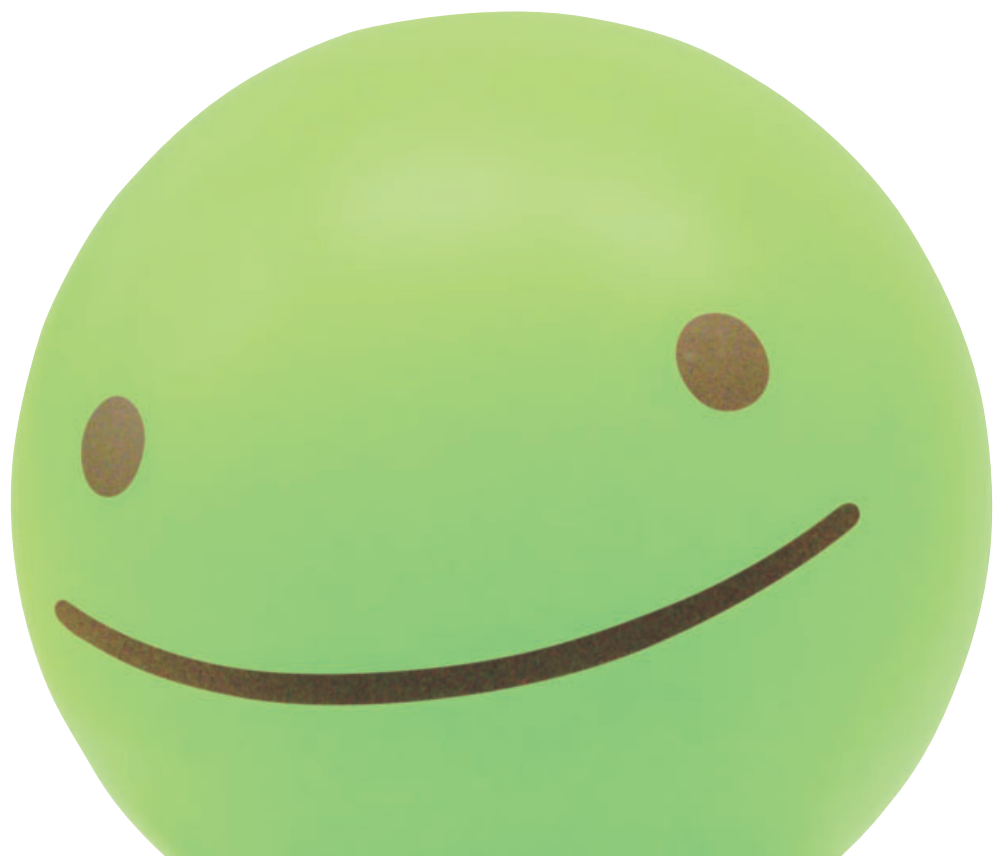




TOMY Company, Ltd.
Corporate Brochure



P=DT²

P=Dreams

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× TAKARATOMY

P=DT² (The formula for making dreams come true)

People feel empowered when they have dreams.

Dreams provide energy, and generate the goals for our lives.

“P” is obtained by multiplying “Dreams” and “TAKARATOMY*” (T²).

“P” denotes the keywords needed to make dreams a reality, such as:

Play, People, Prosperity, Passion, Protect, Philosophy, Path, Perspective, Peace, Progress

We wish to enrich the “P” in people's lives through toys as much as possible.

For example, Einstein developed the equation $E=mc^2$ in his special theory of relativity.

This simple formula upturned conventional concepts of time and space, and became the starting point of the great paradigm for unveiling the mysteries of space.

Thus, the formula $P=DT^2$ expresses the starting point for consistently generating the unique ideas which allow TOMY to create new value from play.

This corporate brochure reveals what we believe is most important in order to make the dreams of our stakeholders come true, as we aim, with this formula, to become the world's top toy manufacturer.

*TAKARATOMY is the Japanese company name for TOMY Company, Ltd.



Founding
Philosophy

Let's excite the world's markets with our outstanding products.
Our sincerity and diligence will contribute to society and lead to our
own success and happiness.

Corporate
Mission

Our mission is to fulfill the **dreams** of our stakeholders, including

The **dreams** of children

The **dreams** of our employees

The **dreams** of our shareholders

The **dreams** of our business partners

The **dreams** of our society

We will create new value from play.

Toys are a medium by which children can expand their experiences through play, creative activities and diverse excitement. The excitement experienced by children affects their growth significantly and helps them enjoy healthy development.

We at TOMY Company, Ltd. (“TOMY”) feel highly motivated and proud about taking part in the future of children. With “Toy Renaissance” as our theme, we have developed quality toys globally while aiming to bolster the overall industry. Through this approach, TOMY seeks to contribute to education, culture and sciences, and ultimately world peace.

The environment surrounding the Japanese toy industry is experiencing sweeping change, exemplified by the declining number of children, IT development and globalization. In response, TOMY has developed a series of new markets in recent years based on new business models. We are continuing to explore vast new markets, such as expanding into associated businesses geared to young lifestyles, developing products for all age groups and operating in the global arena.

Regarding globalization in particular, we feel that people are now well enough aware of Japanese culture and its unique characteristics that we can undertake expansion into the global market. We believe it is necessary, as a part of our globalization strategy to promote with confidence in the international arena the toys and content created in Japan.

We will create high-quality toys and content that encourage dreams and excitement as well as communication among friends and family, and we will continue to distribute them to all people, children and adults, the world over.

富山 幹太郎

Kantaro Tomiyama

President and CEO
TOMY Company, Ltd.





“TOMY aims to become the world leader in toys and associated businesses.”

TOMY aims to become a company capable of offering dreams and excitement to people, both children and adults, the world over. We will bolster our profitability and enhance our brand power to accelerate our growth, so that we can make the jump from Japan's No.1 to the world's No.1 in our industry. With a Japanese sensitivity and culture, we will continue to raise our corporate value as a global company that offers new value from play.



TOMY is proceeding with four strategies to fulfill the dreams of all our stakeholders.

1 Strengthening and expanding the profit structure of existing businesses (toys and associated businesses)

- Profitability is stabilized for long-seller lines and new franchises are cultivated by creating hit products.
- We will offer even better products not only to children but also to age groups ranging from babies to adults.
- We are optimizing our product portfolio by focusing our business resources on select areas, while pursuing efficient business processes.

3 New distribution strategies

- We will continue to conduct in-store merchandising that is attractive and fun for the consumer.
- We will further expand direct operation of shops for our own branded content while working with our partners on in-store merchandising for licensed brands.
- Through implementation of more efficient logistics and IT systems, we will improve our ability to supply our products to the customer.



2 Creation of original content

- In addition to creating and delivering new content, we will continuously revitalize existing TOMY content through value-added R&D and marketing.
- We will use our accumulated knowledge and expertise in the commercialization of content and characters to develop future hit products.
- Whether it's with TOMY Group companies or other partners, we will develop and market a wide range of content and products.

4 Expansion of global operations

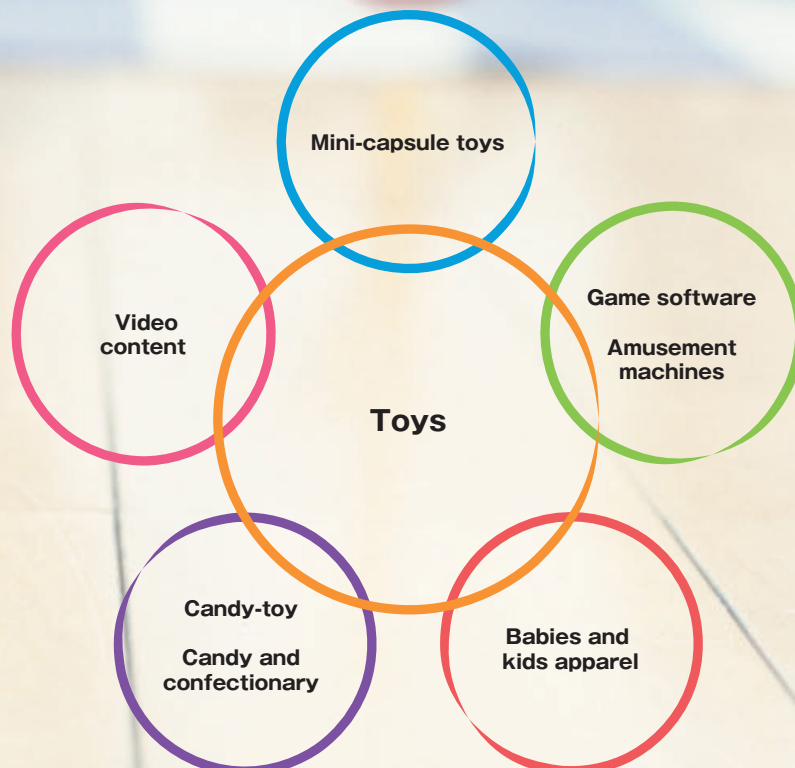
- We will use our brands and products to develop businesses with close links to their regions in Europe, North America and Asia.
- We have sought to develop original Japanese content based on our toys that win acceptance worldwide.
- We select the best partner for each region, foster the relationship and develop businesses together.

“TOMY continues to challenge ourselves in the vast entertainment field.”

TOMY has expanded its operations from its core toy business into associated spheres.

TOMY has an extensive product lineup: from toys for newborn babies to kindergarten children, elementary school children, boys and girls, as well as hobby products for adults and products for senior citizens.

We have expanded the use of our branded content into mini-capsule toys, apparel, candy-toy and other associated areas, and will further expand our business scale by exploring new possibilities.



Toy Business

The No.1 toy company and leader in long-selling franchise toy lines.

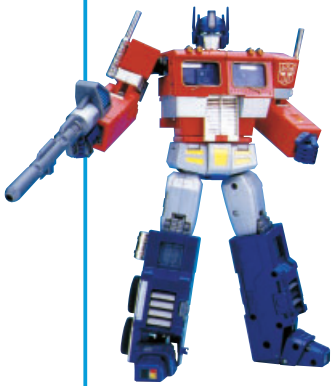


Plarail
An extensive selection of real-world trains, as well as the licensed *Thomas the Tank Engine* series.



Tomica die-cast vehicles

These miniature vehicles have been popular with boy and girl alike since they were first introduced, with total sales exceeding 500 million units. Many families visit the Tomica Expo that has been held annually since 2000.



Pocket Monster
As a *Pokémon* master licensee, we have developed a diverse range of products from toys to house-hold goods.



©Nintendo・Creatures Inc.・
GAME FREAK・TV Tokyo・
ShoPro・JR Kikkaku
©2007 Pokémon.



Yumel and Nerul

Especially popular with 40+ women, these friendly dolls brighten their owners' lives with their innocent animatronic personalities.



Transformers

Sales started in 1984 in the United States, and in 1985 in Japan. It is the world's best selling robot series sold in over 130 countries the world over.



Jinsei Game

(Japanese version of *The Game of Life*)
Spin the famous roulette wheel to determine the course of your life. A broad range of Japanese versions meet local tastes and evolve to reflect the times.



©Disney

Disney

We offer numerous toys based on Disney characters that are known and loved worldwide.



Licca doll line;

Licca is an eternal idol. A dress-up doll line with total shipments exceeding 53 million units

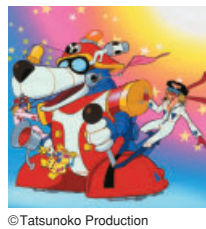
Toy peripheral Businesses

Expanding into associated businesses where our "spirit of fun" adds value.



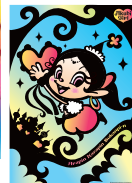
Mini-capsule toys (Yujin Co., Ltd. group)

Dream-filled mini-capsules offer palm-size surprises.



Video content (Tatsunoko Production)

These video films deliver dreams and excitement to children.



©Kishimoto Masashi
Scott/Shueisha・TV
Tokyo・Pierrot
©2007 TOMY

Game software (TOMY Company, Ltd.) (Toys Union Co., Ltd.)

Our Group has delivered software for mobile and next-generation game machines.



©1983-2006 TOMY
©ShoPro・TV Tokyo
ZOIDS is a trademark of
TOMY Company, Ltd.
and used under license.

Candy-toy/Candy and confectionary (Subarudo Co., Ltd.) (Matsuyama Confectionery Co., Ltd.)

These products deliver two of the children's dreams, namely confectionery and toys.



Babies and kids apparel (TOMY Company, Ltd.) (Tinkerbelle, Inc.) (Wako Co., Ltd.)

Stylish and high-quality branded clothes for little ones.



Amusement machines (TOMY Company, Ltd.)

Amusement machines for kids featuring popular branded content.

**Pokémon Battle* is jointly operated with AQ Interactive.

©2007 Pokémon.
©1995-2007 Nintendo/
Creatures Inc./GAME FREAK inc.
Developed by TOMY and AQ INTERACTIVE



TOMY

Tomy Co., Ltd. was founded as Tomiyama Toy Seisakusho on February 2, 1924, by Eiichiro Tomiyama, and then incorporated on January 17, 1953 as Sanyo Kogyo Co., Ltd. The name "Sanyo" means "the three Suns," and reflected the enthusiasm of the company, a toy exporter, with the hope that the three Suns would shine over the world 24 hours a day and the company's toys would be distributed to every corner of the world. On March 9, 1963, the company changed its name to Tomy Kogyo Co., Ltd. At the time, about half of the toys it produced were exported, and the company was better known in the United States market as "Tomiyama." Consequently, the name "Tomiyama" was shortened to "Tomy," so it would sound more familiar and easier to remember overseas. At the same time, the trademark was changed from the "bear" to "a boy and a girl holding hands." The mark signifies "friendship" and "peace," and represents the corporate philosophy of contributing to the healthy development of children through toys.

February 1924

Eiichiro Tomiyama establishes Tomiyama Toy Seisakusho at Nishi-Sugamo, Kitatoshima of Tokyo

May 1927

Company moves to Terashima-cho, Mukojima-ku, Tokyo and joint stock company Tomiyama Factory established

August 1945

Factory moves to Honda-Tateishi, Katsushika-ku



1951

Produces large friction toy, the U.S. B-29 Bomber, which becomes a big hit

January 1953

Sanyo Kogyo Co., Ltd. established

1956

Bubble Blowing Elephant introduced. Product enjoys massive popularity at Toy Fair held in New York in the following year

March 1959

Sales division spun off to create a sales subsidiary Tomiyama Shoji Co., Ltd. "Bear" mark selected as the trademark

1959

Sky Ping-Pong released



Plastic Train and Rail Set, predecessor of *Plarail*, released

October 1961

Electric Plastic Train Set released. Series is named *Plarail*



March 1963

Trade name Sanyo Kogyo Co., Ltd. changes to Tomy Kogyo Co., Ltd., and Tomiyama Shoji Co., Ltd. becomes TOMY Co., Ltd.

1964

Ohanashi Miko-chan (Talking *Miko-chan*) released



June 1964

Trademark changes from "bear" mark to "boy and girl holding hands" mark

1960's

April 1960

Dakko-chan released. Some 2.4 million units sell in about half a year, making the product a social phenomenon and driving force for development of the company

**Dakko-chan* was the company trademark for 30 years from 1961 until 1990 when the use was discontinued due to concerns that it promoted a racial stereotype. A re-envisioned *Dakko-chan* was reintroduced in 2000.



July 1960

Trade name changed to Takara Vinyl Industries Co., Ltd.

February 1961

Trade name changed to Takara Vinyl Industries Co., Ltd. (Change in Japanese characters)

November 1966

Trade name changed to Takara Co., Ltd.

1920' >> 1950's

TAKARA®

Takara Co., Ltd. was founded in 1955 by Yasuta Satoh as Satoh Vinyl Industries, Ltd., in Takara-cho, Katsushika-ku of Tokyo. The company changed its name in November 1966 to Takara Co., Ltd., in memory of the town where it was established. The name Takara (meaning treasure), represents the company's wish to offer dreams to children as they play together with toys and nourish their minds. The name also symbolizes the motto of "Creating treasure in people's minds." The corporate slogan is "Play is culture," and the company's greatest hit product in the Showa Era, *Dakko-chan* is chosen as its trademark.

September 1955

Yasuta Satoh establishes Satoh Vinyl Industries, Ltd. at Takara-cho, Katsushika-ku, Tokyo



June 1959

Company reorganizes as Satoh Vinyl Industries Co., Ltd. and moves to Aoto, Katsushika-ku

Historical Milestones

1926

Showa Era arrives, and modern boys and girls are in fashion

1947

The Constitution of Japan is adopted, the Local Government Law is enacted, and an unprecedented baby boom begins

1964

Tokaido Shinkansen ("bullet") Train begins operation; Tokyo Olympic Games held

1965

Shinichiro Tomonaga awarded Nobel Prize in Physics

We have introduced long-selling products that continue to be loved by children.

1968

Magic Sky Rail released, becomes huge hit in the U.S. as *Grippidee Gravidee*



August 1968

Mechanic Series becomes first toy product to win Good Design Award

April 1969

New head office building completed at 7-9-10 Tateishi, Katsushika-ku, Tokyo (current location of TOMY headquarters)

1969

Robot Daikaiten released

Hit product enjoys wide popularity with continuous actions of walking, toppling and getting up again



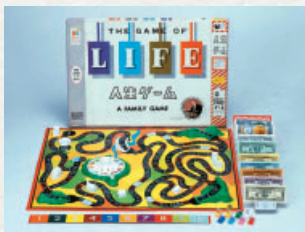
July 1967

Licca doll and *Licca Doll House* released



September 1968

The Japanese *Game of Life* released



Licca's friends *Wataru-kun* and *Izumi-chan* dolls released, completing the *Licca Doll Trio*

1969

Pose Lock posable figure construction toys released

1966
Population of Japan tops 100 million; Izanagi economic boom begins

1969
Apollo 11 lands on moon; Tomei Expressway opens

August 1970

Six models of *Tomica*, die-cast mini cars (domestic models) released



February 1973

Tomy Corporation established in Los Angeles, the United States

April 1973

Eiichiro Tomiyama awarded the Order of the Rising Sun, Gold Rays with Rosette by the Japanese government

March 1974

Eiichiro Tomiyama appointed chairman and Masanari Tomiyama appointed president and CEO

1974

Puckman Coin Bank released



1975

Pop Up Pirate is released.

This exciting and thrilling children's game becomes an instant classic.

1970's

June 1970

GI Joe released, and company begins developing toys for boys



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June 1972

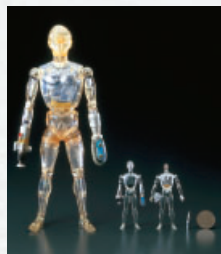
New head office building completed

October 1972

Henshin Cyborg released and becomes a major hit

June 1974

Microman released
Forms the basis for the worldwide hit, *Micronauts*



1970
Japan World Expo '70 held

1972
Winter Olympic Games held in Sapporo; the Okinawa islands are returned to Japan

1975

Tuneyville Choo Choo and *Pocket Games* released and become major successes



1976

Water Game released, becoming the most popular game in the United States in the following year, and then a global hit under various names, including *Waterfuls*

Puckman Game, *Amikko* and *Born Free* released



November 1976

TOMIX, N gauge railway system released

February 1978

Exhibits products for first time at Toy Fair Nuremberg, world's largest toy show

1978

Black Racer released

Quickly selling one million units, *Black Racer* and other electro-mechanical games, such as *Blip*, gain popularity worldwide

1975

TV character *Kotetsu Jeeg* released

©Dynamic Kikaku, Toei Animation



April 1976

Takara Iwaki Kogyo Co., Ltd. established

July 1977

Koeda-chan mini-dolls and treehouse released

August 1977

Sensei, a magnetic picture drawing board, released



1973
Second baby boom begins

1975
Okinawa Marine Expo was held

Until the merger that took place on March 1, 2006, Takara Co., Ltd. and Tomy Co., Ltd. had built their histories in the toy industry based on their own policies, creating a series of long-selling products adored by all ages, as well as historic hit products. The new TOMY Company, Ltd., created out of the merger of the two companies, will create toys and content of even higher quality that are fun for more and more people to play with, and continue its progress.

September 1980

Handicap Toy Laboratory established in the R&D Division to start planning and development of toys for disabled users

August 1981

CI measures introduced and logomark renewed (From boy and girl holding hands to TOMY mark)

1981

LSI game *Puckman* and *UNO* released in Japan



©NAMCO LTD.

August 1982

Pyu-ta, 16-bit graphic computer with TV game function, released



Weaving machine *Orihime* and knitting machine *Amuamu* released, to develop girls' hobby market

Three *Mechabonica* models (the predecessors to *Zoids*) released



December 1982

Tomy UK Ltd. established in United Kingdom as sales subsidiary for toys and other products

April 1983

Becomes official sponsor of Tokyo Disneyland

November 1983

Zoids released

September 1984

Keenly anticipated multifunctional robot *Omnibot* released



September 1985

Tomy France S.A.R.L. established in France as sales subsidiary for toys and other products

June 1986

Tomy Distribution Service Co., Ltd. (currently T2L Co., Ltd.) established

August 1986

Fuwafuwa Wataame cotton candy machine released



December 1986

Masanari Tomiyama appointed chairman and Kantaro Tomiyama appointed president and CEO

October 1987

Tomy (Thailand) Ltd. established in Thailand as a manufacturing subsidiary for toys and other products

Palm-size pet series *Tenohira Pipi* released



February 1988

Yujin Co., Ltd. established as a planning, manufacturing and sales subsidiary for mini-capsule toys

March 1989

Tomy Kogyo Co., Ltd. absorbs sales subsidiary, Tomy Co., Ltd. and combined company adopts the latter name

1989

Punch motion activated boxing game, *Kentoshi* is released



1980's

February 1980

Takara U.S.A. Corporation established as a sales subsidiary for United States

July 1980

Diacron released

December 1980

ChoroQ series toy vehicles released
Over 10 million units sold in a year, making the product a major hit. Also popular internationally as *Penny Racers*



January 1982

Corporate philosophy, motto and code of ethics established
Takara's version of *Barbie* released in Japan, under license from Mattel

May 1984

Takara licenses its transforming robot toys to Hasbro, which releases them as *Transformers* in the United States, and they become a major hit



November 1984

Takara stock becomes over-the-counter issue of Japan Securities Dealers Association

June 1985

Takara launches the *Transformers* brand in Japan where it also proves a big hit

February 1986

Jenny doll released
*Japanese version of *Barbie* doll changes name to *Jenny*



Takara stock listed on Second Section of Tokyo Stock Exchange

October 1987

Norakuro Rock released



© Tagawa Suihou/ Koudansha • Studio Pierrot

1988

Company becomes sole dealer and agent of *Steiff* products

April 1988

Releases character products based on the popular anime, *Mashin Eiyuden Wataru (Hero Wataru)*.



© Fuji Production; Toei Animation

October 1988

Releases products based on the popular anime, *Himitsu no Akko-chan (Secret Akko-chan)*, such as the *Tekumakumayakon magical compact*



November 1988

Rock N Flowers series released. Products become a global hit

1989

Releases plush toy based on the character *Goma-chan* from the popular anime *Shonen Ashibe*



© Morishita Hiromi/ Shueisha/1989, 1990

May 1989

Licca no Papa (Licca's Father) doll, Pierre, released

1989

The Heisei Edition of the Game of Life released

1981
Space Shuttle makes first flight

1983
Tokyo Disneyland opens

1985
International Exposition, Tsukuba, Japan 1985 is held

1986
Period of economic bubble (to 1991) begins

1989
Japan declares the beginning of the *Heisei* Era as Emperor Akihito assumes the Japanese throne

1989
Consumption tax introduced; Berlin Wall torn down

January 1990

Tomy Kosan Co., Ltd. established

1990

Enters the home video game market with the release of *Zoids Densetsu* for Game Boy

March 1992

Plarail Thomas the Tank Engine released



©2007 Gullane (Thomas) Limited.

April 1994

U-Mate Co., Ltd. established

December 1994

Watashi-wa-mangaka Surara released



December 1995

Tomy Interactive Co., Ltd., established (predecessor to the current Tomy Direct Co., Ltd.)

January 1996

Cella Sticker Maker released

March 1996

TOMYTEC Co., Ltd. established as planning, manufacturing and sales subsidiary of toys and other products

August 1996

U-Ace Co., Ltd. established

October 1996

Tomy System Design Co., Ltd., established (predecessor to the current T2 System Co., Ltd.)

April 1997

Pokémon toys are released amid a wave of *Pokémon* mania which includes the broadcast of the popular anime



©Nintendo・Creatures Inc.・GAME FREAK・TV Tokyo・ShoPro・JR Kikaku
©2007 Pokémon.

September 1997

Stock of Tomy Co., Ltd. registered over-the-counter at Japan Securities Dealers Association

February 1998

TOMY Corporation established in the United States as sales subsidiary of toys and other products

March 1998

World's smallest and lightest (at time of release) instant camera *Polaroid Pocket Xiao* released

November 1998

Acquires exclusive Japan rights for all new Hasbro Group products

March 1999

Stock of TOMY Co., Ltd. listed on Second Section of Tokyo Stock Exchange

May 1999

Releases the Japanese language version of the global hit *Furby*, the ingenious talking robot



©1998 Tiger Electronics, Ltd.
©1999 TOMY Co., Ltd.

1990's

February 1990

MusiCan released



©Anheuser-Busch, Inc.

November 1990

The first full-fledged word processing machine for children *Dear* released

Toys based on the characters from the popular anime *Chibi Maruko-chan* released

March 1991

Aicho Club realistic singing bird figures released

Over 1.5 million products sold in three months, amidst the ecology boom

September 1991

Takara stock listed on First Section of Tokyo Stock Exchange

May 1992

Events commemorating the 25th anniversary of *Licca* doll held throughout Japan

December 1992

Garou Densetsu (Fatal Fury) video game software title for the Super NES platform is released

©TOMY *Tonica* and *Plarail* are registered trademarks of TOMY Company, Ltd.

May 1993

Takara celebrates the opening of the *Licca-chan Castle* in Onomachi, Fukushima Prefecture



September 1993

The industry's first full-fledged children's cosmetics line, *Pinkish* released



December 1993

B-daman released



©HUDSON SOFT
©Imaga Shun/Shogakukan・Takara・ShoPro・TV Tokyo

April 1994

Company's organization revamped under leadership of chairman Yasuta Satoh and president Hirohisa Satoh

January 1995

Battle Arena Toshinden video game software title for the Sony Play Station platform is released

November 1995

Yasuta Satoh awarded Order of the Rising Sun, Gold Rays with Rosette by the Japanese government

July 1997

The *Beast Wars Transformers* toy series is released in conjunction with the first ever fully CG animated series of the same name and becomes another *Transformers* hit

July 1999

Takara's original *Beyblade* next-generation battling tops toy line is released along with an animated TV series, beginning a meteoric rise to become the most popular toy brand worldwide for several years running



©Aoki Takao・BB2 Project・TV Tokyo

1999

Yasuta Satoh appointed Company chairman and president

1992
Barcelona Olympic Games held

1993
J League soccer league begins

1994
Kenzaburo Ohe awarded Nobel Prize for Literature; Kansai International Airport opened

1996
Atlanta Olympic Games held; *Pocket Monster* game released

1997
Hong Kong returned to China; Nagano Shinkansen Train begins operation

1998
Winter Olympic Games held in Nagano; Japan participates for first time in World Cup Soccer

March 2000

Stock of Tomy Co., Ltd. transferred to First Section of Tokyo Stock Exchange

Great Tomica Expo 2000 held to commemorate 30th anniversary of *Tomica*

December 2000

Comprehensive licensing agreement for domestic toy market concluded with Walt Disney International Japan Inc.

May 2001

Tomy Development Center Co., Ltd. (now T2 Engineering Co., Ltd.) established as an R&D subsidiary

TV broadcast of Zoids begins in the United States

October 2001

BitChar G released as an ultra-small radio control car enabling two minutes of driving with rapid charging of 45 seconds

December 2001

HeartLand Co., Ltd. founded jointly with Cube Co., Ltd. as a subsidiary for planning, manufacturing and selling of plush toys and other products

July 2002

Nohonzoku released



MicroPet released in simultaneous, global launch



January 2003

Tomy General Service Co., Ltd. (currently T2GS Co., Ltd.) established as an after-service subsidiary of the Group

June 2003

Tomica play set, *Kosoku-Doro Nigiyaku Drive (Exciting Expressway Drive)* is released

June 2004

Tomy (Shenzhen) Ltd. established in China as a manufacturing and sales subsidiary for toys and other products

September 2004

Tomy (Shanghai) Ltd. established in China as a manufacturing and sales subsidiary for toys and other products

December 2004

Aero RC model kit remote control vehicles released. This price break-through in remote control vehicles becomes an international multi-million seller



February 2005

Yumel released



June 2005

Matsuyama Confectionery Co., Ltd. acquired to strengthen the candy-toy business

2000's

January 2000

Nanchatte Phone, the first installment in the *Nanchatte* series designed with the concept of 20% practicality and 80% fun, released

February 2000

Keita Satoh appointed president; decides to expand the toy businesses



March 2000

21st Century Colorful Dakko-chan is introduced as a modern envisioning of Takara's classic *Dakko-chan* character and corporate mascot

July 2000

Summit Licca-chan limited edition doll is sold via the Internet, to commemorate the G-8 Kyushu-Okinawa Summit in Japan

August 2000

Company takes an equity stake in Index Corporation



More installments in the *Nanchatte Series*, *Gorgeous Bath* and *Let's Beer* are released

September 2000

Underwater robot *Aquaroid* released



October 2000

e-kara, microphone-and-karaoke-in-one is released. Plug and play (to a TV) simplicity and commercials featuring pop band *Morning Musume* sell 580,000 units in two months. Later becomes a U.S. Toy of the Year and sells millions worldwide

September 2001

Sweet Bambini, a cosmetic brand for young teenagers, released

October 2001

Comprehensive business tie-up formed with Hasbro in United States

November 2001

A special "future envisioning" of popular doll *Licca-chan* is released, *Konnichiwa Akachan (Hello Baby)* with *Licca-chan* jumping from 11 years old to an adult ready to have a baby

December 2001

Bipedal robot *Dream Force 01* released

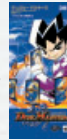
March 2002

Business tie-up formed with world-renowned figurine design firm Kaiyodo Co., Ltd. to strengthen the candy-toy business

May 2002

Trading card game *Duel Masters* released

©TM & ©Wizards of the Coast/ Shogakukan/Mitsui-kids



September 2002

Subsidiary CQ Motors releases its first model in a line of street-legal, single-seated, electric automobiles, the *Qi* (pronounced, *kyuno*)

Egg-shaped chocolate *ChocoQ*, packaged with a figure designed by Kaiyodo Co., Ltd., released



September 2002

Bowlingual, the dog translator, released



October 2002

Bowlingual awarded Ig Nobel Prize and selected as one of the Best Inventions of 2002 by *TIME* magazine

November 2003

Meowlingual, the cat translator, released



March 2004

Company operated store GARAGE opens in Coredo Nihombashi

August 2004

Yunemi Koubo (Dream Workshop), a device to help people come closer to experiencing their preferred dreams is released



September 2004

A favorite from the past, the *Koeda-chan* character and product line is revived



October 2004

±0 (plusminuszero) subsidiary specializing in quality designer home electronics and appliances opens a directly operated store in Aoyama

2000
Kyushu-Okinawa Summit held; Sydney Olympic Games held

2001
Koizumi Cabinet inaugurated

2001
Crown Princess Masako gives birth to a Princess

2002
Korea and Japan jointly host first World Cup Soccer games in Asia

2003
Shinagawa Station on Tokaido Shinkansen Line commences operation

2004
Athens Olympic Games held

July 2005

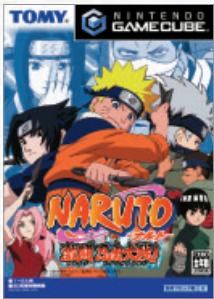
Wako Co., Ltd, a maker of baby apparel and infant and nursery variety products, is acquired

August 2005

The first *Tomica Shop*, exclusively handling *Tomica* branded toys and merchandise is opened in the *First Avenue Tokyo Station* shopping arcade

October 2005

TOMY is granted the video game license on Nintendo platforms in the Americas for the popular anime and manga series *NARUTO*



©Kishimoto Masashi
Scott/Shueisha • TV Tokyo • Pierrot
©2002 TOMY

December 2005

Stock of Yujin Co., Ltd. listed on JASDAQ Securities Exchange

February 2005

Toy wholesaler Hattori Gangu Co., Ltd. is acquired and integrated into subsidiary Toys Union Co., Ltd.

April 2005

Nobuyuki Okude appointed president and Keita Satoh appointed chairman

Index Corporation becomes major shareholder

Business and capital tie-ups formed with Index Corporation

May 2005

Keita Satoh appointed chairman and representative director

June 2005

Acquires Tatsunoko Production

Walkie Bits turtle robots, one of the smallest ever programmable robots in production, is released

**September 2005**

The Game of Life M&A released

November 2005

Walkie Bits selected one of the Best Inventions of 2005 by *TIME* magazine

**2006 >>****May 2005**

Conclusion of basic agreement announced for merger of Tomy Co., Ltd. and Takara Co., Ltd., as well as for establishment of strategic joint venture with Index Corporation

August 2005

Agreement concluded for merger of Takara Co., Ltd. and Tomy Co., Ltd.

September 2005

Merger agreement approved at extraordinary general shareholders' meeting of Tomy Co., Ltd. and Takara Co., Ltd.

Index Corporation, Takara Co., Ltd. and Tomy Co., Ltd. jointly establish T2i Entertainment Co., Ltd.

January 2006

Candy-toy business spun off as Subarudo Co., Ltd.

March 1, 2006

Takara and Tomy officially merge, becoming TOMY Co., Ltd.
(known as TAKARATOMY in Japanese)

March 2006

Tinkerbell, Inc. becomes subsidiary

April 2006

Pocket Monster AG Game of Life, first product under the brand of TAKARATOMY released

To publicize the merger of Takara and Tomy, the *Licca-chan* character, under her full name, *Licca Kayama*, joins a group of new graduates as one of the first new "employees" of the freshly merged TOMY

July 2006

TOMITECH
Aero Soarer released



Akachan Kerotto Switch (Baby Mood Switch) released



©Disney

August 2006

Capcom Co., Ltd. and TOMY jointly develop the character series, *Idol Puppy, Wantame*, a game and toy line in which puppies become stars

New TOMY headquarters building in Tateishi is completed

September 2006

Rokuro Club, a pottery making set aimed at adults, is released

Q-Steer, low priced, high performance infrared remote control *ChoroQ* vehicles are released. Become one of the best selling toys in Japan

**December 2006**

Jinsei Ginko (Life Bank), a combination coin bank and digital game is released and becomes a major hit

March 2007

Business and capital tie-ups formed with TPG, a U.S. private equity investment firm

April 2007

TOMY Marketing Company, Ltd. established

May 2007

Kiddy Land Co., Ltd., a chain of popular toy and specialty shops, becomes a subsidiary



Licca World Tour series released to commemorate 40th anniversary of *Licca* doll

June 2007

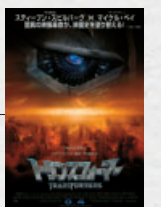
Fully bipedal robot, *Ominibot 17 µi-SOBOT* is certified by Guinness World Records as the "World's smallest humanoid robot in production"

**July 2007**

Transformers the first ever live action movie based on the hit toy line is released in the U.S. and sets a box office revenue record

August 2007

Transformers released in Japan



2005
2005 World Expo held in Aichi
Central Japan International Airport (Centrair) opens

2006
World Cup Soccer held in Germany

Princess Kiko gives birth to a Prince

“Creativity and passion are assets shared by all employees.”

Creativity and enthusiasm from our employees are essential for TOMY to continuously introduce new and fun ways to play.

We are full of dreams and proud to be working in the toy industry and we are dedicated to creating a new corporate culture for the newly merged TOMY.

Enthusiasm is evident in the professionals from all areas of TOMY working together to create dreams and to get the job done.



Ms. Chie Yamada

Public Relations Section,
Public Relations and IR Department

My wish is to convey dreams to men and women, young and old, all over the world, through the toys of TOMY.

Mr. Kennedy Gitchel

Deputy General Manager,
Global Business Headquarters

In addition to the merger, we have formed an alliance with a major global investment fund. This is very exciting because these moves are helping us develop the untapped, global potential of TOMY.



Ms. Chisaki Endo

New Product Team

I want to continue making products that add playfulness and fun to every aspect of our daily lives.



Ms. Yuko Ishikita

Field Support Team

Working together with our retail partners, I want to create and maintain an exciting in-store experience for our consumers.



Mr. Mikitoshi Amano

Expert, Hobby Development Team

Nothing makes me happier than when I see products I have planned actually created and purchased by smiling customers.



Ms. Ayumi Kinoshita

Chief, Licca Doll Line Development Team

I would be really happy if the products that I was in charge of developing brought smiles to many people.



Mr. Masaomi Kobayashi
Subsection Chief, Advertisement Team

I want to support the development of global hit products through promotions that create buzz and communicate to the world a spirit of fun.



Ms. Yoko Kawazoe
Chief, Babies' Products Marketing Team

I want more babies to meet TOMY for the first time! And I want to bring smiles to the moms and dads who are caring for their children!!

©Disney

Mr. Kohei Nakano
Tomica Marketing Team

One of my dreams is that when I have a child in the future, the child will play with the Tomica cars I created. (Laughing)



Ms. Mariko Hirano
Subsection Chief, Personnel Planning Section, Personnel Department

To make children the world over excited through personnel recruitment, training and assignment! That's my job.



Mr. Yuya Yoshihara
Boys Hobby Team

I hope to continue making products that thrill both children and adults; toys that they will always remember.



Mr. Tadashi Mori
Expert
Contents Group

We have always tried to come up with plans that make users surprised and then smile.



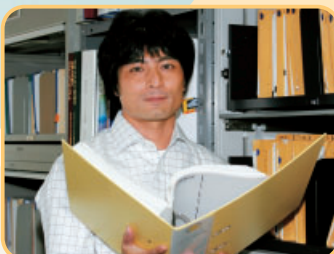
Ms. Natsuko Kanaya
New Customers Sales Section

I want to deliver toys to many people, to encourage people to interact with each other.



Mr. Takahiro Ishidate
Section Chief, Legal Affairs Section,
Legal Affairs Department

As a member of a global company, it is the job of the Legal Affairs Section to provide legal support to the domestic and overseas businesses of the TOMY Group, from M&A to examination and preparation of contracts.



Mr. Yoshiyuki Suzuki
Section Chief, Sales Strategies Section,
Sales Planning Office

With the aim of becoming the world's top toy manufacturer, I am committed to doing what needs to be done now and what needs to be done in the future, with confidence and motivation. Our company is very energetic, and it is fun to work in a place that offers dreams.



“Our company has a responsibility to act for the good of our society.”

Toys that are fun have the ability to expand children's play and creative experiences and offer them a wide range of emotional development. Indeed, these numerous exciting experiences contribute to children's healthy growth. This is why we need to offer toys that can be enjoyed safely and without worry by all people; toys that bring real excitement and are good to both people and the environment. As a company responsible for our children's future and as the leading toy company in Japan, TOMY aims through its businesses to contribute to the community and to earn the trust of society.





Barrier-free toys

Barrier-free toys refer to toys that vision- or hearing-impaired children can enjoy sharing and playing with others. In 1980, TOMY began developing toys for disabled children based on the concept "Toys that anyone can enjoy." Barrier-free toys emerged from this initiative by taking small measures with ordinary toys, instead of creating toys exclusively for disabled children. Measures include changing the shapes of labels, adding a small bump to distinguish "on" from "off" and making other points evident by touch.

Ultimately this movement led to the formation of the "Small Bumps Implementation Committee," which is now the "Barrier-Free Toys Promotion Task Force" in the Japan Toy Association. Later, the Accessible Design Foundation of Japan was established with the aim of going beyond toys to enable the disabled to use ordinary products and to function freely in society with fewer limitations or physical barriers.



Rabbit mark
(For hearing-impaired users)



Guide dog mark
(For vision-impaired users)

Simply by providing a small bump (projection) on the switch, vision-impaired children can recognize the On and Off of the switch more easily.



Developing safe and worry free products

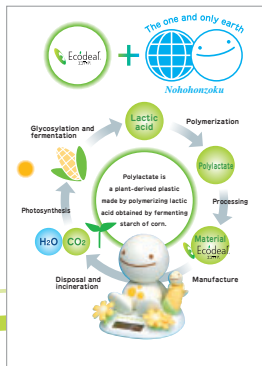
TOMY employs strict quality and safety testing and management standards for all processes, pursuant to our stringent and unique TOMY Global Standards. These standards continue from the product planning stages all the way through to shipment from the factory and TOMY standards meet or exceed all Japan's Safe Toy (ST) industry standards and, where appropriate, also meet or exceed international toy safety standards such as the American Society for Testing and Material (ASTM) standards for the U.S. and EN-71 regulations for the EU.

We are committed to providing products that can be enjoyed safely and without worry by establishing and continuously improving our internal organization and mechanisms so that TOMY can promptly and appropriately address any new concerns from our customers or to address new safety or quality information.



Environmental measures

To help pass on a healthy environment to our children, TOMY has taken various environmentally friendly actions, such as participating in "Team Minus 6%," a Japanese government initiative for the prevention of global warming which includes reducing office energy consumption and waste. We also use our popular characters such as *Nohonzoku* and *Licca-chan* in corporate and governmental education campaigns promoting environmentally friendly lifestyle changes and have experimented with production materials for *Nohonzoku* which could have environmental benefits in the future.



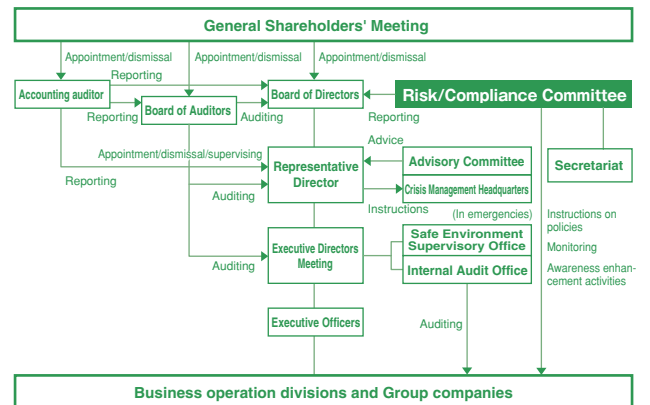
Enviro-Pioneer, *Nohonzoku*

Special versions of *Nohonzoku* use a plastic blend which replaces a portion of conventional petroleum-based plastic with a bio-plastic from Toray called Eco-dear®, made from plants such as corn or sugarcane. This new material reduces carbon emissions and consumption of fossil fuels, making *Nohonzoku* more environmentally friendly.



Corporate governance and compliance

For TOMY, a highly transparent and sound business operation that creates trust among our stakeholders is a priority business issue. We have taken action to bolster corporate governance while streamlining our business activities; for example, improving the business checking functions and strengthening risk management and compliance systems. Through these efforts, we have endeavored to continuously improve internal control systems.



As of June 2007



Ecodear® is a registered trademark of Toray Industries Inc.

“TOMY delivers new value from play for everyone.”

Through its products, TOMY enjoys widespread support among children and adults. Your smiles are our driving force. We aspire to continue delivering dreams and excitement with an emphasis placed on the viewpoints of customers.



Zoids

I have always loved the concept of Zoids, a machine shaped as an animal or dinosaur, since I was a child. The diorama that reproduces a battlefield is highly realistic, and it has left a strong impression on me.

(28-year-old man)



Transformers

I was so thrilled to see the different vehicles being transformed, such as cranes and oil tankers, which we normally wouldn't think twice about. It was Transformers that got me interested in these vehicles. It may sound strange, but I always felt reassured that Transformers would change its shape and come to the rescue if I was involved in a car or train accident.

(27-year-old man)



Tomica

I was playing with Tomica all the time when I was a boy, and I often upset my parents when we went shopping because I threw a terrible tantrum in front of the Tomica cars in a toy shop. Now I am a father and my son throws a tantrum in the same way when he sees Tomica cars. Like father, like son.

(31-year-old man)



Licca Doll

I love Licca because I can arrange her hair, dress her up and play with different styles.

(6-year-old girl)



Nohonzoku

I keep my Nohohon at the office. I feel encouraged when I look at it every time I feel tired from my work.

(33-year-old woman)



ChoroQ

I like ChoroQ because it is available in a wide variety of types and its round shape suits ChoroQ. I play with it in many ways, including customizing and racing.

(9-year-old boy)



Transformers

Transformers offer many dreams! The new ones are very good but I would also like the older versions, which have a long history, to be revived!

(35-year-old man)



Sensei

It was fun to draw pictures with red and black pens, using the picture drawing Sensei.

(5-year-old girl)



Licca Doll

My daughter played with a Licca doll for the first time on her 5th birthday. I was always playing with Licca when I was a girl, and hoped that some day my daughter would like it as well. I was so happy when she did.

(Mother of a 5-year-old girl)



Tomica

We started building our own Tomica town last summer. It is fun to make the town using toilet paper cores, empty boxes and other materials. We three brothers will keep working together to build a hand-made Tomica Town.

(Three brothers aged 11, 8 and 5)



The Game of Life

I used to play the Game of Life a lot with my friends, and my parents bought one for me because I like the game very much. At home, I play the game often with my brother. The Game of Life is fun because the whole family can play it.

(9-year-old girl)



Plarail

My second son loves trains and his older brother likes them too. They play with Plarail every day, putting the railways together.

(Mother of a 5-year-old boy)

TOMY Company, Ltd.
<http://www.takaratomy.co.jp>



Corporate Profile (As of September 1, 2010)

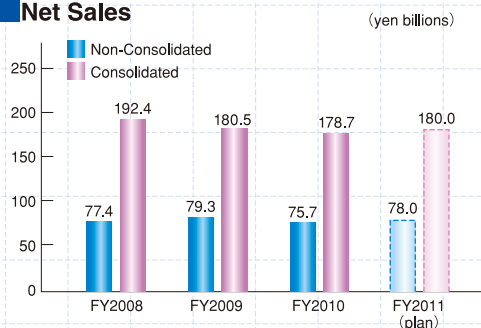
Company name	TOMY COMPANY,LTD.	
Head office	9-10 Tateishi, 7-chome, Katsushika-ku, Tokyo 124-8511, Japan	
Date of establishment	January 17, 1953	
Paid-in capital	3,459 yen millions	
Business domain	Planning, manufacturing, and selling of products such as toys, general merchandise, card games, home-use video games, and body care products, etc.	
Number of employees	649 (As of March 31, 2010)	
Banks	Sumitomo Mitsui Banking Corp Bank of Tokyo-Mitsubishi UFJ Shoko Chukin Bank Resona Bank Tokyo Tomin Bank Norinchukin Bank	Mizuho Bank Shinsei Bank Mizuho Trust & Banking Ashikaga Bank Chuo Mitsui Trust & Banking

Directors		Executive Officers	
President & CEO	Kantaro Tomiyama	Senior Executive Officer Head of Domestic Sales	Minoru Rikiishi
Executive Vice President Chief Marketing Officer	Keita Satoh	Executive Officer Head of R&D	Shunji Kamio
Executive Vice President Head of Bureau of Corporate Strategy Chief Strategy Officer	Shiryu Okuaki	Executive Officer Head of Asia Business	Kenichi Kuroki
Managing Director Chief Financial Officer	Toshiki Miura	Executive Officer Head of Marketing	Masaya Sawada
Board Director Executive Managing Officer Deputy Head Bureau of Corporate Strategy	Isamu Takahashi	Executive Officer Head of Production & Procurement	Kenichi Susa
Board Director Senior Executive Officer Head of Global Boys Business	Osamu Mashimo	Executive Officer Domestic Sales & Corporate Business Administration	Yoshitaka Sako
Board Director Senior Executive Officer Deputy Head Bureau of Corporate Strategy	Shigeki Yanagisawa	Executive Officer Head of Global Business	Masaru Nakajima
Board Director	Jun Tsusaka	Executive Officer Head of Tomica/Plarail Business	Msanori Mizunuma
Board Director	Akio Ishida	Executive Officer Head of Character Business	Yoshikazu Abe
Board Director	Kakuei Miyagi	Executive Officer Head of Digital Business	Toshihiro Morioka
Board Director	Osamu Yasaka	President, TOMY Europe Executive Officer, Bureau of Corporate Strategy	
Board Director	Kazuhiro Kojima	North America & Europe	Robert Mann
Corporate Auditor	Takeichi Nozawa		
Corporate Auditor	Tsunekazu Umeda		
Corporate Auditor	Jun Nogami		
Corporate Auditor	Shigeyuki Mito		
Corporate Auditor	Toshi Yoshinari		

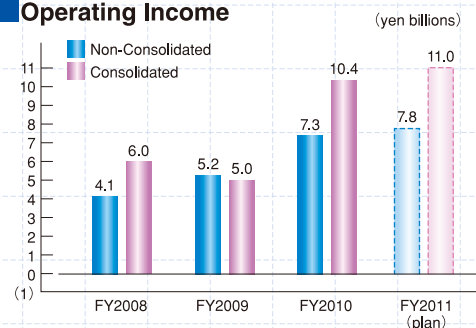
Financial Data

Years ended March 31

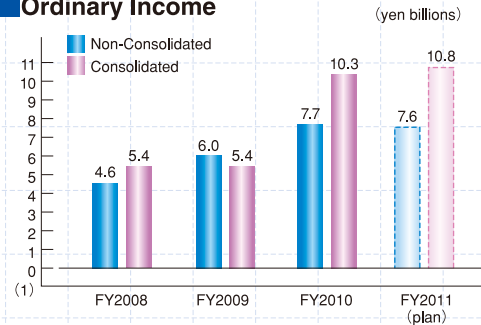
Net Sales



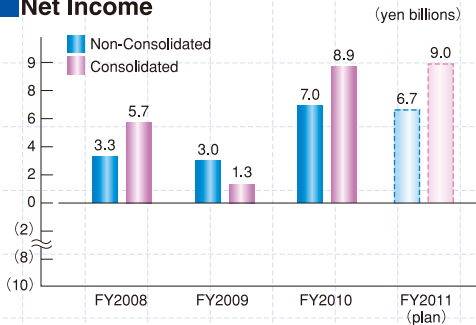
Operating Income



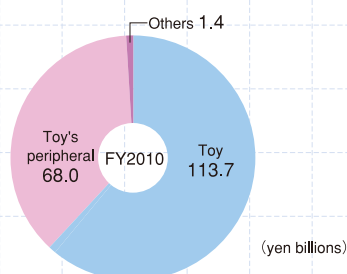
Ordinary Income



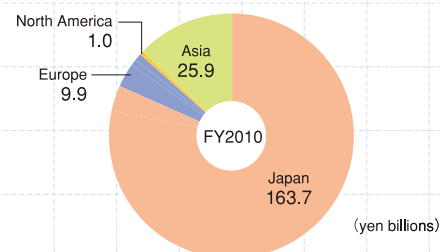
Net Income



Sales by Business Segment (consolidated)



Sales by Geographic Region (consolidate)



Financial Highlights

	FY2008	FY2009	FY2010
Total Assets (yen billions)	98.2	91.6	95.8
Net Assets (yen billions)	35.8	30.6	42.0
Shareholders' Equity Ratio (%)	34.0	32.3	42.5
Net Assets per Share (yen)	350.44	329.41	432.90
Net Income per Share (yen)	60.22	14.95	96.60