

# STORY

## A part of children's lives, all through the ages

From marbles, to *menko* (a Japanese card game), dolls and board games to transforming robots, although the toys children play with may change through the ages, the irreplaceable memories they provide are universal.

Children and adults have played with TOMY from one generation to the next and in the years ahead TOMY will continue to create memorable times and be part of the dreams of each and every one of our customers.



How did children play?

## 1920s onward

On February 2, 1924, Eiichiro Tomiyama founded Tomiyama Toy Seisakusho, the predecessor of today's TOMY Company, Ltd. The company manufactured numerous toy airplanes, establishing a reputation in the industry linking the Tomiyama name with toy airplanes. Later, the company expanded its business through one industry-leading initiative after another, including the establishment of the first factory in the toy industry with an assembly line system and the creation of a toy research department.

Tomiyama also contributed greatly to the modernization of the toy industry through its determined efforts to improve the standing of toy manufacturers.

- 1924 Aero Plane Breguet
- 1930 Looping Plane
- 1935 Air Man
- 1937 Tank



Appearance of plastic toys

## 1950s

After World War II, the company's U.S. B-29 Bomber friction toy became a major hit in and outside Japan, blazing the way for the export of large toys. In 1953 the company began its journey toward becoming a modern enterprise by incorporating, and in 1959 it established a sales subsidiary, which had been the founder's ardent wish since the founding. Around this time, waves of innovation in materials and technology rolled through the toy industry, ushering in a major turning point when metal was replaced with plastic and friction toys were succeeded by electric toys. Yasuta Sato founded Sato Vinyl Industries, a predecessor of Takara Co., Ltd., on September 17, 1955.

- 1951 B-29
- 1953 Speedway Racer No. 3
- 1957 Bubble Blowing Elephant
- 1959 Piggy Cook
- 1959 Sky Ping-Pong
- 1959 Plastic Train and Rail Set



Consolidation of power in the toy industry

## 1960s

At a time when half of the toys it produced were exported, Tomy was quick to open representative offices in New York and Europe with the aim of making inroads directly. In Japan, the company established production bases in succession in Tokyo and Mibu, set up a development center—an unprecedented move in the industry—and took other steps to create a system uncompromisingly committed to good manufacturing.

Takara grew into a comprehensive toy manufacturer, propelled in its business expansion by hit products that made use of the company's vinyl processing technology.

- 1960 Dakko-Chan
- 1964 Ohanashi Miko-Chan (Talking Miko)
- 1967 Licca
- 1968 The Game of Life (Japanese version)
- 1969 Tumble Robot



Everyone engrossed with super cars

## 1970s

After commissioning production in Hong Kong, Tomy opened its first factory in Singapore, making it one of the early companies to embark on overseas production. Masanari Tomiyama was appointed the second president and CEO in 1974, the company's 50th anniversary. Tomy and Takara both released numerous long-selling products that remain popular to this day.

- 1970 Tomica
- 1974 Microman (Micronauts)
- 1975 Pop Up Pirate
- 1975 Pocket Mate
- 1976 Water Game
- 1977 Sensei
- 1977 Koeda-Chan mini-dolls (Treena & Her Forest Friends)



Appearance of electronic games

## 1980s

Tomy established the Handicap Toy Laboratory in 1980 and popularized efforts in the industry to create barrier-free toys. In 1985, the Plaza Accord threw the company into a sudden management crisis, and drastic reforms were implemented, including the closure of factories in Japan. The following year, Kantaro Tomiyama was appointed the third president and CEO in a shakeup of the management structure.

Takara went public in 1984 and steadily grew, being listed on the Second Section of the Tokyo Stock Exchange in 1986. In 1988, the company switched from a focus on its core business of toys to diversified operations, rolling out products aimed at a wide range of fields.

- 1980 Choro-Q (Penny Racers)
- 1983 Zoids
- 1984 Transformers
- 1986 Jenny
- 1987 Palm Pets
- 1988 Rock 'n' Flowers



Acceleration of women's social advancement in Japan

## 1990s

Tomy prepared for regeneration with a new structure, shifting from pushing products out to the market to incorporating the needs of the market into products. With this, it announced a business diversification strategy focused on the three core areas of toys, general goods and multimedia products. It rolled out a stream of new measures, including the attempt to enter the character business and a business alliance with Hasbro, Inc. in the U.S. In 1997 Tomy went public and in 1999 it was listed on the Second Section of the Tokyo Stock Exchange.

From the second half of the 1980s, Takara continued to expand its Hearty Series for enriching people's lives and released products based on TV characters that became hits. With this aggressive product expansion, the company was listed on the First Section of the Tokyo Stock Exchange in 1991.

- 1990 Musican
- 1991 Breezy Singers
- 1993 B-Daman
- 1994 Magic Design Tracer
- 1997 Pokémon (toys)
- 1999 Furby
- 1999 Beyblade



The proliferation of games that can be played alone

## 2000s

Tomy concluded a comprehensive licensing agreement with Walt Disney International Japan Inc. in 2000, the same year its stock was transferred to the First Section of the Tokyo Stock Exchange. In pursuit of further growth, Tomy aimed for progress as a group, including the establishment of a development subsidiary and the founding of a new company for the planning and selling of plush toys and a company for utilizing new technology.

At Takara, Keita Satoh was appointed president in 2000 and advocated expansion of the toy business. The company aggressively moved forward with the rollout of products that broke the toy mold and leveraged its planning and marketing prowess to continue offering a succession of popular products.

In 2006, Takara and Tomy merged, becoming TOMY Company, Ltd., (known as TAKARATOMY in Japanese) with the aim of maximizing their respective strengths and becoming the world's top toy manufacturer.

- 2000 Colorful Dakko-Chan
- 2000 e-Kara
- 2002 Nohohonzoku
- 2002 Duel Masters
- 2002 Bowlingual
- 2005 Yumel
- 2006 Jinsei Ginko (Life Bank)
- 2007 Omnibot 17μ i-SOBOT



So, what's the next hit product?

## 2010s

Since 2010, TOMY has been accelerating its international expansion. It introduced an overseas version of *Tomica* in Europe and North America. It began marketing *Metal Fight Beyblade* toys worldwide in conjunction with the introduction of the new TV anime (Actual name of toys and anime differs by region). The toys are enjoying so much enthusiasm that an international competition was held in South Korea in summer 2010. In 2011, TOMY acquired U.S. toy manufacturer RC2, establishing a platform for global expansion. The entire TOMY Group has started to move into action together, aiming to be a truly global toy company.

Going forward, TOMY will continue growing with your dreams.