

# 01 Toys for Boys

## Media-linked character toys spanning multiple generations

BANDAI is developing a line of character toys that have been long-time favorites of multiple generations for boys aged 3 to 6. We are working to make products that treasure the spirit of childhood hero-worship while retaining strong links with various media.



Henshin Keitai  
DX Zyuoh Changer

Zyuoh Cube 123  
Doubutsu Gattai DX Zyuoh King

DX X Devizer



Henshin Belt DX Ghost Driver



DX Gan Gun Saber

We provide hero toys that enjoy overwhelming popularity among preschool boys and toys for elementary school boys to a wide range of markets in Japan and overseas.

## Expanding categories for elementary school children

We are expanding our development of merchandise categories linked to animation and game characters aimed at elementary school children. In doing so we are attempting to create new trends among elementary school boys for enjoying collecting and toy battles.



Yo-kai Medal series



DX Yo-kai Watch U Prototype



DRAGON BALL Spin Emblem series



Rising Scouter