

# 02 Toys for Girls

Our mission is to positively impact girls with our diverse product lineup. This includes the popular PRETTY CURE and KAMISAMA MINARAI: HIMITSU NO COCOTAMA products for preschool girls, and TAMAGOTCHI or & GIRLS HOBBY series products for elementary school girls. We are also taking on the challenge high age targets to develop new market opportunities.

## ■ Toys associated with the animation ■ PRETTY CURE series are a No.1 hit ■ among preschool girls

Products associated with PRETTY CURE series and the doll house category KAMISAMA MINARAI: HIMITSU NO COCOTAMA, are predominantly popular among 3-6 year girls, fulfilling their desire & dreams.



Talking Teddy Mofurun For Precure Transformation



Linkru Stick



Big Cocotama House



Cocotama Dolls series

## ■ Approach for the elementary ■ school girl market

We are developing a wide range of character merchandise for trend-conscious elementary school girls, such as TAMAGOTCHI, and AIKATSU!, and GIRLS HOBBY series as new gadget tools for trend-conscious elementary school girls, based on the theme of “communication.”



Tamagotchi 4u+



Aikatsu! Mobile



Amazing Sketching-the Magical Illustrator



Planche Neo:  
DX Bow-make Jewel Box Set