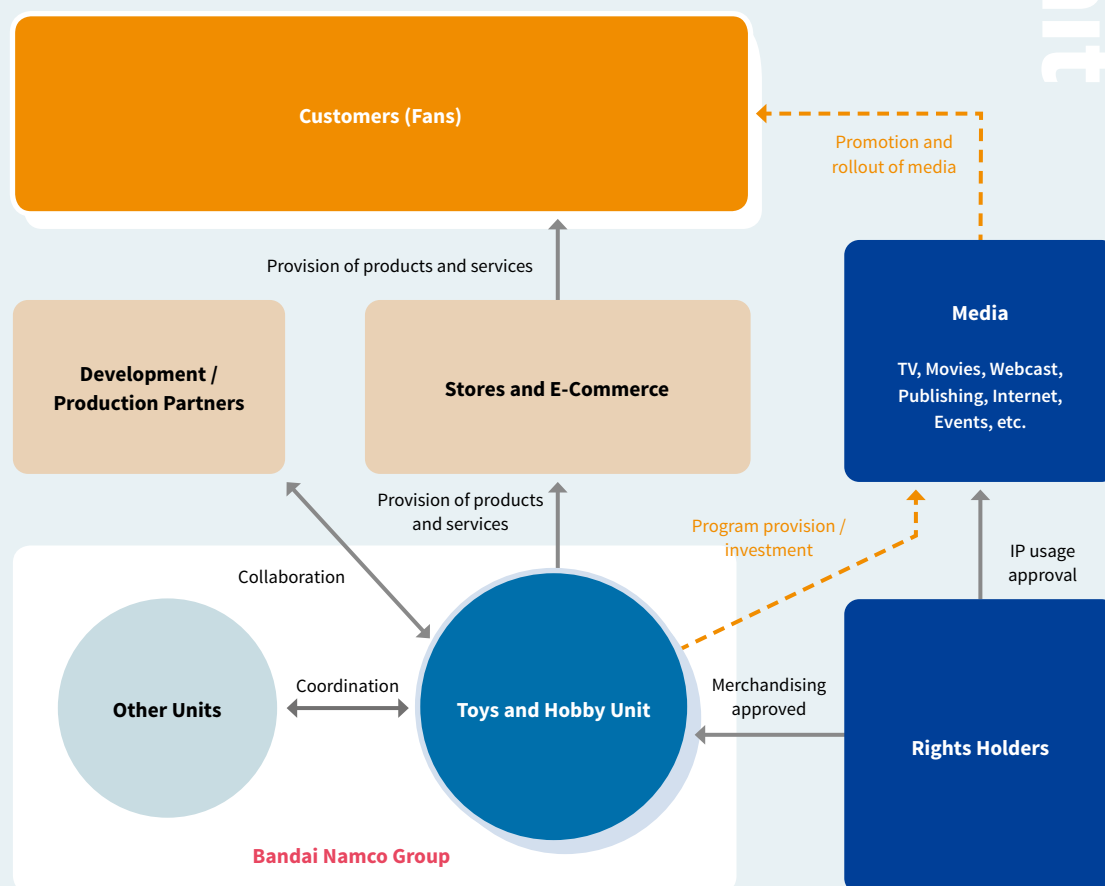


Business Model of the Toys and Hobby Unit (When Another Company's IP Is Used)



MAIN STRATEGIES

- Maximize MD of IP worldwide
- Strengthen operations in North America and China
- Bolster direct marketing activities
- Promote Mirai and creation

FY2027.3 NUMERICAL TARGETS

Segment sales	¥690.0 billion
Segment profit	¥127.0 billion

Note: Results forecasts are as of May 2026.

FY2026.3 RESULTS AND RELATED DATA

Sales of IP Products and Services (Toys and Hobby Business in Japan)

Anpanman	Gundam series	PRETTY CURE! series
¥10.5 billion	¥106.3 billion	¥9.2 billion
Ultraman series	Super Sentai series PROJECT R.E.D.	Pokémon
¥5.5 billion	¥6.0 billion	¥13.3 billion
KAMEN RIDER series	DRAGON BALL series	ONE PIECE
¥22.1 billion	¥29.4 billion	¥95.1 billion