History of SEGA TOYS

Year 2014:
- “Heart Energy Poochi” launched (July)
- “FLASHPAD” launched (July)
- “Wild King Strongest Battle Picture Book” launched (July)
- “Jewel Pet Magical Letter Pen” launched (April)
- “Mushiking Beetle Capture & Battle Manual” launched (August)
- “Jewelpet Diamond Premium” launched (July)
- “COLOSSUS ORDER TGS” launched (July)
- “Kira Deco Seal Art Series” launched (April)

Year 2013:
- “Arpanman Words Book DX” launched (August)
- “Jewel Pet Jeweboo Diamond” launched (July)
- “HOME STAR AURORA” launched (July)
- Character Toy Award at the 2013 Japan Toy Association Awards
- Innovative Toy Award at the 2012 Japan Toy Association Awards
- Girls Toy Award at the 2014 Japan Toy Association Awards
- The Best of Universal Toy Award at the 2014 Japan Toy Association Awards
- The Communication Toy Award at the 2014 Japan Toy Association Awards
- Educational Toy Award at the 2012 Japan Toy Association Awards

Year 2012:
- “Punuckles” toys launched (July)
- “Arpanman Living Card” launched (July)
- “BAKUGAN BA-001 Colossus Dragon” launched (July)
- 3D Spray Art PRO” launched (April)
- “Zoodles!” toys launched (March)
- Innovative Toy Award at the 2011 Japan Toy Association Awards
- Boys Toy Award at the 2011 Japan Toy Association Awards
- Girls Toy Award at the 2011 Japan Toy Association Awards
- Educational Toy Award at the 2011 Japan Toy Association Awards
- Boys Toy Award at the 2011 Japan Toy Association Awards
- The best of Educational Toy Award at the 2010 Japan Toy Association Awards

Year 2011:
- Delisted from Osaka Securities Exchange (November)
- 3D Spray Art PRO released (November)
- “Mushiking Beetle Capture & Battle Manual” launched (August)
- “Jewelpet Diamond Premium” launched (July)
- “Kira Deco Seal Art Series” launched (April)
- “Zoodles!” toys launched (March)
- Girls Toy Award at the 2011 Japan Toy Association Awards
- Boys Toy Award at the 2011 Japan Toy Association Awards
- The best of Educational Toy Award at the 2010 Japan Toy Association Awards

Year 2010:
- Established Bakugan Limited Liability Partnership (November)
- “O Blobzle” launched (August)
- “Home Fireworks” launched (August)
- “Dream Cat Venus” launched (July)
- Innovation Toy Award at the 2009 Japan Toy Association Awards
- High Target Toy Award at the 2009 Japan Toy Association Awards
- The Best of Universal Toy Award at the 2009 Japan Toy Association Awards

Year 2009:
- “Jewel Pet” toys launched (October)
- “Dream Dog DX” launched (September)
- “Headland Lucky” launched (August)
- “Ice-cream maker” launched (July)
- “Aerobic Navigator” launched (May)
- High Target Toy Award at the 2008 Japan Toy Association Awards
- Universal Toy Award at the 2008 Japan Toy Association Awards

Year 2008:
- “Grand Pianist” launched (April)
- “Arpanman Register” launched (February)
- The Best of Universal Toy Award at the 2008 Japan Toy Association Awards

Year 2007:
- “Dream Cal Smile” launched (September)
- “BAKUGAN” toys launched (July)
- Established SEGA TOYS (HK) CO., LIMITED (May)
- “Dino King” toys launched (March)
- 2007 Nikkei Excellent Product and Service Award and Nikkei M.J Award

Year 2006:
- “Love and Berry” toys launched (December)
- “Beena” launched (August)
- “HOME STAR” launched (August)
- “i-Dog” launched (March)
- Awarded the 2009 Toy of the Year U.S.A

Year 2005:
- “Brain Trainer” launched (October)
- “Mushi-King” toys launched (March)
- 2005 Nikkei Excellent Product and Service Award and Nikkei M.J Award

Year 2004:
- Listed on the JASDAQ exchange (February) (Present: OSAKA Securities Exchange)

Year 2003:
- “Dream Cat” launched (September)
- “Tea Dog” series launched (March)
- “CoCoPad” launched (March)

Year 2002:
- “Poo-Chi” launched (April)

Year 2000:
- “Changed company name to SEGA TOYS CO., LTD. (April)

Year 1998: