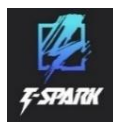


BEYBLADE X
バイブレードエックスHAIKYU!!
VOBACA!!
BREAK

For Immediate Release

July 2, 2026

**Japanese “Asobi” Company TOMY (TAKARATOMY)
to Exhibit at “Bilibili World 2026” in Shanghai for the First Time**

**Four Brands—BEYBLADE X, TOMICA, T-SPARK and
HAIKYU!! VOBACA!! BREAK — to Showcase the “Asobi” Experience**

**“Ultraman Collaboration BEYBLADE” to Be Unveiled Simultaneously in Japan and China and Make Its
First Appearance at the Venue**

TOMY Company, Ltd.

TOMY Company, Ltd. (TAKARATOMY), based in Katsushika Ward, Tokyo, will exhibit for the first time at “Bilibili World 2026,” one of Asia’s largest ACGN (Anime, Comic, Game and Novel) exhibitions, to be held in Shanghai, China, from Friday, July 10 to Sunday, July 12, 2026. At the event, TOMY will showcase the appeal of four signature brands: “BEYBLADE X” modernized “beigoma” spinning tops, “TOMICA” die-cast miniature cars, “T-SPARK” the high-end hobby label, and “HAIKYU!! VOBACA!! BREAK” trading card game (TCG) based on the popular anime and manga series “HAIKYU!!”

Through hands-on exhibition areas where visitors can experience the worlds of each brand, stage events and displays of the latest products, TOMY aims to engage both first-time visitors and local fans, further expanding brand awareness and growing its fan base in the global market.

In addition, on the opening day of the event, Friday, July 10, TOMY will simultaneously unveil the “Ultraman Collaboration BEYBLADE” in Japan and China for the first time, and will also hold collaboration stage events on Friday, July 10 and Saturday, July 11.



Akio Tomiyama, Representative Director, President & CEO, TOMY Company, Ltd. (TAKARATOMY), commented: “Driven by our purpose — ‘Quality Asobi can inspire and delight the world’ — TOMY has delivered excitement and inspiring moments through “Asobi” for 100 years since our founding. We are truly delighted to exhibit at Bilibili World 2026 for the first time.

Asia, including China, is a high-growth market with tremendous passion for anime, comics, games and hobbies, and is a vital region for TOMY’s sustainable growth. We see this event as a valuable opportunity to directly deliver diverse “Asobi” experiences to highly engaged fans and **Kidults** in the region through the different strengths of our brands: the community-driven excitement of BEYBLADE X, the collectability and realism of TOMICA, the premium hobby experience of T-SPARK, and the immersive gameplay of HAIKYU!! VOBACA!! BREAK.

We look forward to meeting many more fans at Bilibili World 2026.”

BEYBLADE X

■ BEYBLADE X

“BEYBLADE” battling tops, debuted in 1999, are a modernized spinning tops inspired by traditional Japanese “beigoma.” Over 560 million units have been shipped cumulatively in more than 80 countries and regions around the world (as of September 2025). The brand continues to be enjoyed by people of all ages—from children to adults—across the world, transcending language and geography.

Official website:

beyblade.takaratomy.co.jp/ (Japan)

www.takaratomyasia.com/beybladex/index (Asia)

Highlights

- For visitors experiencing BEYBLADE X for the first time, a hands-on trial area with demo staff will be available, allowing them to experience the appeal of the high-speed battles unique to BEYBLADE X.
- A major collaboration with the Ultraman Series, the long-loved *Tokusatsu* (special effects) franchise celebrating the 60th anniversary of its broadcast debut this year, will be unveiled. TOMY will present the “Ultraman Collaboration BEYBLADE” for the first time and hold special collaboration stage events. In addition, TOMY will also display the collaboration BEYBLADE product with the popular EVANGELION anime series, which marked the 30th anniversary of its TV broadcast debut in 2025: the “CX-00 EVANGELION DECK SET.”



The “Ultraman Collaboration BEYBLADE,” unveiled simultaneously in Japan and China, is a must-see!

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■ TOMICA

“TOMICA” was released in 1970 as Japan’s first palm-sized domestic die-cast miniature car series. Today, it is loved by three generations of fans. More than 10,000 different models have been released in Japan and overseas with total sales exceeding one billion cars as of December 2024.

Official websites:

www.takaratomy.co.jp/products/tomica/ (Japan)

takaratomyasia.com/en/toys/tomica (Asia)

Highlights

- Already well received in China, **TOMICA XROSS RESCUE**—A diorama-based short animation and toy series themed around rescue missions featuring firefighters and fire trucks—will be featured through a diorama display, along with the first-ever greeting appearances by the rescue team characters.
- To bring the world of TOMICA to life, the booth will feature the “**TOMICA WALL**” a large wall display showcasing approximately 350 TOMICA models all in one place.
- “**tomica custom works**” a manufacturer-authorized original custom car series, will be exhibited in China for the first time. In addition, a wide range of products will be on display, including TOMICA Premium, a TOMICA series designed for adults; TOMICA Premium unlimited, themed around movies, anime and drama; and Dream TOMICA, a series featuring collaborations with globally popular characters and content. Another highlight will be the opportunity to see special TOMICA models available only in Asia, including Ultraman TOMICA.

*Available in seven regions only: Mainland China, Hong Kong, Taiwan, Malaysia, Vietnam, Indonesia and Singapore. Not available in Japan.



Diorama Display of the Anime and Toy Series “TOMICA XROSS RESCUE”!

Copyright: © TOMY



■ T-SPARK

“T-SPARK” is the unified brand for hobby products for adults developed by TOMY, symbolizing innovation and sophisticated adventure. Leveraging TOMY’s expertise in “transformation”, “combination” and “articulation” — the features that have attracted hobby lovers — T-SPARK offers a diverse and engaging hobby experience.

Official website:

www.takaratomy.co.jp/products/tsparkofficial/

Highlights

- A large-scale statue of the immensely popular “LIGER ZERO” from the real moving kit (build-it-yourself motorized toy) ZOIDS will be on display.
- Also on display will be the “super-massive” dinosaur-type ZOIDS, “AZ-17 ULTRA SAURUS”.
- From the TOYRISE real toy product line, “ChoRyujin” one of the main mecha from the anime “The King of Braves GaoGaiGar” will be on display.
- Event-exclusive items—TOYRISE “THE BRAVE FIGHTER EXKIZER Black Ver.” and ZOIDS “RMZ-EX02 DESERT LIGER”—will also be available for purchase at the merchandise booth.



ZOIDS “AZ-17 ULTRA SAURUS” A Huge Hit in Japan

Copyright: © TOMY



■ HAIKYU!! VOBACA!! BREAK

“HAIKYU!! VOBACA!! BREAK” is a trading card game based on the popular anime and manga series HAIKYU!! and is being developed as a reboot of “Haikyuu!! Vobaca!!,” originally released in 2014. The name “Vobaca” is an abbreviation of “volleyball card game,” and its greatest feature is gameplay that recreates the excitement of volleyball. While retaining the high level of strategic gameplay as a trading card game, the series also includes illustrations from the original manga as well as newly drawn card illustrations by the original creator, Haruichi Furudate, to provide an even richer experience for Haikyuu!! fans.

Official website:

www.takaratomy.co.jp/products/haikyuvobacabreak/

Highlights

- The product is scheduled for release in China within this year. Visitors to the booth will receive a limited-edition Simplified Chinese promotional card.

*Available in limited quantities while supplies last.

- In addition to displaying all 151 cards from the Japanese edition, the booth will feature large character panels for photo opportunities and other displays designed to immerse visitors in the world of the cards.
- For visitors experiencing HAIKYU!! VOBACA!! BREAK for the first time, card game demonstrations will be held at tables within the booth.



Limited-edition Simplified Chinese Promotional Card for Visitors!

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Stage Events

A variety of stage events featuring BEYBLADE X, TOMICA, T-SPARK and HAIKYU!! VOBACA!! BREAK will be held every day during the event period. Through not only product displays but also live and interactive experiences, TOMY will deliver the appeal of each brand to both first-time visitors and local fans.

1. BEYBLADE X × Ultraman Collaboration Stage Event

July 10th (Fri) & 11th (Sat), 13:00 on both days

2. T-SPARK Photo Session with Popular Cosplayer PIYO

July 10th (Fri) 14:00, 11th (Sat) 16:00, 12th (Sun) 13:00

3. TOMICA XROSS RESCUE Greeting Event with Rescue Team Characters

July 10th (Fri) 16:00, 11th (Sat) 15:00, 12th (Sun) 14:00

4. HAIKYU!! VOBACA!! BREAK Game Tutorial Session with Influencers

July 10th (Fri) 15:00, 11th (Sat) 14:00, 12th (Sun) 15:00

*Stage schedules, performers and event content are subject to change.

Bilibili World 2026 Overview

Event name: **Bilibili World 2026**

Dates: **Friday, July 10 to Sunday, July 12, 2026**

Opening hours: **General Admission Ticket: 9:00–17:00 (China Standard Time)**

VIP Ticket: 8:30–17:00 (China Standard Time)

*Opening hours are subject to change depending on conditions on the day.

Venue: **National Exhibition and Convention Center (Shanghai)**

No. 333 Songze Avenue, Qingpu District, Shanghai, China

Booth: **Hall 2.1H, Booth 2A18**

Official website: bw.bilibili.com

Overview: Bilibili World is a large-scale offline event hosted by Bilibili, one of China's leading video platforms, and is one of Asia's largest comprehensive exhibitions dedicated to ACGN culture, spanning Anime, Comic, Game and Novel content.

One of its key features is that creators, brands, IP holders and fans gather in one place to experience online-born culture in a real-world setting through exhibitions, hands-on activities, merchandise sales, stage programs and interactive events.

In recent years, the event has become increasingly international. At the previous Bilibili World 2025, visitors came from more than 20 countries and regions, with total attendance reaching approximately 400,000.

As a major entertainment event attracting significant attention in the China and broader Asian markets, Bilibili World 2026 is also expected to draw a large number of visitors.

About TOMY Company, Ltd. (TAKARATOMY)

Founded in Japan in 1924, TOMY Company, Ltd. (TAKARATOMY) is one of Japan's leading toy and entertainment companies, creating "Asobi" (play) for all ages, and celebrated its 100th anniversary in 2024. Its brands loved across generations include TOMICA, PLARAIL, Licca-chan, TRANSFORMERS and BEYBLADE. TOMY believes that the Group's quality Asobi will inspire and delight people around the world.

For press inquiries, please contact:

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