

February 12, 2015

Name of listed company:

BANDAI NAMCO Holdings Inc.

Name of representative:

Shukuo Ishikawa,

President and Representative Director

(Code Number: 7832 TSE 1st section)

Contact: Yuji Asako,

Director, Division General Manager
of the Corporate Planning Division

Notice Regarding Changes in Representative Directors

BANDAI NAMCO Holdings Inc. (“the Company”) hereby announces that the Board of Directors Meeting held on February 12, 2015, has passed the resolution to change the Representative Directors of the Company as described below.

1. Reasons for changes

In order to strengthen business foundations for medium to long term growth, in preparation for the new three-year Mid-term Plan to start from April 2015, which is aimed at further business expansion in global markets, the Company will change the representative director system of BANDAI NAMCO Holdings Inc., a holding company. Under the new system, two people, the “Chairman and CEO, Representative Director” and the “President and COO, Representative Director” will cooperatively take command of strategy for the Group’s growth. The Chairman and CEO, Representative Director will take chief control over the company management strategies as the Chief Executive Officer while the President and COO, Representative Director will take chief control over the business operation strategies as Chief Operating Officer.

2. Newly appointed Representative Director

- President and COO, Representative Director
Mitsuaki Taguchi
Current position: Executive Vice President and COO of BANDAI Co., Ltd.

3. Retiring Representative Director

- Executive Vice President, Representative Director
Kazunori Ueno
* The Company plans for Kazunori Ueno to assume the concurrent positions of Director of BANDAI NAMCO Holdings Inc. (part-time) and President and CEO of BANDAI Co., Ltd. (current position) after the closing of the Ordinary General Meeting of Shareholders of BANDAI NAMCO Holdings Inc., scheduled to be held in June 2015.

4. Effective date of new Representative Director appointments

After the Ordinary General Meeting of Shareholders of BANDAI NAMCO Holdings Inc., scheduled to be held in June 2015

5. Career summary of the newly appointed Representative Director

Date of birth	Career summary	Number of shares owned
June 16, 1958	<p>Mitsuaki Taguchi</p> <p>Apr. 1982: Joined BANDAI Co., Ltd.</p> <p>Jun. 2003: Director of BANDAI Co., Ltd.</p> <p>Apr. 2006: Managing Director in charge of New Business Projects of BANDAI Co., Ltd.</p> <p>Apr. 2009: Senior Managing Director in charge of Media Projects and New Business Projects of BANDAI Co., Ltd.</p> <p>Apr. 2010: Vice President and Director in charge of Media Projects and New Business Projects of BANDAI Co., Ltd.</p> <p>Apr. 2012: Executive Vice President and COO in charge of Global Media Projects and Human Resources Projects of BANDAI Co., Ltd.</p> <p>Apr. 2014: Executive Vice President and COO in charge of Human Resources Projects of BANDAI Co., Ltd. (current position)</p> <p>Apr. 2015: Advisor of BANDAI NAMCO Holdings Inc. (planned)</p> <p>Jun. 2015: President and COO, Representative Director of BANDAI NAMCO Holdings Inc. (planned)</p>	50,200

- Aspirations for appointment

The Group will further strengthen its IP axis strategy, which is the BANDAI NAMCO Group's main strategy, and continue proactively to take on challenges to create and expand IP as a way of developing and expanding new markets.

6. Change in title of Representative Director (after the Ordinary General Meeting of Shareholders scheduled to be held in June 2015)

New		Current
Chairman and CEO, Representative Director	Shukuo Ishikawa	President and Representative Director

End of notice