



September 20, 2017

Name of listed company:  
BANDAI NAMCO Holdings Inc.  
Name of representative:  
Mitsuaki Taguchi,  
President and Representative Director  
(Code Number: 7832 TSE 1st section)  
Contact: Yuji Asako,  
Director, Division General Manager  
of the Corporate Planning Division

Notice Regarding Establishment of Subsidiary in China

BANDAI NAMCO Holdings Inc. (“the Company”) hereby announces that the Board of Directors meeting held on September 20, 2017, has passed the resolution to establish a pure holding company as a subsidiary in China called BANDAI NAMCO Holdings CHINA CO., LTD. (“BNHC”). The details are as follows.

1. Purpose

The BANDAI NAMCO Group (“the Group”) is placing its attention on “gaining momentum in global markets,” one of its focus strategies defined in its three-year Mid-term Plan that started in April 2015. Also, the Group is now actively developing the “IP (Intellectual Property: meaning characters and other intellectual property) Axis Strategy” overseas. The “IP Axis Strategy” aims to maximize IP value through the provision of the best products and services at the best possible times. To promote the measures of this strategy, the Company established a system of pure holding companies in each of the regions in Europe, Americas and Asia, to oversee the respective regional operations. The Group intends that this system supports the business activities of the business operating companies of each region and collaboration among their businesses and strengthens governance functions.

We will continue to make strengthening the IP Axis Strategy through global markets a major strategic direction in the next Mid-term Plan to start in April 2018. It has now been decided that the next Mid-term Plan will include the establishment of BNHC to oversee the regional operations of mainland China in order to further strengthen business development in the Chinese market.

After BNHC is established, there will be an organizational structure whereby BNHC will oversee the business operating companies in mainland China, and BANDAI NAMCO Holdings ASIA CO., LTD., a pure holding company currently based in Hong Kong, will oversee regional operations of Asia excluding Japan and mainland China.

This decision will not affect the operating results of the fiscal year ending March 31, 2018.



## 2. Overview of subsidiary to be newly established (provisional)

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|-----------------------------------|--|
| (1) Name                          | BANDAI NAMCO Holdings CHINA CO., LTD.  |
| (2) Location                      | Shanghai   |
| (3) Representative                | President Hirotaka Reizei<br>(in concurrent service as Director of BANDAI NAMCO Entertainment Inc.)  |
| (4) Principal business activities | Pure holding company in mainland China<br>• Supportive role for business operating companies of the Group (administrative operations, etc.)<br>• Support for cooperation among the Group's businesses<br>• Financial role in the Group |
| (5) Date of establishment         | December 2017 (scheduled)  |
| (6) Common stock                  | 30 million US\$ (BANDAI NAMCO Holdings Inc. has 100% ownership)  |

### \*Reference: Overseas regional headquarters

BANDAI NAMCO Holdings USA Inc. (Regional headquarters in the Americas)

BANDAI NAMCO Holdings UK LTD. (Regional headquarters in Europe)

BANDAI NAMCO Holdings ASIA CO., LTD. (Regional headquarters in Asia)

In addition, the Company plans organizational restructuring, etc. in Europe in order to transition to a system whereby BANDAI NAMCO Holdings UK LTD. oversees the UK and BANDAI NAMCO Holdings France S.A.S. oversees the region of continental Europe.

For the details, please refer to the material announced on December 16, 2016 (Organizational restructuring in Europe and establishment of subsidiary in association thereof; Japanese only).

End of notice