



September 18, 2020

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 Acquisition of Shares of Reflector Entertainment (Becoming a Subsidiary)**

BANDAI NAMCO Holdings Inc. (“the Company”) hereby announces that in accordance with the resolution passed at the Board of Directors meeting held on September 16, 2020, the Company’s consolidated subsidiary BANDAI NAMCO Entertainment Europe S.A.S. (“BNEE”), which belongs to the Network Entertainment Unit, concluded an agreement to acquire 100% of the issued shares of Reflector Entertainment Ltd. (“Reflector”). As a result, Reflector will become a subsidiary of BNEE, and it is expected to qualify as a specified subsidiary since its amount of capital is equivalent to 10% or more of the Company’s amount of capital. The details are as follows.

#### **1. Aims**

In accordance with our three-year Mid-term Plan started in April 2018, the BANDAI NAMCO Group is strengthening the IP Axis Strategy in the global market, continuing to empower, gain momentum, and accelerate evolution without being bound by previous business models and established ideas, and aiming for the next stage as an entertainment company.

Currently, the Network Entertainment Business, in order to increase the presence of the home video game business and network content business in the global market, is working to improve the quality of its titles, enhance the development system and strengthen its marketing.

Reflector possesses high technical development capabilities in the development of home video game titles, and is currently developing the new title “Unknown 9: Awakening” in partnership with BNEE. Through this share acquisition where Reflector, an important business partner of BNEE, will become a subsidiary of BNEE, the Company aims to build a portfolio of home video games for the Americas and Europe with a proper balance of Japan-developed and locally developed titles by strengthening the development system necessary to create and expand locally developed home video game titles.

Reflector is planning to merge with its subsidiary Reflector Interactive Productions Ltd. according to Canadian law, and BNEE plans to acquire Reflector’s shares after this merger.

Furthermore, as this acquisition is an investment from outside of Canada, the Company will carry it out upon receiving approval from Canadian authorities.

## 2. Overview of the company to become a specified subsidiary

(1) Name	Reflector Entertainment Ltd.
(2) Location	2200, Stanley Street, Montreal, Quebec, H3A 1R6, Canada
(3) Name and title of representative	Herve Hoerd, CEO
(4) Business description	Content planning and production, and development of home video games, etc.
(5) Common stock	45,071 thousand Canadian dollars
(6) Date of establishment	December 29, 2015
(7) Major shareholders and shareholding ratio	Lune Rouge Innovation Inc. 75% Alexandre Amancio 25%

(Note) The information above is an overview of the specified subsidiary after the planned merger between Reflector and its subsidiary Reflector Interactive Productions Ltd. is carried out according to Canadian law.

Reflector's operating results, etc. are undisclosed in accordance with its agreement.

## 3. Overview of the sellers of the shares

### (i) Lune Rouge Innovation Inc.

(1) Name	Lune Rouge Innovation Inc.
(2) Location	2200, Stanley Street, Montreal, Quebec, H3A 1R6, Canada
(3) Name and title of representative	Robert Blain, President
(4) Business description	Investment company

### (ii) Alexandre Amancio

(1) Name	Alexandre Amancio
(2) Relationship between the listed company and the individual	Not applicable.

4. Number of voting rights and percentage of shareholders' voting rights in the specified subsidiary related to the Company's holdings before and after Reflector becomes a subsidiary

(i) Number of voting rights in the specified subsidiary related to the Company's holdings

Before Reflector becomes a subsidiary: –

After Reflector becomes a subsidiary: 15,033 thousand euros

(including indirectly held voting rights: 15,033 thousand euros)

(Note) "Number of voting rights in the specified subsidiary related to the Company's holdings" indicates the amount of BNEE's investment.

(ii) Percentage of shareholders' voting rights in the specified subsidiary

Before Reflector becomes a subsidiary: –

After Reflector becomes a subsidiary: 100% (including indirectly held voting rights: 100%)

5. Date of becoming a subsidiary

December 31, 2020 (planned)

6. Future outlook

The effect of this acquisition on the operating results for the fiscal year ending March 31, 2021 is immaterial.

(Note) This document states plans current as of September 18, 2020, specifics of which are subject to change.

End of notice