



April 16, 2021

Name of listed company:

BANDAI NAMCO Holdings Inc.

Name of representative:

Masaru Kawaguchi,

President and Representative Director

(Code Number: 7832 TSE 1st section)

Contact: Yuji Asako,

Director, Division General Manager

of the Corporate Planning Division

Formulation of the BANDAI NAMCO Group Sustainability Policy
Promoting sustainability activities towards realization of a sustainable society with fans,
based on the IP Axis Strategy
Numerical targets set for decarbonization (net-zero by 2050)

The BANDAI NAMCO Group (“the Group”) is conducting CSR activities under the concept of “Fun For the Future!” to realize its mission of providing “Dreams, Fun and Inspiration.” In these activities, we formulated the “BANDAI NAMCO Group’s Important CSR Themes,” which are themes that require a particularly strong focus. We also identified “CSR Major Initiative Themes” that are to be implemented at the activity level of each Unit and affiliated business company and are conducting various activities designed to make use of the characteristics of each business.

Now, to prepare for the next Mid-term Plan, which starts in April 2022, the Group has taken a wider view in light of changes in the business environment and expanding expectations and demands from society. In order to fulfill our responsibility as a member of society in realizing a sustainable society, we have formulated a Sustainability Policy for engaging in activities unique to BANDAI NAMCO utilizing our IP Axis Strategy. Specifically, under the IP Axis Strategy, we will work with fans to promote sustainability activities corresponding to social issues that should be addressed by the Group, such as environmental issues. Furthermore, as part of these efforts, we will promote the identification of materiality issues for activities in the next Mid-term Plan (reselection of Important Themes), and established targets for reducing energy-related carbon dioxide emissions.

By providing “Dreams, Fun and Inspiration” to fans all over the world through its products and services, the Group aims to realize its vision, “The Leading Innovator in Global Entertainment.” At the core of our business strategy is our IP Axis Strategy, under which we aim to maximize IP value by taking advantage of the worldview and unique characteristics of IP (Intellectual Property: meaning characters and other intellectual property) to provide the optimal products and services at the optimal possible times, to the optimal areas. By expanding the global deployment of this IP Axis Strategy, we will pursue the continuous growth of the Group while aiming to realize a world where IP fans worldwide can connect and communicate beyond national boundaries and language barriers. Furthermore, the Group is faced with a number of social challenges that it should address, such as advances in technology, diversification in customer lifestyles, higher quality products and services, protection of intellectual property, development of human

resources, and response to environmental issues. Under our IP axis strategy, we will also take measures to respond to these.

The BANDAI NAMCO Group Sustainability Policy

Under the IP Axis Strategy, we will work with fans to promote sustainability activities corresponding to social issues that should be addressed by the Group.

Identification of Materiality Issues (Reselection of Important Themes)

The Group formulated its Important CSR Themes in 2010, and has verified and applied them in each Mid-term Plan. Toward the start of the next Mid-term Plan in April 2022, the Group will identify materiality issues (reselection of Important Themes) aligned to the issues facing the Group and new themes in society. We will also review our KPIs and action plans.

Promoting Activities under the IP Axis Strategy

<Initiatives for coexistence with the earth’s environment and reduction in greenhouse gases>

As part of its sustainability activities, the Group has conducted initiatives in coordination with the IP Axis Strategy to respond to environmental challenges, such as coexistence with the earth’s environment and decarbonization.

From the perspective of coexisting with the earth’s environment, we have been engaging in activities such as developing substitute materials for plastic, the Gunpla Recycling Project,* holding live events with environmental consideration such as energy saving and resource reuse, reducing the amount of plastic used in product packaging and packing, and conducting employee education about environmental preservation and biodiversity.

To reduce greenhouse gases, we have taken measures such as installing solar panels at Gunpla production plant, using LED lights for amusement arcade lighting and amusement machines, increasing logistics efficiency, and using green electricity certification systems for events and so forth. Having now set clear targets, we will redouble our efforts towards decarbonization. Looking ahead, the Group will work under the Sustainability Policy to implement initiatives that have the distinctive character of BANDAI NAMCO coordinated with the IP Axis Strategy.

<Medium- to Long-term Targets for Decarbonization>

To respond to the environmental issues that society is currently facing, we have established numeral targets and steps towards decarbonizing by 2050 through the reduction of energy-related carbon dioxide emissions. Now, to prepare for the start of the next Mid-term Plan in April 2022, we will create a specific action plan including further promotion of energy-saving measures and introduction of renewable energy.

Target	By 2050 Reduce the amount of energy-related carbon dioxide emissions at Group business sites (offices, own plants, directly operated amusement facilities, etc.) to net-zero
Mid-term target	By 2030 A 35% reduction compared with fiscal year ended March 2020 (a 50% reduction compared with fiscal year ended March 2014) in energy-related carbon dioxide emissions at Group business sites
Main initiatives	Further promotion of energy-saving measures and introduction of renewable energy, etc.

Towards the Creation of a Sustainable Society Together with Fans

As an entity that advances together with stakeholders such as society and customers, the Group believes it is necessary to engage with various social issues and respond to and even anticipate expectations. In our sustainability activities, such as responding to environmental issues, we believe it is important to work together with fans under our IP Axis Strategy, which is one of our strengths, to ensure that we meet society's expectations in a manner that bears BANDAI NAMCO's distinctive character. As a specific activity utilizing IP, on April 1, 2021 we started the "Gunpla Recycling Project," which collects runners (frames of plastic models) of Gunpla (plastic models of the *Gundam* series) from fans throughout Japan to recycle them. (Details on the following page). Gunpla is a hit product with cumulative sales exceeding 700 million units. The product has evolved by developing the business together with our fans, for example by connecting with them and incorporating their opinions. In activities to be undertaken by the Group, such as the "Gunpla Recycling Project," we believe that we can realize a sustainable society by having corporations and fans unite together through IP. We will continue to promote sustainability activities with BANDAI NAMCO's distinctive character by incorporating ideas together with our fans going forward.



BANDAI NAMCO Holdings Inc.
President and Representative Director
Masaru Kawaguchi

*Reference: Example of activities promoted under the IP Axis Strategy

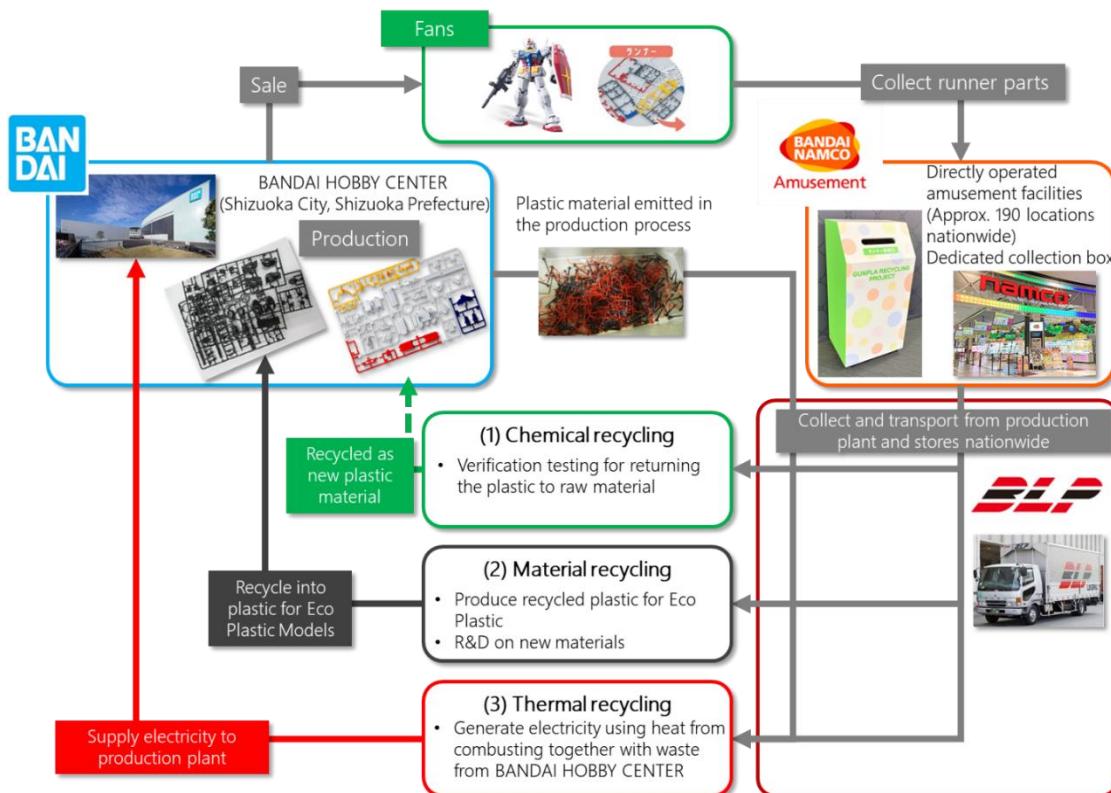
The Gunpla Recycling Project

The “Gunpla Recycling Project” started on April 1, 2021. In the project four BANDAI NAMCO Group companies: BANDAI SPIRITS CO., LTD., BANDAI NAMCO Amusement Inc., BANDAI LOGIPAL INC., and BANDAI NAMCO Holdings Inc.; collect runners (plastic model frame sections) from Gunpla (plastic models of the *Gundam* series) manufactured and sold by BANDAI SPIRITS CO., LTD. Collected through the cooperation from fans, these will become the world’s first plastic model products created through a chemical recycling program.

The “Gunpla Recycling Project,” aims to have fans throughout Japan collect the runners that are left over after assembling a Gunpla model, then reuse them to create new plastic models using a state-of-the-art chemical recycling technology. Runners will be accepted from fans in stages from April 1 at dedicated collection boxes installed in approximately 190 amusement facilities directly operated by BANDAI NAMCO Amusement Inc., such as “namco” facilities nationwide. The collected runners will be combined with plastic emitted in the production process from the Gunpla production plant, BANDAI HOBBY CENTER, (Shizuoka City, Shizuoka Prefecture in Japan). Some of the material will be used as test material for verification testing to help realize chemical recycling, and the remainder will be reused in material recycling and thermal recycling. The logistics operations for this project will be undertaken by BANDAI LOGIPAL INC.

For details, please refer to disclosure materials issued on March 31, 2021.

https://www.bandainamco.co.jp/cgi-bin/releases/index.cgi/press/10249?entry_id=7130



© SOTSU SUNRISE

End of notice