



June 25, 2019

Name of listed company:

BANDAI NAMCO Holdings Inc.

Name of representative:

Mitsuaki Taguchi,

President and Representative Director

(Code Number: 7832 TSE 1st section)

Name of listed company:

SHUEISHA Inc.

Name of representative:

Marue Horiuchi,

President and Representative Director

Notice Regarding the Establishment of a New Joint Venture
by BANDAI NAMCO Holdings Inc. and SHUEISHA Inc.

BANDAI NAMCO Holdings Inc. (Headquarters: Minato-ku, Tokyo, President and Representative Director: Mitsuaki Taguchi, the “Company”) and SHUEISHA Inc. (Headquarters: Chiyoda-ku, Tokyo, President and Representative Director: Marue Horiuchi, “SHUEISHA”) hereby announce that they have agreed to establish a new joint venture in China, SHUEISHA BANDAI NAMCO (SHANGHAI) CO., LTD. (provisional name).

As a new company in the BANDAI NAMCO Group’s Toys and Hobby Unit, SHUEISHA BANDAI NAMCO (SHANGHAI) CO.,LTD. (provisional name) will plan and manufacture products such as figures and merchandise based on SHUEISHA’s original manga copyrights in China, and conduct sales through e-commerce websites and so forth. The new company will leverage both BANDAI NAMCO Group’s product development capabilities enabled by its worldview regarding IP (Intellectual Property) and SHUEISHA’s numerous popular product creations to enter the Chinese market as a product developer that meets the Chinese consumers’ demands for “authenticity” and “originality.”

Overview of new company (plans as of June 25, 2019, specifics of which are subject to change.)

(1)	Name	SHUEISHA BANDAI NAMCO (SHANGHAI) CO., LTD. (provisional name)
(2)	Location	(Head office) Within the Shanghai Free-Trade Zone (Planned)
(3)	Representative	Chairman (Part-time) Masahiko Ibaraki (in concurrent service as Managing Director of SHUEISHA Inc.)
(4)	Principal business activities	Commercialization, planning, manufacture, sales, etc., of SHUEISHA’s original manga copyrights in China
(5)	Date of establishment	October 2019 (Planned)
(6)	Capital	US\$ 2,800,000 (Ownership ratios: BANDAI NAMCO Holdings Inc. 51%, SHUEISHA 49%)

End of notice