



December 12, 2019

## **“Gundam” Appointed as Ambassador of the Japan Pavilion at Expo 2020 Dubai**

BANDAI NAMCO Holdings Inc.

Headquarters: Minato-ku, Tokyo

President and Representative Director: Mitsuaki Taguchi

BANDAI NAMCO Holdings Inc. (the “Company”) will co-sponsor the Japan Pavilion at Expo 2020 Dubai<sup>\*1</sup> to be held from October 20, 2020 to April 10, 2021.

In addition, it was decided that “Gundam”<sup>\*2</sup>, an original IP (Intellectual Property, referring to properties such as fictional characters) of the BANDAI NAMCO Group, will be appointed as ambassador of the Japan Pavilion at Expo 2020 Dubai.

The BANDAI NAMCO Group<sup>\*3</sup> is developing its business centered on “IP Axis Strategy” to maximize IP value through taking advantage of the worldview and unique characteristics of its IPs and providing the optimal products and services at the optimal possible times. By expanding the “IP Axis Strategy” into the global market, through its IPs as well as products and services that utilize IPs, the Company aims to contribute to creating a world where people from all around the globe can communicate and connect. At Expo 2020 Dubai, an event that attracts global attention, by co-sponsoring the Japan Pavilion themed “The Crosspoint for the Future. Join. Sync. Act.” (tentative theme), the BANDAI NAMCO Group will contribute to communicating with people from around the world, with Japanese culture as the medium.

For “Gundam,” appointed as ambassador of the Japanese Pavilion, the Company is reinforcing expansion of visual products as well as products and services not only in Japan but also in other parts of the world, and its popularity as an IP in the global market is growing. In 2019, “Gundam” celebrated the 40th anniversary of its birth. With various titles, products and services offered over the many years, it has gained a wide group of fans, ranging from children to adults. With “Gundam” participating as an ambassador for the exhibition at the Japan Pavilion, the Company hopes to create a place where people can interact and get to know about animation and other IPs, which are representative of Japanese culture.

\*1 About Expo 2020 Dubai

A World Expo to be held in Dubai, United Arab Emirates. As the first International Registered Exhibition to be held in the Middle East or Africa, and with 192 countries around the world having announced their participation, it is projected to be one of the largest Expos in history. The next International Registered Exhibition will be Expo 2025 Osaka Kansai.

\*2 About Gundam

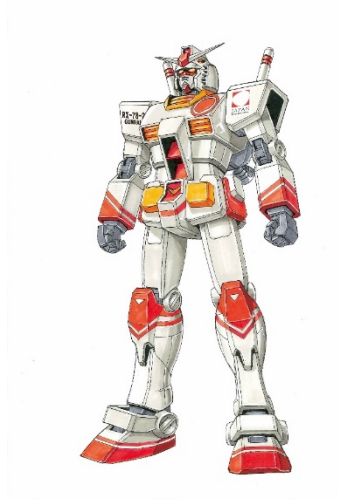
Since the first airing of the TV animation series *Mobile Suit Gundam* in 1979, centered on visual products produced by SUNRISE INC. (67 works published), products and services such as plastic models, home video games, network content, and visual and music package software have been supported by people of all ages. Launched in 1980, Gunpla (Gundam plastic model kits) has become a leading Gundam merchandise, with total cumulative shipments exceeding 500 million units.

\*3 About the BANDAI NAMCO Group

A corporate group consisting of 106 subsidiaries and 12 affiliates with BANDAI NAMCO Holdings Inc. as the holding company (the number of companies is as of March 31, 2019).

By delivering “Dreams, Fun, and Inspiration” to people around the world through products and services, it aims to become “The Leading Innovator in Global Entertainment,” as stated in its corporate vision. Centered on “IP Axis Strategy,” the BANDAI NAMCO Group is developing business in a wide range of entertainment fields such as toys, network content, home video games, amusement facilities, visual and music content, as well as live events.

End of notice



Custom-designed Gundam for the Japan Pavilion at Expo 2020 Dubai

©創通・サンライズ