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Note: This English-language fact book is based on a translation of the Japanese-language fact book.
MANAGEMENT INDICATORS

CONSOLIDATED BUSINESS PERFORMANCE

NET SALES

SALES BY CATEGORY

SALES BY SEGMENT (CONSOLIDATED)

○ FY2021.3 (NEW SEGMENT CLASSIFICATION)
  - Elimination of internal transactions
  - Net sales (after eliminations) ¥740,903 million

○ FY2020.3 (PREVIOUS SEGMENT CLASSIFICATION)
  - Elimination of internal transactions
  - Net sales (after eliminations) ¥723,989 million

RESULTS OF OPERATIONS

For the Fiscal Years Ended March 31

Figures in this fact book have been rounded.

SALES BY GEOGRAPHIC REGION

○ FY2021.3
  - Sales to external customers ¥740,903 million

○ FY2020.3
  - Sales to external customers ¥723,989 million

SALES BY SEGMENT

Japan ¥575,492 million 77.7%
Americas ¥58,471 million 7.9%
Europe ¥54,649 million 7.4%
Asia, excluding Japan ¥52,293 million 7.0%

Japan ¥575,504 million 77.7%
Americas ¥53,553 million 7.4%
Europe ¥44,168 million 6.1%
Asia, excluding Japan ¥47,347 million 6.5%

Japan ¥578,922 million 80.0%
Americas ¥53,577 million 7.4%
Europe ¥46,449 million 6.1%
Asia, excluding Japan ¥47,347 million 6.5%

Note: Percentage figures are calculated based on external sales. Figures are estimates based on management accounting.
**PRODUCTS / SERVICE DATA**

### SALES BY IPs

#### Groupwide Sales by IPs (Worldwide)

<table>
<thead>
<tr>
<th>IP</th>
<th>FY2021.3</th>
<th>FY2022.3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aikatsu!</td>
<td>3.2</td>
<td>2.0</td>
</tr>
<tr>
<td>Ultraman series</td>
<td>7.8</td>
<td>8.6</td>
</tr>
<tr>
<td>KAMEN RIDER series</td>
<td>31.2</td>
<td>28.9</td>
</tr>
<tr>
<td>Mobile Suit Gundam series</td>
<td>78.1</td>
<td>95.0</td>
</tr>
<tr>
<td>Super Sentai series</td>
<td>8.8</td>
<td>9.2</td>
</tr>
<tr>
<td>Anpanman</td>
<td>9.9</td>
<td>8.7</td>
</tr>
<tr>
<td>DRAGON BALL series</td>
<td>134.9</td>
<td>127.4</td>
</tr>
<tr>
<td>NARUTO</td>
<td>13.0</td>
<td>21.4</td>
</tr>
<tr>
<td>PRETTY CURE! series</td>
<td>8.6</td>
<td>8.6</td>
</tr>
<tr>
<td>ONE PIECE</td>
<td>34.9</td>
<td>38.0</td>
</tr>
</tbody>
</table>

Note: Sales before elimination of inter-segment transactions.

### FACTS & FIGURES

#### Entertainment Unit (Digital Business)

- **Sales by major category**
  - **Network content**
    - FY2021.3: 209.9
    - FY2022.3: 207.7
  - **Home video games**
    - FY2021.3: 99.0
    - FY2022.3: 116.1

- **Number of network content titles in Japan (As of the end of March 2021)**
  - SNS: 6 titles
  - Game apps (Google Play): 34 titles
  - Game apps (App Store): 34 titles

  Note: The totalization method was changed from FY2021.3.

#### BANDAI NAMCO Entertainment Inc.

- **Major home video game titles:** Cumulative total number of shipments by series (including PC versions)
  - **Super Robot Wars series**
    - Cumulative total number of shipments, April 1991 to March 2021: 19.24 million units
  - **TEKKEN series**
    - Cumulative total number of shipments, March 1995 to March 2021: 52.51 million units
  - **Tales... of series**
    - Cumulative total number of shipments, December 1995 to March 2021: 24.84 million units
  - **Ultimate Ninja Storm series**
    - Cumulative total number of shipments, January 2009 to March 2021: 20.80 million units
  - **DARK SOULS series**
    - Cumulative total number of shipments, September 2011 to March 2021: 29.34 million units

  Note: Sales before elimination of inter-segment transactions.

- **Major network content titles:** Cumulative total number of downloads
  - **ONE PIECE Treasure Cruise**
    - Cumulative total number of downloads, May 2014 to March 2021: 100.00 million downloads
  - **DRAGON BALL Z DOKKAN BATTLE**
    - Cumulative total number of downloads, January 2015 to March 2021: 380.00 million downloads
  - **THE IDOLMSTER CINDERELLA GIRLS: STARLIGHT STAGE**
    - Cumulative total number of downloads, September 2015 to March 2021: 25.00 million downloads
  - **NARUTO X BORUTO NINJA VOLTAGE**
    - Cumulative total number of downloads, November 2017 to March 2021: 35.00 million downloads
  - **DRAGON BALL LEGENDS**
    - Cumulative total number of downloads, May 2018 to March 2021: 40.00 million downloads

### Entertainment Unit (Toys and Hobby Business)

**BANDAI CO., LTD.**

- **Toys**
  - Ultraman soft figures (heroes and monsters)
    - Cumulative shipment volume, 1983 to March 2021: 101.87 million units
  - Super Sentai series (shape-changing model robots)
    - Cumulative shipment volume, 1979 to March 2021: 30.89 million units
  - Digital Monsters (Digimon portable LCD games)
    - Cumulative shipment volume, June 1997 to March 2021: 14.31 million units
  - KAMEN RIDER transformation belt (HEISEI / REIWA RIDER)
    - Cumulative shipment volume, February 2000 to March 2021: 14.50 million units
  - First-generation Tamagotchi (including overseas)
    - Cumulative shipment volume, November 1996 to March 1999: 140.00 million units
  - Tamagotchi (including overseas)
    - Cumulative shipment volume, March 2004 to March 2021: 43.73 million units
  - Donjara series
    - Cumulative shipment volume, 1984 to March 2021: 3.92 million units
  - Anpanman PC series including tablet devices
    - Cumulative shipment volume, 1999 to March 2021: 2.39 million units

- **Capsule Toys: Gashapon**
  - Gashapon (¥100–¥500)
    - Cumulative shipment volume, 1995 to March 2021: 3,710.50 million units
  - HG / DD / HBG series (non-deformed figures)
    - Cumulative shipment volume, September 1994 to March 2021: 300.10 million units
  - Capsule-less product series
    - Cumulative shipment volume, October 2015 to March 2021: 50.02 million units

- **Cards, Trading Cards**
  - CARDDASS series
    - Cumulative shipment volume, 1997 to March 2021: 11,747.40 million units
  - DATA CARDDASS series
    - Cumulative total card shipments, March 2005 to March 2021: 2,748.58 million units

- **Candy Toys**
  - Candy toys (all lines)
    - Cumulative shipment volume, 1995 to March 2021: 2,655.24 million units

- **Confectionery / Foods**
  - Crayon Shin-chan Chocobi series
    - Cumulative shipment volume, March 2005 to March 2021: 227.02 million units
  - Charapaki series
    - Cumulative shipment volume, October 2017 to March 2021: 60.84 million units
  - Character decoration cake series
    - Cumulative shipment volume, 1994 to March 2021: 11.43 million units
  - TAMASUAI (Japanese-style confection) series
    - Cumulative shipment volume, April 2015 to March 2021: 10.67 million units

- **Apparel**
  - T-shirts
    - Cumulative shipment volume, 1991 to March 2021: 45.86 million units
  - Transformation suits
    - Cumulative shipment volume, 1991 to March 2021: 11.38 million units
  - Glow-in-the-dark pajama series
    - Cumulative shipment volume, October 2007 to March 2021: 7.06 million units

- **Lifestyle (Sundries)**
  - Children’s shampoo
    - Cumulative shipment volume, 1998 to March 2021: 92.92 million units
  - Bikkura Tamago bathing salts
    - Cumulative shipment volume, March 2002 to March 2021: 139.40 million units
  - The Rose of Versailles Liquid Eyeliner series (including overseas)
    - Cumulative shipment volume, September 2007 to March 2021: 6.80 million units
## PRODUCTS / SERVICE DATA

### BANDAI SPIRITS CO., LTD.

#### Collectible figures
- **Soul of Chogokin**
  - Cumulative shipment volume, December 1997 to March 2021: 3,411 million units
- **Saint Cloth Myth**
  - Cumulative shipment volume, November 2001 to March 2021: 5,451 million units
- **Soul of Robot**
  - Cumulative shipment volume, October 2008 to March 2021: 5,501 million units
- **S.H. Figuarts**
  - Cumulative shipment volume, February 2008 to March 2021: 14,371 million units

#### Plastic Model Kits
- **Gundam series plastic models**
  - Cumulative shipment volume, As of the end of March 2021: 714.84 million units
- **Gundam (Real) series plastic models**
  - Cumulative shipment volume, July 1980 to March 2021: 538.24 million units
- **Gundam (SD) series plastic models**
  - Cumulative shipment volume, July 1987 to March 2021: 176.60 million units
- **Figure-rise series**
  - Cumulative shipment volume, December 2009 to March 2021: 5,111 million units

#### Prizes
- Number of items developed into prizes in FY2021.3
  - Total number of items: 1,171 items
  - Formed products (figures, etc.): 511 items
  - Sewn products (stuffed toys, etc.): 430 items
  - Sundries: 230 items

#### Overseas
- **Saint Cloth Myth**
  - Cumulative shipment volume, October 2003 to March 2021: 8.791 million units
- **Gundam action figures**
  - Cumulative shipment volume, January 2000 to March 2021: 15.751 million units
- **Gundam plastic model kits**
  - Cumulative shipment volume, January 2000 to March 2021: 84.851 million units
- **Web service “GUNDAM.INFO”**
  - Visual product viewing results, March 2011 to March 2021: 1,710.85 million views

### MegaHouse Corporation
- **Otomo series**
  - Cumulative shipment volume, 1973 to March 2021: 25.60 million units
- **Robik’s Cube series**
  - Cumulative shipment volume, 1980 to March 2021: 14.40 million units

### CCP Co., Ltd.
- **Sweeplus vacuum cleaner series**
  - Cumulative shipment volume, August 2011 to March 2021: 1.80 million units
- **Cordless rotating mop cleaner series**
  - Cumulative shipment volume, July 2015 to March 2021: 0.86 million units

### Sun-Star Stationery Co., Ltd.
- **Nurie (coloring book) series**
  - Cumulative shipment volume, July 2009 to March 2021: 87.43 million units
- **Stickyle (stick-type stationery)**
  - Cumulative shipment volume, December 1997 to March 2021: 4.47 million units

### Heart Corporation
- Results in shipments of products for seasonal events
  - Confectionery for 2020 Christmas: 106 items, 3.88 million units
  - Confectionery for 2021 Valentine’s Day: 175 items, 4.10 million units
  - Confectionery for 2021 White Day: 102 items, 1.70 million units

### IP Production Unit (Visual and Music Business / Creation Business)
- **Sales by category**
  - **Packaged products**
    - FY2020.3: 15.2
    - FY2021.3: 9.8
  - Productions, license, distribution, events, etc.
    - FY2020.3: 91.5
    - FY2021.3: 46.5
  - Total
    - FY2020.3: 46.7
    - FY2021.3: 36.3

### IP Production Unit (Creation Business)
- **SUNRISE INC. / BANDAI NAMCO Pictures INC.**
  - Number of copyrighted products and total number of hours (As of March 31, 2021)
    - Number of copyrighted products: 342 products
    - Total number of hours: 2,765 hours

### Amusement Unit
- **Sales by category**
  - Amusement facilities: FY2020.3: 44.7, FY2021.3: 47.1

### Amusement Facilities
- **Number of facilities at end of FY2021.3**
  - Japan: 246
  - Overseas: 22
  - Total: 268

### HANAYASHIKI CO., LTD.
- **Number of customers entering ASAKUSA HANAYASHIKI in FY2021.3**
  - Number of customers entering: 160,000 customers

*Closed from April to June, 2020, in order to prevent the spread of COVID-19*
## Related Market Data

### GAME APP MARKET (JAPAN)

**GAME APP MARKET SCALE TREND**

<table>
<thead>
<tr>
<th>Year</th>
<th>Revenue (¥ billion)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016</td>
<td>1,200</td>
</tr>
<tr>
<td>2017</td>
<td>1,058</td>
</tr>
<tr>
<td>2018</td>
<td>1,146</td>
</tr>
<tr>
<td>2019</td>
<td>1,216</td>
</tr>
<tr>
<td>2020</td>
<td>1,316.6</td>
</tr>
</tbody>
</table>

*Prepared based on information as of May 2021. Game app data provided for smartphones. Includes games for feature phones that operate on SNS platforms.*

**HOMESTYLE GAME MARKET SCALE TREND**

<table>
<thead>
<tr>
<th>Year</th>
<th>Revenue (¥ billion)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016</td>
<td>444.6</td>
</tr>
<tr>
<td>2017</td>
<td>436.2</td>
</tr>
<tr>
<td>2018</td>
<td>463.6</td>
</tr>
<tr>
<td>2019</td>
<td>507.9</td>
</tr>
<tr>
<td>2020</td>
<td>580.7</td>
</tr>
</tbody>
</table>

*Prepared based on information as of May 2021.

### TOP PUBLISHERS IN THE GLOBAL APP MARKET

**TOP PUBLISHERS IN THE GLOBAL APP MARKET**

<table>
<thead>
<tr>
<th>Rank</th>
<th>Name</th>
<th>Country</th>
<th>Genre</th>
<th>Market Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Tencent</td>
<td>China</td>
<td>Games</td>
<td>2.1%</td>
</tr>
<tr>
<td>2</td>
<td>NetEase</td>
<td>China</td>
<td>Games</td>
<td>2.0%</td>
</tr>
<tr>
<td>3</td>
<td>Supercell</td>
<td>Finland</td>
<td>Games</td>
<td>1.9%</td>
</tr>
<tr>
<td>4</td>
<td>Activision Blizzard</td>
<td>U.S.</td>
<td>Games</td>
<td>1.8%</td>
</tr>
<tr>
<td>5</td>
<td>Zynga</td>
<td>U.S.</td>
<td>Games</td>
<td>1.5%</td>
</tr>
<tr>
<td>6</td>
<td>BANDAI NAMCO</td>
<td>Japan</td>
<td>Games</td>
<td>1.4%</td>
</tr>
<tr>
<td>7</td>
<td>Tencent Cloud</td>
<td>China</td>
<td>Games</td>
<td>1.3%</td>
</tr>
<tr>
<td>8</td>
<td>Netmarble</td>
<td>South Korea</td>
<td>Games</td>
<td>1.2%</td>
</tr>
<tr>
<td>9</td>
<td>Playtika</td>
<td>Israel</td>
<td>Games</td>
<td>1.1%</td>
</tr>
<tr>
<td>10</td>
<td>Sony</td>
<td>Japan</td>
<td>Games</td>
<td>1.0%</td>
</tr>
</tbody>
</table>

_Source: App Annie. Total for iOS, Google Play. Prepared by App Annie based on 2020 revenue figures._

### THE BANDAI NAMCO GROUP'S RANKING IN THE APP MARKET

**THE BANDAI NAMCO GROUP’S RANKING IN THE APP MARKET**

<table>
<thead>
<tr>
<th>Year</th>
<th>Ranking</th>
</tr>
</thead>
<tbody>
<tr>
<td>2020</td>
<td>No. 6</td>
</tr>
<tr>
<td>2019</td>
<td>No. 5</td>
</tr>
<tr>
<td>2018</td>
<td>No. 4</td>
</tr>
<tr>
<td>2017</td>
<td>No. 7</td>
</tr>
</tbody>
</table>

*Based on ranking in Top Publishers in Global App Market, which was prepared by App Annie.*

### TOY MARKET (JAPAN)

#### Toy Market Scale

<table>
<thead>
<tr>
<th>Major Categories</th>
<th>FY2020*1</th>
<th>FY2021*1</th>
</tr>
</thead>
<tbody>
<tr>
<td>Games</td>
<td>14,405</td>
<td>19,246</td>
</tr>
<tr>
<td>Cards, trading cards</td>
<td>113,303</td>
<td>122,240</td>
</tr>
<tr>
<td>Jigsaw puzzles</td>
<td>11,279</td>
<td>17,888</td>
</tr>
<tr>
<td>High-tech-related trendy toys</td>
<td>5,199</td>
<td>6,488</td>
</tr>
<tr>
<td>Character products</td>
<td>80,890</td>
<td>67,490</td>
</tr>
<tr>
<td>Toy vehicles</td>
<td>51,870</td>
<td>42,903</td>
</tr>
<tr>
<td>Dolls, products for playing house</td>
<td>45,251</td>
<td>38,765</td>
</tr>
<tr>
<td>Educational toys</td>
<td>26,732</td>
<td>26,063</td>
</tr>
<tr>
<td>Educational</td>
<td>149,423</td>
<td>172,944</td>
</tr>
<tr>
<td>Seasonal products</td>
<td>47,759</td>
<td>51,265</td>
</tr>
<tr>
<td>Sundries</td>
<td>95,817</td>
<td>105,789</td>
</tr>
<tr>
<td>Hobby products</td>
<td>138,087</td>
<td>144,911</td>
</tr>
<tr>
<td>Other</td>
<td>12,410</td>
<td>10,563</td>
</tr>
<tr>
<td>Total</td>
<td>814,413</td>
<td>824,755</td>
</tr>
</tbody>
</table>

*1. Includes sales of toys and hobby products. Includes the sales of the International Tokyo Toy Show. 2. Includes sales of toys and hobby products. Includes the sales of the International Tokyo Toy Show.

**Company rankings are as of the collection date.**

**Unit Sales Share by Manufacturer (2020)**

- Microsoft Japan: 21.1%
- Tencent China: 19.0%
- Sony Interactive Entertainment: 9.2%
- Netmarble South Korea: 7.8%
- BANDAI NAMCO: 6.4%
- Supercell: 4.8%
- Tencent Cloud: 4.7%
- Playtika: 4.6%
- Sony: 4.6%
- Other: 16.1%

_Netnords: 47.3%_

**Collection period:** December 30, 2019, to December 27, 2020.

**Notes:**
1. In principle, the market created by the original products and own-brand products of member companies of the Japan Toy Association and of exhibitors at the International Tokyo Toy Show.
2. Excluding drugstore distribution.
3. Hobby products include distribution of models.

**Source:** KADOKAWA ASCII Research Laboratories, Inc., “Famitsu Game White Paper 2021.”

### TOY MARKET (JAPAN)

#### Major Categories (Ex: Millions of yen, manufacturer’s suggested retail price basis)

<table>
<thead>
<tr>
<th>Category</th>
<th>FY2021.3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Games</td>
<td>16.4%</td>
</tr>
<tr>
<td>Cards</td>
<td>14.8%</td>
</tr>
<tr>
<td>Educational toys</td>
<td>14.6%</td>
</tr>
<tr>
<td>Hobby toys</td>
<td>17.0%</td>
</tr>
<tr>
<td>Sundries</td>
<td>12.8%</td>
</tr>
<tr>
<td>Seasonal products</td>
<td>6.3%</td>
</tr>
<tr>
<td>Dolls, products for playing house</td>
<td>6.4%</td>
</tr>
</tbody>
</table>

**Notes:**
1. Includes sales of toys and hobby products. Includes the sales of the International Tokyo Toy Show.
2. Excluding drugstore distribution.
3. Hobby products include distribution of models.

**Source:** The Japan Toy Association.
Related Market Data

**Plastic Model Market (Japan)**

**Plastic Model Overall Market Trend**

<table>
<thead>
<tr>
<th>Year</th>
<th>Market Scale (¥ billion)</th>
<th>2017</th>
<th>2018</th>
<th>2019</th>
<th>2020</th>
<th>2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>($B)</td>
<td></td>
<td>32.0</td>
<td>31.9</td>
<td>31.8</td>
<td>31.2</td>
<td>32.5</td>
</tr>
</tbody>
</table>

Source: Yano Research Institute Ltd.

**Capsule Toy Market (Japan)**

**Capsule Toy Market Trend**

<table>
<thead>
<tr>
<th>Year</th>
<th>Market Scale (¥ billion)</th>
<th>2017</th>
<th>2018</th>
<th>2019</th>
<th>2020</th>
<th>2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>($B)</td>
<td></td>
<td>19.0</td>
<td>20.0</td>
<td>21.0</td>
<td>22.0</td>
<td>23.0</td>
</tr>
</tbody>
</table>

Source: Yano Research Institute Ltd.

**Character Plastic Model Market Trend**

<table>
<thead>
<tr>
<th>Year</th>
<th>Market Scale (¥ billion)</th>
<th>2017</th>
<th>2018</th>
<th>2019</th>
<th>2020</th>
<th>2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>($B)</td>
<td></td>
<td>20.0</td>
<td>21.0</td>
<td>22.0</td>
<td>23.0</td>
<td>24.0</td>
</tr>
</tbody>
</table>

Source: Yano Research Institute Ltd.

**Figure Market (Japan)**

**Figure Market Scale Trend**

<table>
<thead>
<tr>
<th>Year</th>
<th>Market Scale (¥ billion)</th>
<th>2017</th>
<th>2018</th>
<th>2019</th>
<th>2020</th>
<th>2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>($B)</td>
<td></td>
<td>32.0</td>
<td>31.9</td>
<td>31.8</td>
<td>31.2</td>
<td>32.5</td>
</tr>
</tbody>
</table>

Source: Yano Research Institute Ltd.

**Digital Card Market Scale Trend**

<table>
<thead>
<tr>
<th>Year</th>
<th>Market Scale (¥ billion)</th>
<th>2017</th>
<th>2018</th>
<th>2019</th>
<th>2020</th>
<th>2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>($B)</td>
<td></td>
<td>20.0</td>
<td>21.0</td>
<td>22.0</td>
<td>23.0</td>
<td>24.0</td>
</tr>
</tbody>
</table>

Source: Yano Research Institute Ltd.

**IP Production Unit (Visual and Music Business)**

**Visual Software Market (Japan)**

**Visual Software Market Scale Trend**

<table>
<thead>
<tr>
<th>Year</th>
<th>Market Scale (¥ billion)</th>
<th>2017</th>
<th>2018</th>
<th>2019</th>
<th>2020</th>
<th>2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>($B)</td>
<td></td>
<td>30.0</td>
<td>31.0</td>
<td>32.0</td>
<td>33.0</td>
<td>34.0</td>
</tr>
</tbody>
</table>

Source: Yano Research Institute Ltd.

**Music-Related Market Trend**

<table>
<thead>
<tr>
<th>Year</th>
<th>Market Scale (¥ billion)</th>
<th>2017</th>
<th>2018</th>
<th>2019</th>
<th>2020</th>
<th>2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>($B)</td>
<td></td>
<td>30.0</td>
<td>31.0</td>
<td>32.0</td>
<td>33.0</td>
<td>34.0</td>
</tr>
</tbody>
</table>

Source: Yano Research Institute Ltd.

**Baby’s & Children’s Clothing Market (Japan)**

**Baby’s & Children’s Clothing Market Trend**

<table>
<thead>
<tr>
<th>Year</th>
<th>Market Scale (¥ billion)</th>
<th>2017</th>
<th>2018</th>
<th>2019</th>
<th>2020</th>
<th>2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>($B)</td>
<td></td>
<td>30.0</td>
<td>31.0</td>
<td>32.0</td>
<td>33.0</td>
<td>34.0</td>
</tr>
</tbody>
</table>

Source: Yano Research Institute Ltd.

**Audio Record Production Value and Live Entertainment Market Scale Trend**

<table>
<thead>
<tr>
<th>Year</th>
<th>Market Scale (¥ billion)</th>
<th>2017</th>
<th>2018</th>
<th>2019</th>
<th>2020</th>
<th>2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>($B)</td>
<td></td>
<td>30.0</td>
<td>31.0</td>
<td>32.0</td>
<td>33.0</td>
<td>34.0</td>
</tr>
</tbody>
</table>

Source: Yano Research Institute Ltd.
BANDAI NAMCO GROUP IMPORTANT CSR THEMES: FY2021.3 ACTIVITY REPORT

The BANDAI NAMCO Group’s business segments and affiliated business companies have formulated mid-term plans for the Group’s Important CSR Themes and are implementing initiatives on that basis. Under these mid-term plans, major initiative themes are established, and measures and roadmaps are determined for each theme. The Group CSR Committee and Group CSR Subcommittee confirm and review progress with activities, and reports are periodically made to the Board of Directors. In these ways, we are working to achieve the plans. The status of the activities of the business segments and affiliated business companies in FY2021.3 was as follows. Note: Based on the business segment classifications for FY2021.3.

**BANDAI NAMCO GROUP’s IMPORTANT CSR THEMES:**

**SAFETY AND CLEANLINESS OF PRODUCTS AND SERVICES**

<table>
<thead>
<tr>
<th>Business Segments</th>
<th>Major Initiative Themes</th>
<th>Status of Progress</th>
</tr>
</thead>
<tbody>
<tr>
<td>Toys and Hobby Unit</td>
<td>Focusing on safety and peace of mind</td>
<td>Holding the Product Safety Forum, with six Group companies cooperating to implement an online exhibition in order to foster consideration for product safety.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Implementing document-based study initiatives instead of face-to-face meetings for cooperating manufacturers in order to prevent the spread of COVID-19 (four times).</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Average satisfaction level of participants: 92.2% (Target: 80% or more).</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Reevaluating BANDAI quality standards two times and implementing revisions for 32 items.</td>
</tr>
<tr>
<td>Network Entertainment Unit</td>
<td>Advancing the provision of safe, secure services</td>
<td>Revising quality standards and various guidelines addressing laws and regulations for game production at BANDAI NAMCO Entertainment Inc. and BANDAI NAMCO Online Inc.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Revising guidelines related to serious quality for the e-store platform, which is being rolled out by BANDAI NAMCO Nexon Inc.</td>
</tr>
<tr>
<td>Real Entertainment Unit</td>
<td>Creating safe, secure facilities</td>
<td>Implementing checks related to safety.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Implementing BANDAI NAMCO Amusement safety checks (297 points), play equipment checks (26 points), and large-scale entertainment facility checks (21 points).</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Implementing 23 independent inspections related to food safety (food safety inspections).</td>
</tr>
<tr>
<td>Visual and Music Production Unit</td>
<td>Product safety standard initiatives and live event safety and security</td>
<td>Revising BANDAI NAMCO Arts Inc. quality control standards.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Implementing timely observation of manufacturing processes at plants to which manufacturing of products has been contracted.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Changing to live events without customers in attendance at the physical venue and online live events.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Formulating guidelines for online events, live events, and program recording.</td>
</tr>
<tr>
<td>IP Creation Unit</td>
<td>Zero accidents campaign: Working to increase safety and eliminate accidents in regard to the operation of vehicles used for the delivery and collection of products.</td>
<td>Implementing driving skills and traffic safety lecture for approximately 60 new employees (including mid-career hires).</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Managing driving operators with the installation of SmartDrive movement monitoring systems on all 28 vehicles used for the delivery and collection of products.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Implementing eco-driving training.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Implementing safety guidance during roll-call.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Acquiring/maintaining O-Mark certification for excellent standards for safety at 77 sites.</td>
</tr>
<tr>
<td>Affiliated Business Companies (BANDAI LOJIPAL INC. / LOJIPAL EXPRESS INC.)</td>
<td>Reducing vehicle accidents through safe driving and delivering cargo without delay</td>
<td>Implementing eco-driving training.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Implementing guidelines and live event initiatives in manufacturing and materials.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Implementing eco-driving training to reduce accidents.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Revising templates for newly introduced materials, in accordance with material characteristics.</td>
</tr>
</tbody>
</table>
BANDAI NAMCO GROUP’S IMPORTANT CSR THEMES:
ENVIRONMENTAL CONSIDERATION

<table>
<thead>
<tr>
<th>Business Segments</th>
<th>Major Initiative Themes</th>
<th>Status of Progress</th>
<th>FY2021-3 Activity Report</th>
</tr>
</thead>
<tbody>
<tr>
<td>Toys and Hobby Unit</td>
<td>“Act Now For Future Smiles”</td>
<td>□</td>
<td>- Within the business segment, online meetings held of the CSR Promotion Committee (3 meetings) and the Eco Medals committee (3 meetings) - Implementing environmental communications and other CSR communications - Exhibiting at events: None (to prevent the spread of COVID-19) - Implementing on-site lessons: 16 locations, approximately 4,500 people - Certifying 319 items in FY2020 under the Eco Medal certification system, which certifies products that meet internal standards for environmental friendliness</td>
</tr>
<tr>
<td>Network Entertainment Unit</td>
<td>Advancing environmental education activities</td>
<td>□</td>
<td>- Saving electricity through “lights down” initiatives and advancing paperless operations through the use of digital tools</td>
</tr>
<tr>
<td>Real Entertainment Unit</td>
<td>Energy-saving initiatives</td>
<td>□</td>
<td>- Changing to LEDs for interior lighting at ASAKUSA HANARODOMi amusement park - With the understanding of the commercial facilities that house our amusement facilities, turning down the lighting to the extent possible without adversely affecting customer safety and crime prevention</td>
</tr>
<tr>
<td>Visual and Music Production Unit</td>
<td>Implementing environmental consideration</td>
<td>□</td>
<td>- Recycling excess work-in-progress and product inventories - Advancing the transition from paper tickets to electronic tickets</td>
</tr>
<tr>
<td>IP Creation Unit</td>
<td>Promoting environmental consideration and the environmental understanding of employees</td>
<td>□</td>
<td>- Reducing the use of paper resources through the digitalization of animation production processes - Continuing educational activities for employees through internal newsletters, mail magazines, etc</td>
</tr>
<tr>
<td>Affiliated Business Companies (BANDAI LOGIPAL INC./LOGIPAL EXPRESS INC.)</td>
<td>Reducing CO2 emissions through control of CO2 from vehicle exhaust and reduced electricity consumption at work sites</td>
<td>□</td>
<td>- For newly purchased vehicles, introducing types of vehicles compliant with 2015 (post new long term) emission regulations - Average fuel consumption achieved through continued eco-driving activities (~4.29 km/L) - Continuing to save power by turning off unnecessary lighting at offices and warehouses</td>
</tr>
</tbody>
</table>

BANDAI NAMCO GROUP’S IMPORTANT CSR THEMES:
POLICIES REGARDING INFLUENCE ON SOCIETY OF THE GROUP’S CONTENT AND PRODUCTS

<table>
<thead>
<tr>
<th>Business Segments</th>
<th>Major Initiative Themes</th>
<th>Status of Progress</th>
<th>FY2021-3 Activity Report</th>
</tr>
</thead>
<tbody>
<tr>
<td>Toys and Hobby Unit</td>
<td>Control of ethical expression in content and products</td>
<td>□</td>
<td>- Implementing training related to ethics - Implementing training for new employees (1 time) and training for companies in the Toys and Hobby Unit (1 time)</td>
</tr>
<tr>
<td>Network Entertainment Unit</td>
<td>Initiatives related to appropriate expression</td>
<td>□</td>
<td>- Announcing that “appropriately controlling ethical expression in content” is an important initiative theme shared by all companies in the Network Entertainment Unit, and implementing initiatives - Continuing to implement seminars for employees related to ethical expression - Providing information to employees through the distribution of mail magazines and through exclusive in-house websites</td>
</tr>
<tr>
<td>Visual and Music Production Unit</td>
<td>Initiatives in the areas of ethical expression and IP protection</td>
<td>□</td>
<td>- Continuing to implement multiple checks of ethical expression by two departments - Implementing internal lectures related to copyrights</td>
</tr>
<tr>
<td>IP Creation Unit</td>
<td>Implementing initiatives for appropriate ethical expression</td>
<td>□</td>
<td>- Strengthening internal system for checks of ethical expression - Implementing in-house ethical expression seminars</td>
</tr>
</tbody>
</table>

BANDAI NAMCO GROUP’S IMPORTANT CSR THEMES:
SUPPLY CHAIN MANAGEMENT

<table>
<thead>
<tr>
<th>Business Segments</th>
<th>Major Initiative Themes</th>
<th>Status of Progress</th>
<th>FY2021-3 Activity Report</th>
</tr>
</thead>
<tbody>
<tr>
<td>Toys and Hobby Unit</td>
<td>BANDAI Factory Audits (BFAs)</td>
<td>□</td>
<td>- Implementing audits of all overseas final packaging plants that make products for the Japanese market for BANDAI CO., LTD., and BANDAI SPIRITS CO., LTD. (44 companies) - Implementing Unit-wide integrated management at manufacturing plants that make copyrighted products that have character information regulations - To prevent the spread of COVID-19, supplier conferences were not held in Tokyo, Shanghai, or Shenzhen. Information was shared through documents</td>
</tr>
<tr>
<td>Real Entertainment Unit</td>
<td>Appropriate supply chain management in Japan and overseas</td>
<td>□</td>
<td>- When starting business relationships with suppliers, CSR Procurement Questionnaire was implemented, which covers seven major items, including prohibition of human rights violations, such as forced labor - Confirming quality of toys imported to Japan in order to secure safety in line with Japanese domestic laws and regulations</td>
</tr>
<tr>
<td>Visual and Music Production Unit</td>
<td>Implementing supply chain management</td>
<td>□</td>
<td>- Implementing audits at customer centers that handle personal information - Continuing to implement interview research based on plant audit checklists for major production plants in Japan and overseas</td>
</tr>
<tr>
<td>Affiliated Business Companies (BANDAI LOGIPAL INC./LOGIPAL EXPRESS INC.)</td>
<td>Rolling out integrated distribution services</td>
<td>□</td>
<td>- Maintaining AEO (Authorized Economic Operator) customs broker certification - Maintaining PrivacyMark</td>
</tr>
<tr>
<td>Affiliated Business Companies (ARTPRESTO CO., LTD.)</td>
<td>Safety and security in production plants</td>
<td>□</td>
<td>- Continuing to implement supplier plant audits (5 companies out of a total of 11 in Japan and overseas)</td>
</tr>
</tbody>
</table>
## OVERVIEW OF ENVIRONMENTAL PERFORMANCE DATA FOR FY2021.3

<table>
<thead>
<tr>
<th>Measured Item</th>
<th>Unit</th>
<th>BANDAI NAMCO Holdings Inc.</th>
<th>Toys and Hobby Unit</th>
<th>Network Entertainment Unit</th>
<th>Real Entertainment Unit</th>
<th>Visual and Music Production Unit</th>
<th>IP Creation Unit</th>
<th>AFFiliated Business Companies</th>
<th>Total</th>
<th>FY2023.3 Total</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Fuel</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Gasoline</td>
<td>l</td>
<td>0</td>
<td>26,991</td>
<td>1,211</td>
<td>2,756</td>
<td>2,970</td>
<td>12,773</td>
<td>77,907</td>
<td>124,607</td>
<td>119,813</td>
</tr>
<tr>
<td>Petrol*</td>
<td>l</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>7,532</td>
<td>7,532</td>
<td>14,223</td>
</tr>
<tr>
<td>Diesel fuel</td>
<td>l</td>
<td>0</td>
<td>86,296</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>1,419,392</td>
<td>1,505,688</td>
<td>1,309,643</td>
</tr>
<tr>
<td>Other*</td>
<td>l</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Heavy oil*</td>
<td>l</td>
<td>0</td>
<td>2</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>16,287</td>
<td>16,287</td>
<td>0</td>
</tr>
<tr>
<td>Petroleum gas</td>
<td>t</td>
<td>0</td>
<td>2</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>2</td>
</tr>
<tr>
<td>Kerosene*</td>
<td>t</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>7,532</td>
<td>7,532</td>
<td>14,223</td>
</tr>
<tr>
<td>Diesel fuel</td>
<td>m³</td>
<td>0</td>
<td>6</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>1,286</td>
<td>1,286</td>
<td>0</td>
</tr>
<tr>
<td>Other*</td>
<td>m³</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>1,286</td>
<td>1,286</td>
<td>0</td>
</tr>
<tr>
<td><strong>Water</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tap water used</td>
<td>m³</td>
<td>0</td>
<td>56,237</td>
<td>3,810</td>
<td>59,375</td>
<td>3,732</td>
<td>372</td>
<td>136,442</td>
<td>136,442</td>
<td>115,609,208</td>
</tr>
<tr>
<td>Waste**</td>
<td>m³</td>
<td>0</td>
<td>56,237</td>
<td>3,810</td>
<td>59,375</td>
<td>3,732</td>
<td>372</td>
<td>136,442</td>
<td>136,442</td>
<td>115,609,208</td>
</tr>
<tr>
<td>City gas*</td>
<td>m³</td>
<td>0</td>
<td>10,890</td>
<td>45,786</td>
<td>193,611</td>
<td>339,505</td>
<td>0</td>
<td>596,525</td>
<td>596,525</td>
<td>716,251</td>
</tr>
<tr>
<td>Steam (industrial use)*</td>
<td>GJ</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Steam (excluding industrial use)*</td>
<td>GJ</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Hot water**</td>
<td>GJ</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>136</td>
</tr>
<tr>
<td>Cold water**</td>
<td>GJ</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Non-industrial waste</td>
<td>kg</td>
<td>1,986</td>
<td>446,027</td>
<td>21,863</td>
<td>755,012</td>
<td>30,210</td>
<td>18,200</td>
<td>99,453</td>
<td>1,370,751</td>
<td>1,766,119</td>
</tr>
<tr>
<td>Industrial waste</td>
<td>kg</td>
<td>0</td>
<td>444,295</td>
<td>3,568</td>
<td>471,817</td>
<td>407,017</td>
<td>44,202</td>
<td>528,415</td>
<td>2,099,315</td>
<td>1,442,365</td>
</tr>
<tr>
<td>Recycling volume</td>
<td>kg</td>
<td>5,386</td>
<td>718,112</td>
<td>32,130</td>
<td>34,698</td>
<td>5,257</td>
<td>25,275</td>
<td>26,216</td>
<td>841,816</td>
<td>829,768</td>
</tr>
<tr>
<td>Photocopy paper</td>
<td>kg</td>
<td>1,124</td>
<td>38,598</td>
<td>3,364</td>
<td>16,112</td>
<td>9,256</td>
<td>2,755</td>
<td>122,993</td>
<td>122,993</td>
<td>151,209</td>
</tr>
</tbody>
</table>

**Note:** In accordance with the Law Regarding the Rationalization of Energy Use, the BANDAI NAMCO Group calculates CO2 emissions from the items marked "*" in the table above.

### BANDAI NAMCO GROUP CO2 EMISSIONS

The BANDAI NAMCO Group is working to reduce CO2 emissions by setting reduction targets for each business segment for each fiscal year. From FY2019.3, in addition to total emissions management, we are working to control CO2 emissions through the introduction of management based on emissions intensity for each business segment.*

* CO2 emissions per employee or per unit of total floor space

- Environmental Management Scope
  - All Group companies
  - Scope of Collection of Environmental Performance Data
    - Consolidated companies, including equity-method affiliates
  - Management Standard
    - Emissions volume

## 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.

### Specific initiatives
- Identification of Materiality Issues (Reselection of Important Themes)
- Advancing activities linked to the IP axis strategy

### Medium-to-long-term targets for decarbonisation

<table>
<thead>
<tr>
<th>Target</th>
<th>By 2050</th>
<th>By 2030</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reduce the amount of energy-related carbon dioxide emissions at Group business sites (offices, own plants, directly operated amusement facilities, etc.) to net zero</td>
<td></td>
<td></td>
</tr>
<tr>
<td>A 35% reduction compared with FY2014.3 in energy-related carbon dioxide emissions at Group business sites</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Major initiatives
- Further promotion of energy-saving measures and introduction of renewable energy, etc.
HUMAN RESOURCES-RELATED INFORMATION TOTAL FOR UNIT CORE COMPANIES

Note: Accompanying a change in segment classification, there have been changes to the Unit core companies from FY2019.3. FY2018.3: BANDAI CO., LTD., BANDAI NAMCO Entertainment Inc., BANDAI NAMCO Visual Co., Ltd. * The name of BANDAI VISUAL CO., LTD., was changed to BANDAI NAMCO Arts Inc. in April 2018.

* Systems used by Group companies are different.

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Note: History of Group companies before the management integration of BANDAI and NAMCO. Company names and place names are as of the date cited.

BANDAI NAMCO Group's History

1950s

July 1950 • Bandaiya was founded in the Kikuyabashi section of Asakusa, Taito-ku, Tokyo. President: Naoharu Ikegami, Ota-ku, Tokyo (President: Masaya Nakamura). Capital: ¥300,000. Started in the amusement business with the installment of two children's mechanical horse rides on the rooftop of a department store in Yokohama.

March 1951 • Export sales commenced.

April 1953 • Accompanying the expansion of export operations, shipment and warehouse facilities were newly established in Hamagata, Asakusa, Taito-ku, Tokyo.

July • Product Inspection Department established to perform checks on all products.

A research unit was established to improve the quality of BANDAI brand metallic toys and to conduct R&D in new products.

Transport division (predecessor of BANDAI LOGICAL INC.) was established.

January 1955 • Waraku Works (predecessor of BANDAI Manufacturing) was established.

June • Office building newly constructed in Komagata 2-chome, Asakusa, Taito-ku, Tokyo.

The B.C. logo was created by combining the first letters in BANDAI Company.

A product guarantee system—an industry first— was launched in conjunction with the Toppy Crown (1956 version) model car.

November • Opened Osaka office in Namba, Osaka.

1960s

1963 • Installed the Roadside Ride on the rooftop of Mitsubishi Department Store in Nihonbash, Tokyo. Subsequently expanded business to each Mitsubishi store.

1965 • Established Production Department. Periscope, developed by the Production Department, became a major hit.


Began to use Nakamura Manufacturing brand mark.

Esso Data

1950s

June 1955 • Nakamura Manufacturing Ltd. established in Igekari, Ota-ku, Tokyo (President: Masaya Nakamura). Capital: ¥300,000. Started in the amusement business with the installment of two children's mechanical horse rides on the rooftop of a department store in Yokohama.

1960s

BANDAI NAMCO Group’s History

July 1958 • First TV advertisement aired with the catchphrase “The Red Box means a BC-guaranteed top.”

July 1959 • Metal model cars were commercialized and products with the label of car series from around the world were launched.

Trademark (commonly known as the Bandai mark) was established to express the motto that quality is the highest priority.

1980s

March 1960 • Direct overseas sales started.

July • Bandai Toys Company established (transferred to Bandai Overseas Supply in 1971).

June 1961 • Name of Waraku Works was changed to B.C. Manufacturing. (Name was changed to BANDAI Manufacturing in May 1966.)

July • Company name was changed to BANDAI. Paid-in capital was ¥100 million.

NAMECO’S HISTORY

* The name of BANDAI VISUAL CO., LTD., was changed to BANDAI NAMCO Arts Inc. in April 2018.

Note: History of Group companies before the management integration of BANDAI and NAMCO. Company names and place names are as of the date cited.

BANDAI’S HISTORY

July 1950 • Banday was founded in the Kiiyabashi section of Asakusa in Taito-ku, Tokyo (President: Naoharu Yamashita). Paid-in capital was ¥1 million. The company conducted sales of celluloid toys as well as metallic toys (passenger cars), rubber swimming-rings, etc.

September • First original BANDAI product was launched: Ryohki Rei. (Full-time employees)

March 1951 • Export sales commenced.

April 1953 • Accompanying the expansion of export operations, shipment and warehouse facilities were newly established in Hamagata, Asakusa, Taito-ku, Tokyo.

July • Product Inspection Department established to perform checks on all products.

A research unit was established to improve the quality of BANDAI brand metallic toys and to conduct R&D in new products.

Transport division (predecessor of BANDAI LOGICAL INC.) was established.

January 1955 • Waraku Works (predecessor of BANDAI Manufacturing) was established.

June • Office building newly constructed in Komagata 2-chome, Asakusa, Taito-ku, Tokyo.

The B.C. logo was created by combining the first letters in BANDAI Company.

A product guarantee system—an industry first— was launched in conjunction with the Toppy Crown (1956 version) model car.

November • Opened Osaka office in Namba, Osaka.

1963 • Installed the Roadside Ride on the rooftop of Mitsubishi Department Store in Nihonbash, Tokyo. Subsequently expanded business to each Mitsubishi store.

1965 • Established Production Department. Periscope, developed by the Production Department, became a major hit.


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Trademark (commonly known as the Bandai mark) was established to express the motto that quality is the highest priority.
NAMCO'S HISTORY

1970s

- Established Yoga-cho plant in Yoga-cho, Osaka, Japan.
- Developed Flavon, a robot simulation game. Projection equipment using 3D models that were innovative for the time period became popular and it became a hit machine.
- Use of NAMCO brand name began.
- Begun full-scale research into robot technologies. Developed President Lincoln robot.
- Developed F-1 driving simulation game machine. Became popular in Japan and overseas.

1980s

- Introduced RIC-4641, became a major hit in Japan and overseas.
- NAMCO sponsored the Micro Mouse national tournament, which was participated in by amateur robot enthusiasts.
- Introduced the Ninjumaru maze-robot.
- Introduced the Megapu maze-robot.
- Established IP Rights Department. Began full-scale initiatives to protect in-house copyrights.
- Introduced the Pole-Position racing game machine.
- Introduced Xevious shooting game machine. Became highly popular due to beautiful graphics and story.
- Developed robot for Cion ethosmoro, the mascot character for the "International Science Technology Exposition."
- Launch of Galaxian, the first home video game for the Famicon.
- Introduced the first product in the Tower of Orpheus series of RPG game machines.
- New headquarters building completed in Ota-ku, Tokyo. Developed Talking Aid, a mobile communication device.
- Capital participation in Italian Tomato Ltd.

BANDAI'S HISTORY

HISTORY

Note: History of Group companies before the management integration of BANDAI and NAMCO. Company names and place names are as of the date cited.

1964
- Remote control (RC) toy car became a major hit.
- Tomy manufacturing complex completed in Mibu, Tochigi Prefecture.
- NAMCO ENTERPRISES ASIA LTD. established.

January
- Customer service center established.
- Acquired Abini (Japan) Corp. from Abini Corp., of the U.S. Entered the video game business.
- BANDAI AMERICA INCORPORATED established as a sales base in the U.S.

July
- Crazy Foam launched. Sold 2.5 million units in three months due to intensive campaign, centered on TV promotion.
- "BANDAI's new trademark (the BANDAI Baby) formulated.

May
- BANDAI Automobile established.
- Water Motor series became a hit.

August
- New Model Toys Department launched sales of plastic models.

October
- NAMCO ENTERPRISES ASIA LTD. established.
- Use of NAMCO brand name began.

November
- Acquisition of plant in Shizuoka City, Shizuoka Prefecture. Start of production of plastic models, such as the Automobile series, Thunderbirds 2, and the Beetle series.

1970s

September 1970
- Tenka Japan established.

May 1971
- Bandai Models established.

July
- Established Popy as a specialist character toys manufacturer.

1970
- Established Yamaha plant in Yamaha, Oita-ku, Tokyo.
- Developed Raider, a driving simulation game. Projection equipment using 3D models that were innovative for the time period became popular and it became a hit machine.

1971
- Use of NAMCO brand name began.

1976
- Developed F-7 driving simulation game machine. Became popular in Japan and overseas.

1977
- Changed company name to NAMCO LIMITED. (Capital: ¥260 million)
- NAMCO ENTERPRISES ASIA LTD. established.
- Developed Shoot Away, a mirror-projection-type gun shooting game.

1978
- Bandai Publishing established.
- Launch of "LI (狸)," which later became a hit electronic game.

1979
- Introduced Daiyan, a shooting game machine. Became popular, centered on young consumers, and became a major hit in Japan and overseas.
- Developed Pitch It!, a machine that measured the speed of a pitched ball.

1980
- Makoto Yamashina was appointed President and Representative Director, and Naoshu Yamashina was appointed Chairman.

1981
- Alliance with Monogram, of the U.S.

1982
- Launched Sweet Land, the first home video game for the Famicon.

1984

1985
- New headquarters building completed in Ota-ku, Tokyo. Developed Talking Aid, a mobile communication device.

1986
- Capital participation in Italian Tomato Ltd.
- Established New Technology Foundation with the objective of fostering the development of science and technology.

1980
- Introduced RIC-4641, became a major hit in Japan and overseas.
- NAMCO sponsored the Micro Mouse national tournament, which was participated in by amateur robot enthusiasts.
- Introduced the Ninjumaru maze-robot.
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- Launch of Galaxian, the first home video game for the Famicon.
- Introduced the first product in the Tower of Orpheus series of RPG game machines.
- New headquarters building completed in Ota-ku, Tokyo. Developed Talking Aid, a mobile communication device.
- Capital participation in Italian Tomato Ltd.
- Established New Technology Foundation with the objective of fostering the development of science and technology.
- Introduced Secret Land, a candy prize machine.
- Launched Professional Baseball Family Stadium, a Famicon software.
### BANDAI'S HISTORY

#### 1981
- **January**: BANDAI FRANCE S.A. established as sales base in Europe.
- **March**: Entered the candy toy market.

#### 1982
- **March**: BANDAI UK LTD. established in the U.K.
- **October**: Frontier Department established as planning and production unit for animations and films.

#### 1983
- **November**: Emotion Ltd. established. Opened Emotion video shop, the first video shop authorized by the Japan Video Software Association.
- **March**: Released the Air Condition series, which was created from original video software music and video.

#### 1984
- **April**: Introduced Popy, Bandai Models, Bandai Manufacturing, Bandai Overseas, Niement, Celent, and Bandai Publishing. Capital increased to ¥711.39 million.
- **May**: Advanced into the Chinese market with the absorption-type merger of seven companies — Popy, Bandai Models, Bandai Manufacturing, Bandai Overseas, Niement, Celent, and Bandai Publishing. Capital increased to ¥711.39 million.
- **September**: Developed Final Lap, the industry's first driving game with built-in communications functions.

#### 1985
- **March**: BANDAI stock listed on the second section of the Tokyo Stock Exchange. (Capital: ¥4,550 million)
- **September**: Established Yokohama Future Laboratory in Yokohama City.

#### 1986
- **January**: Completed head office building in Kamagata, Taito-ku, Tokyo.
- **April**: Advanced into the music field (launch of the Emotion label).

#### 1987
- **January**: NAMCO's visual products business transferred to BANDAI VISUAL CO., LTD.
- **April**: NAMCO AMERICA INC. acquired Atari Operations Inc. Commenced amusement facility operations in the U.S.
- **May**: Jointly developed Eurovision Racing Driver Simulater in cooperation with Mazda Motor Corp.
- **December**: Launched Dennis, an industry-first original video packaged software.

#### 1988
- **January**: Name of Shinsei Manufacturing was changed to BANDAI可以看到 the merger of two NAMCO Group companies in July.
- **April**: Bandai Transport registered on the over-the-counter market (currently, JASDAQ).
- **May**: Introduced Ridge Racer, a racing game machine including System 22, a real-time, 3D CG system board.

#### 1989
- **February**: Opened Namco Wonder Eggs, the first urban theme park, for a limited time in Fukuoka County, Tokyo.
- **July**: NAMCO AMERICA INC. began direct sales of home video games.
- **August**: BANDAI listed on the first section of the Tokyo Stock Exchange.
- **September**: NAMCO listed on the first section of the Tokyo Stock Exchange.

#### 1990
- **February**: Established Brent Leisure Ltd. to strengthen manufacturing in Europe and sales in the U.K.
- **March**: Established NAMCO CYBERTAINMENT INC. through a tie-up with Suntory, is a big hit.
- **April**: Chun-Car, which packaged toys with drinks through a tie-up with Sunyer, is a big hit.
- **October**: Tensho, Daix, and Saito merged to establish HAPPINET CORPORATION.

#### 1991
- **January**: Name of Bandai Transport was changed to BANDAI VISUAL CO., LTD.
- **February**: Opened Namco Wonder Eggs, which offered a land of entertainment alchemy, on a site adjacent to Namco Wonder Eggs.
- **March**: Castel, Inc., the largest amusement facility operator in the U.S.
- **October**: Officially launched Tales of the Abyss...

#### 1992
- **February**: Opened Namco Wonder Eggs, the first urban theme park, for a limited time in Fukuoka County, Tokyo.
- **March**: NAMCO AMERICA INC. began direct sales of amusement machine in the U.S.
- **April**: NAMCO AMERICA INC. acquired Alari Operations Inc. Commenced amusement facility operations in the U.S.
- **May**: Established Namco Hometek Inc. as a U.S. base for home video games.
- **September**: Stock listed on the first section of the Tokyo Stock Exchange. (Capital: ¥4,779 million)

#### 1993
- **February**: Opened Namco Wonder Eggs, the first urban theme park, for a limited time in Fukuoka County, Tokyo.
- **March**: NAMCO EUROPE LTD., in London, U.K.
- **April**: Opened Tensho, Daix, and Saito merged to establish HAPPINET CORPORATION.

#### 1994
- **April**: Opened Namco Wonder Eggs, the first urban theme park, for a limited time in Fukuoka County, Tokyo.
- **May**: Established Namco CYBERTAINMENT INC. through the merger of two NAMCO Group companies in the U.S.
- **September**: Established Namco CYBERTAINMENT INC. through the merger of two NAMCO Group companies in the U.S.

#### 1995
- **February**: Developed Alpine Racer, an experience game machine.
- **March**: Developed Tales of Phantasia, the first product in the Tales of... series for the Super Famicon.
**NAMCO'S HISTORY**

- **January 1999**
  - Takashi Mogi was appointed President and Representative Director.

- **March 1999**
  - Opened Namco NAMJATOWN, one of Japan’s largest indoor theme parks, in Ikebukuro, Tokyo.

- **June 2000**
  - Launched Tekken Tag Tournament, a fighting game for the PlayStation 2.

- **September 2000**
  - Introduced the PlayStation 2 in Japan, which was developed by Sony Computer Entertainment, jointly developed with Sony Computer Entertainment, and was announced in March 1999.

- **December 2000**
  - Opened Namco Entertainment World Tokyo Pitan City in Ikebukuro, Tokyo.

**BANDAI’S HISTORY**

- **December 2000**
  - Introduced the PlayStation 2 in Japan.

- **February 2001**
  - Launched Tekken Tag Tournament, a fighting game for the PlayStation 2.

- **April 2001**
  - In collaboration with the French company, opened a large-scale entertainment facility in a former county hall in Kawasaki City.

- **July 2001**
  - Formed Team Namco, a group of producers of commercial spaces. As the first project, opened Yokohama Charm Museum operator: Matshahri Co., Ltd.

- **January 2002**
  - Introduced D-Card Release, a high-definition seal printing machine.

- **February 2002**
  - Created an online distribution company.

- **May 2002**
  - Formed a group of producers of commercial spaces. As the first project, opened a group of producers of commercial spaces.

- **March 2003**
  - Established the PlayStation 2 development company.

- **December 2000**
  - Opened Namco Wonder Tower, an urban comprehensive amusement facility.

- **March 2001**
  - Content for i-mode became popular and surpassed 1 million paid subscribers.

- **April 2001**
  - Network Department established.

- **October 2000**
  - Opened Namco World in Tochigi, one of Japan’s largest indoor theme parks, in Ikebukuro, Tokyo.

- **November 2000**
  - Character Research Institute established.

- **April 1997**
  - Hyper To-To launched.

- **June 1999**
  - Group companies Akeni, Angei, and B-I merged to establish Megahouse Corporation.

- **July 1999**
  - BANPRESTO listed on the first section of the Tokyo Stock Exchange.

- **October 2000**
  - Content for i-mode became popular and surpassed 1 million paid subscribers.

- **November 2000**
  - BANDAI VISUAL listed on the second section of the Tokyo Stock Exchange.

- **December 2000**
  - BANDAI KOREA CO., LTD., established in South Korea.

- **February 2001**
  - Launched Tekken Tag Tournament, a fighting game for the PlayStation 2.

- **March 2001**
  - In collaboration with the French company, opened a large-scale entertainment facility in a former county hall in Kawasaki City.

- **April 1997**
  - Takashi Mogi was appointed President and Representative Director.

- **May 1999**
  - Three companies established in the U.S.: BANDAI HOLDING CORP., BANDAI DIGITAL ENTERTAINMENT CORP., and BANDAI ENTERTAINMENT INC.

- **June 1999**
  - Takashi Mogi was appointed President and Representative Director.

- **July 1999**
  - Opened Namco NAMJATOWN, one of Japan’s largest indoor theme parks, in Ikebukuro, Tokyo.

- **August 1999**
  - Established the ES ENTERTAINMENT INC. to manage multipurpose amusement facilities in the North American market.

- **October 2000**
  - In collaboration with the French company, opened a large-scale entertainment facility in a former county hall in Kawasaki City.

- **December 2000**
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- **June 1999**
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- **July 1999**
  - Opened Namco NAMJATOWN, one of Japan’s largest indoor theme parks, in Ikebukuro, Tokyo.

- **August 1999**
  - Launched SoulCalibur, a weapon-based fighting game for the Dreamcast.

- **October 2000**
  - In collaboration with the French company, opened a large-scale entertainment facility in a former county hall in Kawasaki City.

- **November 2000**
  - BANDAI VISUAL listed on the second section of the Tokyo Stock Exchange.

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  - Opened Namco World in Tochigi, one of Japan’s largest indoor theme parks, in Ikebukuro, Tokyo.

- **February 2001**
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BANDAI NAMCO Group’s History

From May 2005

May 2005
- The management integration of BANDAI and NAMCO was announced.

September
- Establishment of holding company NAMCO BANDAI Holdings Inc. through the management integration of BANDAI and NAMCO. Takesue became President and Representative Director. Establishment of the BANDAI NAMCO Group.

November
- With its 100th installment of for-sale DVDs in the series, cumulative shipment volume of Mobile Suit Gundam SEED DESTINY surpassed 1 million units.

December
- Through a corporate separation, a portion of BANDAI’s and NAMCO’s management over affiliated companies was transferred to NAMCO BANDAI Holdings.

2006
- DATA CARDASS, a new card game, became hugely popular.

January
- North American operations were recognized. The name of NAMCO HOLDING was changed to NAMCO BANDAI HOLDINGS (USA), which became the U.S. regional holding company.

February
- NAMCO BANDAI Holdings made BANDAI LIFECORE a wholly owned subsidiary.

March
- BANDAI VISUAL was listed on the first section of the Tokyo Stock Exchange.

April
- The vending machine capsule toy station Gashaponnikyuu under the BANDAI NAMCO Group was launched.

May
- The home video game consoles and amusement machine operations of BANPRESTO were transferred to and integrated with the operations of NAMCO BANDAI Games. BANPRESTO focuses on prize operations, such as prizes for amusement machines.

June
- The administrative functions of major companies in the Group were consolidated into NAMCO BANDAI Holdings.

July
- Opened the Wonder Park Plus amusement facility in Hong Kong.

August
- BANDAI, TOY PRODUCTIONS Inc., and TSUBURAYA PRODUCTIONS Co., Ltd., formed a capital and business tie-up.

October
- BANDAI VISUAL and BANDAI NETWORKS became wholly owned subsidiaries of NAMCO BANDAI Holdings, following an exchange of shares.

November
- The home video game consoles and amusement machine operations of BANPRESTO were transferred to and integrated with the operations of NAMCO BANDAI Games. BANPRESTO focuses on prize operations, such as prizes for amusement machines.

2007
- In Europe, NAMCO HOLDINGS UK LTD. was established as a regional holding company and the operating companies were reorganized.

May
- NAMCO BANDAI Holdings entered a capital and business alliance with TOEI COMPANY, LTD., TOEI ANIMATION CO., LTD., and KADOKAWA GROUP HOLDINGS INC.

April

May

June

July

August

September

October

November

2008
- BANDAI started operation of Doraemon no Machi BANDAI Museum, in Techgyo Prefecture.

November
- NAMCO BANDAI Holdings acquired part of the shares of Fujisa Co., Ltd.

2009
- The movie GORYO 10 THE FILMMAKER, which was co-produced by BANDAI VISUAL, won the Glory to the Filmmaker Award at the 64th Venice International Film Festival.

December
- Global cumulative shipments of the Tales of series of software products for home video game consoles surpassed 10 million.

January
- BANDAI TYO Productions Inc., and TSUBURAYA PRODUCTIONS Co., Ltd., formed a capital and business tie-up.

February
- BANDAI VISUAL and BANDAI NETWORKS became wholly owned subsidiaries of NAMCO BANDAI Holdings, following an exchange of shares.

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April
- The administrative functions of major companies in the Group were consolidated into NAMCO BANDAI Holdings.

May
- Opened the Wonder Park Plus amusement facility in Hong Kong.

June
- BANDAI CHENZHEN CO., LTD., was established for the purpose of strengthening toy production control and quality assurance.

July
- Launched SoulCalibur IV for the PlayStation 3 and Xbox 360, and sales surpassed 1 million units.

August
- Launched the Battle Spirits card game.

September
- NAMCO BANDAI Holdings announced the launch of NAMCO BANDAI Games and BANPRESTO.

October
- Launched the Battle Spirits card game.

November
- BANDAI character toys were hit products in markets worldwide.
BANDAI NAMCO GROUP’S HISTORY

February 2009 • NAMCO BANDAI Games Europe S.A.S. concluded a share purchase agreement with Atari Europe S.A.S.; a subsidiary of InterGames Entertainment SA, relating to NAMCO BANDAI Games Europe’s investment in a new game software distribution company was established by Atari Europe.

March• Seika Co., Ltd., which conducted stationary operations, was liquidated following a capital and business alliance with SUN-STAR STATIONERY CO., LTD.

NAMCO BANDAI Games made ESPUBLISHER INC. a subsidiary.

NAMCO BANDAI Holdings received a fiscal 2008 Tokyo Stock Exchange Disclosure Award from the Tokyo Stock Exchange.

Three-year Mid-term Plan began.

Takao Takasu was appointed Chairman and Representative Director, and Shukuo Ishikawa was appointed President and Representative Director of NAMCO BANDAI Holdings.

NAMCO BANDAI Games and BANDAI NETWORKS merged, with NAMCO BANDAI Games as the surviving company and BANDAI NETWORKS as the expiring company.

BANDAI VISUAL and ANIME CHANNEL merged, with BANDAI VISUAL as the surviving company.

KARAYA LIMITED was established and took over NAMCO’s senior citizen care business.

As part of the Green Tsuba Gundam Project, a full-size, 18-meter-high Gundam statue was installed in Shiokaze Park, Tokyo.

April 2011 • Birescoft Co., Ltd., and Bcc Co., Ltd., merged to form B.B.STUDIO CO., LTD.

2011 • NAMCO RIDER series products were a major hit.

April 2012 • The Mid-term Plan, which includes the vision “Empower, Gain Momentum, and Accelerate Evolution,” was announced.

Shukuo Ishikawa became President and Representative Director of BANDAI NAMCO Holdings, and Kazunori Ueno became Executive Vice President and Representative Director.

The content development division was separated from NAMCO BANDAI Games, and NAMCO BANDAI Studios Inc. was established.

Gundam Front Tokyo, a leading-edge entertainment space based on the Gundam series, was opened in Odaiba, Tokyo.

BANDAI PHILIPPINES INC. was established.

THE GOBLINMASTER drew attention in a variety of categories, such as home video games and social games.

Products related to Alkath, which is an original Group IP, became major hits.

September 2012 • NAMCO BANDAI Partners S.A.S. was made a wholly owned subsidiary.

NAMCO BANDAI Online Inc. was established.

BANDAI CORPORATION MEXICO S.A. de C.V. was established in Mexico.

October 2012 • The BANDAI NAMCO Group Restart Plan was announced.

Mobile Suit Gundam UC: Evangelion Vol. 1 implemented simultaneous global cross-media development.

NAMCO BANDAI Line Creative Inc. was established.

Gundam Café, the first official Gundam café, was opened in Akihabara.

As the first step in character-based entertainment areas, we began to introduce Tamagotchi Idol Park and Kamen Rider Ultra Heroes.

NARUTO Shippuden: Ultimate Ninja Storm 2 for the PlayStation 3 and Xbox 360 sold more than 1 million units worldwide in the first month after its launch.

February 2013 • NAMCO BANDAI Studios Vancouver Inc. and NAMCO BANDAI Studios Singapore Pte. Ltd. were established.

March 2013 • In the U.S., broadcasts of PAC-MAN and the Distracted Adventures, a new animation, were aired.

April 2013 • For its 160th anniversary, ASAKUSA HANAFURESHI implemented a commemorative year plan.

BANDAI made SUN-STAR STATIONERY a subsidiary, and Representative Director, and Shukuo Ishikawa was appointed President and Representative Director.

In visual and music content, Love Live! School idol project became popular.

October 2013 • NAMCO BANDAI Holdings was selected as a recipient of the Excellence Award at the fiscal 2013 Corporate Value Improvement Awards sponsored by the Tokyo Stock Exchange.

BANDAI NAMCO Group reached the 10th anniversary of its establishment.

In one week after the start of online distribution, THE GOBLINMASTER CINDERELLA GIRLS: STARDUST STAGE game app for smartphones surpassed 4 million downloads.

November 2013 • Name of BANDAI NAMCO Games was changed to BANDAI NAMCO Entertainment Inc.

Division producing IP products for children and families was separated from SUNRISE to establish BANDAI NAMCO Pictures INC.

BANDAI NAMCO Line Creative made Grand Slam Ltd. a subsidiary.

In visual and music content, Love Live! School idol project became popular.

June 2014 • For its 160th anniversary, ASAKUSA HANAFURESHI implemented a commemorative year plan.

BANDAI made SUN-STAR STATIONERY a subsidiary, and Representative Director, and Shukuo Ishikawa was appointed President and Representative Director.

In visual and music content, Love Live! School idol project became popular.

August 2014 • START THE IDOLM@STER MOVIE, a theatrical release, became a hit.

Possessions (original title: "Takumi"), which was a part of the "Shy! Peace" film series, was nominated in the category of animated short film for the 86th Academy Awards.

March 2015 • BANDAI NAMCO Pictures INC. became a hit.

Open Mobile Toms Corner Café, a puzzle-solving café

Game apps for smartphones became popular in Japan. Start of full-sale network content business initiatives overseas, including Asia.

2014 • Yo-kai Watch related products became major hits. Start of sales in Asia.

April 2014 • NAMCO BANDAI Holdings was changed to BANDAI NAMCO Holdings Inc.

Opened Naze-Tomo Café, a puzzle-solving café

Game apps for smartphones became popular in Japan. Start of full-sale network content business initiatives overseas, including Asia.

2014 • Yo-kai Watch related products became major hits. Start of sales in Asia.

October 2014 • BANDAI NAMCO INDIA PRIVATE LIMITED was established.

BANDAI received METI Minister’s Award, the highest award, at the fiscal 2015 Large Manufacturer and Importer Category of the Awards for Best Contributors to Product Safety. We were certified as the first Product Safety Contributor Solid Company in this category, in which we have won an award three times.

GURU and FANZER der Film was released and became a long-running hit in theaters for more than a year.

The dit-unl, which was created from Love Live! School idol project, became a hit.

December 2015 • Gundam plastic models, which reached their 35th anniversary, expanded their popularity in Japan and other parts of Asia.

THE IDOLM@STER THE IDOLM@STER CINDERELLA GIRLS: STARDUST STAGE game app for smartphones surpassed 4 million downloads.

January 2016 • The headquarters functions of five Group companies, including BANDAI NAMCO Holdings, were relocated to Minato-ku, Tokyo, in stages.
BANDAI NAMCO GROUP’S HISTORY

HISTORY
Note: Company names and place names are as of the date cited.

BANDAI NAMCO GROUP’S HISTORY

April 2016 • Lantis and Amuse Inc. established Amuse Lantis Europe S.A.S., a joint venture in France.
• Implemented reorganization in Asia region. BANDAI NAMCO Holdings ASIA Co., Ltd., became the regional headquarters.
• WiZ Co., Ltd., was made a subsidiary.
• Opened the VR ZONE Project i Can, a VR entertainment research facility, in Daiba, Tokyo, on a limited-time basis.

October 2016 • DRAGON BALL Z DOKKAN BATTLE, a popular smartphone game app, surpassed 100 million downloads worldwide.

2016 • Yamaguchi and NAMJATOWN reached their 20th anniversaries.

January 2017 • Masaya Nakamura, the founder of NAMCO, passed away on January 22 at the age of 91.
• Shuko Ishikawa, Chairman and Representative Director of BANDAI NAMCO Holdings, was awarded the Legion of Honour in the rank of Chevalier by the French government.
• ANICOG, a flat-rate streaming service for animation songs, started, with the participation of Lantis and SUNRISE MUSIC Publishing Co., Ltd.
• Started a new system that separates the operating company function and the holding company function in Europe.
• Established BANDAI NAMCO Technica Inc.
• Opening of SPICE ATHLETIC TONDEM, a next-generation athletic facility.
• Opened VR ZONE SHINJUKU, a VR entertainment facility in Shinjuku, on a limited-time basis.

April 2018 • THE SUNDAHM BASE TOKYO, Japan’s first official comprehensive facility centered on Gundam plastic models, opened in Daiba, Tokyo.
• VR ZONE Portal, a small-to-medium-sized VR facility, was launched. First overseas facility opened in London.
• BANDAI VISUAL made Actas Inc. a subsidiary.
• Start of exhibition of actual-size Unicorn Gundam statue in Daiba, Tokyo.

February 2018 • BANDAI SPIRITS CO., LTD., established to take over the mature fan base business of BANDAI and the lottery-related and new business of BANPRESTO (businesses transferred in April).
• Started the Mid-term Plan with the vision of “CHANGE for the NEXT—Empower, Gain Momentum, and Accelerate Evolution.”
• Amusement machine division of BANDAI NAMCO Entertainment transferred to NAMCO LIMITED. Name of NAMCO LIMITED was changed to BANDAI NAMCO Amusement Inc.
• BANDAI VISUAL merged with Lantis. Company name was changed to BANDAI NAMCO Arts Inc.
• Grand Slam merged into BANDAI NAMCO Live Creative.
• Start of BANDAI NAMCO Accelerator.
• VS FAIRY, a variety sports facility, opened in EXPO CITY, Daika.
•ume, a smartphone browser game platform, was placed into service.

July 2018 • Announcement of joint development of Mobile Suit Gundam series live-action film by SUNRISE and LEGENDARY.
• Equity investment by SUNRISE in Subimation Inc., a CG production company.

October 2018 • Establishment of BANDAI NAMCO Collectibles LLC to strengthen business in top for the mature fan base in North America.
• Establishment of BANDAI NAMCO Network Services Inc. and BANDAI NAMCO Amusement Lab Inc.
• Establishment of the BANDAI NAMCO Content Fund.
• USEPILAN EXPRESS received the Ministry’s Award from the Ministry of Land, Infrastructure, Transport and Tourism at the 2018 Eco-Driving Activity Contest.

November 2018 • The BANDAI NAMCO Group, Sunrise Inc., and TOEI ANIMATION Co., Ltd., sponsored the DRAGON BALL North America Tour, which visited seven cities in North America.

March 2019 • Establishment of SUNRISE BEYOND INC., an animation production company.
• Implementation of absorption-type merger with BANDAI SPIRITS CO., LTD., as the surviving company and BANPRESTO CO., LTD., as the expiring company.

April 2019 • Implementation of absorption-type merger with PLEX Co., Ltd., as the surviving company and WiZ Co., Ltd., as the expiring company.
• Establishment of BANDAI NAMCO Sewra Inc. and BANDAI NAMCO Research Inc.
• Company name of SUNRISE MUSIC Publishing Co., Ltd., changed to SUNRISE Music Inc.
• Cumulative total shipments of Gundam plastic models surpassed 500 million units.

May 2019 • Mobile Suit Gundam reached its 40th anniversary.
• Announcement of joint development of Mobile Suit Gundam series live-action film by SUNRISE and LEGENDARY.

September 2019 • BANDAI NAMCO Holdings Inc. was selected as a component issue for the Nikkei 225.
• BANDAI NAMCO Entertainment Inc. acquired the management rights of the Shining Resonance Magic, a professional basketball team in the B.LEAGUE.

October 2019 • SOTSU CO., LTD., became a wholly owned subsidiary.
• BANDAI NAMCO Holdings Inc. was selected as a component issue for the TOPIX 100.
• BANDAI made HEART CORPORATION a wholly owned subsidiary.

November 2019 • The Lantis music label of BANDAI NAMCO Arts Inc. reached its 20th anniversary.

December 2019 • Gundam was appointed ambassador of the Japan Pavilion at the world expo in Dubai.

2019 • Establishment of business bases in Shanghai, China, by the Toys and Hobby Business, the Real Entertainment Business, and the IP Creation Business.
• A DRAGON BALL event tour—DRAGON BALL WORLD ADVENTURE—was held in 8 cities around the world.

February 2020 • Announcement of mobile game and character collaboration event tour—DRAGON BALL—

May 2020 • SOTTO Co., Ltd., became a wholly owned subsidiary.
• Cumulative worldwide sales of DARK SOULS III, a home video game jointly developed with FromSoftware, surpassed 10 million units.
• Cumulative worldwide sales of TOIIE DRAGON BALL series home video games surpassed 50 million units.
• Reflector Entertainment Ltd., which develops home video game titles, was made a subsidiary of BANDAI NAMCO Entertainment Europe G.S.A.

September 2020 • completion of building at BANDAI HOBBY CENTER, a manufacturing base for plastic models.
• Opened CRYSTAL FACTORY YOKOHAMA, which exhibits an 18-meter life-size moving Gundam, in Tatsuchita Futo, Yokohama.

October 2020 • Concluded partnership with PAC-MAN with the National Basketball Association (NBA), a men’s professional basketball league in North America.
• Cumulative total sales of the Charapakei series of top-related confectionery items surpassed 50 million units.

2020 • PAC-MAN and Gundam plastic models reached their 40th anniversaries.
• Products related to DEMON SLAYER: Kimetsu no Yaiba became major hits.

February 2021 • Opened Capsule Toy Store ‘Gashapon’ in department store Isetan Gift Flagship Store, one of the largest capsule toy specialty stores in the world, in Ikebukuro, Tokyo. With 1,010 installed machines, the store is recognized by Guinness World Records15.

April 2021 • Implemented reorganization from the previous 5-Unit system to a 3-Unit system.
• Masaru Kawaguchi became the President and Representative Director of BANDAI NAMCO Holdings Inc.
• Started the Gundam Recycling Project, through which Gundam plastic model runners (plastic model frame sections) are collected from customers and recycled.
• Formulated the BANDAI NAMCO Group Sustainability Policy.
• BANDAI Co., Ltd., received the Commissioner of the Japan Patent Office Award in the 2021 Intellectual Property Achievement Awards.
• A life-sized Freedom Gundam statue exhibit was opened in Shanghai, China.

December 2020 • Completed new building at BANDAI HOBBY CENTER, a manufacturing base for plastic models.

4  BANDAI NAMCO Group’s History

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