



September 19, 2018

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 Establishment of**  
**“BANDAI NAMCO Content Fund LLP”**

BANDAI NAMCO Holdings Inc. (“the Company”) hereby announces that the Company has, at the Board of Directors meeting held today, decided to establish “BANDAI NAMCO Content Fund LLP (“the BNCF”)” as follows.

1. Purpose of establishment

BANDAI NAMCO Group (“the Group”), working under its three-year Mid-term Plan which started in April 2018, aims to progress to the next stage as an entertainment group by continuing to empower, gain momentum, and accelerate evolution without being bound by previous business models and established ideas.

We will drive creation of new IP (Intellectual Property: meaning characters and other intellectual property) while continuing to innovate long-established IP, to which end one of the main strategies of our Mid-term Plan is stated as “accelerating evolution in IP Axis Strategy.” Accordingly, we will further solidify our “IP Axis Strategy” aiming to maximize IP value by providing IP in the form of the best products and services at the best possible times.

The BNCF is being established to ensure that the “IP Axis Strategy” remains strong throughout even the medium- and long-term future, with the aim of facilitating the Group’s active investment and production over the long term and from the perspective of overall optimization with respect to visual products and other content that yield IP. The establishment of the BNCF will enable us to swiftly invest in content in coordination with all of our business partners better than ever before, rather than being confined within the Group. Moreover, we aim to expand our IP portfolio which will involve motivating our employees to take on challenges and working to create and cultivate IP closely aligned with our products and services.

## 2. Overview

(1) Name	BANDAI NAMCO Content Fund LLP	
(2) Location	BANDAI NAMCO Mirai Kenkyusho, 5-37-8 Shiba, Minato-ku, Tokyo	
(3) Purpose	The BNCF will invest in content, produce content, and manage intellectual property rights with the aim of enhancing the IP axis strategy of the BANDAI NAMCO Group.	
(4) Establishment date	November 1, 2018	
(5) Total investment	¥5,000 million (* Total planned investment will ultimately amount to ¥5,000 million, comprising initial investment upon establishing the BNCF amounting to ¥1,000 million, followed by additional investment contributed thereafter.)	
(6) Investors and percentage of total investment	<ol style="list-style-type: none"> <li>1. BANDAI NAMCO Holdings Inc. 90%</li> <li>2. BANDAI CO., LTD. 2%</li> <li>3. BANDAI NAMCO Entertainment Inc. 2%</li> <li>4. BANDAI NAMCO Amusement Inc. 2%</li> <li>5. BANDAI NAMCO Arts Inc. 2%</li> <li>6. SUNRISE INC. 2%</li> </ol> <p>* The aforementioned companies numbered 2 to 6 are wholly-owned subsidiaries of BANDAI NAMCO Holdings Inc.</p> <p>* BANDAI NAMCO Holdings Inc. plans to make initial investment of ¥500 million (50% of total investment) upon establishing the BNCF, followed by ¥4,500 million (90% of total investment) in additional investment thereafter.</p>	
(7) Members of partnership (investors)	1. BANDAI NAMCO Holdings Inc.	
	Location	BANDAI NAMCO Mirai Kenkyusho, 5-37-8 Shiba, Minato-ku, Tokyo
	Representative	Mitsuaki Taguchi, President and Representative Director
	Description of business	Planning and execution of the Group's medium- and long-term management strategies; provision of support for business strategy implementation by Group companies, etc.
	Capital	¥10,000 million
	2. BANDAI CO., LTD. (wholly-owned subsidiary of the Company)	
	Location	1-4-8, Taito-ku, Tokyo
	Representative	Masaru Kawaguchi, President and Representative Director
	Description of business	Planning, development, manufacturing, and marketing of toys, plastic models, capsule toys, cards, confectionery and foods, apparel, sundries, and other products
	Capital	¥10,000 million
	3. BANDAI NAMCO Entertainment Inc. (wholly-owned subsidiary of the Company)	
	Location	BANDAI NAMCO Mirai Kenkyusho, 5-37-8 Shiba, Minato-ku, Tokyo
	Representative	Satoshi Oshita, President and Representative Director

(7) Members of partnership (investors)	Description of business	Planning, development, and distribution of network content; planning, development, and sales of home video games; planning of live events; sales of goods, etc.
	Capital	¥10,000 million
	4. BANDAI NAMCO Amusement Inc. (wholly-owned subsidiary of the Company)	
	Location	Mita 43MT Bldg., 3-13-16 Mita, Minato-ku, Tokyo
	Representative	Hitoshi Hagiwara, President and Representative Director
	Description of business	Planning, development, and operation of facilities, machines, and services related to real entertainment
	Capital	¥10,000 million
	5. BANDAI NAMCO Arts Inc. (wholly-owned subsidiary of the Company)	
	Location	Ebisu First Square, 1-18-14 Ebisu, Shibuya-ku, Tokyo
	Representative	Kazumi Kawashiro, President and Representative Director
	Description of business	Comprehensive production-related activities for IP, including planning and development of visual and music content; planning, development, and sales of package software and goods; and planning of live events
	Capital	¥2,182.5 million
	6. SUNRISE INC. (wholly-owned subsidiary of the Company)	
	Location	2-44-10 Kami-igusa, Suginami-ku, Tokyo
	Representative	Yasuo Miyakawa, President and Representative Director
Description of business	Planning and production of animation; management and administration of copyrights	
Capital	¥49.74 million	
(8) Executors	<ul style="list-style-type: none"> <li>• Yoshitaka Tao (Managing Director of BANDAI CO., LTD. / Executive Officer of BANDAI NAMCO Holdings Inc.)</li> <li>• Takahiro Mizuno (Director of BANDAI CO., LTD.)</li> <li>• Kazunori Goka (Director of BANDAI NAMCO Entertainment Inc.)</li> <li>• Yoshiyasu Horiuchi (Director of BANDAI NAMCO Amusement Inc.)</li> <li>• Satoshi Kono (Managing Director of BANDAI NAMCO Arts Inc.)</li> <li>• Makoto Asanuma (Senior Managing Director of SUNRISE INC.)</li> </ul>	

### 3. Future outlook

The effect of effect of this establishment on the operating results for the fiscal year ending March 31, 2019 is immaterial.

End of notice