



BANDAI NAMCO Group
FACT BOOK 2019

BANDAI NAMCO Group FACT BOOK 2019

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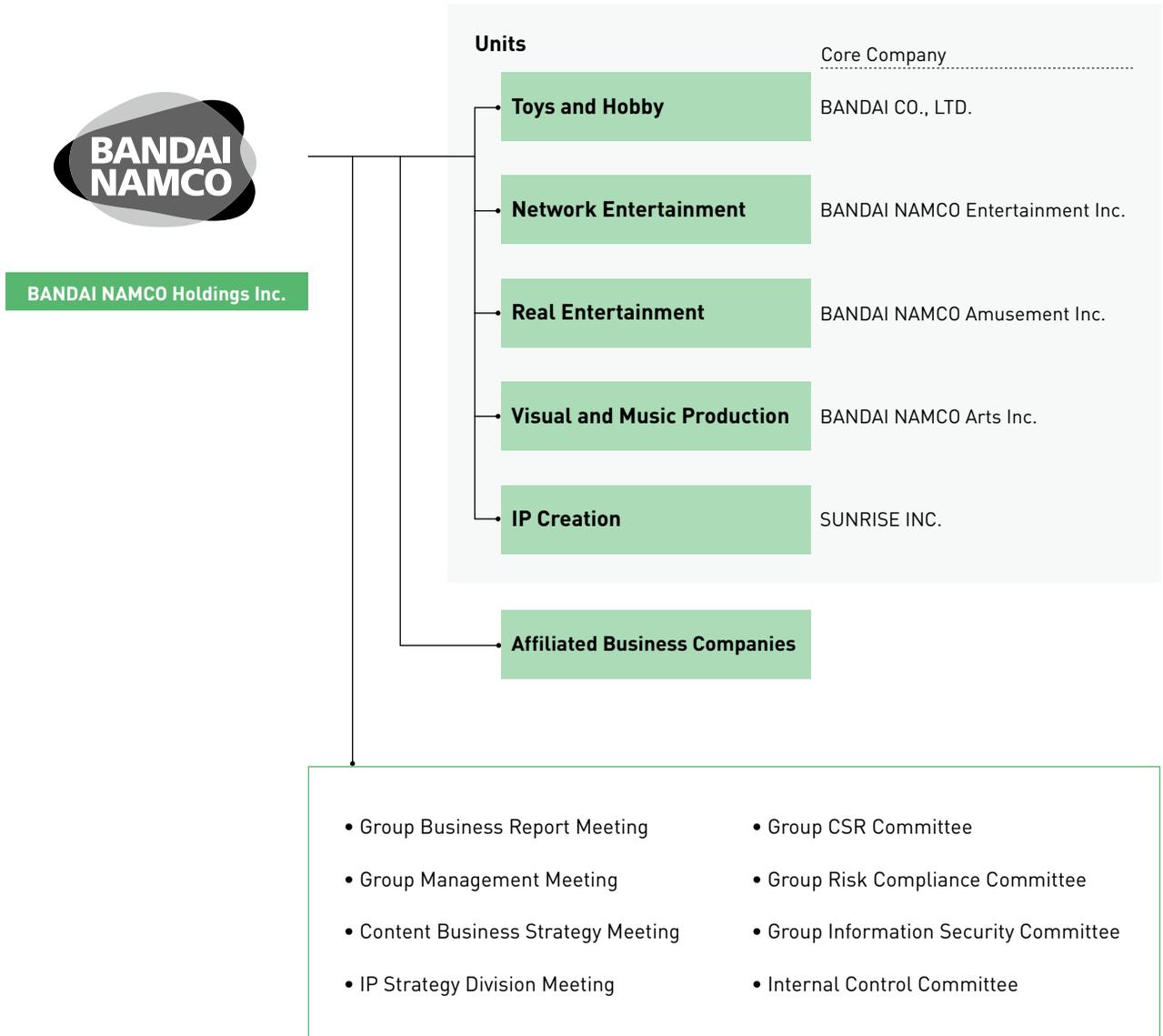
24 Animation Market

Notes: 1. Figures in this report have been rounded down.

2. This English-language fact book is based on a translation of the Japanese-language fact book.

GROUP ORGANIZATION

OVERVIEW OF GROUP ORGANIZATION



RESULTS OF OPERATIONS

For the Fiscal Years Ended March 31

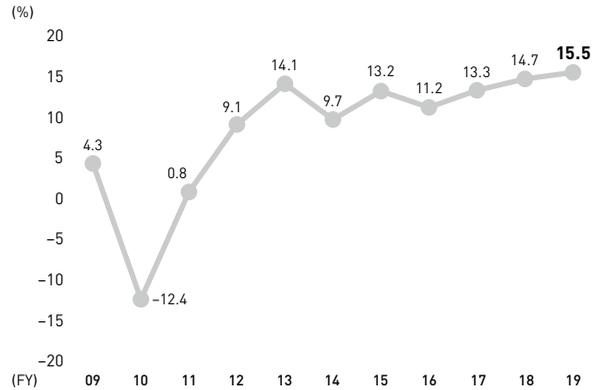
CONSOLIDATED BUSINESS PERFORMANCE

NET SALES

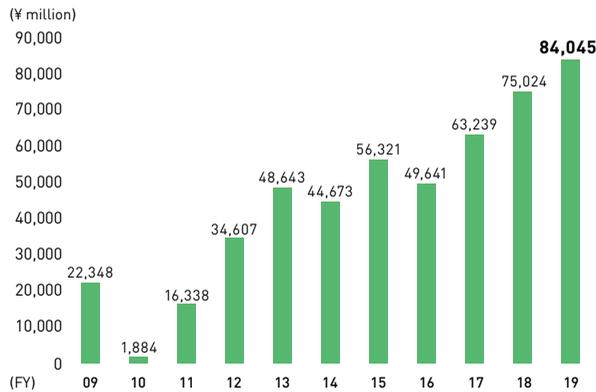


MANAGEMENT INDICATORS

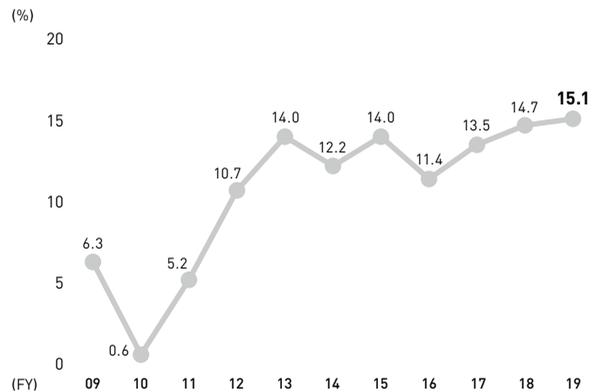
ROE (Profit (Loss) Attributable to Owners of Parent / Average Total Shareholders' Equity)



OPERATING PROFIT



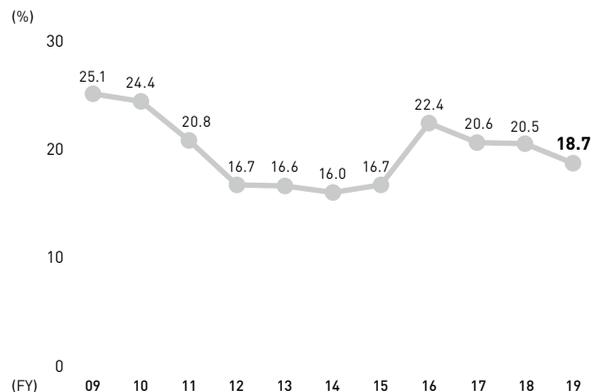
ROA (Recurring Profit / Average Total Assets)



PROFIT (LOSS) ATTRIBUTABLE TO OWNERS OF PARENT



OVERSEAS SALES PROPORTION

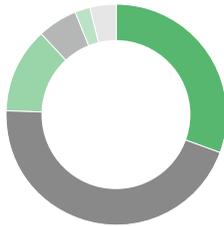


SALES BY CATEGORY

SALES BY SEGMENT (CONSOLIDATED)

• FY2018.3

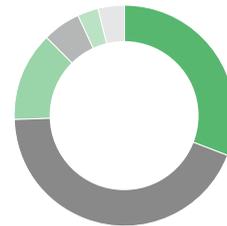
| | |
|--|-------------------------|
| Elimination of internal transactions and corporate | ¥46,493 million |
| Net sales (after eliminations) | ¥678,312 million |



| | | |
|-------------------------------|------------------|--------------|
| ■ Toys and Hobby | ¥222,417 million | 30.7% |
| ■ Network Entertainment | ¥326,537 million | 45.1% |
| ■ Real Entertainment | ¥90,549 million | 12.5% |
| ■ Visual and Music Production | ¥40,691 million | 5.6% |
| ■ IP Creation | ¥16,970 million | 2.3% |
| ■ Other | ¥27,640 million | 3.8% |

• FY2019.3

| | |
|--|-------------------------|
| Elimination of internal transactions and corporate | ¥50,687 million |
| Net sales (after eliminations) | ¥732,347 million |



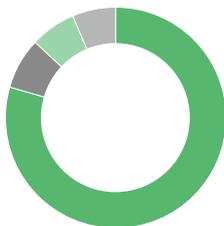
| | | |
|-------------------------------|------------------|--------------|
| ■ Toys and Hobby | ¥242,865 million | 31.0% |
| ■ Network Entertainment | ¥340,927 million | 43.5% |
| ■ Real Entertainment | ¥101,493 million | 13.0% |
| ■ Visual and Music Production | ¥45,518 million | 5.8% |
| ■ IP Creation | ¥22,464 million | 2.9% |
| ■ Other | ¥29,764 million | 3.8% |

Note: Percentage figures are calculated based on sales before elimination of inter-segment transactions.

SALES BY GEOGRAPHIC REGION

• FY2018.3

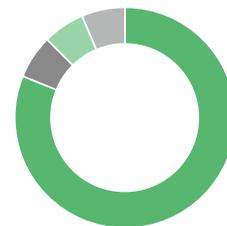
| | |
|-----------------------------|-------------------------|
| Sales to external customers | ¥678,312 million |
|-----------------------------|-------------------------|



| | | |
|-------------------------|------------------|--------------|
| ■ Japan | ¥538,983 million | 79.5% |
| ■ Americas | ¥51,787 million | 7.6% |
| ■ Europe | ¥45,136 million | 6.7% |
| ■ Asia, excluding Japan | ¥42,406 million | 6.2% |

• FY2019.3

| | |
|-----------------------------|-------------------------|
| Sales to external customers | ¥732,347 million |
|-----------------------------|-------------------------|



| | | |
|-------------------------|------------------|--------------|
| ■ Japan | ¥595,291 million | 81.3% |
| ■ Americas | ¥46,797 million | 6.4% |
| ■ Europe | ¥43,900 million | 6.0% |
| ■ Asia, excluding Japan | ¥46,359 million | 6.3% |

Note: Region figures are estimates based on management accounting.

PRODUCTS / SERVICE DATA

SALES OF IPs

Groupwide Sales of IPs

(Total of Japan and overseas sales)

| | FY2019.3 | |
|--|--------------|----------|
| | FY2018.3 | FY2019.3 |
| | (\$ billion) | |
| <i>Aikatsu!</i> series | 3.6 | 3.0 |
| <i>Ultraman</i> series | 6.0 | 6.9 |
| <i>KAMEN RIDER</i> series | 26.4 | 29.3 |
| <i>Mobile Suit Gundam</i> series | 68.3 | 79.3 |
| <i>Super Sentai (Power Rangers)</i> series | 19.4 | 10.2 |
| <i>Anpanman</i> | 10.9 | 12.0 |
| <i>DRAGON BALL</i> series | 97.9 | 129.0 |
| <i>NARUTO</i> | 11.3 | 15.8 |
| <i>PRETTY CURE!</i> series | 8.1 | 10.3 |
| <i>ONE PIECE</i> | 29.4 | 30.4 |

Toys and Hobby Unit Sales of IPs (Japan)

| | FY2019.3 | |
|----------------------------------|--------------|----------|
| | FY2018.3 | FY2019.3 |
| | (\$ billion) | |
| <i>KAMEN RIDER</i> series | 24.8 | 27.3 |
| <i>Mobile Suit Gundam</i> series | 26.2 | 32.5 |
| <i>Super Sentai</i> series | 9.1 | 6.0 |
| <i>Anpanman</i> | 10.9 | 11.5 |
| <i>DRAGON BALL</i> series | 14.2 | 20.4 |
| <i>PRETTY CURE!</i> series | 8.1 | 10.1 |

FACTS & FIGURES

[Toys and Hobby Unit]

BANDAI CO., LTD. / BANDAI SPIRITS CO., LTD.

Toys

- Ultraman soft figures (heroes and monsters)
Cumulative shipment volume,
1983 to March 2019 96.42 million units
- Super Sentai (Power Rangers) series
(shape-changing model robots)
Cumulative shipment volume,
1979 to March 2019 29.77 million units
- Digital Monsters (Digimon portable LCD games)
Cumulative shipment volume,
June 1997 to March 2019 14.12 million units
- Hyper Yo-Yo
Cumulative shipment volume,
April 1997 to March 2019 18.30 million units
- KAMEN RIDER transformation belt (HEISEI RIDER)
Cumulative shipment volume,
February 2000 to March 2019 13.12 million units
- DX Yo-kai Watch series
Cumulative shipment volume,
January 2014 to March 2019 5.26 million units
- Yo-kai Medal series
Cumulative shipment volume,
January 2014 to March 2019 458.17 million units
- Heroine transformation items
Cumulative shipment volume,
1990 to March 2019 18.12 million units

- First-generation Tamagotchi (including overseas)
Cumulative shipment volume,
November 1996 to March 1999 40.00 million units
- Tamagotchi (including overseas)
Cumulative shipment volume,
March 2004 to March 2019 42.33 million units
- Donjara series
Cumulative shipment volume,
1984 to March 2019 3.69 million units
- Anpanman PC series
Cumulative shipment volume including tablet devices,
1999 to March 2019 2.23 million units

Collectible figures

- S.I.C. (SUPER IMAGINATIVE CHOGOKIN)
Cumulative shipment volume,
December 1998 to March 2019 2.35 million units
- SOUL OF CHOGOKIN series
Cumulative shipment volume,
December 1997 to March 2019 3.06 million units
- SAINT CLOTH MYTH series
Cumulative shipment volume,
November 2003 to March 2019 5.16 million units
- SOUL OF ROBOT series
Cumulative shipment volume,
October 2008 to March 2019 4.81 million units
- S.H. Figuarts series
Cumulative shipment volume,
February 2008 to March 2019 11.44 million units

Plastic Model Kits

- Gundam (non-deformed) series of plastic model kits
Cumulative shipment volume,
1980 to March 2019 499.87 million units
- BB Warrior (deformed) series of plastic model kits
Cumulative shipment volume,
1987 to March 2019 165.60 million units
- Little Battlers eXperience (LBX) series
Cumulative shipment volume,
February 2011 to March 2019 10.35 million units

Prizes

- Number of items developed into prizes in FY2019.3
Total number of items 917
Formed products (figures, etc.) 330
Sewn products (stuffed toys, etc.) 425
Sundries 162

Candy Toys

- Candy toys (all lines)
Cumulative shipment volume,
1995 to March 2019 2,575.16 million units
- Super Sentai (Power Rangers) series
Cumulative shipment volume,
1992 to March 2019 346.81 million units

Confectionery

- Crayon Shin-chan Chocobi series
Cumulative shipment volume,
March 2005 to March 2019 201.82 million units
- Character tray gummi candy series
Cumulative shipment volume,
September 2011 to March 2019 151.86 million units

Foods

- Character decoration cake series
Cumulative shipment volume,
1994 to March 2019 10.83 million units
- Tabemasu (Japanese-style confection) series
Cumulative shipment volume,
April 2015 to March 2019 5.52 million units

Capsule Toys: Gashapon

- Gashapon (¥100-¥500)
Cumulative shipment volume,
1977 to March 2019 3,566.30 million units
- Kuttsukundesu series (magnets)
Cumulative shipment volume,
July 1994 to March 2019 193.44 million units
- HG / DG / HBG series (non-deformed figures)
Cumulative shipment volume,
September 1994 to March 2019 297.27 million units
- SD Gundam series (multicolored figures)
Cumulative shipment volume,
October 1997 to March 2019 222.27 million units

Cards, Trading Cards

- CARDDASS series
Cumulative shipment volume,
1988 to March 2019 11,612.53 million units
- JUMBO CARDDASS series
Cumulative shipment volume,
1994 to March 2019 415.23 million sets
- CARDDASS MASTERS series
Cumulative shipment volume,
April 1996 to March 2019 1,741.24 million units
- DATA CARDDASS series
Cumulative total card shipments,
March 2005 to March 2019 2,474.75 million units
- Net CARDDASS series
Cumulative total card shipments,
December 2008 to March 2019 239.31 million units

Apparel

- T-shirts
Cumulative shipment volume,
1991 to March 2019 38.92 million units
- Transformation suits
Cumulative shipment volume,
1991 to March 2019 10.54 million units
- Briefs
Cumulative shipment volume,
1992 to March 2019 115.63 million units
- Handkerchiefs
Cumulative shipment volume,
1994 to March 2019 59.33 million units
- Socks
Cumulative shipment volume,
1990 to March 2019 83.44 million units
- Pajamas
Cumulative shipment volume,
1996 to March 2019 37.40 million units

Lifestyle (Sundries)

- Children's shampoo
Cumulative shipment volume,
1988 to March 2019 87.58 million units
- Children's bathing salts
Cumulative shipment volume,
1991 to March 2019 70.01 million units
- Bikkura Tamago bathing salts
Cumulative shipment volume,
March 2002 to March 2019 105.98 million units
- Children's toothbrushes
Cumulative shipment volume,
1994 to March 2019 79.41 million units
- Children's sticking plasters
Cumulative shipment volume,
1993 to March 2019 46.57 million units
- The Rose of Versailles Liquid Eyeliner series
(including overseas)
Cumulative shipment volume,
September 2007 to March 2019 6.29 million units

Overseas

- SAINT CLOTH MYTH series
Cumulative shipment volume,
October 2003 to March 2019 8.45 million units
- Gundam action figures
Cumulative shipment volume,
January 2000 to March 2019 14.44 million units
- Gundam plastic model kits
Cumulative shipment volume,
January 2000 to March 2019 67.20 million units
- Web service "GUNDAM.INFO"
Visual product viewing results,
March 2011 to March 2019 1,197.58 million views

PRODUCTS / SERVICE DATA

MegaHouse Corporation

- Othello series
Cumulative shipment volume,
1973 to March 2019 25.18 million units
- Rubik's Cube series
Cumulative shipment volume,
1980 to March 2019 13.37 million units
- Slime series
Cumulative shipment volume,
1978 to March 2019 15.08 million units

CCP Co., Ltd.

- G/W DRIVE series (radio control cars)
Cumulative shipment volume,
July 2007 to March 2019 1.25 million units
- SWEEPLUS vacuum cleaner series
Cumulative shipment volume,
August 2011 to March 2019 1.60 million units

Sun-Star Stationery Co., Ltd.

- Nurie (coloring book) series
Cumulative shipment volume,
July 2009 to March 2019 69.51 million units
- STICKYLE (stick-type stationery) series
Cumulative shipment volume,
November 2010 to March 2019 9.27 million units

[Network Entertainment Unit]

- Sales by major category (¥ billion)

| | FY2018.3 | FY2019.3 |
|------------------|----------|----------|
| Network content | 199.6 | 211.1 |
| Home video games | 98.4 | 102.1 |

- Number of network content titles in Japan
(As of the end of March 2019)
- SNS 6 titles
- Game apps (Google Play) 75 titles
- Game apps (App Store) 75 titles

BANDAI NAMCO Entertainment Inc.

Major home video games titles: Cumulative total number of shipments by series (including PC versions)

- TEKKEN series
Cumulative total number of shipments,
March 1995 to March 2019 48.39 million units
- DARK SOULS series
Cumulative total number of shipments,
September 2011 to March 2019 22.19 million units
* Total for overseas sales for which BANDAI NAMCO Entertainment Inc. was the original seller (excluding domestic sales by FromSoftware, Inc.,)
- Tales of series
Cumulative total number of shipments,
December 1995 to March 2019 21.60 million units
- Super Robot Wars series
Cumulative total number of shipments,
April 1991 to March 2019 18.77 million units
- Ultimate Ninja Storm series
Cumulative total number of shipments,
January 2009 to March 2019 13.95 million units

Major network content titles: Cumulative total number of downloads

- ONE PIECE Treasure Cruise
Cumulative total number of downloads,
May 2014 to March 2019 100.00 million downloads
- DRAGON BALL Z DOKKAN BATTLE
Cumulative total number of downloads,
January 2015 to March 2019 250.00 million downloads
- THE IDOLM@STER CINDERELLA GIRLS: STARLIGHT STAGE
Cumulative total number of downloads,
September 2015 to March 2019 23.00 million downloads
- NARUTO X BORUTO NINJA VOLTAGE
Cumulative total number of downloads,
November 2017 to March 2019 15.00 million downloads
- DRAGON BALL LEGENDS
Cumulative total number of downloads,
May 2018 to March 2019 20.00 million downloads

BANDAI NAMCO Rights Marketing Inc.

- Cumulative number of fee-based viewings for on-demand delivery of animations
(Total for TVOD and SVOD, excluding free distribution)
Cumulative total,
October 2002 to March 2019 464,445,546 viewings
- Number of animation productions available for on-demand delivery
Number of productions delivered as of
March 31, 2019 4,373 productions (67,412 episodes)

[Real Entertainment Unit]

• Sales by category

(¥ billion)

| | FY2018.3 | FY2019.3 |
|----------------------|----------|----------|
| Amusement machines | 28.2 | 35.6 |
| Amusement facilities | 64.2 | 66.8 |

Amusement Facilities

• Number of facilities at end of FY2019.3

| Region | Directly managed facilities | Revenue-sharing facilities* | Other |
|--------------|-----------------------------|-----------------------------|----------|
| Japan | 259 | 567 | 9 |
| Overseas | 33 | 906 | 0 |
| Total | 292 | 1,473 | 9 |

* Revenue-sharing facilities: Revenues from the operation of amusement machines are shared.

• Existing-store sales (YoY)

| | FY2017.3 | FY2018.3 | FY2019.3 |
|-------|----------|----------|----------|
| Japan | 105.9% | 102.1% | 98.1% |

Hanayashiki Co., Ltd.

• Number of customers entering

Asakusa Hanayashiki in FY2019.3 570,000 customers

[Visual and Music Production Unit / IP Creation Unit]

• Sales by category

(¥ billion)

| | FY2018.3 | FY2019.3 |
|--|-------------|-------------|
| Packaged products | 16.4 | 17.0 |
| Productions, license, distribution, events, etc. | 39.6 | 50.9 |
| Total | 56.0 | 67.9 |

[Visual and Music Production Unit]

BANDAI NAMCO Arts Inc.

Cumulative total sales of visual packaged products

- Mobile Suit Gundam series (video / LD / UMD / DVD / BD)
Cumulative shipment volume,
December 1987 to March 2019 20.66 million units
- Ultraman series (video / LD / DVD / BD)
Cumulative shipment volume,
January 1988 to March 2019 8.33 million units
- FY2019.3 visual packaged products overall (UMD, DVD, BD)
Cumulative number of shipments from
April 2018 to March 2019 1.94 million units

Number of copyrighted products and total number of hours (As of March 31, 2019)

- Number of copyrighted products 1,063 products
- Total number of hours 4,096 hours

Total number of musical works (As of the end of March 2019)

- Number of works with master license recordings Approx. 43,000
- Number of works published Approx. 23,000

Note: From FY2017.3, number of works managed in-house (excluding works managed jointly and works not recorded on CD)

[IP Creation Unit]

SUNRISE INC. / BANDAI NAMCO Pictures INC.

Number of copyrighted products and total number of hours (As of March 31, 2019)

- Number of copyrighted products 331 products
- Total number of hours 2,697 hours

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.

BANDAI'S HISTORY

1950s

- July 1950** • Bandaiya was founded in the Kikuyabashi section of Asakusa in Taito-ku, Tokyo (President: Naoharu Yamashina). 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: *Rhythm Ball*.
- March 1951** • Export sales commenced.
- April** • *B26*, the first BANDAI original metallic toy, was launched.
- April 1953** • Accompanying the expansion of export operations, shipment and warehouse facilities were newly established in Komagata, Asakusa, Taito-ku.
- 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 LOGIPAL 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.
• The BC logo was created by combining the first letters in BANDAI Company.
- November** • A product guarantee system—an industry first—was launched in conjunction with the *Toyopet Crown* (1956 version) model car.



Toyopet Crown

- July 1958** • First TV advertisement aired with the catchphrase "The Red Box means a BC-guaranteed toy."
- July 1959** • Metal model cars were commercialized and products with the labels of car series from around the world were launched.
• Trademark (commonly known as the Banzai mark) was established to express the motto that quality is the highest priority.

1960s

- 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 BC Manufacturing. (Name was changed to BANDAI Manufacturing in May 1966).
- July** • Company name was changed to BANDAI. Paid-in capital was ¥20 million.

NAMCO'S HISTORY

1950s

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



Two wooden rocking-horse rides installed on the rooftop of a department store in Yokohama

- 1957** • Headquarters office established in Ginza, Tokyo. Started sales of amusement machines.
- 1959** • Reorganized to form Nakamura Manufacturing Co., Ltd. (Capital: ¥5 million).

1960s

- 1963** • Installed the *Roadway Ride* on the rooftop of Mitsukoshi Department Store in Nihonbashi, Tokyo. Subsequently expanded business to each Mitsukoshi store.



Roadway Ride

- 1965** • Established Production Department. *Periscope*, developed by the Production Department, became a major hit.
- 1966** • Established main production facility in Ota-ku, Tokyo. Expanded activities of Development and Production departments.
• Began to use Nakamura Manufacturing brand mark.



- 1967** • Opened Osaka office in Namba, Osaka.

BANDAI'S HISTORY

- September 1963** • Bandai Transport was established.
- November** • Assigned representative to New York and began sales in the U.S.
- December** • Due to growth of operations, moved to new office building in Komagata 1-chome, Asakusa, Taito-ku, Tokyo.
- *Astroboy* was launched as BANDAI's first TV-character toy.
- January 1964** • Remote control toy car became a major hit.
- January 1965** • *Racing Car Set* enjoyed an enormous boom in sales.
- October** • Toy manufacturing complex completed in Mibu, Tochigi Prefecture.
- July 1966** • *Crazy Foam* launched. Sold 2.4 million units in three months due to intensive campaign, centered on TV promotion.
- BANDAI's new trademark (the BANDAI Baby) formulated.
- May 1967** • Bandai Automobile established.
- *Water Motor* series became a hit.
- *Thunderbirds* series of electrically powered toys launched.
- August** • New Model Toys Department launched sales of plastic models.
- 1968** • *Naughty Flipper* series was a big hit, winning a gold medal at the New York International Innovative Products Exhibition.
- October** • Customer service center established.
- November 1969** • Acquisition of plant in Shimizu City, Shizuoka Prefecture. Start of production of plastic models, such as the Automobile series, *Thunderbirds 2*, and the *Beetle* series



Astroboy
©手塚プロダクション

1970s

- September 1970** • Tonka Japan established.
- May 1971** • Bandai Models established.
- July** • Established Popy as a specialist character toys manufacturer.

NAMCO'S HISTORY

1970s

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



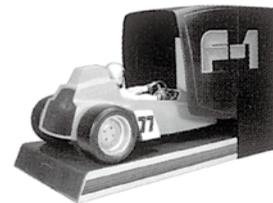
Racer
©BANDAI NAMCO Entertainment Inc.

- 1971** • Use of NAMCO brand name began.
- 1974** • Acquired Atari (Japan) Corp. from Atari Corp. of the U.S. Entered the video game business.
- 1975** • Began full-scale research into robot technologies. Developed President Lincoln robot.



President Lincoln robot

- 1976** • Developed *F-1* driving simulation game machine. Became popular in Japan and overseas.



F-1 driving simulation game machine
©BANDAI NAMCO Entertainment Inc.

- 1977** • Changed company name to NAMCO LIMITED (Capital: ¥240 million).
- NAMCO ENTERPRISES ASIA LTD. established.
- Developed *Shoot Away*, a mirror-projection-type gun shooting game.

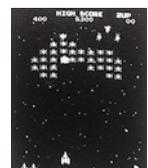
June

- 1978** • Established NAMCO AMERICA INC. in California, U.S.
- Developed *Submarine*, a submarine game machine.
- Introduced *Gee-Bee*, the first original amusement machine.



Gee-Bee

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



Galaxian
©BANDAI NAMCO Entertainment Inc.

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.

BANDAI'S HISTORY

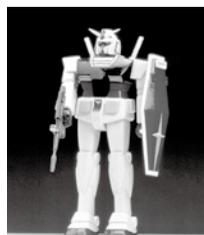
- March** 1973 • *MiniMini Fish* launched.
- October** • *Jumbo Machinder Mazinger Z* won the Grand Prix prize at the 4th International Trade Fair Toy Concours.
- December** 1974 • *Super-alloy Mazinger Z* became a major hit.
- Three Group companies (BANDAI, Popy, and Tonka Japan) implemented an industry-first, full-page newspaper advertisement.
- January** 1975 • Trademark and logo changed. Expressed the dramatic combined worldwide growth of nine BANDAI Group companies.
- October** • Alliance with Monogram, of the U.S.
- August** 1976 • *Jumbo Machinder* exported to Mattel, of the U.S. Became best-seller in 1977 under the name "Shogun."
- October** • Published "Ugoku E-Hon" and entered the publishing industry.
- November** • Established Popy Mibu factory.
- April** 1977 • Start of sales of capsule toys through vending machines.
- June** • BANDAI (H.K.) CO., LTD., established as overseas manufacturing base in Hong Kong.
- Launch of *Mogura-Tataki Game*, which became a major hit in the following year, 1978, and was included in Nikkei's list of hit products.
- September** 1978 • Bandai Publishing established.
- Launch of *LSI Baseball*, which later became a hit electronic game.
- October** • BANDAI AMERICA INC. established as U.S. sales base.
- November** 1979 • B-I Electronics and B-I Mibu established.
- *Candy-Candy Nurse's Bag* became one of the biggest ever hit products among girls' character toys.



Super-alloy Mazinger Z
©ダイナミック企画



Mogura-Tataki Game

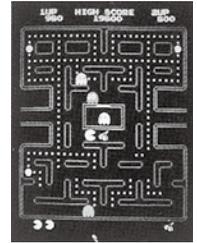


Gundam RX-78 plastic model
©創通・サンライズ

NAMCO'S HISTORY

1980s

- 1980** • Introduced *PAC-MAN*. Became a major hit in Japan and overseas.
- Namco sponsored the *Micro Mouse* national tournament, which was participated in by amateur robot enthusiasts.
- 1981** • Introduced the *Nyamco* maze-solving robot.
- Introduced the *Mappy* maze-solving robot.
- Established IP Rights Department. Began full-scale initiatives to protect in-house copyrights.
- 1982** • Introduced the *Pole Position* racing game machine.
- 1983** • Introduced *Xevious* shooting game machine. Became highly popular due to its beautiful graphics and its story.
- Developed robot for *Cosmo Hoshimaru*, the mascot character for "the International Science Technology Exposition."
- 1984** • Launched *Galaxian*, the first home video game for the Famicom.
- Introduced the first product in the *Tower of Druaga* series of RPG game machines.
- 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.
- Introduced *Sweet Land*, a candy prize machine.
- Launched *Professional Baseball Family Stadium*, a Famicom software.



PAC-MAN
©BANDAI NAMCO Entertainment Inc.



Nyamco
©BANDAI NAMCO Entertainment Inc.



Xevious
©BANDAI NAMCO Entertainment Inc.



Galaxian
©BANDAI NAMCO Entertainment Inc.



Professional Baseball
Family Stadium
©BANDAI NAMCO Entertainment Inc.

BANDAI'S HISTORY

- January 1981** • BANDAI FRANCE S.A. established as sales base in Europe.
- March** • Entered the candy toy market.
- June 1982** • BANDAI UK LTD. established in the U.K.
- October** • Frontier Department established as planning and production unit for animations and films.
- November** • Emotion Ltd. established. Opened Emotion video shop, the first video shop authorized by the Japan Video Software Association.
- March 1983** • Absorption-type merger of seven companies — Popy, Bandai Models, Bandai Manufacturing, Bandai Overseas, Mameet, Celent, and Bandai Publishing. Capital increased to ¥711.39 million.
- Corporate identity introduced. New BANDAI philosophy established — “Dreams and Creation.”
- April** • *Kinnikuman* capsule toy launched, became a major hit.
- August** • Apparel Department established.
- A.E. Planning established to conduct sales of visual packaged software.
- December** • Launched *Darosu*, an industry-first original video animation.
- April 1984** • Launched *Air Condition* series, which was created from original video software music and video.
- October** • *Gundam* plastic model series surpassed 100 million units since the launch.
- December** • Fuman (H.K.) Co., Ltd., established in Hong Kong.
- May 1985** • Advanced into the Chinese market with the establishment of a Japan-China joint venture firm, China Fuman (Fujian) Toys Co., Ltd., in Fujian Province, China.
- November** • First Famicom software, *Kinnikuman-Muscle Tag Match*, launched. Became a major hit with sales of 1 million units.
- January 1986** • BANDAI listed on the second section of the Tokyo Stock Exchange. (Capital: ¥10,796 million)
- February** • *Nekonyanbo* became a major hit.
- September** • Entered the movie field by cooperating in the production of *The Baby Elephant*.
- 
- Nekonyanbo*
- 1987** • Products related to *Saint Seiya (Knights of the Zodiac)* series became hits.
- March** • Joint venture firm BANDAI AND K.C. CO., LTD., established in Thailand.
- Released *Royal Space Force: The Wings of Oneamis*, a full-length original animation feature.
- *Quick Curl* launched. Entered the field of practical lifestyle sundries.
- May** • Chairman Naoharu Yamashina was appointed Executive Advisor.
- Contract signed with The Walt Disney Company. Video products launched.

NAMCO'S HISTORY

- 1987** • Main sponsor of the Japan performance of the musical *Starlight Express*.
- Developed *Final Lap*, the industry's first driving game with built-in communications functions.
- 
- Final Lap*
©BANDAI NAMCO Entertainment Inc.
- January 1988** • Namco stock listed on the second section of the Tokyo Stock Exchange. (Capital: ¥5,550 million)
- Established Yokohama Future Laboratory in Yokohama City.
- Tie-up with JCGL, a computer graphics (CG) production company. Entered a wide range of CG video business areas, from acceptance of production orders to the provision of videos.
- Presented first original video product, *Mirai Ninja: Keiunkinogaiden*, at the Tokyo International Fantastic Film Festival. Also launched as an amusement machine.
- Developed *Winning Run*, the first racing game to use polygon technology.
- 
- Winning Run*
©BANDAI NAMCO Entertainment Inc.
- 1989** • Jointly developed *Eunos Roadstar Driving Simulator* in cooperation with Mazda Motor Corp.
- Developed the *Wani Wani Panic* action game.
- 
- Wani Wani Panic*
©BANDAI NAMCO Entertainment Inc.
-
- 1990s**
- 1990** • NAMCO AMERICA INC. began direct sales of amusement machines in the U.S.
- NAMCO AMERICA INC. acquired Atari Operations Inc. Commenced amusement facility operations in the U.S.
- Established Namco Hometek Inc. as a U.S. base for home video games.
- At the International Garden and Greenery Exposition, exhibited and operated *Galaxian²* and *The Tower of Druaga*, large-scale amusement facilities based on the hyper-entertainment concept.
- Developed the *Cosmo Gangs* action game machine.
- September 1991** • Stock listed on the first section of the Tokyo Stock Exchange. (Capital: ¥6,984 million)
- November** • Established NAMCO EUROPE LTD. in London, U.K.
- Opened *Plabo Sennichimae*, a large-scale amusement facility.

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.

BANDAI'S HISTORY

- April 1988** • Media Department established. Made full-scale entry to the visual products business.
- July** • Sales of *CARDASS* started.
- August** • BANDAI listed on the first section of the Tokyo Stock Exchange.
• Cooperated in the production of the musical *The Forest is Alive/Twelve Months of Nina*.
- January 1989** • Completed head office building in Komagata, Taito-ku.
- October** • Advanced into the music field (launch of the Emotion label).

1990s

- January 1990** • Name of Shinsei Manufacturing was changed to Yutaka Co., Ltd.
- August** • Bandai Transport registered on the over-the-counter market (currently, JASDAQ).
• *Sally the Witch Spikatact* surpassed 1 million units.
- February 1991** • Bandai (Taiwan) Co., Ltd., established as local company in Taiwan.
- April** • *Chara-Can*, which packaged toys with drinks through a tie-up with Suntory, are a big hit.
- October** • Tocho, Dairin, and Seiko merged to establish HAPPINET CORPORATION.
- September 1992** • Name of Bandai Transport was changed to BANDAI LOGIPAL INC.
- October** • BANDAI's visual products business transferred to BANDAI VISUAL CO., LTD.
- 1993** • Products related to *Pretty Guardian Sailor Moon* became major hits.



Sailor Moon series
©バードスタジオ/集英社・フジテレビ・東映アニメーション

- Products related to *Power Rangers* became major hits in the U.S.



Power Rangers series
©バードスタジオ/集英社・フジテレビ・東映アニメーション

- March 1994** • SUNRISE INC. became a Group company

NAMCO'S HISTORY

- February 1992** • Opened *Namco Wonder Eggs*, the first urban theme park, for a limited time in Futakotamagawa, Tokyo.



Namco Wonder Eggs

- Established Brent Leisure Ltd. to strengthen manufacturing in Europe and sales in the U.K.
- 1993** • Established NAMCO OPERATIONS EUROPE LTD. in the U.K.
• Opened *Namco Wonder City Tsurumi*, a comprehensive amusement facility in Tsurumi-ku, Yokohama, with Namco acting as developer for the first time.
• Introduced *Ridge Racer*, a racing game machine including *System 22*, a real-time, 3D CG system board.
• Acquired Aladdin's Castle, Inc., the largest amusement facility operator in the U.S.
• Established Shanghai Namco Ltd. as a joint venture in China.
• Opened *Tamago Teikoku*, which offered a land of entertainment alchemy, on a site adjacent to *Namco Wonder Eggs*.
- 1994** • Launched *Ridge Racer* for the PlayStation at the same time as the hardware launch.
• Opened Yokohama Creative Center, a development base, in Kanagawa-ku, Yokohama City.
• Established NAMCO CYBERTAINMENT INC. through the merger of two NAMCO Group companies in the U.S.
• Introduced *TEKKEN*, a polygon martial arts game using *System 11*, a 3D CG system board developed jointly with Sony Computer Entertainment Inc.



Ridge Racer
©BANDAI NAMCO Entertainment Inc.



TEKKEN
©BANDAI NAMCO Entertainment Inc.

- 1995** • Developed *Alpine Racer*, an experience game machine.
• Launched *Tales of Phantasia*, the first product in the *Tales of...* series for the Super Famicom.
- December**

BANDAI'S HISTORY

- July** 1995 • Technical Design Center (Tochigi) went into operation.
- October** • Three companies established in the U.S. — BANDAI HOLDING CORP., BANDAI DIGITAL ENTERTAINMENT CORP., and BANDAI ENTERTAINMENT INC.

- March** 1996 • Launch of the *Pippin Atmark*.
• Bandai Trading (Shanghai) Co., Ltd., established in Shanghai.

- November** • *Tamagotchi* launched.



Tamagotchi
©BANDAI 1996

- April** 1997 • *Hyper Yo-Yo* launched.



Hyper Yo-Yo
©BANDAI 1997

- June** • Launched *Tamapichi*, a PHS phone that incorporated *Tamagotchi* functions.

- Takashi Mogi was appointed President and Representative Director.

- July** • Group companies Kaken, Angel, and B-I merged to establish MegaHouse Corporation.

- August** • HAPPINET CORPORATION offered its stock on the over-the-counter market (currently, the first section of the Tokyo Stock Exchange).

- October** • Founder Naoharu Yamashina passed away (October 28, age 79).

- December** 1998 • HAPPINET CORPORATION listed on the second section of the Tokyo Stock Exchange.

- March** 1999 • Takeo Takasu was appointed President and Representative Director.
• *WonderSwan*, a new mobile game machine, launched.
• Start of service for *Dokodemo Aso Vegas*, the first content for NTT DOCOMO's i-mode.

- July** • *Gundam* plastic models surpassed cumulative total sales of 300 million units.

- September** • *DIGIMON ADVENTURE* became an animation.
• *HANA-BI*, in which BANDAI VISUAL participated in production, won the Golden Lion award at the 54th Venice International Film Festival.

- October** • Concluded agreement with Mattel, of the U.S., regarding joint business development (contract covering the Japanese market canceled in December 2003).

- November** • *Primo Puel* talking stuffed toys launched.

NAMCO'S HISTORY

- July** 1996 • Opened *Namco NAMJATOWN*, one of Japan's largest indoor theme parks, in Ikebukuro, Tokyo.



Namco NAMJATOWN

- Established subsidiaries in Spain, France, Germany, and Israel.
- Opened *Namco Wondertower Kyoto*, an urban comprehensive amusement facility.

- January** 1997 • Capital tie-up with Nikkatsu Corporation (canceled in 2005).

- Established XS ENTERTAINMENT INC. to manage multipurpose amusement facilities in the North American market.

- August** • Opened *Namco Station at the County Hall*, a large-scale entertainment facility in a former county hall building in London, U.K.

- Three CG works selected for prizes by SIGGRAPH, a CG conference in the U.S.

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

- October** • Established Monolith Software Inc., a home video game development company.

- November** • Proposed barrier-free entertainment designs. Entered nursing care business with the aim of combining the themes of "play" and "welfare."

- December** • Launched *Namco Station*, a mobile phone site for i-mode service. Expanded content business.
• Began to supply LCD units for pachinko machines.

2000s

- March** 2000 • Launched *Ridge Racer V* for the PlayStation 2 at the same time as the hardware launch.

- April** • Opened the *Namco Digital Hollywood Game Lab* school in collaboration with Digital Hollywood Co., Ltd.
• Established Namco Ecolotec Limited to conduct development of environmental machines.

- June** • Simultaneously launched versions of the *Mr. Driller* home video game for three different platforms.

- August** • In cooperation with Sony Computer Entertainment, jointly developed the *System 246* board, which was based on PlayStation 2 technology.



Mr. Driller
©BANDAI NAMCO Entertainment Inc.

- October** • Obtained license to distribute *PAC-MAN* for Sharp Corp.'s Zaurus.

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.

BANDAI'S HISTORY

2000s

- March 2000**
- HAPPINET CORPORATION listed on the first section of the Tokyo Stock Exchange.
 - BANDAI KOREA CO., LTD., established in South Korea.
 - Content for i-mode became popular and surpassed 1 million paid subscribers.
- April**
- Network Department established.
 - Character Research Institute established.
- June**
- Invested in Sotsu Agency (currently, SOTSU CO., LTD.).
- September**
- Network Department spun off from BANDAI to establish BANDAI NETWORKS CO., LTD.
- October**
- BANPRESTO CO., LTD., listed on the second section of the Tokyo Stock Exchange.
 - Capital tie-up with Seika Note Co., Ltd.
- March 2001**
- BHK TRADING LTD. established.
- July**
- Cumulative total sales of *Gashapon HG* series surpass 100 million units.
- August**
- 1/12-scale *Zaku* model (overall height: approximately 1.5m) was exhibited at the "C3 PRE" character culture event and became a topic of conversation.
- November**
- BANDAI VISUAL listed on JASDAQ.
- March 2002**
- BANDAI CHANNEL CO., LTD., established as an on-demand online distribution company.
- July**
- Capital tie-up with Tsukuda Original.
 - BANPRESTO listed on the first section of the Tokyo Stock Exchange.
- March 2003**
- Tsukuda Original and Wakui Corporation implemented a management integration and the company name was changed to Palbox Co., Ltd.
- April**
- Name of Yutaka Co., Ltd., was changed to Popy Co., Ltd.
 - Cumulative total shipments of original character *.hack* game software in Japan and the U.S. reached 1 million units.



Hyper Hybrid Model MS-06F
Zaku II
©創通・サンライズ



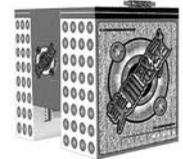
©Project .hack

NAMCO'S HISTORY

- December 2000**
- Opened *Namco Entertainment World Tokyo Pitan City* in Daiba, Tokyo.
 - Opened the *Chi-Kou-Raku* Internet facility in Nagoya (closed in 2011).
 - Launched *MotoGP* for the PlayStation 2.
- February 2001**
- Introduced the *TAIKO: DRUM MASTER* amusement machine.
- October**
- In collaboration with Benesse Corporation, opened *Shima-Shima Town*, a communication park for preschool children, in Kawasaki City.
- 2001**
- Formed *Team Namja*, a group of producers of commercial spaces. As the first project, opened *Yokohama Curry Museum* (operator: Matahari Co., Ltd.).
- January 2002**
- Launched *Kotoba no Puzzle: Mojipittan*, a home video game.
- February**
- Business tie-up with Nintendo Co., Ltd., in the home video game business.
 - Introduced *Bihada Wakusei*, a high-definition seal printing machine.
 - Opened *Namco Wonder Park Sapporo*.
- May**
- Kyushiro Takagi was appointed President and Representative Director.
- July**
- Opened *Ikebukuro Gyoza Stadium* in *Namco NAMJATOWN*.



TAIKO: DRUM MASTER
©BANDAI NAMCO Entertainment Inc.



Bihada Wakusei
©BANDAI NAMCO Entertainment Inc.



Ikebukuro Gyoza Stadium

- November**
- Launched *Tales of Destiny 2* for the PlayStation 2.
- March 2003**
- Established NAMCO TALES STUDIO LTD., a home video game development company.
 - Simultaneously launched versions of the *Soulcalibur 2* home video game for three different platforms.
- July**
- Introduced *Big Sweet Land*, a large-size prize game that could be played by up to six players at once.

BANDAI'S HISTORY

- May** **2003** • Invested in confectionery manufacturer Tohato Inc.
- July** • Opened Bandai Museum, a character museum (closed in August 2006).
- August** • Entered the building block market through cooperation with Mega Bloks Inc., the world's second largest manufacturer of toy building blocks.
- *Zatoichi*, in which BANDAI VISUAL participated in production, won the Silver Lion for Best Director award at the 60th Venice International Film Festival.
- October** • Total number of BANDAI CHANNEL paid viewings surpassed 3 million.
- December** • BANDAI NETWORKS listed on JASDAQ.
- BANDAI VISUAL listed on the second section of the Tokyo Stock Exchange.
- March** **2004** • *Kaette Kita! Tamagotchi Plus* launched.
- Cumulative total shipments of *Mobile Suit Gundam* series home video games surpassed 20 million units.
- April** • New headquarters building completed.
- Opened World Toy Museum in Karuizawa, exhibiting antique toys (closed in November 2007).
- BANPRESTO concluded basic agreement to take over the operation of the *Asakusa Hanayashiki* amusement park.
- May** • For the film *Daremo Shiranai*, which was co-produced by BANDAI VISUAL, lead Yuya Yagira won the Best Actor award at the Cannes International Film Festival.
- Participated in the Shanghai International Character Expo, China's first character event. 100,000 visitors over 9 days.
- Cumulative total shipments of *Zatchbell The Card Battle* surpassed 300 million units.



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- July** • *Steamboy* released (directed by Katsuhiro Otomo).
- Comprehensive master licensing contract concluded with Sanrio Company Ltd. for the character *Cinnamoroll*.
- November** • *Shuku Keitai Kaitsuu! Tamagotchi Plus* launched.
- Sponsorship provided for the activities of the theater company Hikosen.
- April** **2005** • Palbox transferred certain operations to MegaHouse Corporation.

NAMCO'S HISTORY

- August** **2003** • Launched *Tales of Symphonia* for the Nintendo GameCube.
- November** • Opened *Jiyugaoka Sweets Forest* in Meguro-ku, Tokyo.
- December** • Introduced *Dragon Chronicle*, a multi-player fighting video game machine.
- February** **2004** • Opened *Naniwa Gyoza Stadium* in Umeda, Osaka.
- March** • Launched *Katamari Damashii* for the PlayStation 2.



Katamari Damashii
©BANDAI NAMCO Entertainment Inc.

- Namco Hometek and Flagship Studios concluded a partnership agreement for the development and sales of PC games.
- July** • Introduced *Wangan Midnight MAXIMUM TUNE*, a racing game machine.
- October** • Opened *Kaikaya* day service center in Yokohama City, Kanagawa Prefecture.
- December** • Opened *Kobe Sweets Harbor* in Kobe City, Hyogo Prefecture.
- February** **2005** • Opened *Tokyo Panya Street* in Funabashi City, Chiba Prefecture.
- April** • Shigeichi Ishimura was appointed President and Representative Director.

HISTORY

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

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. Takeo Takasu became President and Representative Director. Establishment of the BANDAI NAMCO Group.
- November** • With its 10th installment of for-sale DVDs in the series, cumulative shipment volume of *Mobile Suit Gundam SEED DESTINY* surpassed one 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 CARDDASS*, a new card machine, became hugely popular.
- January** • North American operations were reorganized. The name of Namco Holding was changed to NAMCO BANDAI Holdings (USA), which became the U.S. regional holding company.
- NAMCO BANDAI Holdings made BANDAI LOGIPAL a wholly owned subsidiary.
- February** • BANDAI VISUAL was listed on the first section of the Tokyo Stock Exchange.
- March** • The BANDAI Hobby Center, a production base for plastic models, was opened in Shizuoka Prefecture.
- Cumulative worldwide sales of the *Tamagotchi Plus* series surpassed 20 million units.
- The facility operation business was given to a re-merged NAMCO.
- NAMCO BANDAI Games Inc. was established through the integration of BANDAI's home video game operations and NAMCO's home video game, amusement machine, and mobile phone game operations.
- May** • Music company Lantis Co., Ltd., joined the Group.
- NAMCO BANDAI Will Inc. was certified as a special subsidiary as stipulated by Japan's Law for Employment, Promotion, etc., of the Disabled.
- June** • NAMCO BANDAI Holdings made BANPRESTO a wholly owned subsidiary.
- September** • Opened *NAMCO Wonder Park Hero's Base*, a large-scale facility combining amusement and character merchandising, in Kawasaki City, Kanagawa Prefecture.
- BANDAI made CCP Co., Ltd., a subsidiary.
- November** • Introduced *Mobile Suit Gundam Senjo no Kizuna*, an amusement machine that was developed through a collaborative effort by NAMCO BANDAI Games and BANPRESTO.



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- January 2007** • In Europe, NAMCO Holdings UK LTD. was established as a regional holding company and the operating companies were reorganized.
- March** • NAMCO BANDAI Holdings entered a capital and business alliance with TOEI COMPANY, LTD., TOEI ANIMATION CO., LTD., and KADOKAWA GROUP HOLDINGS INC.
- April** • BANDAI started operation of Omocha-no-Machi Bandai Museum, in Tochigi Prefecture.
- May** • BANDAI, the Ishimori Group, and ITOCHU Corporation entered a capital and business tie-up.
- NAMCO BANDAI Holdings acquired part of the shares of Fujiya Co., Ltd.
- August** • The movie *GLORY TO THE FILMMAKER!*, which was co-produced by BANDAI VISUAL, won the Glory to the Filmmaker Award at the 64th Venice International Film Festival.
- November** • The vending machine capsule toy *Earth Capsule* won the Minister of Agriculture, Forestry and Fisheries Award in the eco-products category at the 4th Eco-products Awards.
- December** • Global cumulative shipments of the *Tales of...* series of software products for home video game consoles surpassed 10 million.
- January 2008** • 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.
- April** • 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.
- The administrative functions of major companies in the Group were consolidated into NAMCO BANDAI Holdings.
- Opened the *Wonder Park Plus* amusement facility in Hong Kong.
- BANDAI (SHENZHEN) 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 2 million units.



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- September** • Launched the *Battle Spirits* card game.
- October** • Cumulative sales of BD / DVD software *CODE GEASS: Lelouch of the Rebellion* series surpassed 1 million units.
- November** • *BEN10* character toys were hit products in markets worldwide.

February 2009

- NAMCO BANDAI Games Europe S.A.S. concluded a share purchase agreement with Atari Europe S.A.S.; a subsidiary of Infogrames 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 stationery operations, was liquidated following a capital and business alliance with Sun-Star Stationery Co., Ltd.
- NAMCO BANDAI Games made D3PUBLISHER INC. a subsidiary.
- BANDAI NAMCO Group announced the *Mobile Suit Gundam 30th Anniversary Project*.
- NAMCO BANDAI Holdings received a fiscal 2008 Tokyo Stock Exchange Disclosure Award from the Tokyo Stock Exchange.

April

- Three-year Mid-term Plan began.
- Takeo 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 and ANIME CHANNEL as the expiring company.
- KAIKAYA LIMITED was established and took over NAMCO's senior citizen care business.

July

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



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October

- NAMCO BANDAI Partners S.A.S. was made a wholly owned subsidiary.

December

- NAMCO BANDAI Online Inc. was established.
- BANDAI CORPORACION MEXICO S.A. de C.V. was established in Mexico.

February 2010

- The BANDAI NAMCO Group Restart Plan was announced.
- Mobile Suit Gundam UC (Unicorn) Vol. 1* implemented simultaneous global cross-media development.

April

- NAMCO BANDAI Live Creative Inc. was established.
- Gundam Café*, the first official *Gundam* cafe, was opened in Akihabara.
- As the first step in character-based entertainment areas, we began to introduce *Tamagotchi Idol Park* and *Narikiri Athletic Ultra Heroes*.

November

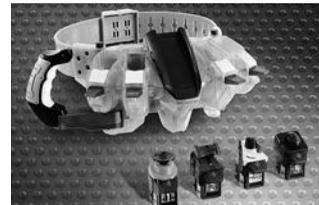
- NARUTO Shippuden: Ultimate Ninja Storm 2* for the PlayStation 3 and Xbox 360 sold more than a million units worldwide in the first month after its launch.

April 2011

- Banpresoft Co., Ltd., and Bec Co., Ltd., merged to form B.B.STUDIO Co., Ltd.

2011

- KAMEN RIDER* series products were a major hit.



KAMEN RIDER Fourze DX Fourze Driver
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2011

- TIGER & BUNNY*, a TV animation from SUNRISE, was a hit.



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April 2012

- The Mid-term Plan, which includes the vision of "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 Daiba, Tokyo.

September 2012

- BANDAI PHILIPPINES INC. was established.
- THE IDOLM@STER* drew attention in a variety of categories, such as home video games and social games.

2012

- Products related to *Aikatsu!*, which is an original Group IP, became major hits.



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March 2013

- NAMCO BANDAI Studios Vancouver Inc. and NAMCO BANDAI Studios Singapore Pte. Ltd. were established.

June

- In the U.S., broadcasts of *PAC-MAN and the Ghostly Adventures*, a new animation, were aired.

HISTORY

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

BANDAI NAMCO GROUP'S HISTORY

- July** **2013** • *J-WORLD TOKYO* was opened in Ikebukuro, Tokyo.
• *NAMJATOWN* was reopened in Ikebukuro, Tokyo.



©BANDAI NAMCO Amusement Inc.

- August** • For its 160th anniversary, *Asakusa Hanayashiki* implemented a commemorative year plan.
October • BANDAI made Sun-Star Stationery a subsidiary.

- 2013** • Visual and Music Content: *Love Live! School idol project* became popular.



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- January** **2014** • *THE IDOLM@STER MOVIE*, a theatrical release, became a hit.
• "*Possessions*" (original title "*Tsukumo*"), which was a part of the "*Short Peace*" film omnibus, was nominated in the category of animated short film for the 86th Academy Awards.

- March** • The *Mobile Suit Gundam 35th Anniversary Project* was announced.
• 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.

- April** • The English-language names of 31 Group companies were changed.

- June** • The English-language name of NAMCO BANDAI Holdings was changed to BANDAI NAMCO Holdings Inc.

- August** • Opened *Nazo Tomo Cafe*, a puzzle-solving cafe.
September • Opened *ANION STATION*, an animation song facility.

- October** • PT BANDAI NAMCO INDONESIA was established in Indonesia.
• 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 hits. Start of sales in Asia.



©L5/YWP-TX

- January** **2015** • BANDAI NAMCO (SHANGHAI) CO., LTD., was established in Shanghai, China.

- April** • Start of Mid-term Plan announcing "NEXT STAGE: Empower, Gain Momentum, Accelerate Evolution."
• Names of major companies in Asia were changed to standard format of "BANDAI NAMCO + region name."

- 2015** • 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 Live Creative made Grand-Slam Ltd. a subsidiary.

May

June

- *PAC-MAN* marked its 35th anniversary.
• At BANDAI NAMCO Holdings, Shukuo Ishikawa became Chairman and Representative Director and Mitsuaki Taguchi became President and Representative Director.

August

- Lantis made HIGHWAY STAR, Inc., a subsidiary.
• Start of distribution of *IDOLISH7* game app for smartphones. Developed into a hit as original Group IP.

September

- BANDAI NAMCO Group reached the 10th anniversary of its establishment.
• In one week after the start of online distribution, *THE IDOLM@STER CINDERELLA GIRLS: STARLIGHT STAGE* game app for smartphones surpassed 4 million downloads.



©BANDAI NAMCO Entertainment Inc.

October

November

- 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 Gold Company in this category, in which we have won an award three times.

- *GIRLS und PANZER der Film* was released and became a long-running hit in theaters for more than a year.

December

- The idol unit $\mu's$, which was created from *Love Live! School idol project*, became a hit.
2015 • *Gundam* plastic models, which reached their 35th anniversary, expanded their popularity in Japan and other parts of Asia.
• *TEKKEN* and *Tales of...* series reached their 20th anniversaries.

January

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

February

- Cumulative sales of *DRAGON BALL XENOVERSE* home video games surpassed 300 million units.



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- April 2016**
- Lantis and Amuse Inc. established AmuseLantis 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.
- May**
- Cumulative worldwide sales of *DARK SOULS III*, a home video game jointly developed by BANDAI NAMCO Entertainment and FromSoftware, Inc., surpassed 300 million units.
- October**
- DRAGON BALL Z DOKKAN BATTLE*, a popular smartphone game app, surpassed 100 million downloads worldwide.
- 2016**
- Tamagotchi* and *NAMJATOWN* reached their 20th anniversaries.
- January 2017**
- Masaya Nakamura, the founder of NAMCO, passed away on January 22 at the age of 91.
- March**
- Shukuo Ishikawa, Chairman and Representative Director of NAMCO BANDAI Holdings, was awarded the Legion of Honour in the rank of Chevalier by the French government.
 - ANIUTA*, a flat-rate streaming service for animation songs, started service, with the participation of Lantis and SUNRISE MUSIC Publishing Co., Ltd.
- April**
- Started a new system that separates the operating company function and the holding company function in Europe.
 - Established BANDAI NAMCO Technica Inc.
 - Opening of *SPACE ATHLETIC TONDEMI*, a next-generation athletic facility.
- July**
- Opened *VR ZONE SHINJUKU*, a VR entertainment facility in Shinjuku, on a limited-time basis.
- 
- ©BANDAI NAMCO Amusement Inc.
- August**
- BXD Inc. established through joint investment by BANDAI NAMCO Entertainment and Drecom Co., Ltd.
 - THE GUNDAM 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.
- September**
- BANDAI VISUAL made Actas Inc. a subsidiary.
 - Start of exhibition of actual-size *Unicorn Gundam* statue in Daiba, Tokyo



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©BANDAI NAMCO Entertainment Inc.

- December 2017**
- Establishment of regional headquarters BANDAI NAMCO Holdings CHINA CO., LTD., in China.
- February 2018**
- BANDAI SPIRITS CO., LTD., established to take over the mature fan base business of BANDAI and the lottery-related and new businesses of BANPRESTO (businesses transferred in April).
- April**
- Started the Mid-term Plan with the vision of "CHANGE for the NEXT — Empower, Gain Momentum, and Accelerate Evolution."
 - Amusement machine business 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. Trade name was changed to BANDAI NAMCO Arts Inc.
 - Grand-Slam merged into BANDAI NAMCO Live Creative.
 - Start of *BANDAI NAMCO Accelerator*.
 - VS PARK*, a variety sports facility, opened in EXPO CITY, Osaka.
 - enza*, a smartphone browser game platform developed and operated by BXD, was placed into service.
- July**
- Announcement of joint development of *Mobile Suit Gundam* series live-action film by SUNRISE and LEGENDARY.
- September**
- Equity investment by SUNRISE in Sublimation Inc., a CG production company.
- October**
- Establishment of BANDAI NAMCO Collectibles LLC to strengthen business in toys for the mature fan base in North America.
 - Establishment of BANDAI NAMCO Network Services Inc., and BANDAI NAMCO Amusement Lab Inc.
- November**
- Announcement of the *Mobile Suit Gundam 40th Anniversary Project*.
 - Establishment of the BANDAI NAMCO Content Fund.
 - LOGIPAL EXPRESS received the Minister's Award from the Ministry of Land, Infrastructure, Transport and Tourism at the 2018 Eco-Driving Activity Contest.
- 2018**
- The BANDAI NAMCO Group, Shueisha Inc., and TOEI ANIMATION Co., Ltd., sponsored the *DRAGON BALL NORTH AMERICA TOUR*, which visited seven cities in North America.
- 
- ©創通・サンライズ
- March 2019**
- Establishment of SUNRISE BEYOND INC., an animation production company.
- April**
- Implementation of absorption-type merger with BANDAI SPIRITS CO., LTD., as the surviving company and BANPRESTO CO., LTD., as the disappearing company.
 - Implementation of absorption-type merger with PLEX Co., Ltd., as the surviving company and WiZ Co., Ltd., as the disappearing company.
 - Establishment of BANDAI NAMCO Sevens 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.
- 2019**
- Establishment of bases in Shanghai, China, by the Toys and Hobby Business, the Real Entertainment Business, and the IP Creation Business.

TOYS AND HOBBY

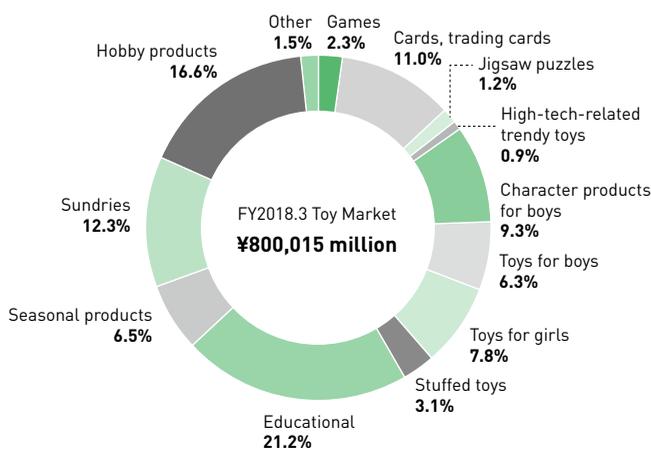
TOY MARKET (JAPAN)

[Toy Market Scale]

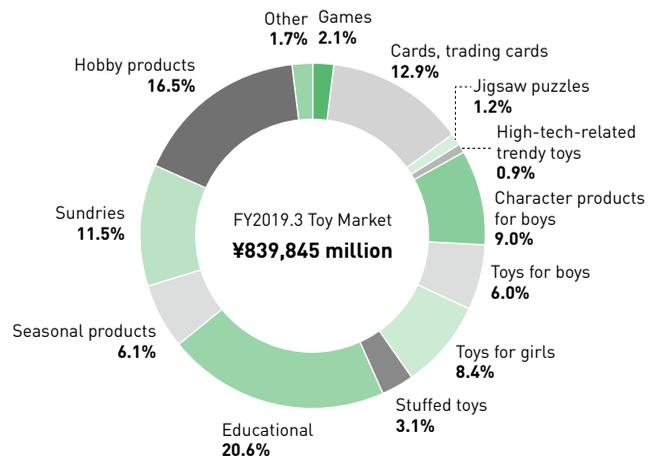
(Unit: Millions of yen, manufacturer's suggested retail price basis)

| Major categories | FY2018.3 | FY2019.3 |
|--|----------------|----------------|
| Games General games (including mini electronic games), 3D puzzles, others (including party games, humorous games, magic tricks) | 18,209 | 17,782 |
| Cards, trading cards | 87,611 | 108,580 |
| Jigsaw puzzles | 9,851 | 10,071 |
| High-tech-related trendy toys Interactive toys, robots, cameras, app-related products | 7,374 | 7,162 |
| Character products for boys | 74,304 | 75,928 |
| Toys for boys Mini cars, railroad toys, RC toys, electric, others (racing, spring, metal toys, etc.) | 50,230 | 50,550 |
| Toys for girls Dress-up (dolls, dollhouses), products for playing house, girls' hobbies, character products for girls, girls' collections, cuddly dolls, others (including accessories, girls' cosmetics) | 62,036 | 70,847 |
| Stuffed toys Character stuffed toys, non-character stuffed toys | 24,999 | 26,269 |
| Educational Blocks, wooden products, preschool, infants' characters, babies' products (babies' toys, bath toys, baby products), transportation-related (including baby carriages, child seats, tricycles), others (including musical instruments, telephones, picture books, playground equipment, childrens' videos, electric animals) | 169,548 | 172,992 |
| Seasonal products Small sparklers, summer toys, summer goods, small toys, sports toys, sports supplies, outdoor products | 51,635 | 51,493 |
| Sundries Variety goods, gifts, interior goods, housewares, stationery, apparel, others | 98,326 | 96,766 |
| Hobby products Plastic models, RC hobby products, model trains, figures, others | 132,720 | 138,324 |
| Other | 13,172 | 13,081 |
| Total | 800,015 | 839,845 |

FY2018.3



FY2019.3



* 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.

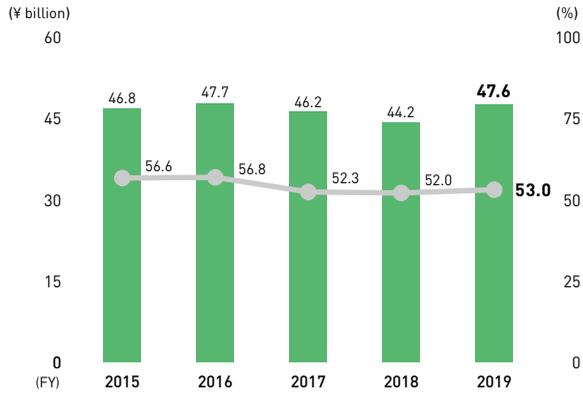
* Excluding drugstore distribution

* Hobby products include distribution of models

Source: Research by the Japan Toy Association

PLASTIC MODEL MARKET (JAPAN)

PLASTIC MODEL OVERALL MARKET TREND

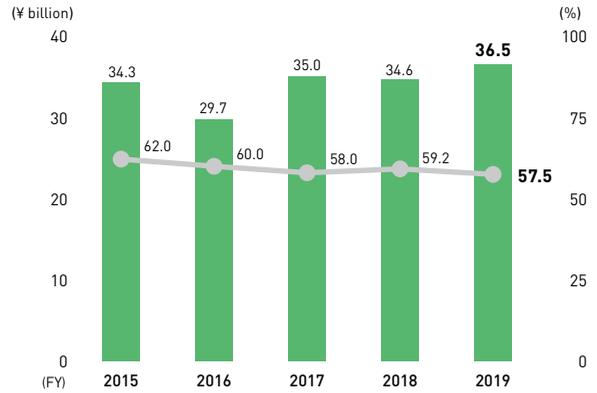


■ Market scale (left) ● BANDAI share (right)

Source: Research by BANDAI (amounts are on a suggested retail price basis)
Fiscal years ended March 31

CAPSULE TOY MARKET (JAPAN)

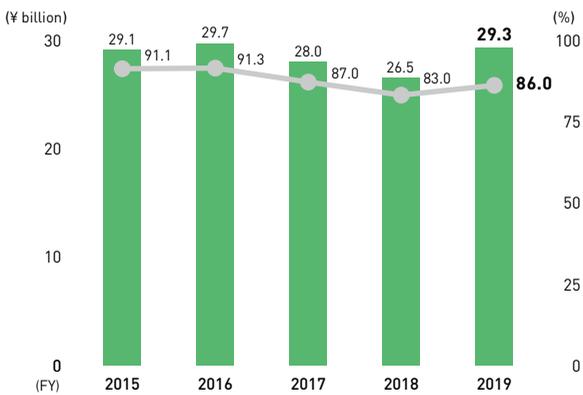
CAPSULE TOY MARKET TREND



■ Market scale (left) ● BANDAI share (right)

Source: Research by BANDAI (amounts are on a suggested retail price basis)
Fiscal years ended March 31

CHARACTER PLASTIC MODEL MARKET TREND

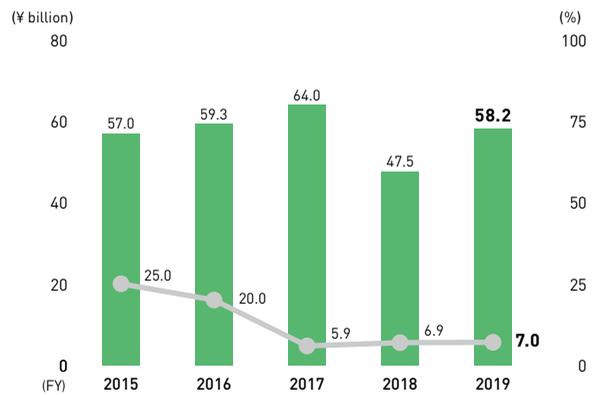


■ Market scale (left) ● BANDAI share (right)

Source: Research by BANDAI (amounts are on a suggested retail price basis)
Fiscal years ended March 31

CARD PRODUCT MARKET (JAPAN)

CARD PRODUCT MARKET SCALE TREND



■ Market scale (left) ● BANDAI share (right)

* Graph data about the overall market and market share does not include new types of card machines from companies, such as DATA CARDPASS.
Fiscal years ended March 31

FIGURE MARKET (JAPAN)

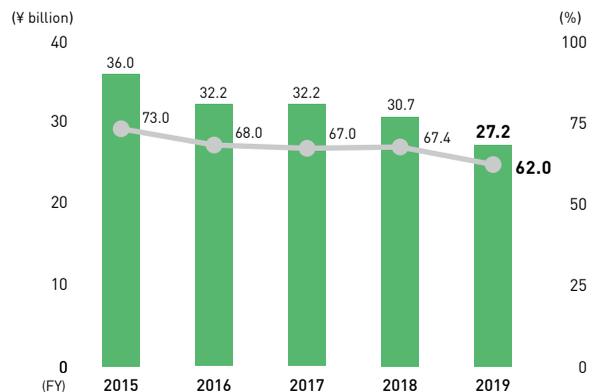
FIGURE MARKET SCALE TREND



Source: Yano Research Institute Ltd. Toy Industry 2019

* Domestic shipment value basis, forecasts as of December 2018

DIGITAL CARD MARKET SCALE TREND



■ Market scale (left) ● BANDAI share (right)

Source: Research by BANDAI (amounts are on a suggested retail price basis)
Fiscal years ended March 31

TOYS AND HOBBY

CANDY TOY MARKET (JAPAN)

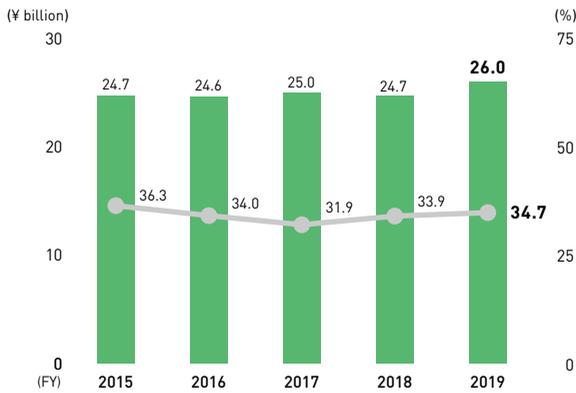
CANDY TOY MARKET TREND



■ Market scale (left) ● BANDAI share (right)
 Source: 2019 version of research from FUJI KEIZAI regarding food marketing (No. 1)
 Fiscal years ended March 31

CHILDREN'S LIFESTYLE (SUNDRIES) MARKET (JAPAN)

CHILDREN'S LIFESTYLE (SUNDRIES) MARKET TREND



■ Market scale (left) ● BANDAI share (right)
 Source: Research by BANDAI (amounts are on a suggested retail price basis)
 Fiscal years ended March 31

BABIES' / CHILDREN'S CLOTHING MARKET (JAPAN)

BABIES' / CHILDREN'S CLOTHING MARKET TREND

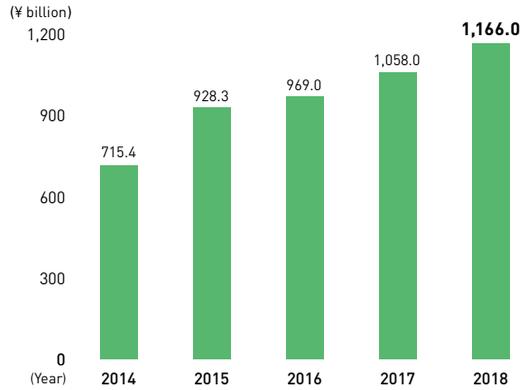


■ Market scale (left) ● BANDAI share (right)
 Source: Research by BANDAI (amounts are on a suggested retail price basis)
 Fiscal years ended March 31

NETWORK ENTERTAINMENT

GAME APP MARKET (JAPAN)

GAME APP MARKET SCALE TREND



Source: "Famitsu Game White Paper 2019" (Gzbrain Inc.)
 * Prepared based on information as of April 2019
 Game apps: Games provided for smartphones and tablets
 (Includes games for feature phones that operate on SNS platforms)

TOP PUBLISHERS IN THE GLOBAL APP MARKET

TOP PUBLISHERS IN THE GLOBAL APP MARKET

| Rank | Name of publisher | Country |
|------|---------------------|-------------|
| 1 | Tencent | China |
| 2 | NetEase | China |
| 3 | Activision Blizzard | U.S. |
| 4 | BANDAI NAMCO | Japan |
| 5 | Netmarble | South Korea |
| 6 | Sony | Japan |
| 7 | Supercell | Finland |
| 8 | mixi | Japan |
| 9 | Playrix | Ireland |
| 10 | LINE | Japan |

Source: App Annie
 Total for iOS, Google Play / Prepared by App Annie based on 2018 revenue figures

The BANDAI NAMCO Group's Rank in the App Market

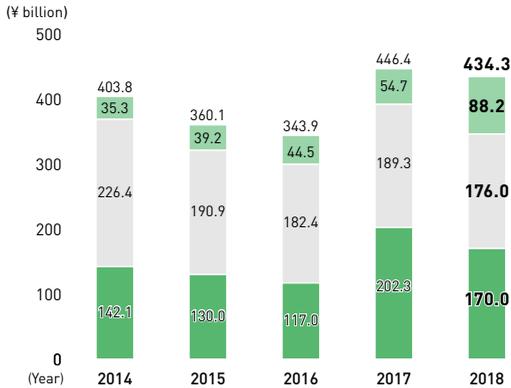
| Year | Ranking | YoY |
|------|---------|-----|
| 2018 | No. 4 | ↑ |
| 2017 | No. 7 | ↑ |
| 2016 | No. 8 | ↑ |
| 2015 | No. 12 | ↓ |
| 2014 | No. 10 | ↑ |

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

REAL ENTERTAINMENT

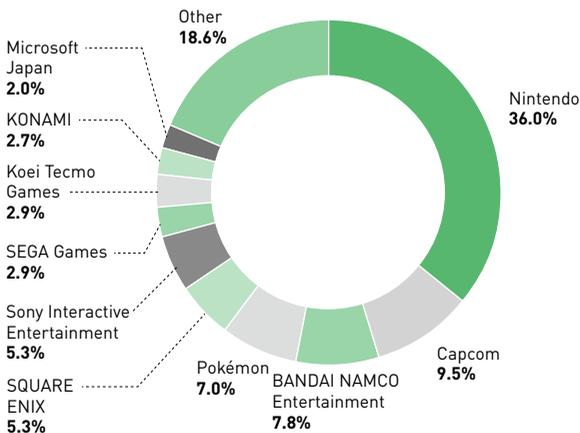
HOME VIDEO GAME MARKET

HOME VIDEO GAME MARKET SCALE TREND



Source: "Famitsu Game White Paper 2019" (Gzbrain Inc.)
 * Prepared based on information as of April 2019

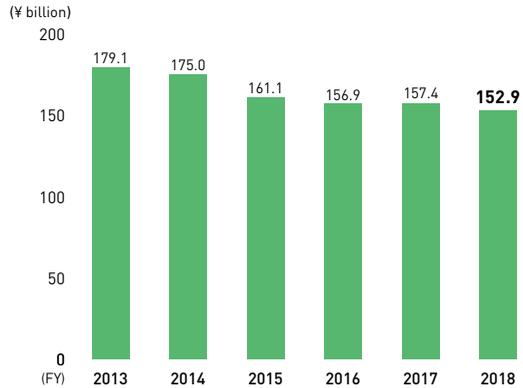
UNIT SALES SHARE BY MANUFACTURING (2018)



Collection period: January 1, 2018 to December 30, 2018
 Source: "Famitsu Game White Paper 2019" (Gzbrain Inc.)
 * Company names are as of the collection date.

AMUSEMENT MACHINE MARKET (JAPAN)

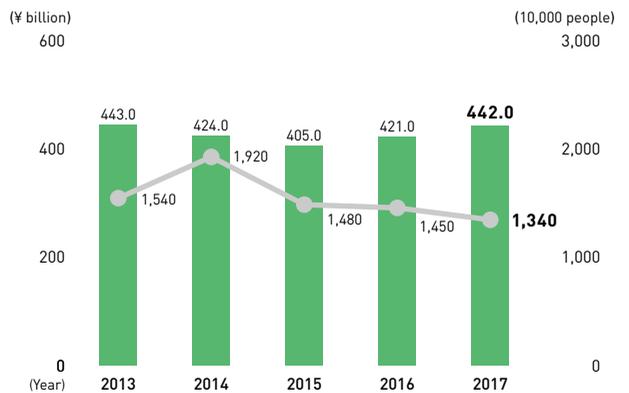
AMUSEMENT MACHINE SALES TREND



Source: 2017 report on the state of the amusement industry by the Japan Amusement Industry Association
 Fiscal years ended March 31

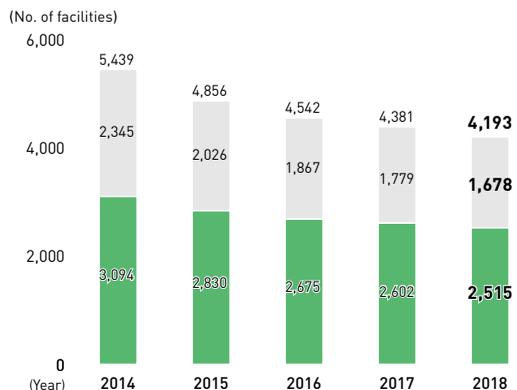
AMUSEMENT FACILITY MARKET (JAPAN)

AMUSEMENT FACILITY MARKET SCALE AND NUMBER OF PARTICIPANTS (GAME CENTERS)



Source: Japan Productivity Center, Leisure White Paper 2018

TREND IN NUMBER OF NO. 8 FACILITIES (OPERATION OF GAME CENTERS, ETC.)

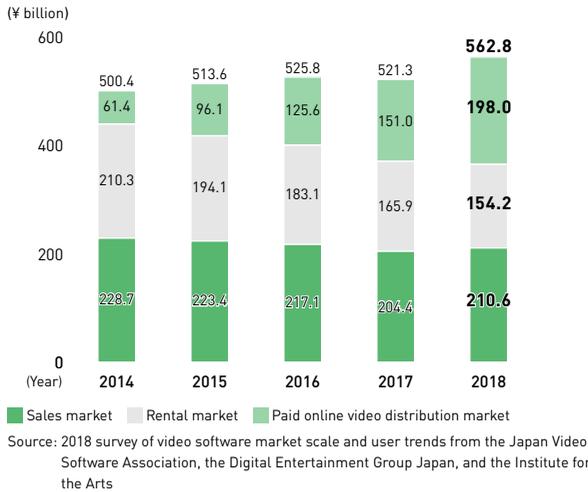


Source: National Police Agency, Community Safety Bureau, Safety Division

VISUAL AND MUSIC PRODUCTION

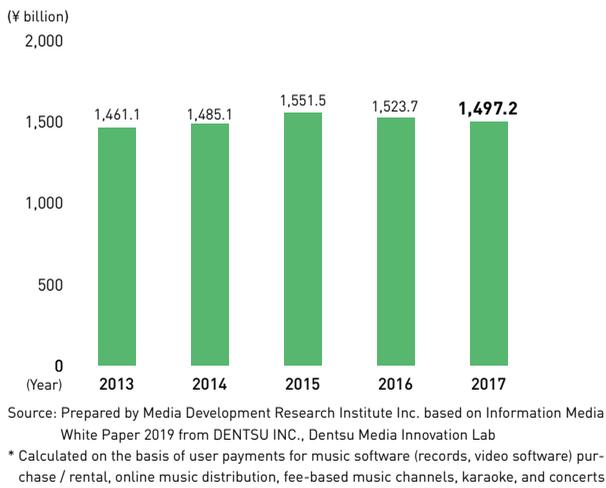
VISUAL SOFTWARE MARKET (JAPAN)

VISUAL SOFTWARE MARKET SCALE TREND

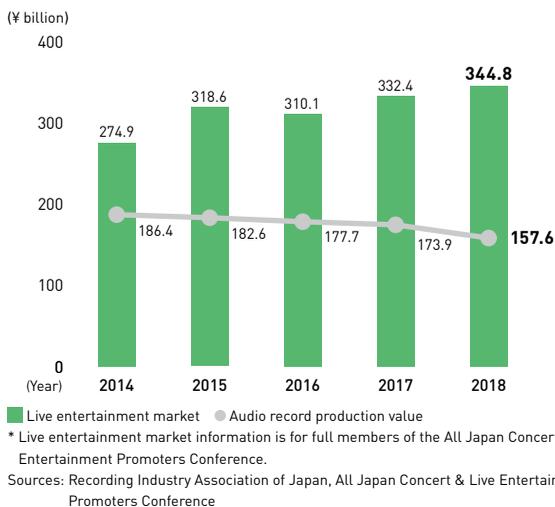


MUSIC CONTENT MARKET (JAPAN)

MUSIC-RELATED MARKET SCALE TREND



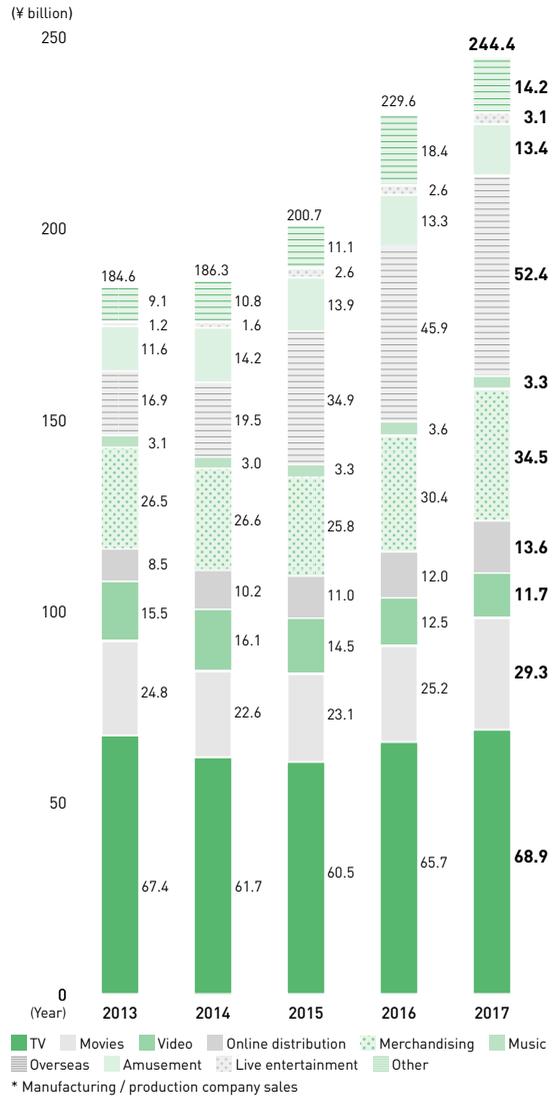
AUDIO RECORD PRODUCTION VALUE AND LIVE ENTERTAINMENT MARKET SCALE TREND



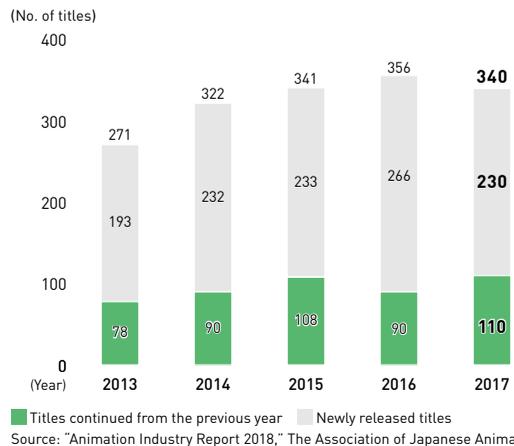
IP CREATION

ANIMATION MARKET (JAPAN)

ANIMATION MARKET SCALE TREND



NUMBER OF TV ANIMATION TITLES



www.bandainamco.co.jp