

Mid-term Vision

Connect with Fans

HISTORY OF OUR MID-TERM PLANS

The Bandai Namco Group was created in September 2005 through the management integration of Bandai Co., Ltd., and Namco Limited. After the integration, the Group moved quickly to leverage synergy effects by implementing a range of internal measures. However, we were not able to respond adequately to changes in our markets and customers. Our operational speed declined, and we did not effectively utilize the strengths of each Group company. As a result, our performance was sluggish. In April 2010, we launched the Restart Plan with the objective of transforming ourselves into a speedy group under the IP axis strategy. The Group worked together to maximize the shared value of IP, and in this way we achieved a recovery in our results.

In response to COVID-19, we positioned FY2022.3 as a period for enhancing our business foundation and organizational structure. We started the current Mid-term Plan from FY2023.3.

2010.3–2012.3 Mid-term Plan

Theme: Developing a Global Base for Growth

- Investments in growing business areas
- Improving profitability of each business

2013.3–2015.3 Mid-term Plan

Mid-term Vision: EMPOWER, GAIN MOMENTUM, ACCELERATE EVOLUTION

We advanced three business area strategies, which were applied to businesses, and two functional strategies, which were applied on a Groupwide basis.

RESTART!



Introduction of the Restart Plan

- Transformation into a speedy group
- Adoption of IP axis strategy by the Group

2007.3–2009.3 Mid-term Plan

Theme: Strengthening, Enriching, and Expanding Portfolio Management

- Strengthening corporate governance
- Effectively utilizing human resources
- Building an optimal management system
- Entertainment Hub Concept
- Strengthening overseas businesses

Management Integration



Reduction in speed
Unable to address
changes in society

Net Sales

(¥ billion)

Operating Profit

(¥ billion)

For the Fiscal Years Ended
March 31

2006 2007 2008 2009 2010 2011 2012 2013 2014 2015 2016 2017 2018 2019 2020 2021 2022 2023 2024 2025

2016.3–2018.3 Mid-term Plan

Mid-term Vision:
NEXT STAGE: EMPOWER, GAIN
MOMENTUM, ACCELERATE EVOLUTION

- Accelerate evolution in the IP axis strategy
- Through the IP axis strategy, gain momentum in global markets
- Empower and innovate business model through Bandai Namco market advantages

2019.3–2021.3 Mid-term Plan

Mid-term Vision:
CHANGE for the NEXT: EMPOWER,
GAIN MOMENTUM, ACCELERATE EVOLUTION

- Accelerate evolution in the IP axis strategy
- Empower push into new entertainment
- Gain momentum with the ALL BANDAI NAMCO concept
- Make personnel the core of the Group



IP axis strategy: From adoption to acceleration

2021.4–2022.3

Enhancing
Business
Foundations
and Systems
for the Next
Mid-term Plan

2023.3–2025.3 Mid-term Plan

MID-TERM PLAN OF THE BANDAI NAMCO GROUP

