

# ORGANIZATIONAL STRUCTURE AND IP AXIS STRATEGY

With a system of three Units, the Bandai Namco Group is creating a diverse range of entertainment under the ALL BANDAI NAMCO concept. In addition, the strength of the Bandai Namco Group is the IP axis strategy, under which we work to maximize the value of characters and other intellectual property (IP) in order to provide the optimal products and services in the optimal regions at the optimal times.

## ORGANIZATIONAL STRUCTURE

**BANDAI NAMCO**

Bandai Namco Holdings Inc.

### Regional management companies

- Bandai Namco Holdings USA Inc.
- Bandai Namco Holdings Europe S.A.S.
- Bandai Namco Holdings Asia Co., Ltd.
- Bandai Namco Holdings China Co., Ltd.
- Bandai Namco Holdings UK Ltd.

## ENTERTAINMENT UNIT

### ► Digital Business

Business Management Company: Bandai Namco Entertainment Inc.

Planning, development, and distribution of network content; planning, development, and sales of home console games

### ► Toys and Hobby Business

Business Management Company: BANDAI CO., LTD.

Planning, development, production, and sales of toys, capsule toys, cards, confectionery and foods, apparel, sundries, model kits, prizes, stationery, and other products

## IP PRODUCTION UNIT

Business Management Company: Bandai Namco Filmworks Inc.

Planning, production, and use of visual and music content, such as animations; management and use of copyrights; discovery and development of artists; live entertainment business

## AMUSEMENT UNIT

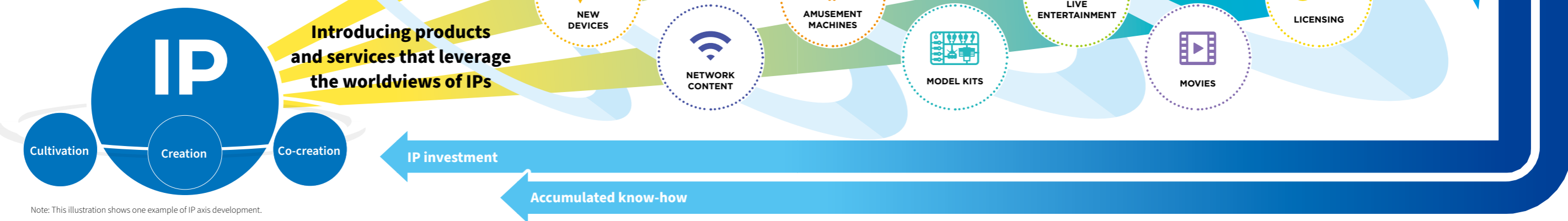
Business Management Company: Bandai Namco Amusement Inc.

Planning, development, production, sales, and after-service for amusement machines; planning and operation of amusement facilities, including theme parks and indoor playgrounds, etc.

## AFFILIATED BUSINESS COMPANIES

Supporting the Units in such areas as distribution, logistics, and administrative services

## IP AXIS STRATEGY



Note: This illustration shows one example of IP axis development.