

GUNDAM

With the *Gundam* series, we will take action for the future of children, together with fans and external partners.

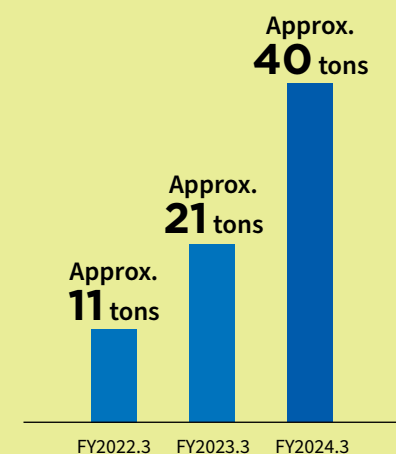
Gunpla Recycling Project

Under the Gunpla Recycling Project, which started in April 2021, we collect runners (part of the model kits framework) from model kits in the *Gundam* series and reuse them in new model kits through the use of a cutting-edge chemical recycling process. By doing so, we aim to create a recycling-oriented society together with *Gundam* fans. The runners collected through the project are transported to the Bandai Hobby Center, a model kits manufacturing plant of Bandai Spirits Co., Ltd.

A portion of these runners is used as a material for verification testing targeting the realization of chemical recycling, and the rest is reused through material recycling or thermal recycling, together with plastics created through the manufacturing process at the Bandai Hobby Center. In FY2024.3, we collected approximately 40 tons of runners.



Collected runners results



Operation Gundam R

In FY2024.3, we held Operation Gundam R (recycle) across all 47 prefectures of Japan. At locations such as shopping centers and music festivals in each prefecture, we distributed Gunpla trial kits using eco-plastics, which were made from recycled runners, as well as special booklets and limited edition stickers. At such locations, visitors could assemble these eco-plastic Gunpla trial kits themselves and thereafter deposit the runners in a collection box, thereby gaining a firsthand experience with recycling plastic.

Gundam Educational Program

From FY2022.3, we started the Gundam Educational Program, which provides opportunities to think about the fun of manufacturing and about environmental issues. For the subject matter, this initiative draws on *Gundam* model kits and the life-sized moving *Gundam* at GUNDAM FACTORY YOKOHAMA.

Educational Support

Since November 2021, we have been holding an educational support program for elementary and junior high school students at the GUNDAM FACTORY YOKOHAMA to learn about and experience the workings of the life-sized moving *Gundam*. This program aims to spur interest in manufacturing. By the end of the life-sized moving *Gundam*'s exhibition on March 31, 2024, a total of 7,554 students from 102 schools had participated in the program.

Gunpla Academia

We have been holding classes on model kits assembly, called Gunpla Academia, at elementary schools across Japan since October 2021. As of July 2024, more than 600,000 elementary school students from over 8,000 elementary schools had participated in these classes. By showing students videos and having them experience model kits assembly, we communicate to students the fun of manufacturing and introduce them to our initiatives to protect the global environment, such as the Gunpla Recycling Project.



Gundam Manhole Project

In August 2021, we launched the Gundam Manhole Project in cooperation with local governments across Japan. In this initiative, we are installing *Gundam* Manholes, which are manhole covers featuring designs of characters and Mobile Suits that appear in *Mobile Suit Gundam*, in various locations nationwide. We aim to make these manholes a testament to the bond between *Gundam* fans and *Gundam* that transcends generations, thereby revitalizing Japan in cooperation with local governments.



THE IDOLM@STER

Connecting with fans,
implementing sustainability
activities together with them

With *THE IDOLM@STER* series, we are implementing sustainability activities aligned with the concept of “connecting and working together to create things.” Fans can readily participate in these activities, which leverage IPs. They are centered on three material issues of the Bandai Namco Group—harmonious coexistence with the natural environment, appropriate utilization and protection of intellectual property, and harmonious coexistence with communities.

Initiatives to promote recycling

Collection and upcycling of used clothes at live event venues

At the venue for *THE IDOLM@STER SHINY COLORS 5thLIVE If I wings.*, which was held in March 2023, we implemented an initiative to collect used clothing from attendees. We called on fans to deposit used clothes into boxes that were set up at the venue to collect such clothing. Used clothes that were collected at the event were recycled into new reusable materials. We reused these materials in panels at *THE IDOLM@STER SHINY COLORS 5.5th Anniversary LIVE* event.



Panels made from collected and recycled used clothing



Used clothing collection boxes at the live event

Promoting plastic recycling in collaboration with the Ministry of the Environment

From April 2023 for approximately one year, as a collaborative initiative between *THE IDOLM@STER SHINY COLORS* and Japan’s Ministry of the Environment, *Houkago Climax Girls*, which is affiliated with 283 Productions, was the focus of PR initiatives related to plastic recycling. Agenda 283, an in-game event scenario, features regional clean-up activities. Participants implement initiatives to support nature and plastic recycling while studying and discussing the issue of plastic waste in the oceans. There is an educational video that promotes plastic reduction and recycling, with idol Rinze Morino, who was elected from among the *Houkago Climax Girls* members, serving as navigator.

PR for promotion of plastic reduction and recycling



Initiatives for regional co-creation

Invigorating Choshi City through *THE IDOLM@STER SideM*

In October 2021, we commenced a collaboration between Jupiter, an idol unit affiliated with 315 Productions that appears in Bandai Namco Entertainment’s *THE IDOLM@STER SideM*, and Choshi Electric Railway Co., Ltd. In July 2022 we began to collaborate with Choshi City, Chiba Prefecture, to roll out the Choshi PR Campaign. Since then, idols belonging to 315 Productions have engaged in PR activities highlighting popular tourist spots in Choshi City. At these locations, we displayed posters and life-sized panels of these idols and also sold original merchandise, thereby attracting many visitors.



Furthermore, in November 2023, the idols from the idol unit *DRAMATIC STARS* were chosen as the PR mascots for the Chiba Branch of East Japan Railway Company. In December 2023, we commenced the “315 ni ii Choshi” Choshi Tourism Campaign, which commemorated the 100th anniversary of Choshi Electric Railway and the commencement of the EeeE Choshi Service, a service for planning trips to Choshi City and its surrounding areas.

Minato Mirai x *THE IDOLM@STER MILLION LIVE!*—Livening up the City with Idols

We held an exciting collaboration event between Bandai Namco Entertainment’s *THE IDOLM@STER MILLION LIVE!* and the Minato Mirai area of Yokohama. In the Minato Mirai 21 district, we are involved in the Music Port YOKOHAMA initiative, which aims to brand Yokohama as a city of music by invigorating the city and enhancing its attractiveness. As part of this initiative, we held the “Million Walking Tour in Minato Mirai,” a walking event that utilized Sony Corporation’s Sound AR™ service Locatone™ to enable participants to walk around the Minato Mirai area together with idols. This event was held in conjunction with



THE IDOLM@STER MILLION LIVE! 10th LIVE TOUR Act-4 MILLION THE@TER!!!!, which took place in February 2024 at K-Arena Yokohama.

Note: Sound AR and Locatone are registered trademarks of Sony Corporation and its affiliated companies.

Promoting collaborative efforts with local governments using *THE IDOLM@STER MILLION LIVE!* to bolster regional disaster prevention capabilities

We promoted a collaboration between Bandai Namco Entertainment’s *THE IDOLM@STER MILLION LIVE!* and the Toyosu Disaster Prevention Festival 2024, hosted by the Koto Ward Association for Better Regional Disaster Prevention Capabilities.

This collaboration featured many unique IP-based initiatives, including AED training sessions and the sale of original disaster prevention-related merchandise. It also featured a stage set up to allow participants to enjoy *THE IDOLM@STER MILLION LIVE!* universe. These unique initiatives helped attract not only local community members but also many young people who have few opportunities to get involved with disaster prevention, including “producers” (the nickname for fans of *THE IDOLM@STER* series). This made for a total of roughly 33,000 attendees throughout the period that the event was held.



Banners held at the event



Original canned soft bread for emergency use

PAC-MAN

PAC-MAN is one of the world's most well-known computer games and has been loved by fans around the world for the over 40 years since its creation. Drawing on the power of this IP, the Bandai Namco Group has been promoting a wide range of sustainability activities on a global basis.



Participating in the Playing For The Planet Alliance

Bandai Namco Entertainment is a member of the Playing For The Planet Alliance established at the UN Climate Action Summit 2019. The company also participates in Green Game Jam organized by the United Nations Environment Programme (UNEP) through the *PAC-MAN* smartphone game app. In 2023, Bandai Namco Entertainment held the Play for the Himalayas in-game event, which communicates the importance of protecting endangered species. In addition, Bandai Namco Entertainment America Inc. received the Jam Spirit Award* for fiscal 2023 in recognition of its participation in Green Game Jam for the third consecutive year and its various contributions to the environment.

* This award is presented to companies participating in the Green Game Jam that consistently incorporate reforestation efforts into their games and seek to enhance the level of these efforts.



Concluding sponsorships with pro sports teams in North America

We have concluded sponsorship agreements with pro sports teams in California, where we have our U.S. headquarters, thereby promoting interactions with fans as a company deeply rooted in the local community.

At BMO Stadium, the home of the local Los Angeles FC soccer team, we opened the new amusement arcade Level Up by Bandai Namco. This arcade serves as a place where people of all ages and groups, including families and young people, can enjoy games with food and beverages. Additionally, at Angel Stadium of Anaheim, the home field of the Los Angeles Angels, we are energizing the ballpark by holding *PAC-MAN* races between innings.



Level Up by Bandai Namco, bustling with families



Scene from the *PAC-MAN* race

Supporting the passing on of intangible cultural heritage in China

Since 2018, Bandai Namco Holdings China Co., Ltd., has been conducting activities to protect the restoration of old books, which is part of China's intangible cultural heritage. As part of these efforts, the company has been holding hands-on events involving old book restoration with added elements of environmental protection and designs using our IP (*PAC-MAN*), aimed at teaching traditional techniques while providing a fun experience for children who will lead the future.

CLENA series

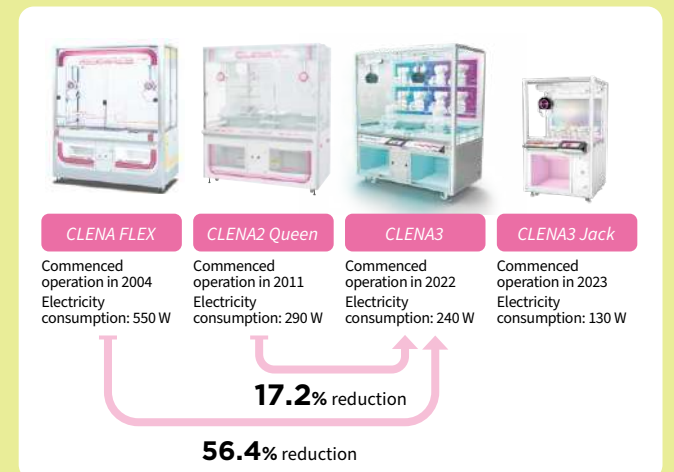
Started in 2004, the *CLENA* series of crane game machines have led to a total transformation in prize game machine operations. Since its introduction, we have consistently updated the *CLENA* series in accordance with the era in order to meet the needs of customers. In November 2022, we launched *CLENA3*, which has since sold a total of 7,000 units. *CLENA3* consumes half of the electricity of the initial *CLENA FLEX* machine, and the latest model, *CLENA3 Jack*, offers even greater levels of energy efficiency. *CLENA3 Jack* also makes use of a universal design, making it more accessible for shorter people and children to enjoy.



Realizing brighter lighting using less electricity

Multiple crane game machines are typically installed in amusement facilities, so reducing the energy consumption of these machines means energy savings for the facility as a whole. To that end, we incorporated an eco-mode feature in *CLENA3*, which reduces energy consumption when the machine is on standby. While curtailing electricity costs and achieving an eco-friendly performance, *CLENA3* realizes the level of lighting and brilliance required of a crane game machine. Furthermore, *CLENA3 Jack* offers three settings for eco-mode, as opposed to just one in the original *CLENA3*, realizing up to a 61% reduction in electricity consumption compared with when eco-mode is off.

Also, by replacing old machines with *CLENA3* models, we have not only cut annual electricity costs at amusement facilities operated by Bandai Namco Amusement Inc. but also realized an annual reduction of nearly 500 tons in CO₂ emissions.



Bandai Namco Awards

Every year, the Bandai Namco Group hosts the Bandai Namco Awards to recognize the best-performing teams from each year. During the judging, the success of the content, creativity, relevance, and consideration for sustainability are deemed important points. Moreover, in recognition of its performance, the *CLENA* series was nominated for the Bandai Namco Award 2023, taking home the Best Sustainability Grand Prize.

