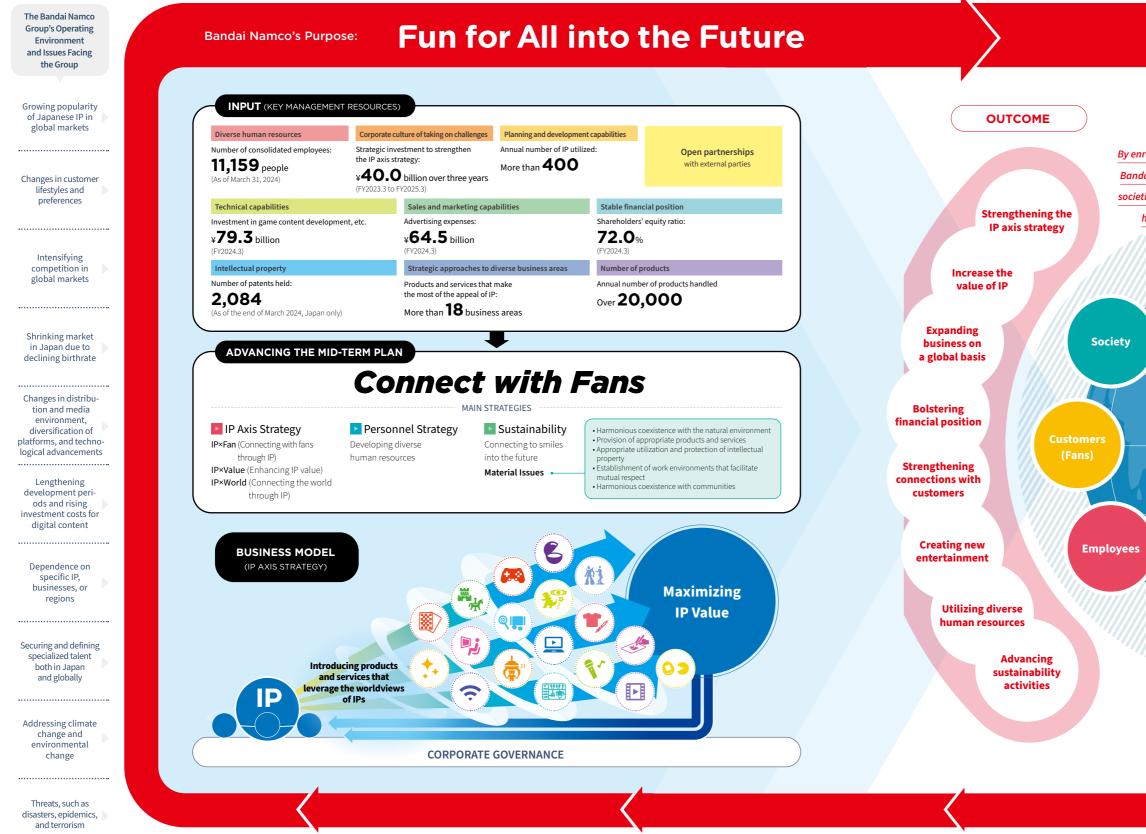
## THE BANDAI NAMCO GROUP-

## **OUR VALUE CREATION PROCESS**

## Working Together with Fans around the World to Create the Future

In accordance with the Purpose, "Fun for All into the Future," the Bandai Namco Group is taking steps to address the issues that we face. We are combining distinctive management resources to implement the global rollout of the IP axis strategy, which is the Group's greatest strength and business model, and to provide products and services that leverage the appeal of IP. Moreover, through those products and services, we are striving to fulfill our responsibility to contribute to a sustainable society and aiming to realize sustained growth over the medium to long term. In these ways, the Bandai Namco Group is working to meet the expectations of its stakeholders. By enriching hearts through the joy of entertainment, the Bandai Namco Group is dedicated to connecting people, societies, and the world, working together with all stakeholders to build a brighter future for everyone.



## VALUE CREATION

By enriching hearts through the joy of entertainment, the Bandai Namco Group is dedicated to connecting people, societies, and the world, working together with all stakeholders to build a brighter future for everyone.



Increasing

economic value

**Partners** 

Increasing social value