

ORGANIZATIONAL STRUCTURE AND IP AXIS STRATEGY

With a system of four Units, the Bandai Namco Group is creating a diverse range of entertainment under the ALL BANDAI NAMCO concept. In addition, the Group's strength lies in its IP axis strategy, under which it leverages the worldviews and characteristics of IPs (characters and other intellectual property) to maximize their value by providing optimal products and services in the optimal regions at the optimal times.

