

History

Note: History of Group companies before the management integration of Bandai and Namco.
Company names and place names are as of the date cited.

Bandai's History

1950s

- 1950** ● **July** • Bandaiya was founded in the Kikuyabashi section of Asakusa in Taito-ku, Tokyo (President: Naoharu Yamashina). Paid-in capital was ¥1 million. The company conducted sales of celluloid toys as well as metallic toys (passenger cars), rubber swimming rings, etc.
- **September** • First original BANDAI product was launched: *Rhythm Ball*.
- 1951** ● **March** • Export sales commenced.
- **April** • B26, the first BANDAI original metallic toy, was launched.
- 1953** ● **April** • Accompanying the expansion of export operations, shipment and warehouse facilities were newly established in Komagata, Asakusa, Taito-ku, Tokyo.
- **July** • Product Inspection Department established to perform checks on all products.
- A research unit was established to improve the quality of BANDAI brand metallic toys and to conduct R&D in new products.
- Transport Division (predecessor of BANDAI LOGIPAL INC.) was established.
- 1955** ● **January** • Waraku Works (predecessor of BANDAI Manufacturing) was established.
- **June** • Office building newly constructed in Komagata 2-chome, Asakusa, Taito-ku, Tokyo.
- The BC logo was created by combining the first letters in BANDAI Company.
- **November** • A quality assurance system—an industry first—was launched in conjunction with the *Toyopet Crown* (1956 version) model car.



Toyopet Crown

- 1958** ● **July** • First TV advertisement aired with the catchphrase "The Red Box means a BC-certified toy."
- 1959** ● **July** • Launched metal model cars as a world automobile series.
- Trademark (commonly known as the Banzai mark) was established to express the motto that quality is the highest priority.

1960s

- 1960** ● **March** • Direct overseas sales commenced.
- **July** • Bandai Toys Company was established (later transferred to Bandai Overseas Supply in 1971).
- 1961** ● **June** • Name of Waraku Works was changed to BC Manufacturing. (Name was changed to BANDAI Manufacturing in May 1966.)

- **July** • Company name was changed to BANDAI. Paid-in capital was ¥20 million.

- 1963** ● **September** • Bandai Transport was established.
- **November** • Assigned representative to New York and began sales in the U.S.
- **December** • Due to growth of operations, moved to new office building in Komagata 1-chome, Asakusa, Taito-ku, Tokyo.
- *Astroboy* was launched as BANDAI's first TV character toy.



Astroboy
©手塚プロダクション

- 1964** ● **January** • Remote control (RC) toy car became a major hit.
- 1965** ● **January** • *Racing Car Set* enjoyed an enormous boom in sales.
- **October** • Toy manufacturing complex completed in Mibu, Tochigi Prefecture.
- 1966** ● **July** • *Crazy Foam* launched. Sold 2.4 million units in three months due to intensive campaign, centered on TV promotion.
- BANDAI's new trademark (the BANDAI Baby) formulated.
- 1967** ● **May** • Bandai Automobile established.
- *Water Motor* series became a hit.
- *Thunderbirds* series of electrically powered toys launched.
- **August** • New Model Toys Department launched sales of plastic models.
- 1968** ● *Naughty Flipper* series was a big hit, winning a gold medal at the New York International Inventors and New Products Exposition.
- **October** • Customer service center established.
- 1969** ● **November** • Acquisition of plant in Shimizu City, Shizuoka Prefecture. Start of production of plastic models, such as the *Automobile* series, *Thunderbirds 2*, and the *Beetle* series.

1970s

- 1970** ● **September** • Tonka Japan established.
- 1971** ● **May** • Bandai Models established.
- **July** • Established Popy as a specialist character toys manufacturer.
- 1973** ● **March** • *MiniMini Fish* launched.
- **October** • *Jumbo Machinder Mazinger Z* won the Grand Prix prize at the 4th International Trade Fair Toy Concours.

Namco's History

1950s

- 1955 • June**
- Nakamura Manufacturing Ltd. established in Ikegami, Ota-ku, Tokyo (President: Masaya Nakamura). Capital: ¥300,000. Started in the amusement business with the installation of two children's mechanical horse rides on the rooftop of a department store in Yokohama.



Two wooden rocking-horse rides installed on the rooftop of a department store in Yokohama

- 1957 •** Headquarters office established in Ginza, Tokyo. Started sales of amusement machines.
- 1959 •** Reorganized to form Nakamura Manufacturing Co., Ltd. Capital: ¥5 million.

1960s

- 1963 •** Installed the *Roadway Ride* on the rooftop of Mitsukoshi Department Store in Nihonbashi, Tokyo. Subsequently expanded business to each Mitsukoshi store.



Roadway Ride

- 1965 •** Established the Production Department. *Periscope*, developed by the Production Department, became a major hit.
- 1966 •**
- Established main production facility in Ota-ku, Tokyo. Expanded activities of development and production departments.
 - Began to use Nakamura Manufacturing brand mark.



- 1967 •** Opened Osaka office in Namba, Osaka.

1970s

- 1970 •**
- Established Yaguchi plant in Yaguchi, Ota-ku, Tokyo.
 - Developed *Racer*, a driving simulation game. Projection equipment using 3D models that were innovative for the time period became popular, and it became a hit machine.



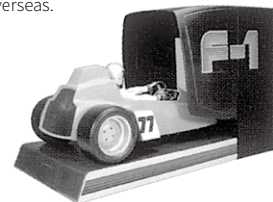
Racer
©Bandai Namco Entertainment Inc.

- 1971 •** Use of NAMCO brand name began.
- 1974 •** Acquired Atari (Japan) Corp. from Atari Corp., of the U.S. Entered the video game business.
- 1975 •** Began full-scale research into robot technologies. Developed *President Lincoln Robot*.



President Lincoln Robot

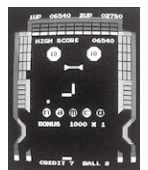
- 1976 •** Developed *F-1* driving simulation game machine. Became popular in Japan and overseas.



F-1 driving simulation game machine
©Bandai Namco Entertainment Inc.

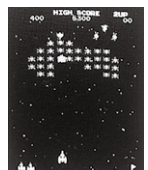
- 1977 •**
- Changed company name to NAMCO LIMITED. Capital: ¥240 million.
 - NAMCO ENTERPRISES ASIA LTD. established.
 - Developed *Shoot Away*, a mirror-projection-type gun shooting game.

- 1978 • June**
- Established NAMCO AMERICA INC. in California, U.S.
 - Developed *Submarine*, a submarine game machine.
 - Introduced *Gee-Bee*, the first original amusement machine.



Gee-Bee

- 1979 •**
- Introduced *Galaxian*, a shooting game machine. Became popular among young consumers and a major hit in Japan and overseas.
 - Developed *Pitch In*, a machine that measured the speed of a pitched ball.



Galaxian
©Bandai Namco Entertainment Inc.

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Bandai's History

1974 • *CHOGOKIN Mazinger Z* became a major hit.

December • Three Group companies (BANDAI, Popy, and Tonka Japan) implemented an industry-first, full-page newspaper advertisement.



CHOGOKIN Mazinger Z
©ダイナミック企画

1975 • **January** • Trademark and logo changed.

Expressed the dramatic combined worldwide growth of nine BANDAI Group companies.

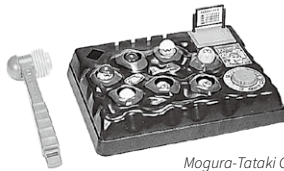
October • Alliance with Monogram, of the U.S.

1976 • **August** • *Jumbo Machinder* exported to Mattel, of the U.S. Became a best seller in 1977 under the name *Shogun*.

October • Published *Ugoku E-Hon* and entered the publishing industry.

November • Established Popy Mibu factory.

1977 • **April** • Started sales of capsule toys through vending machines.
June • BANDAI (H.K.) CO., LTD., established as overseas manufacturing base in Hong Kong.
• Launch of *Mogura-Tataki Game*, which became a major hit in the following year, 1978, and was included in Nikkei's list of hit products.



Mogura-Tataki Game

1978 • **September** • Bandai Publishing established.
• Launch of *LSI Baseball*, which later became a hit electronic game.

October • BANDAI AMERICA INCORPORATED established as U.S. sales base.

1979 • **November** • B-I Electronics and B-I Mibu established.
• *Candy-Candy Nurse's Bag* became one of the biggest-ever hit products among girls' character toys.

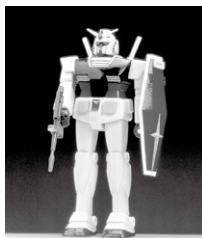
1980s

1980 • **May** • Makoto Yamashina was appointed president and representative director, and Naoharu Yamashina was appointed chairman.

July • *Gundam* plastic models launched, starting a major boom.

• Tonka Japan changed its company name to Mameet.

November • Celent established.



Gundam RX-78 plastic model
©SUNRISE

1981 • **January** • BANDAI FRANCE S.A. established as sales base in Europe.

March • Entered the candy toy market.

1982 • **June** • BANDAI UK LTD. established in the U.K.

October • Frontier Department established as planning and production unit for animations and films.

November • Emotion Ltd. established. Opened Emotion video shop, the first video shop authorized by the Japan Video Software Association.

1983 • **March** • Absorption-type merger of seven companies—Popy, Bandai Models, Bandai Manufacturing, Bandai Overseas, Mameet, Celent, and Bandai Publishing. Capital increased to ¥711.39 million.

• Corporate identity introduced. New BANDAI philosophy established—"Dreams and Creation."

April • *Kinnikuman* capsule toy launched; became a major hit.

August • Apparel Department established.

• A.E. Planning established to conduct sales of visual packaged software.

December • Launched *Darosu*, an industry-first original video animation.

1984 • **April** • Launched *Air Condition* series, which was created from original video software music and video.

October • *Gundam* plastic model series surpassed 100 million units since the launch.

December • Fuman (H.K.) Co., Ltd., established in Hong Kong.

1985 • **May** • Advanced into the Chinese market with the establishment of a Japan-China joint venture firm, China Fuman (Fujian) Toys Co., Ltd., in Fujian Province, China.

November • First Famicom software, *Kinnikuman-Muscle Tag Match*, launched. Became a major hit with sales of one million units.

1986 • **January** • BANDAI listed on the Second Section of the Tokyo Stock Exchange. Capital: ¥10.796 billion.

February • *Nekonyanbo* became a major hit.

September • Entered the movie field by cooperating in the production of *The Baby Elephant*.



Nekonyanbo

1987 • Products related to *Saint Seiya (Knights of the Zodiac)* series became hits.

March • Joint venture firm BANDAI AND K.C. CO., LTD., established in Thailand.

• Released *Royal Space Force: The Wings of Oneamis*, a full-length original animation feature.

• *Quick Curl* launched. Entered the field of practical lifestyle sundries.

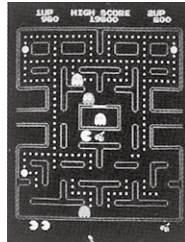
May • Chairman Naoharu Yamashina was appointed executive advisor.

• Contract signed with The Walt Disney Company. Video products launched.

Namco's History

1980s

- 1980 • Introduced *PAC-MAN*. Became a major hit in Japan and overseas.
- NAMCO sponsored the *micromouse* national tournament, which was participated in by amateur robot enthusiasts.



PAC-MAN
©Bandai Namco Entertainment Inc.

- Introduced the *Nyamco* maze-solving robot.



Nyamco
©Bandai Namco Entertainment Inc.

- 1981 • Introduced the *Mappy* maze-solving robot.
- Established the IP Rights Department. Began full-scale initiatives to protect in-house copyrights.

- 1982 • Introduced the *Pole Position* racing game machine.

- 1983 • Introduced the *Xevious* shooting game machine. Became highly popular due to beautiful graphics and story.
- Developed robot for *Cosmo Hoshimaru*, the mascot character for the International Science Technology Exposition.



Xevious
©Bandai Namco Entertainment Inc.

- 1984 • Launched *Galaxian*, the first home video game for the Famicom.
- Introduced the first product in the *Tower of Druaga* series of RPG game machines.



Galaxian
©Bandai Namco Entertainment Inc.

- 1985 • New headquarters building completed in Ota-ku, Tokyo.
- Developed *Talking Aid*, a mobile communication device.

- 1986 • Capital participation in Italian Tomato Ltd.
- Established the New Technology Foundation with the objective of fostering the development of science and technology.
- Introduced *Sweet Land*, a candy prize machine.
- Launched *Professional Baseball Family Stadium*, a Famicom software.



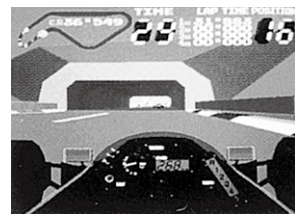
Professional Baseball Family Stadium
©Bandai Namco Entertainment Inc.

- 1987 • Main sponsor of the Japan performance of the musical *Starlight Express*.
- Developed *Final Lap*, the industry's first driving game with built-in communications functions.



Final Lap
©Bandai Namco Entertainment Inc.

- 1988 • NAMCO stock listed on the Second Section of the Tokyo Stock Exchange. Capital: ¥5,550 million.
- Established Yokohama Future Laboratory in Yokohama City.
- Tie-up with JCGL, a computer graphics (CG) production company. Entered a wide range of CG video business areas, from acceptance of production orders to the provision of videos.
- Presented first original video product, *Mirai Ninja: Keiunkiningaiden*, at the Tokyo International Fantastic Film Festival. Also launched as an amusement machine.
- Developed *Winning Run*, the first racing game to use polygon technology.



Winning Run
©Bandai Namco Entertainment Inc.

- 1989 • Jointly developed *Eunos Roadstar Driving Simulator* in cooperation with Mazda Motor Corp.
- Developed the *Wani Wani Panic* action game machine.



Wani Wani Panic
©Bandai Namco Entertainment Inc.

1990s

- 1990 • NAMCO AMERICA INC. began direct sales of amusement machines in the U.S.
- NAMCO AMERICA INC. acquired Atari Operations Inc. Commenced amusement facility operations in the U.S.
- Established Namco Hometek Inc. as a U.S. base for home video games.
- Exhibited and operated *Galaxian³* and *The Tower of Druaga*, large-scale amusement facilities based on a hyper-entertainment concept, at the International Garden and Greenery Exposition.
- Developed the *Cosmo Gangs* action game machine.

- June** • Tadashi Manabe became president and representative director, and Masaya Nakamura, the founder of NAMCO, became chairman and representative director.

- 1991 • **September** • Stock listed on the First Section of the Tokyo Stock Exchange. Capital: ¥6,984 million.
- **November** • Established NAMCO EUROPE LTD., in London, U.K.
- Opened Plabo Sennichimae, a large-scale amusement facility, in Osaka.

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Bandai's History

- 1988** • **April** • Media Department established. Made full-scale entry into the visual products business.
- July** • Sales of *CARDASS* started.
- August** • BANDAI listed on the First Section of the Tokyo Stock Exchange.
- Cooperated in the production of the musical *The Forest is Alive/ Twelve Months of Nina*.

- 1989** • **January** • Completed head office building in Komagata, Taito-ku, Tokyo.
- October** • Advanced into the music field (launch of the Emotion label).

1990s

- 1990** • **January** • Name of Shinsei Manufacturing was changed to Yutaka Co., Ltd.
- August** • Bandai Transport registered on the over-the-counter market (currently, JASDAQ).
- *Sally the Witch Spikatact* surpassed one million units.

- 1991** • **February** • Bandai (Taiwan) Co., Ltd., established as local company in Taiwan.
- April** • *Chara-Can*, which packaged toys with drinks through a tie-up with Suntory, are a big hit.
- October** • Toshio, Dairin, and Seiko merged to establish HAPPINET CORPORATION.

- 1992** • **September** • Name of Bandai Transport was changed to BANDAI LOGIPAL INC.
- October** • BANDAI's visual products business transferred to BANDAI VISUAL CO., LTD.

- 1993** • Products related to *Pretty Guardian Sailor Moon* became major hits.



Sailor Moon series
©武内直子・PNP・テレビ朝日・東映アニメーション

- Products related to *Power Rangers* became major hits in the U.S.



Power Rangers series
©1993 SABAN INT.

- 1994** • **March** • SUNRISE INC. became a Group company.

- 1995** • **July** • Technical Design Center (Tochigi) went into operation.
- October** • Three companies established in the U.S.—BANDAI HOLDING CORP., BANDAI DIGITAL ENTERTAINMENT CORP., and BANDAI ENTERTAINMENT INC.

- 1996** • **March** • Launch of the *Pippin Atmark*.
- Bandai Trading (Shanghai) Co., Ltd., established in Shanghai.

- November** • *Tamagotchi* launched.



Tamagotchi
©BANDAI

- 1997** • **April** • *Hyper Yo-Yo* launched.



Hyper Yo-Yo
©BANDAI

- June** • Launched *Tamapichi*, a PHS phone that incorporated *Tamagotchi* functions.
- Takashi Mogi was appointed president and representative director.
- July** • Group companies Kaken, Angel, and B-I merged to establish MegaHouse Corporation.
- August** • HAPPINET CORPORATION offered its stock on the over-the-counter market (currently, the First Section of the Tokyo Stock Exchange).
- September** • *HANA-BI*, whose production BANDAI VISUAL participated in, won the Golden Lion award at the 54th Venice International Film Festival.
- October** • Founder Naoharu Yamashina passed away (October 28, age 79).

- 1998** • **December** • HAPPINET CORPORATION listed on the Second Section of the Tokyo Stock Exchange.

- 1999** • **March** • Takeo Takasu was appointed president and representative director.
- *WonderSwan*, a new mobile game machine, launched.
- Start of service for *Dokodemo Aso Vegas*, the first content for NTT DOCOMO's i-mode.
- *DIGIMON ADVENTURE* became an animation.
- May** • *Gundam* plastic models surpassed cumulative total sales of 300 million units.
- October** • Concluded agreement with Mattel, of the U.S., regarding joint business development (contract covering the Japanese market canceled in December 2003).
- November** • *Primo Puel* talking stuffed toys launched.

Namco's History

- 1992** • Established Brent Leisure Ltd. to strengthen manufacturing in Europe and sales in the U.K.

February • Opened Namco Wonder Eggs, the first urban theme park, for a limited time in Futakotamagawa, Tokyo.



Namco Wonder Eggs

April • Masaya Nakamura became president, chairman, and representative director.

- 1993** • Established NAMCO OPERATIONS EUROPE LTD., in the U.K.
 • Opened Namco Wonder City Tsurumi, a comprehensive amusement facility in Tsurumi-ku, Yokohama, with NAMCO acting as developer for the first time.
 • Introduced *Ridge Racer*, a racing game machine including *System 22*, a real-time, 3D CG system board.



Ridge Racer
©Bandai Namco Entertainment Inc.

- Acquired Aladdin's Castle, Inc., the largest amusement facility operator in the U.S.
- Established Shanghai Namco Ltd. as a joint venture in China.

- 1994** • Launched *Ridge Racer* for the PlayStation at the same time as the hardware launch.

- Opened Yokohama Creative Center, a development base, in Kanagawa-ku, Yokohama City.
- Established NAMCO CYBERTAINMENT INC. through the merger of two NAMCO Group companies in the U.S.

July • Opened Tamago Teikoku, which offered a land of entertainment alchemy, on a site adjacent to Namco Wonder Eggs.

December • Introduced *TEKKEN*, a polygon martial arts game using *System 11*, a 3D CG system board developed jointly with Sony Computer Entertainment Inc.



TEKKEN
©Bandai Namco Entertainment Inc.

- 1995** • Developed *Alpine Racer*, an experience game machine.

December • Launched *Tales of Phantasia*, the first product in the *Tales of...* series for the Super Famicom.

- 1996** • **July** • Opened Namco NAMJATOWN, one of Japan's largest indoor theme parks, in Ikebukuro, Tokyo.



Namco NAMJATOWN

- Established subsidiaries in Spain, France, Germany, and Israel.
- Opened Namco Wondertower Kyoto, an urban comprehensive amusement facility.

- 1997** • **January** • Capital tie-up with Nikkatsu Corporation (canceled in 2005).

- Established XS ENTERTAINMENT INC. to manage multipurpose amusement facilities in the North American market.

August • Opened Namco Station at the County Hall, a large-scale entertainment facility in a former county hall building in London, U.K.
 • Three CG works selected for prizes by SIGGRAPH, a CG conference in the U.S.

- 1999** • **August** • Launched *Soulcalibur*, a weapon-based fighting game for the Dreamcast.

October • Established Monolith Software Inc., a home video game development company.

November • Proposed barrier-free entertainment designs. Entered nursing care business with the aim of combining the themes of "play" and "welfare."

December • Launched Namco Station, a mobile phone site for i-mode service. Expanded content business.
 • Began to supply LCD units for pachinko machines.

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Bandai's History

2000s

- 2000**
- March**
 - HAPPINET CORPORATION listed on the First Section of the Tokyo Stock Exchange.
 - BANDAI KOREA CO., LTD., established in South Korea.
 - Content for i-mode became popular and surpassed one million paid subscribers.
 - April**
 - Network Department established.
 - Character Research Institute established.
 - June**
 - Invested in Sotsu Agency (currently, SOTSU CO., LTD.).
 - September**
 - Network Department spun off from BANDAI to establish BANDAI NETWORKS CO., LTD.
 - October**
 - BANPRESTO CO., LTD., listed on the Second Section of the Tokyo Stock Exchange.
 - Capital tie-up with Seika Note Co., Ltd.

- 2001**
- March**
 - BHK TRADING LTD. established.
 - July**
 - Cumulative total sales of *Gashapon HG* series surpassed 100 million units.
 - August**
 - 1/12-scale *Zaku* model (overall height: approximately 1.5 m) was exhibited at the "C3 PRE" character culture event and became a topic of conversation.



Hyper Hybrid Model MS-06F Zaku II
©SUNRISE

- November** • BANDAI VISUAL listed on JASDAQ.

- 2002**
- March**
 - BANDAI CHANNEL CO., LTD., established as an on-demand online distribution company.
 - July**
 - Capital tie-up with Tsukuda Original.
 - BANPRESTO listed on the First Section of the Tokyo Stock Exchange.

- 2003**
- March**
 - Tsukuda Original and Wakui Corporation implemented a management integration and the company name was changed to Palbox Co., Ltd.
 - April**
 - Name of Yutaka Co., Ltd., was changed to Popy Co., Ltd.
 - Cumulative total shipments of original character *.hack* game software in Japan and the U.S. reached one million units.



©Project .hack

- May**
 - Invested in confectionery manufacturer Tohato Inc.
- July**
 - Opened Bandai Museum, a character museum (closed in August 2006).
- August**
 - Entered the building block market through cooperation with Mega Bloks Inc., the world's second-largest manufacturer of toy building blocks.
 - Zatoichi*, whose production BANDAI VISUAL participated in, won the Silver Lion for Best Director award at the 60th Venice International Film Festival.
- October**
 - Total number of BANDAI CHANNEL paid viewings surpassed three million.
- December**
 - BANDAI NETWORKS listed on JASDAQ.
 - BANDAI VISUAL listed on the Second Section of the Tokyo Stock Exchange.

- 2004**
- March**
 - Kaette Kita! Tamagotchi Plus* launched.
 - Cumulative total shipments of *Gundam series* home video games surpassed 20 million units.
 - April**
 - New headquarters building completed.
 - Opened World Toy Museum in Karuizawa, exhibiting antique toys (closed in November 2007).
 - BANPRESTO concluded basic agreement to take over the operation of the ASAKUSA HANAYASHIKI amusement park.

- May**
 - For the film *Daremo Shiranai*, which was co-produced by BANDAI VISUAL, lead Yuya Yagira won the Best Actor award at the Cannes International Film Festival.
 - Participated in the Shanghai International Character Expo, China's first character event. Over nine days, 100,000 visitors attended.
 - Cumulative total shipments of *Zatchbell The Card Battle* surpassed 300 million units.



©雷句誠/小学館・フジテレビ・東映アニメーション

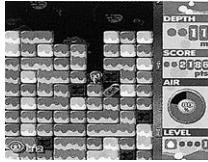
- July**
 - Steamboy* released (directed by Katsuhiro Otomo).
 - Comprehensive master licensing contract concluded with Sanrio Company Ltd. for the character *Cinnamoroll*.
- November**
 - Shuku Keitai Kaitsuu! Tamagotchi Plus* launched.
 - Sponsorship provided for the activities of the theater company Hikosen.

- 2005**
- April**
 - Palbox transferred certain operations to MegaHouse Corporation.

Namco's History

2000s

- 2000**
- March** • Launched *Ridge Racer V* for the PlayStation 2 at the same time as the hardware launch.
 - April** • Opened the Namco Digital Hollywood Game Lab school in collaboration with Digital Hollywood Co., Ltd.
 - Established Namco Ecolotec Limited to conduct development of environmental machines.
 - June** • Simultaneously launched versions of the *Mr. Driller* home video game for three different platforms.
 - August** • In cooperation with Sony Computer Entertainment, jointly developed the *System 246* board, which was based on PlayStation 2 technology.
 - October** • Obtained license to distribute *PAC-MAN* for Sharp Corp.'s Zaurus.
 - December** • Opened Namco Entertainment World Tokyo Pitan City in Daiba, Tokyo.
 - Opened the Chi-Kou-Raku Internet facility in Nagoya (closed in 2011).
 - Launched *MotoGP* for the PlayStation 2.



Mr. Driller
©Bandai Namco Entertainment Inc.

- 2001**
- Formed Team Namja, a group of producers of commercial spaces. As the first project, opened Yokohama Curry Museum (operator: Matahari Co., Ltd.).
 - February** • Introduced the *TAIKO: DRUM MASTER* amusement machine.



TAIKO: DRUM MASTER
©Bandai Namco Entertainment Inc.

- October** • In collaboration with Benesse Corporation, opened Shima-Shima Town, a communication park for preschool children, in Kawasaki City.

- 2002**
- January** • Launched *Kotoba no Puzzle: Mojipittan*, a home video game.
 - February** • Business tie-up with Nintendo Co., Ltd., in the home video game business.
 - Introduced *Bihada Wakusei*, a high-definition seal printing machine.



Bihada Wakusei
©Bandai Namco Entertainment Inc.

- Opened Namco Wonder Park Sapporo.

- May** • Kyushiro Takagi was appointed president and representative director.

- July** • Opened Ikebukuro Gyoza Stadium in NAMCO NAMJATOWN.



Ikebukuro Gyoza Stadium

- November** • Launched *Tales of Destiny 2* for the PlayStation 2.

- 2003**
- March** • Established NAMCO TALES STUDIO LTD., a home video game development company.
 - Simultaneously launched versions of the *Soulcalibur 2* home video game for three different platforms.
 - July** • Introduced *Big Sweet Land*, a large-size-prize game that could be played by up to six players at once.
 - August** • Launched *Tales of Symphonia* for the Nintendo GameCube.
 - November** • Opened Jiyugaoka Sweets Forest in Meguro-ku, Tokyo.
 - December** • Introduced *Dragon Chronicle*, a multiplayer fighting video game machine.

- 2004**
- February** • Opened Naniwa Gyoza Stadium in Umeda, Osaka.
 - March** • Launched *Katamari Damashii* for the PlayStation 2.
 - Namco Hometek and Flagship Studios concluded a partnership agreement for the development and sales of PC games.
 - July** • Introduced *Wangan Midnight MAXIMUM TUNE*, a racing game machine.
 - October** • Opened Kaikaya day service center in Yokohama City, Kanagawa Prefecture.
 - December** • Opened Kobe Sweets Harbor in Kobe City, Hyogo Prefecture.

- 2005**
- February** • Opened Tokyo Panya Street in Funabashi City, Chiba Prefecture.
 - April** • Shigeichi Ishimura was appointed president and representative director.

History

Note: Company names and place names are as of the date cited.

Bandai Namco Group's History

From May 2005

- 2005**
- May** • The management integration of BANDAI and NAMCO was announced.
 - September** • Establishment of holding company NAMCO BANDAI Holdings Inc. through the management integration of BANDAI and NAMCO. Takeo Takasu became president and representative director. Establishment of the BANDAI NAMCO Group.
 - November** • With its 10th installment of for-sale DVDs in the series, cumulative shipment volume of *Mobile Suit Gundam SEED DESTINY* surpassed one million units.
 - December** • Through a corporate separation, a portion of BANDAI's and NAMCO's management over affiliated companies was transferred to NAMCO BANDAI Holdings.
- 2006**
- *DATA CARDDASS*, a new card machine, became hugely popular.
 - January** • North American operations were reorganized. The name of NAMCO Holding was changed to NAMCO BANDAI Holdings (USA), which became the U.S. regional holding company.
 - NAMCO BANDAI Holdings made BANDAI LOGIPAL a wholly owned subsidiary.
 - February** • BANDAI VISUAL was listed on the First Section of the Tokyo Stock Exchange.
 - March** • The BANDAI Hobby Center, a production base for plastic models, was opened in Shizuoka City, Shizuoka Prefecture.
 - Cumulative worldwide sales of the *Tamagotchi Plus* series surpassed 20 million units.
 - The facility operation business was given to a remerged NAMCO.
 - NAMCO BANDAI Games Inc. was established through the integration of BANDAI's home video game operations and NAMCO's home video game, amusement machine, and mobile phone game operations.
 - May** • Music company Lantis Co., Ltd., joined the Group.
 - NAMCO BANDAI Will Inc. was certified as a special subsidiary under the Act on the Promotion of Employment of Persons with Disabilities.
 - June** • NAMCO BANDAI Holdings made BANPRESTO a wholly owned subsidiary.
 - September** • Opened NAMCO Wonder Park Hero's Base, a large-scale facility combining amusement and character merchandising, in Kawasaki City, Kanagawa Prefecture.
 - BANDAI made CCP Co., Ltd., a subsidiary.
 - November** • Introduced *Mobile Suit Gundam Senjo no Kizuna*, an amusement machine that was developed through a collaborative effort by NAMCO BANDAI Games and BANPRESTO.



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- 2007**
- January** • In Europe, NAMCO Holdings UK LTD. was established as a regional holding company and the operating companies were reorganized.
 - March** • NAMCO BANDAI Holdings entered a capital and business alliance with TOEI COMPANY, LTD., TOEI ANIMATION CO., LTD., and KADOKAWA GROUP HOLDINGS INC.
 - April** • BANDAI started operation of Omochanomachi Bandai Museum, in Tochigi Prefecture.
 - May** • BANDAI, the Ishimori Group, and ITOCHU Corporation entered a capital and business tie-up.
 - NAMCO BANDAI Holdings acquired part of the shares of Fujiya Co., Ltd.
 - August** • The movie *GLORY TO THE FILMMAKER!*, which was co-produced by BANDAI VISUAL, won the Glory to the Filmmaker Award at the 64th Venice International Film Festival.
 - November** • The vending machine capsule toy *Earth Capsule Insect Collection* won the Minister of Agriculture, Forestry and Fisheries Award in the eco-products category at the 4th Eco-products Awards.
 - December** • Global cumulative sales of the *Tales of...* series of software products for home video game consoles surpassed 10 million.
- 2008**
- January** • BANDAI, TYO Productions Inc., and TSUBURAYA PRODUCTIONS Co., Ltd., formed a capital and business tie-up.
 - February** • BANDAI VISUAL and BANDAI NETWORKS became wholly owned subsidiaries of NAMCO BANDAI Holdings, following an exchange of shares.
 - April** • The home video game consoles and amusement machine operations of BANPRESTO were transferred to and integrated with the operations of NAMCO BANDAI Games. BANPRESTO focuses on prize operations, such as prizes for amusement machines.
 - The administrative functions of major companies in the Group were consolidated into NAMCO BANDAI Holdings.
 - Opened the Wonder Park Plus amusement facility in Hong Kong.
 - BANDAI (SHENZHEN) CO., LTD., was established for the purpose of strengthening toy production control and quality assurance.
 - July** • Launched *Soulcalibur IV* for the PlayStation 3 and Xbox 360, and sales surpassed two million units.
- September** • Launched the *Battle Spirits* card game.
- October** • Cumulative sales of BD/DVD software *CODE GEASS: Lelouch of the Rebellion* series surpassed one million units.
- November** • *BEN10* character toys were hit products in markets worldwide.



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Bandai Namco Group's History

- 2009**
- February** • Signed a share purchase agreement for NAMCO BANDAI Games Europe S.A.S. to invest in a newly established game software sales company by Atari Europe SAS, a subsidiary of Infogrames Entertainment SA.
 - March**
 - Seika Co., Ltd., which conducted stationery operations, was liquidated following a capital and business alliance with SUN-STAR STATIONERY CO., LTD.
 - NAMCO BANDAI Games made D3PUBLISHER INC. a subsidiary.
 - NAMCO BANDAI Holdings received a fiscal 2008 Tokyo Stock Exchange Disclosure Award from the Tokyo Stock Exchange.
 - April**
 - Three-year Mid-term Plan began.
 - Takeo Takasu was appointed chairman and representative director, and Shukuo Ishikawa was appointed president and representative director of NAMCO BANDAI Holdings.
 - NAMCO BANDAI Games and BANDAI NETWORKS merged, with NAMCO BANDAI Games as the surviving company and BANDAI NETWORKS as the expiring company.
 - BANDAI VISUAL and ANIME CHANNEL merged, with BANDAI VISUAL as the surviving company and ANIME CHANNEL as the expiring company.
 - July**
 - As part of the Green Tokyo Gundam Project, a full-size, 18-meter-high *Gundam* statue was installed in Shiokaze Park, Tokyo.



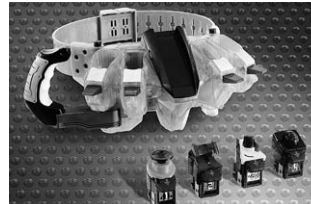
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- NAMCO BANDAI Partners S.A.S. was made a wholly owned subsidiary.
- October** • NAMCO BANDAI Online Inc. was established.
- December** • Established BANDAI CORPORACION MEXICO S.A. de C.V. in Mexico to strengthen the toy and hobby business in Central and South America.

2010s

- 2010**
- February** • The BANDAI NAMCO Group Restart Plan was announced.
 - *Mobile Suit Gundam UC (Unicorn) Vol. 1* implemented simultaneous global cross-media development.
 - April**
 - NAMCO BANDAI Live Creative Inc. was established.
 - Introduced *Tamagotchi Idol Park* and *Narikiri Athletic Ultra Heroes* as the first step in character-driven entertainment.
 - November** • *NARUTO Shippuden: Ultimate Ninja Storm 2* for the PlayStation 3 and Xbox 360 shipped more than one million units worldwide in the first month after its launch.

- 2011**
- The *KAMEN RIDER* series was a major hit.



KAMEN RIDER Fourze DX Fourze Driver
©2011 石森プロ・テレビ朝日・ADK・東映

- *TIGER & BUNNY*, a TV animation from SUNRISE, was a hit.



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- April**
- Banpresoft Co., Ltd., and Bec Co., Ltd., merged to form B.B.STUDIO CO., LTD.

- 2012**
- *THE IDOLM@STER* drew attention in a variety of categories, such as home video games and social games.
 - Products related to *Aikatsu!*, which is an original Group IP, became major hits.



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- April**
- The Mid-term Plan, which included the vision "EMPOWER, GAIN MOMENTUM, AND ACCELERATE EVOLUTION," was announced.
 - Shukuo Ishikawa became president and representative director of NAMCO BANDAI Holdings, and Kazunori Ueno became executive vice president and representative director.
 - The Content Development Division was separated from NAMCO BANDAI Games, and NAMCO BANDAI Studios Inc. was established.
 - Gundam Front Tokyo, a leading-edge entertainment space based on the *Gundam* series, was opened in Daiba, Tokyo.
- September**
- BANDAI PHILIPPINES INC. was established.

History

Note: Company names and place names are as of the date cited.

Bandai Namco Group's History

- 2013** • In visual and music content, *Love Live! School Idol Project* became popular.



©2013 プロジェクトラブライブ!

- March** • NAMCO BANDAI Studios Vancouver Inc. and NAMCO BANDAI Studios Singapore Pte. Ltd. were established.
- June** • *PAC-MAN* and the *Ghostly Adventures*, a new animated series, was broadcast in the U.S.
- August** • For its 160th anniversary, ASAKUSA HANAYASHIKI implemented a commemorative year plan.
- October** • BANDAI made SUN-STAR STATIONERY a subsidiary.

- 2014** • *Yo-kai Watch*-related products became major hits. Start of sales in Asia.

- January** • *THE IDOLM@STER MOVIE*, a theatrical release, became a hit.

- March** • NAMCO BANDAI Holdings was selected as a recipient of the Excellence Award at the fiscal 2013 Corporate Value Improvement Awards sponsored by the Tokyo Stock Exchange.



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- April** • The English-language names of 31 Group companies were changed.
- June** • The English-language name of NAMCO BANDAI Holdings was changed to BANDAI NAMCO Holdings Inc.
- August** • Opened Nazo Tomo Cafe, a puzzle-solving cafe.
- October** • Game apps for smartphones became popular in Japan. Start of full-sale network content business initiatives overseas, including Asia.

- 2015** • *TEKKEN* and *Tales of...* series reached their 20th anniversaries.

- January** • BANDAI NAMCO (SHANGHAI) CO., LTD., was established in Shanghai, China.

- April** • Start of Mid-term Plan announcing "NEXT STAGE: EMPOWER, GAIN MOMENTUM, ACCELERATE EVOLUTION."
- Name of BANDAI NAMCO Games was changed to BANDAI NAMCO Entertainment Inc.
- Division producing IP products for children and families was separated from SUNRISE to establish BANDAI NAMCO Pictures INC.
- BANDAI NAMCO Live Creative made Grand-Slam Ltd. a subsidiary.

- June** • At BANDAI NAMCO Holdings, Shukuo Ishikawa became chairman and representative director and Mitsuaki Taguchi became president and representative director.

- August** • Start of distribution of *IDOLiSH7* game app for smartphones. Developed into a hit as original Group IP.

- September** • BANDAI NAMCO Group reached the 10th anniversary of its establishment.

- In one week after the start of online distribution, *THE IDOLM@STER CINDERELLA GIRLS: STARLIGHT STAGE* game app for smartphones surpassed four million downloads.



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- October** • BANDAI NAMCO INDIA PRIVATE LIMITED was established.

- November** • BANDAI received METI Minister's Award, the highest award, at the fiscal 2015 Large Manufacturer and Importer Category of the Awards for Best Contributors to Product Safety. Certified as the first Product Safety Contributor Gold Company in this category (awarded three times).

- *GIRLS und PANZER der Film* was released and became a long-running hit in theaters for more than a year.

- December** • The idol unit $\mu's$, which was created from *Love Live! School Idol Project*, became a hit.

- 2016** • *Tamagotchi* and NAMJATOWN reached their 20th anniversaries.

- January** • The headquarters functions of five Group companies, including BANDAI NAMCO Holdings, were relocated to Minato-ku, Tokyo, in stages.

- April** • Implemented reorganization in Asia. BANDAI NAMCO Holdings ASIA CO., LTD., became the regional headquarters.

- WiZ Co., Ltd., was made a subsidiary.

- Opened the VR ZONE Project i Can, a VR entertainment research facility, in Daiba, Tokyo, on a limited-time basis.

- October** • *DRAGON BALL Z DOKKAN BATTLE*, a popular smartphone game app, surpassed 100 million downloads worldwide.



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Bandai Namco Group's History

- 2017**
- January** • Masaya Nakamura, the founder of NAMCO, passed away on January 22 at the age of 91.
 - March** • Shukuo Ishikawa, chairman and representative director of BANDAI NAMCO Holdings, was awarded the Legion of Honour in the rank of chevalier by the French government.
 - April** • Started a new system that separates the operating company function and the holding company function in Europe.
 - Established BANDAI NAMCO Technica Inc.
 - Opening of SPACE ATHLETIC TONDEMI, a next-generation athletic facility.
 - July** • Opened VR ZONE SHINJUKU, a VR entertainment facility in Shinjuku, on a limited-time basis.



©Bandai Namco Amusement Inc.

- August** • THE GUNDAM BASE TOKYO, Japan's first official comprehensive facility centered on *Gundam* plastic models, opened in Daiba, Tokyo.
- September** • BANDAI VISUAL made Actas Inc. a subsidiary.
 - Start of exhibition of actual-size *Unicorn Gundam* statue in Daiba, Tokyo.
- December** • Establishment of regional headquarters BANDAI NAMCO Holdings CHINA CO., LTD., in China.

- 2018**
- The BANDAI NAMCO Group, Shueisha Inc., and TOEI ANIMATION Co., Ltd., sponsored the DRAGON BALL NORTH AMERICA TOUR, which visited seven cities in North America.
 - February** • BANDAI SPIRITS CO., LTD., established to take over the mature fan base business of BANDAI and the lottery-related and new businesses of BANPRESTO (businesses transferred in April).
 - April** • Started the Mid-term Plan with the vision of "CHANGE for the NEXT—EMPOWER, GAIN MOMENTUM, ACCELERATE EVOLUTION."
 - Amusement machine business division of BANDAI NAMCO Entertainment transferred to NAMCO LIMITED. Name of NAMCO LIMITED was changed to BANDAI NAMCO Amusement Inc.
 - BANDAI VISUAL merged with Lantis. Company name was changed to BANDAI NAMCO Arts Inc.
 - Grand-Slam merged into BANDAI NAMCO Live Creative.
 - VS PARK, a variety sports facility, opened in EXPO CITY, Osaka.
 - July** • Announcement of joint development of *Mobile Suit Gundam* series live-action film by SUNRISE and LEGENDARY.
 - September** • Equity investment by SUNRISE in Sublimation Inc., a CG production company.

- October** • Establishment of BANDAI NAMCO Collectibles LLC to strengthen business in toys for the mature fan base in North America.
 - Establishment of BANDAI NAMCO Network Services Inc. and BANDAI NAMCO Amusement Lab Inc.
- November** • Establishment of the BANDAI NAMCO Content Fund.
 - LOGIPAL EXPRESS received the Minister's Award from the Ministry of Land, Infrastructure, Transport and Tourism at the 2018 Eco-Driving Activity Contest.

- 2019**
- Establishment of business bases in Shanghai, China, by the Toys and Hobby Business, the Real Entertainment Business, and the IP Creation Business.
 - A *DRAGON BALL* event tour—*DRAGON BALL WORLD ADVENTURE*—was held in eight cities around the world.



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- *Mobile Suit Gundam* reached its 40th anniversary.
- March** • Establishment of SUNRISE BEYOND INC., an animation production company.
- April** • Implementation of absorption-type merger with BANDAI SPIRITS CO., LTD., as the surviving company and BANPRESTO CO., LTD., as the expiring company.
 - Implementation of absorption-type merger with PLEX Co., Ltd., as the surviving company and WiZ Co., Ltd., as the expiring company.
 - Establishment of BANDAI NAMCO Sevens Inc. and BANDAI NAMCO Research Inc.
 - Company name of SUNRISE MUSIC Publishing Co., Ltd., changed to SUNRISE Music INC.
 - Cumulative total shipments of *Gundam* plastic models surpassed 500 million units.
- May** • Cumulative worldwide sales of *Tales of...* series home video games surpassed 20 million units.
- August** • BANDAI NAMCO Holdings Inc. was selected as a component issue for the Nikkei 225.
 - BANDAI NAMCO Entertainment Inc. acquired the management rights of the Shimane Susanoo Magic, a professional basketball team in the B.LEAGUE.
- September** • BANDAI NAMCO Mobile S.L. was established in Spain to handle development and marketing of mobile content for Europe and the Americas.
- October** • SHUEISHA BANDAI NAMCO (SHANGHAI) CO., LTD., was established as a joint venture by BANDAI NAMCO Holdings Inc. and Shueisha Inc.
 - BANDAI NAMCO Holdings Inc. was selected as a component issue for the TOPIX 100.
 - BANDAI made HEART CORPORATION a wholly owned subsidiary.

History

Note: Company names and place names are as of the date cited.

Bandai Namco Group's History

- November** • The Lantis music label of BANDAI NAMCO Arts Inc. reached its 20th anniversary.

2020s

- 2020** • *PAC-MAN* and *Gundam* plastic models reached their 40th anniversaries.
- Products related to *DEMON SLAYER: Kimetsu no Yaiba* became major hits.
- March** • SOTSU CO., LTD., became a wholly owned subsidiary.
- May** • Cumulative worldwide sales of *DARK SOULS III*, a home video game jointly developed by Bandai Namco Entertainment Inc. and FromSoftware, Inc., surpassed 10 million units.
- September** • Cumulative worldwide sales of *TEKKEN* series home video games surpassed 50 million units.
- October** • Reflector Entertainment Ltd., which develops home video game titles, was made a subsidiary of BANDAI NAMCO Entertainment Europe S.A.S.
- December** • Completed new building at BANDAI Hobby Center, a manufacturing base for plastic models.
- Opened GUNDAM FACTORY YOKOHAMA, which exhibits an 18 meter life-size moving Gundam, in Yamashita Futo, Yokohama.



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- Concluded partnership for *PAC-MAN* with the National Basketball Association (NBA), a men's professional basketball league in North America.
- Cumulative total shipments of the *Charapaki* series of toy-related confectionery items surpassed 50 million units.

- 2021** • **February** • Opened capsule toy store "Gashapon 'no' department store" Ikebukuro Flagship Store, one of the largest capsule toy specialty stores in the world, in Ikebukuro, Tokyo.
- April** • Implemented reorganization from the previous five-Unit system to a three-Unit system.
- Masaru Kawaguchi became the president and representative director of BANDAI NAMCO Holdings Inc.
 - Started the Gunpla Recycling Project, through which *Gundam* plastic model runners (plastic model frame sections) are collected from customers and recycled.
 - Formulated the Bandai Namco Group Sustainability Policy.
 - BANDAI CO., LTD., received the Commissioner of the Japan Patent Office Award in the 2021 Intellectual Property Achievement Awards.
 - A life-sized *Freedom Gundam* statue exhibit was opened in Shanghai, China.

- June** • Released *Mobile Suit Gundam Hathaway*
- September** • BANDAI NAMCO Holdings France S.A.S. and BANDAI NAMCO Entertainment Europe S.A.S. merged into BANDAI NAMCO Europe S.A.S.
- October** • Gundam served as PR ambassador of the Japan Pavilion at Expo 2020 Dubai.
- 2022** • **January** • BANDAI NAMCO Toys & Hobby (SHANGHAI) CO., LTD., merged into BANDAI NAMCO Entertainment (SHANGHAI) CO., LTD.
- February** • Announced plan to exhibit a pavilion at Expo 2025 Osaka, Kansai, Japan.
- March** • Global shipments of *ELDEN RING*, a home video game jointly developed by BANDAI NAMCO Entertainment Inc. and FromSoftware, Inc., surpassed 13.4 million units as of March 31, 2022.
- Announces prospects for the Gundam Metaverse Project, the first scheme of the new IP Metaverse initiative aimed at connecting with fans through IP.
 - BANDAI AMERICA INC. and BANDAI NAMCO Collectibles LLC merged and renamed as Bandai Namco Toys and Collectibles America.
- April** • Established Bandai Namco's Purpose "Fun for All into the Future" as the ultimate definition of the Group and redesigned the corporate logo.



- Commenced three-year Mid-term Plan based on the Mid-term Vision of "Connect with Fans."
- SUNRISE INC. (video production company), BANDAI NAMCO Arts Inc.'s film production business, and BANDAI NAMCO Rights Marketing Inc. merged into Bandai Namco Filmworks Inc.
- Music business of BANDAI NAMCO Arts Inc. (producer of music and other live events), BANDAI NAMCO Live Creative Inc., and SUNRISE Music INC. merged into Bandai Namco Music Live Inc.
- Bandai Namco Holdings Inc. transitioned from the First Section to the Prime Market of the Tokyo Stock Exchange (TSE) due to restructuring of the TSE.

Bandai Namco Group's History

- Bandai Namco Holdings Inc. entered into a sponsorship agreement with the U.S.-based Major League Baseball franchise Los Angeles Angels.



June
July

- A life-size *Gundam* statue was unveiled and GUNDAM PARK FUKUOKA, a *Gundam*-themed multi-purpose entertainment complex, was opened in Fukuoka City, Fukuoka Prefecture.
- Bandai Namco Aces Inc. is established.
- Bandai Namco Cross Store, which offer in one venue products from Bandai Namco Group companies and experience-based events, opened in Yokohama and Hakata.



October

- ONE PIECE Card Game* was launched and became a major hit.
- Bandai Namco Europe S.A.S. made Limbic Entertainment GmbH, which conducts game development, etc., into a subsidiary.
- Broadcasting commenced for *Mobile Suit Gundam THE WITCH FROM MERCURY*, a new TV anime in the *Gundam* series.



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- Bandai Namco Filmworks Inc. entered a capital participation agreement with ANIMA Inc., a computer graphics production company.

- December** • BANDAI SPIRITS CO., LTD., made SUNRISE INC. (currently, Bandai Namco Nui Inc.), a manufacturer of stuffed toys, into a subsidiary.

- 2023** • The no-loser character lottery *Ichibankuji* reached its 20th anniversary

- January** • TAMASHII NATIONS STORE SHANGHAI, the first overseas flagship store for TAMASHII NATIONS, an integrated brand for collectible items for the mature fan base, opened in Shanghai, China.

- February** • *ELDEN RING*, a home video game jointly developed by Bandai Namco Entertainment Inc. and FromSoftware Inc., surpassed 20 million units in cumulative worldwide shipments.

- April** • A share split with a ratio of three shares for every one common share was implemented by Bandai Namco Holdings Inc.

- namco TOKYO, an amusement complex in Tokyo Kabukicho Tower, was opened.

- July** • Opened Bandai Namco Cross Store Camden, London in the United Kingdom, marking the first overseas opening of a Bandai Namco Cross Store.

- September** • Bandai Namco Filmworks Inc. made echoes Inc., which produces digital contents such as vertical scrolling comics, a wholly owned subsidiary.

- November** • Formulated the Bandai Namco Group Human Rights Policy, which formalizes the Group's approach and initiatives toward human rights.

- 2024** • **January** • Released film *Mobile Suit Gundam SEED FREEDOM*.



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- Bandai Co., Ltd. invests in YLAB STUDIOS, the Japanese subsidiary YLAB Inc., a major South Korea-based webtoon studio.

- February** • MegaHouse Corporation CEO awarded the Knight's Cross, an Order of Merit of the Republic of Hungary, in recognition of efforts to increase awareness of Rubik's Cube through many years of planning and sales activities.

- April** • Established Bandai Namco Base Inc., which will operate and manage concert hall facilities planned to open in Shibuya, Tokyo, in spring of 2026.

- Bandai Namco Filmworks Inc. turned Eightbit Co., Ltd., an animation production company, into a wholly owned subsidiary.

- Bandai Namco Group joined in the Ministry of Economy, Trade and Industry's GX League.

- June** • *SHADOW OF THE ERDTREE*, the large-scale DLC for *ELDEN RING*, a home console game published by Bandai Namco Entertainment Inc. and developed by FromSoftware, Inc., sold a total of five million copies globally in the three days following its release.

- October** • Changed name of Bandai Namco Europe S.A.S. to Bandai Namco Holdings Europe S.A.S. (BNHE). Changed name of its subsidiary to Bandai Namco Entertainment Europe S.A.S., thereby separating operating company function and holding company function in Europe.

History

Note: Company names and place names are as of the date cited.

Bandai Namco Group's History

- 2025**
- The *Tales of* series and *Ace Combat* series reached their 30th anniversaries.
 - THE IDOLM@STER series reached its 20th anniversary.
 - The new *Gundam* animated TV series *Mobile Suit Gundam GQuuuuuuX* began airing in April. Ahead of the TV broadcast, the theatrical advance edition *Mobile Suit Gundam GQuuuuuuX —Beginning—*, restructured for cinema, was released in January.



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- January**
- At the 48th Japan Academy Film Prize, Bandai Namco Filmworks Inc.'s *All the Long Nights* won the award of excellence for picture and *Mobile Suit Gundam SEED FREEDOM* won the award of excellence for animation.
- February**
- Established Bandai Namco Experience Inc.
- April**
- Started a three-year Mid-term Plan with "Connect with Fans" as the Mid-to Long-term Vision.
 - Appointed Masaru Kawaguchi as chairman and Yuji Asako as president and representative director of Bandai Namco Holdings Inc.
 - Established the Bandai Namco Group Code of Conduct, which sets out standards of behavior to be observed by all executives and employees of the Bandai Namco Group.
 - Established the Bandai Namco Group Plastic Environmental Consideration Policy.
 - Conducted an absorption-type merger with Bandai Namco Entertainment Inc. as the surviving company and Bandai Namco Online Inc. as the absorbed company.
 - Established Bandai Namco Filmworks America, LLC.
 - Conducted an absorption-type company split with Bandai Namco Amusement Inc. as the splitting company and Bandai Namco Experience Inc. as the succeeding company and Bandai Namco Experience became a business management company for the Amusement Unit.
 - Conducted an absorption-type merger with Bandai Namco Amusement Inc. as the surviving company and Pleasure Cast Co., Ltd. as the absorbed company.
 - Achieved nationwide rollout of Gashapon Bandai Official Shop to all 47 prefectures in Japan.

- Exhibited the GUNDAM NEXT FUTURE PAVILION at Expo 2025 Osaka, Kansai, Japan.



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- June**
- Gashapon Bandai Official Shops and GASHAPON Department Stores in Ikebukuro, Tokyo were certified with a Guinness World Records™ title in recognition of having 4,096 GASHAPON machines installed.



- July**
- Commenced operations at BANDAI SPIRITS CO., LTD.'s new model kits production factory, BANDAI HOBBY CENTER PLAMO DESIGN INDUSTRIAL INSTITUTE (BHCPDII).
 - Opened THE ★ JOJO WORLD in Shibuya, Tokyo, the first official experiential value-based store for the *JoJo's Bizarre Adventure* series.



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- September**
- The Bandai Namco Group reached its 20th anniversary.



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- Opened BHCPDII MUSEUM, an experiential museum showcasing the planning and development of model kits, within the new BHCPDII production factory.



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Bandai Namco Group's History

- December**
- Opened ONE PIECE BASE SHOP in Shinjuku, Tokyo, which serves as the official flagship store for the *ONE PIECE*.

- 2026**
- Tamagotchi* and NAMJATOWN reached their 30th anniversaries.
 - The *Code Geass* series reached its 20th anniversary.

- January**
- Released theatrical film *Mobile Suit Gundam Hathaway: The Sorcery of Nymph Circe*.



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- Held OathONE, featuring *Chihaya Kisaragi*, at the Nippon Budokan as the first solo concert for an idol in *THE IDOLM@STER* series, incorporating stage production utilizing Sony's "groovots" swarm robot system.
- April**
- Renamed Sotsu Music Publishing Co., Ltd. to Bandai Namco Music Frontier Inc. following the reorganization of the Visual and Music Unit.
- June**
- Opened live event hall Shibuya LOVEZ in Shibuya, Tokyo.



- September**
- Concluded a naming rights partnership agreement for the Matsue City General Gymnasium, the home court of the B.LEAGUE PREMIER club Shimane Susanoo Magic, under which the venue will adopt the nickname of Bandai Namco Arena Matsue.