

THE BANDAI NAMCO GROUP:

OUR VALUE CREATION PROCESS

Working Together with Fans Around the World to Create the Future

In accordance with its Purpose, “Fun for All into the Future,” the Bandai Namco Group is combining its 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 IPs. At the same time, we are fulfilling our responsibility to contribute to the realization of a sustainable society while helping build a future that connects people and the world.

