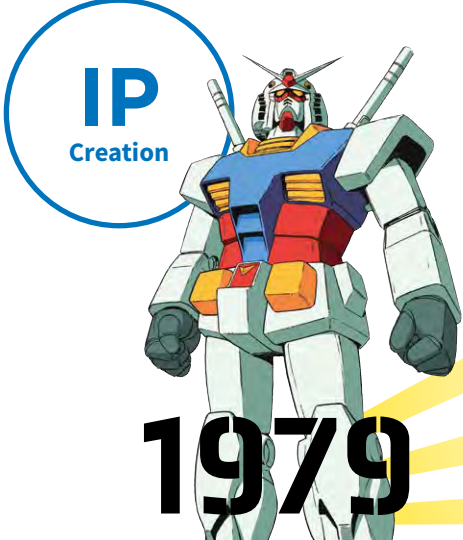


Track Record of the IP Axis Strategy for the *Gundam* Series

# THE HISTORY OF *GUNDAM*

The *Gundam* series has over 45 years of history. The various *Gundam* titles that have been created throughout that time have been enjoyed by a diverse group of fans of all ages, around the world. We are working to maximize the IP value of the *Gundam* series through a variety of initiatives, including the global rollout of products and services that span various business domains of the Group and collaborations with external partners.

DIVERSE BUSINESS DEVELOPMENT



## Maximizing IP Value

Anime Titles:

Over **50** titles

Publications and Side Stories:

Over **130** titles

Total Worldwide Shipments of *Gundam* Model Kits:

Over **800** million units

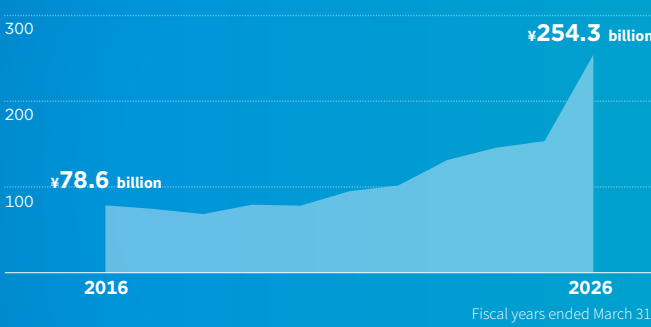
Video Game Titles:

Over **200** titles

Home Video Packages:

Over **19** million units

Sales Trend of the *Gundam* Series (Past 11 Fiscal Years), Bandai Namco Group (¥billion)



### The “Gundam 50th Anniversary Project” is underway!

Ahead of *Gundam*’s 50th anniversary in 2029, we will further accelerate our efforts to expand the possibilities of the franchise, including new titles, products and services, events, and more.



## Major Works

|                                                   |                                                                           |                                                                                       |                                                                                                                    |                                                                                               |                                                                |
|---------------------------------------------------|---------------------------------------------------------------------------|---------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------|----------------------------------------------------------------|
| 1979<br>MOBILE SUIT GUNDAM                        | 1991<br>MOBILE SUIT GUNDAM F91<br>MOBILE SUIT GUNDAM 0083 Stardust Memory | 1999<br>TURN A GUNDAM                                                                 | 2011<br>MOBILE SUIT GUNDAM AGE                                                                                     | 2019<br>MOBILE SUIT GUNDAM THE ORIGIN Advent of the Red Comet                                 | 2024<br>MOBILE SUIT GUNDAM SEED FREEDOM                        |
| 1985<br>MOBILE SUIT Z GUNDAM                      | 1993<br>MOBILE SUIT V GUNDAM                                              | 2002<br>MOBILE SUIT GUNDAM SEED                                                       | 2013<br>GUNDAM BUILD FIGHTERS                                                                                      | 2021<br>SD GUNDAM WORLD HEROES<br>MOBILE SUIT GUNDAM HATHAWAY                                 |                                                                |
| 1986<br>MOBILE SUIT GUNDAM ZZ                     | 1994<br>MOBILE FIGHTER G GUNDAM                                           | 2004<br>SD GUNDAM FORCE<br>MOBILE SUIT GUNDAM SEED DESTINY                            | 2014<br>GUNDAM RECONQUISTA IN G<br>GUNDAM BUILD FIGHTERS TRY                                                       | 2022<br>MOBILE SUIT GUNDAM CUCURUZ DOAN’S ISLAND<br>MOBILE SUIT GUNDAM THE WITCH FROM MERCURY |                                                                |
| 1988<br>MOBILE SUIT GUNDAM CHAR’S COUNTERATTACK   | 1995<br>MOBILE SUIT GUNDAM WING                                           | 2007<br>MOBILE SUIT GUNDAM 00                                                         | 2015<br>MOBILE SUIT GUNDAM THE ORIGIN<br>MOBILE SUIT GUNDAM IRON-BLOODED ORPHANS<br>MOBILE SUIT GUNDAM THUNDERBOLT |                                                                                               | 2025<br>MOBILE SUIT Gundam GQuuuuuuX                           |
| 1989<br>MOBILE SUIT GUNDAM 0080 War in the Pocket | 1996<br>MOBILE SUIT GUNDAM THE 08th MS TEAM<br>AFTER WAR GUNDAM X         | 2010<br>MOBILE SUIT GUNDAM UC (UNICORN)<br>SD GUNDAM SANGOKUDEN Brave Battle Warriors | 2018<br>GUNDAM BUILD DIVERS                                                                                        | 2024<br>GUNDAM: REQUIEM FOR VENGEANCE<br>MOBILE SUIT GUNDAM: SILVER PHANTOM                   | 2026<br>MOBILE SUIT GUNDAM HATHAWAY The Sorcery of Nymph Circe |

## Topics

|                                                                                                     |                                                                                                                                         |                                                                                                                                     |                                                                     |                                                                         |                                                                                     |
|-----------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------|-------------------------------------------------------------------------|-------------------------------------------------------------------------------------|
| 2000<br>Broadcasting of Mobile Suit Gundam Wing began in America                                    | 2010<br>RG 1/1 GUNDAM PROJECT Life-sized Gundam statue moved to (Shizuoka Prefecture, Japan)*<br>* This statue is no longer on display. | 2020<br>“Moving Gundam” unveiled at GUNDAM FACTORY YOKOHAMA (Kanagawa Prefecture, Japan)*<br>* This statue is no longer on display. | 2021<br>Life-sized Freedom Gundam statue unveiled (Shanghai, China) | 2022<br>Life-sized v Gundam statue unveiled (Fukuoka Prefecture, Japan) | 2025<br>Exhibited the GUNDAM NEXT FUTURE PAVILION at Expo 2025 Osaka, Kansai, Japan |
| 2009<br>Life-sized Gundam statue unveiled (Tokyo, Japan)*<br>* This statue is no longer on display. | 2017<br>Life-sized Unicorn Gundam statue unveiled (Tokyo, Japan)<br>* This statue is no longer on display.                              |                                                                                                                                     |                                                                     |                                                                         |                                                                                     |