



February 5, 2025

Name of listed company:
Bandai Namco Holdings Inc.
Name of representative:
Masaru Kawaguchi,
President and Representative Director
(Code Number: 7832 TSE Prime Market)
Contact: Yuji Asako, Director

Notice Regarding Changes in Representative Directors

Bandai Namco Holdings Inc. (the “Company”) hereby announces that the Board of Directors meeting has passed the resolution today to change the Representative Directors of the Company, as described below.

1. Reasons for changes

With the start of the new Mid-term Plan in April 2025, the Group will be continuing to strengthen the IP axis strategy* in the global markets with the aim of achieving sustainable growth in the medium to long term. In the Mid-term Plan, in accordance with our Purpose “Fun for All into the Future” and Mid- to Long-term Vision “Connect with Fans,” the Group will connect with IP fans, a wide range of business partners, shareholders, Group employees, and communities around the world to promote various initiatives to maximize IP value, while working to build a stronger management foundation for growth. Through promoting such initiatives, the Group aims to improve corporate value and generate long-term profits.

Aiming to strengthen the organizational structure in order to be able to more aggressively promote the various initiatives to maximize IP value, the Company will establish a solid management foundation to facilitate growth over the medium to long term. With this objective in mind, we plan to make changes to the director structure. Under the new director structure to be led by the incoming President and Representative Director Yuji Asako, the directors will promote the Mid-term Plan with the aim of achieving sustainable growth in the medium to long term. Masaru Kawaguchi will assume the position of Chairman and Director and contribute to the Group’s management from his broad-ranging perspectives, leveraging his diverse insight that he has cultivated up until now as the Representative Director.

We aim to be a group that continues to connect with our fans and all our stakeholders around the world through the entertainment we provide.

* Under our business model, we work to maximize the value of characters and other intellectual property (IP) in order to roll out the optimal products and services in the optimal regions at the optimal times.

2. Names of existing and new Representative Directors and their existing and new positions

Position to be assumed	Name	Current position
Chairman and Director	Masaru Kawaguchi	President and Representative Director
President and Representative Director	Yuji Asako	Director

3. Scheduled appointment date

April 1, 2025

4. Career summary of newly appointed President and Representative Director

Yuji Asako

Date of birth: January 18, 1966, Place of birth: Tokyo Metropolis

Number of the Company's shares owned: 162,300 shares (as of September 30, 2024)

■ Career summary

- Apr. 1986 Joined BANDAI CO., LTD.
- Aug. 2005 General Manager of Accounting Division of BANDAI CO., LTD.
- Sep. 2005 General Manager of Corporate Administration Department in charge of PR and IR, and Accounting and Finance of the Company
- Apr. 2006 Director of NAMCO BANDAI Games Inc. (currently Bandai Namco Entertainment Inc.)
- Apr. 2008 Executive Officer and Division General Manager of Corporate Planning Division of the Company
- June 2010 Director in charge of Corporate Planning and Division General Manager of Corporate Planning Division of the Company
- June 2011 Director and Division General Manager of Corporate Planning Division of the Company
- Apr. 2014 Director of NAMCO LIMITED (currently Bandai Namco Amusement Inc.)
- Apr. 2017 Director of Bandai Namco Holdings Asia Co., Ltd.
- Apr. 2021 Director and Division General Manager of Corporate Planning Division Supervising Amusement Unit of the Company
Director of Bandai Namco Amusement Inc.
- Apr. 2022 Director, CFO, CISO, and CSO in charge of Corporate Planning Division and Group Administrative Headquarters of the Company (current position)
- Apr. 2023 Director of Bandai Namco Filmworks Inc. (current position)



■ On my new appointment

Going forward the Bandai Namco Group aims to be a group that further promotes the IP axis strategy to expand the potential and value of IP through the entertainment we provide, in accordance with our

Purpose “Fun for All into the Future” and Mid- to Long-term Vision “Connect with Fans,” while connecting with our fans, shareholders, Group employees, and a wide range of business partners around the world and continuing to produce a chain of smiles together with them. To this end, I will focus on creating an environment where each and every employee of the Group can preserve the unique charm of Bandai Namco and compete with each other in a good sense, and broad-mindedly take on the challenges without fear of failure.

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