



December 19, 2018

Name of listed company:
BANDAI NAMCO Holdings Inc.
Name of representative:
Mitsuaki Taguchi,
President and Representative Director
(Code Number: 7832 TSE 1st section)
Contact: Yuji Asako,
Director, Division General Manager
of the Corporate Planning Division

Notice Regarding Establishment of Two Subsidiaries in China
Enhancing Development of the Toys and Hobby Business and
the Real Entertainment Business in the Chinese Market

BANDAI NAMCO Holdings Inc. (“the Company”) hereby announces that the Company has decided to establish two subsidiaries in China as follows.

1. Purpose of establishment

BANDAI NAMCO Group (“the Group”), working under its three-year Mid-term Plan that started in April 2018, aims to progress to the next stage as an entertainment group by continuing to empower, gain momentum, and accelerate evolution without being bound by previous business models and traditional ideas.

Under the Mid-term Plan, the Company has stated “Make full-blown entry into Chinese market” as a key measure in its region strategy, “Gain momentum with ALL BANDAI NAMCO,” and the Group is working as one to promote initiatives for enhancing business development in the Chinese entertainment market. In the Chinese market, Japanese intellectual property (IP) such as the *Mobile Suit Gundam* series is highly popular and there is also a rich variety of China-originated IP. The Company sees potential for business expansion in developing products and services that harness both Japanese IP and Chinese IP.

Under BANDAI NAMCO Holdings CHINA CO., LTD., a holding company in Shanghai, China, the subsidiary BANDAI NAMCO Entertainment (SHANGHAI) CO., LTD. has already been developing business, mainly operating the game applications for smartphones business and so forth in the Network Entertainment Business. To strengthen the links between each business in China, under the holding company, the Company has decided to establish BANDAI NAMCO Toys & Hobby (SHANGHAI) CO., LTD. to conduct the Toys and Hobby Business and BANDAI NAMCO Amusement (SHANGHAI) CO., LTD. to conduct the Real Entertainment Business.

In China, the Company is examining the optimal organization structure for a full roll-out of the Visual and Music Production Business and the IP Creation Business. Moving forward, the Company will collaborate closely with Chinese partners and the Group will work as one, leveraging its combined capabilities under ALL BANDAI NAMCO to further enhance business development.

2. Overview of new companies (plans as of December 19, 2018, specifics of which are subject to change.)

(1)	Name	BANDAI NAMCO Toys & Hobby (SHANGHAI) CO., LTD.
(2)	Location	Shanghai (To be headquartered in the same office as BANDAI NAMCO Holdings CHINA CO., LTD.)
(3)	Representative	Takahiro Mizuno (in concurrent service as Director of BANDAI CO., LTD.)
(4)	Principal business activities	Conducting the Toys and Hobby Business (sales of toys, plastic models, and other products) in China
(5)	Date of establishment	February 2019
(6)	Capital	RMB 30,000 thousand (wholly-owned subsidiary of BANDAI NAMCO Holdings CHINA CO., LTD.) BANDAI NAMCO Holdings CHINA CO., LTD. is a wholly-owned subsidiary of BANDAI NAMCO Holdings Inc.
(7)	Date of the resolution at the Board of Directors meeting	November 20, 2018

(1)	Name	BANDAI NAMCO Amusement (SHANGHAI) CO., LTD.
(2)	Location	Shanghai (To be headquartered in the same office as BANDAI NAMCO Holdings CHINA CO., LTD.)
(3)	Representative	Haruo Iwayaguchi (in concurrent service as Director of BANDAI NAMCO Amusement Inc.)
(4)	Principal business activities	Conducting the Real Entertainment Business (planning and operation of amusement facilities) in China
(5)	Date of establishment	March 2019
(6)	Capital	RMB 30,000 thousand (wholly-owned subsidiary of BANDAI NAMCO Holdings CHINA CO., LTD.) BANDAI NAMCO Holdings CHINA CO., LTD. is a wholly-owned subsidiary of BANDAI NAMCO Holdings Inc.
(7)	Date of the resolution at the Board of Directors meeting	December 19, 2018

3. Future outlook

The effect of this establishment on the operating results for the fiscal year ending March 31, 2019 is immaterial.

End of notice