



October 19, 2021

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

**Notice Regarding Reorganization Through Absorption-Type Company Split  
and Merger Between Wholly-Owned Subsidiaries**

**Combination of Three Companies in the Visual Business and Three Companies in the Music  
and Live Event Businesses to Further Strengthen the IP Axis Strategy**

BANDAI NAMCO Holdings Inc. (the “Company”) hereby announces that, in order to further strengthen the IP axis strategy\* that is a core strategy of the Group, it decided at its Board of Directors Meeting held today to reorganize the companies belonging to the IP Production Unit on April 1, 2022 by combining three companies in the visual business into one company and combining three companies in the music and live event businesses into one company.

By bringing together functions in order to leverage the strengths of the visual business, music business and live event business to the fullest extent and by further strengthening our IP creation and production capabilities through this reorganization, the Company will be able to conduct its business more quickly in a rapidly changing industry.

1. Purpose of the reorganization

The IP Production Unit, whose most important mission is to create IP, produces and develops worldviews for IP through coordination among the visual, music and live event businesses. Furthermore, the Company aims to maximize the value of IP by coordinating with each Unit in the Group.

By combining the companies in the visual, music and live event businesses of the IP Production Unit, the companies will be able to share the different expertise, strengths, external partner networks, etc. of each company engaged in creating and developing IP, and effectively utilize the Company’s IP and music. In addition, through personnel exchanges, etc., the Company will strengthen the development of human resources involved in IP creation and production. With these initiatives, the Company aims to further strengthen the IP creation and production capabilities, which are at the core of the IP axis strategy.

The effect of this reorganization on the consolidated operating results for the fiscal year ending March 31, 2022 is immaterial.

## 2. Summary of the reorganization (planned)

### (1) Reorganization in the visual business

In the visual business, the Company will conduct an absorption-type company split of the visual business of BANDAI NAMCO Arts Inc., in which SUNRISE INC. will be the successor company, and an absorption-type merger with BANDAI NAMCO Rights Marketing Inc., in which SUNRISE INC. will be the surviving company and BANDAI NAMCO Rights Marketing Inc. will be the disappearing company.

#### (i) Schedule

October 15, 2021

Decision by the Board of Directors at BANDAI NAMCO Arts Inc. and BANDAI NAMCO Rights Marketing Inc. (It is assumed that the decision will be approved by the Company's Board of Directors.)

October 18, 2021

Decision by the Board of Directors at SUNRISE INC. (It is assumed that the decision will be approved by the Company's Board of Directors.)

October 19, 2021

Decision by the Board of Directors at the Company.

February 2022

Conclusion of the agreement regarding the absorption-type company split and the absorption-type merger involving SUNRISE INC., BANDAI NAMCO Arts Inc. and BANDAI NAMCO Rights Marketing Inc.

March 2022

Extraordinary general meeting of shareholders at SUNRISE INC., BANDAI NAMCO Arts Inc. and BANDAI NAMCO Rights Marketing Inc. (Approval of reorganization)

April 1, 2022

Effective date

#### (ii) Overview of the related parties

	Successor and surviving company	Company that splits off a portion of its business to be absorbed	Disappearing company
Name	SUNRISE INC.	BANDAI NAMCO Arts Inc.	BANDAI NAMCO Rights Marketing Inc.
Location	Suginami-ku, Tokyo	Shibuya-ku, Tokyo	Chiyoda-ku, Tokyo
Representative	Makoto Asanuma	Satoshi Kono	Yoshitaka Tao
Business description	Planning and production of animation; management and administration of copyrights	Planning, production, and management of visual and music content, artist discovery and development, production of live events, etc.	Development, operation and sales of online video distribution platform services; development, operation, and sales of various community services and related tools
Capital	¥300 million	¥2,182 million	¥30 million
Date of establishment	November 1976	August 1983	March 2002
Shareholder composition	BANDAI NAMCO Holdings Inc.: 100%	BANDAI NAMCO Holdings Inc.: 100%	BANDAI NAMCO Holdings Inc.: 100%

(iii) Overview of the new company after the reorganization in which the current SUNRISE INC. is the surviving company (planned as of April 1, 2022)

Name	Undetermined
Location	Shibuya-ku, Tokyo
Representative	President and Representative Director
Business description	Planning, production, management and administration of IP, centered on visual contents
Capital	¥300 million
Shareholder composition	BANDAI NAMCO Holdings Inc.: 100%
Fiscal year-end	March

(2) Reorganization in the music and live event businesses

In the music and live event businesses, the Company will conduct an absorption-type merger, in which BANDAI NAMCO Arts Inc. will be the successor company and BANDAI NAMCO Live Creative Inc. and SUNRISE Music INC. will be the disappearing companies.

(i) Schedule

October 15, 2021

Decision by the Board of Directors at BANDAI NAMCO Arts Inc. and BANDAI NAMCO Live Creative Inc. (It is assumed that the decision will be approved by the Company's Board of Directors.)

October 18, 2021

Decision by the Board of Directors at SUNRISE Music INC. (It is assumed that the decision will be approved by the Company's Board of Directors.)

October 19, 2021

Decision by the Board of Directors at the Company.

February 2022

Conclusion of the agreement regarding the absorption-type merger involving BANDAI NAMCO Arts Inc., BANDAI NAMCO Live Creative Inc., and SUNRISE Music INC.

March 2022

Extraordinary general meeting of shareholders at BANDAI NAMCO Arts Inc., BANDAI NAMCO Live Creative Inc., and SUNRISE Music INC. (Approval of reorganization)

April 1, 2022

Effective date

(ii) Overview of the related parties

	Surviving company	Disappearing company	Disappearing company
Name	BANDAI NAMCO Arts Inc.	BANDAI NAMCO Live Creative Inc.	SUNRISE Music INC.
Location	Shibuya-ku, Tokyo	Shibuya-ku, Tokyo	Suginami-ku, Tokyo
Representative	Satoshi Kono	Takaaki Suzuki	Shin Sasaki
Business description	Planning, production, and management of visual and music content, artist discovery and development, production of live events, etc.	Planning and production of live performances and events; ticket sales; planning, production, and sales of goods; management of live viewings, etc.	Production of music related to animations and planning and use of music and masters, centered on SUNRISE and BANDAI NAMCO Pictures
Capital	¥2,182 million	¥10 million	¥10 million
Date of establishment	August 1983	April 2010	June 2002
Shareholder composition	BANDAI NAMCO Holdings Inc.: 100%	BANDAI NAMCO Arts Inc.: 51% SUNRISE INC.: 49%	SUNRISE INC.: 100%

(iii) Overview of the new company after the reorganization in which the current BANDAI NAMCO Arts Inc. is the surviving company (planned as of April 1, 2022)

Name	Undetermined
Location	Shibuya-ku, Tokyo
Representative	President and Representative Director
Business description	Planning, production, management and administration of music content; artist discovery and development; and production of live events
Capital	¥300 million * Due to the decrease in capital, the amount is scheduled to be changed from ¥2,182 million.
Shareholder composition	BANDAI NAMCO Holdings Inc.: 100%
Fiscal year-end	March

\* IP axis strategy

This is a core strategy of the BANDAI NAMCO Group that aims to take advantage of the worldview and unique characteristics of IP, which includes characters and other intellectual property, and maximize IP value by providing the optimal products and services at the optimal possible times in the optimal regions.

End of notice