



Fun for All into the Future

October 1, 2025

Company Name: Bandai Namco Holdings Inc.

Representative: Yuji Asako, President and Representative Director

**Marking Bandai Namco Group's 20th Anniversary:  
Launch of the Key Visual "20 YEARS OF FUN"  
Featuring Gundam and PAC-MAN**

Bandai Namco Group has marked 20 years since its founding, which began with the management integration between Bandai Co., Ltd. and Namco Ltd. on September 29, 2005. To commemorate this anniversary, Bandai Namco Holdings has created a corporate copy and announced a message to express our gratitude to various stakeholders—such as our fans, business partners, shareholders, and group employees—who have connected to create a network of mutual 'fun' through Bandai Namco's products and services, and to display our conviction to continue this journey into the future together.



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■ Key Visual

At the management integration announcement in 2005, representatives from Bandai and Namco attended with their respective leading IP figure in hand—those being Gundam and PAC-MAN. Twenty years later, as Bandai Namco Group's leading original IPs still today, both were incorporated into the corporate copy and key visual. The image of Gundam and PAC-MAN in pursuit depicts our history of enjoying 'fun' together with stakeholders, and our conviction to continue on that path in the future. The main copy of "20 YEARS OF FUN" represents the bonds between Bandai and Namco, or Bandai Namco Group and its stakeholders.

## 20 YEARS OF FUN

It's been 20 years since Bandai Namco was born. Not already 20 years, but just 20 years. And we're just getting started. With playfulness in our hearts, we keep connecting with people around the world, sharing joy, and creating the future together.

Bandai Namco is moving forward, always giving our all, and always having fun.

We're celebrating our 20th birthday!  
Thank you! Let's keep having fun together!

### <Publication and Dissemination Media>

*The Nikkei* October 1, 2025 Morning Paper (National Edition)

Bandai Namco Holdings Official X Account

([https://x.com/bnhd\\_official?t=sMy5xeboPQKPSFNT7GvDJw&s=06](https://x.com/bnhd_official?t=sMy5xeboPQKPSFNT7GvDJw&s=06))

Bandai Namco Group 20th Anniversary Special Website

### ■ 20th Anniversary Special Website

We have launched a special website to commemorate Bandai Namco Group's 20th anniversary, featuring content like messages from our current President and Representative Director Yuji Asako (published exclusively in Japanese) and our Group's history.

(<https://www.bandainamco.co.jp/about/20thanniversary.html>) Open through September 30, 2026

Bandai Namco Group is a corporate group formed by group companies and individuals who embody "Same Spirit, Diverse Talents" under our Purpose "Fun for All into the Future." Over the past twenty years, Bandai Namco has achieved growth by responding swiftly to major changes in the market and competitive landscape. Together with our partners, our group companies and employees have made agile efforts to make this possible. Moving forward, we will remain committed to constant progress, with sincerity toward IPs and fans and further connecting with various stakeholders both within and outside of the Group to aim for mutual growth.

Yuji Asako, President and Representative Director of Bandai Namco Holdings Inc.

### ※ About Bandai Namco Group

Bandai Namco Group was founded on September 29, 2005, as a result of management integration between Bandai Co., Ltd. and Namco Ltd. Under its Purpose "Fun for All into the Future," Bandai Namco Group aims to spread dreams, fun, and inspiration to fans across the world, creating a brighter future for everyone through our vast entertainment offerings based on an IP-axis strategy in areas like toys and hobby, game contents, visual and music contents, and amusement facilities both in Japan and around the globe. In our Mid-term Plan, which began in April 2025, we put forth the Mid- to Long-term Vision of "Connect with Fans," promoting the IP-axis strategy to further strengthen our connection with fans across the globe (including our fans, business partners, shareholders, group employees, and society).