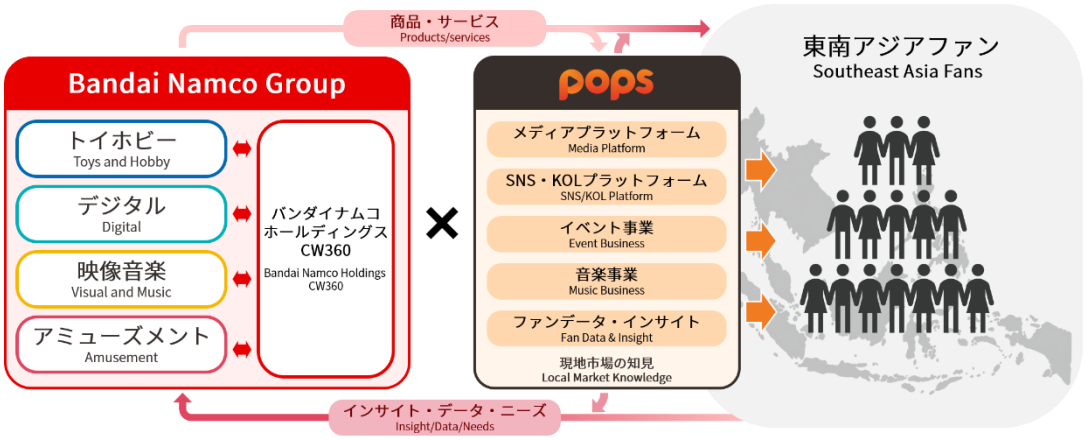
November 10, 2026

Bandai Namco Holdings Inc.

Bandai Namco Holdings Inc. Acquired Shares of POPS K.K. and Started Strategic Partnership to Accelerate IP and Business Expansion in Southeast Asia, Aiming to Promote Entry into New Areas for Medium- to Long-term Growth of the Group

Bandai Namco Holdings Inc. (the "Company"; headquarters: Minato-ku, Tokyo; President and Representative Director, CEO: Yuji Asako) has acquired a 42.1% share ownership in POPS K.K. ("POPS"; headquarters: Shibuya-ku, Tokyo; Representative Director and CEO: Esther Nguyen), which operates a digital media and entertainment business primarily in Southeast Asia. This share acquisition was conducted as a strategic investment through CW360*, which promotes expansion into new business areas and regions for the medium- and long-term growth of the Bandai Namco Group.



The Group is undertaking global business expansion centered on its IP axis strategy, which aims to provide the optimal products and services to the optimal regions at the optimal times by focusing on IP (characters and other intellectual property). Aiming to achieve growth over the medium- and long-term, the Group considers that, alongside its existing priority areas of North America and China, expansion into new growth markets is also important, and it is eyeing Southeast Asia as one such candidate. In Southeast Asia, there is immense interest in entertainment originating from Japan, such as anime, digital games and music. However, there are many differences between each country regarding culture, legal systems and user preferences. Therefore the Group believes it is important to carefully develop IP in a way that aligns with each region while building continuous touchpoints with local fans.

POPS operates businesses such as video distribution, localization services, social media marketing and music in Southeast Asia. It manages copyright of a catalogue of more than 73,000 songs and a network of over 53,000 creators/influencers. Additionally, POPS is building a broad range of touchpoints with fans in the various regions of Southeast Asia through content distribution, social media promotion and events primarily focused on anime.

Through this share acquisition, the Group aims to deepen cooperation with POPS and accelerate IP and business development in Southeast Asia through combining the capabilities of the Bandai Namco Group's Toys and Hobby, Digital, Visual and Music, and Amusement businesses, etc. with POPS' media platforms, fan touchpoints, creator/influencer network and local market expertise.

Going forward, the Group will explore concrete initiatives to cooperate in areas such as the localization and distribution of content, social media-based marketing, IP events, and live events. Over the medium- and long-term, the Group aims to collaborate with local creators and engage in the creation of new business models to generate new entertainment value in Southeast Asia.

* CW360 stands for "Connect with 360" (embodying the desire to establish 360° connections with fans). This division was established within Bandai Namco Holdings in April 2025 to promote collaborations and alliances with external partners, including growth investments under the current Mid-term Plan.

■Comments from each company

Nobuhiko Momoi, Executive Vice President and Director in charge of Group Strategy (CW360), Bandai Namco Holdings Inc.



In Southeast Asia, there is much interest in IP and entertainment originating from Japan, and the Group believes the region will continue to have great potential over the medium-and long-term. Up until now, it has been an important base for the Group's production of toys and hobby and digital game development. However, due to its remarkable economic growth in recent years, we now would like to cultivate a market there for IP and products and services going forward. Actually, we recognize that our Asian fan base has been steadily strengthening its presence even at live concerts and events across various regions, including Japan.
In order to cultivate IP while continuously connecting with the fans of various regions, it is important for the Group to have a partner with a deep understanding of the local market. We look forward to giving rise to new possibilities through combining capabilities of the Bandai Namco Group's diverse portfolio of IP and businesses with the touchpoints with fans and media marketing expertise that POPS has developed.

Esther Nguyen, Representative Director and CEO, POPS K.K.



The Bandai Namco Group operates a broad range of entertainment businesses, such as IP that is beloved by countless fans across the world, and its Toys and Hobby, Digital, Visual and Music, and Amusement businesses. This opportunity carries the promise of offering new entertainment experiences to the fans of Southeast Asia through bringing the Bandai Namco Group's diverse portfolio of IP and businesses together with our touchpoints with fans, creator network, and localization and marketing expertise that we have developed up until now. Through both companies leveraging each other's strengths, I believe we will work together to generate new value as long-term partners.

■Company Overview

Bandai Namco Holdings Inc.

Head Office:	Bandai Namco miraikenkyusho, 5-37-8 Shiba, Minato-ku, Tokyo, Japan
Representative:	Yuji Asako, President and Representative Director, CEO
Capital:	¥10.0 billion
Business description:	Operations related to planning and execution of medium- and long-term business strategies for the Bandai Namco Group and provision of support for business strategy implementation by Group companies and management of business activities
Established:	September 29, 2005
Company URL:	https://www.bandainamco.co.jp/en/

POPS K.K.

Head Office:	1-12-1 Dogenzaka, Shibuya-ku, Tokyo, Japan
Representative:	Esther Nguyen, Representative Director and CEO
Capital:	¥360 million
Business description:	Operation of digital and entertainment businesses in Southeast Asia - Localization, distribution and other services regarding content - Major businesses include management of a music rights platform, distribution (and localization) of video, and social media marketing
Established:	November 11, 2024
Company URL:	https://popsww.com/

- This document is a translation of the original Press Release in Japanese. Bandai Namco Holdings Inc. provides this translation for your reference and convenience only and without any warranty as to its accuracy or otherwise. In the event of any discrepancy, the original Press Release in Japanese shall prevail.