October 13, 2026
Bandai Namco Group

Major New NARUTO Project PROJECT RASENGAN Kicks Off!

– Unveiling exciting new developments across manga, anime, a mobile game, a trading card game, and more –

Bandai Co., Ltd. (Headquarters: Taito-ku, Tokyo; President & CEO: Kazuhiro Takenaka), BANDAI SPIRITS Co., Ltd. (Headquarters: Minato-ku, Tokyo; President & CEO: Hiroshi Sakakibara), and Bandai Namco Entertainment Inc. (Headquarters: Minato-ku, Tokyo; President & CEO: Nao Udagawa), of the Bandai Namco Group have launched PROJECT RASENGAN, a major new initiative to bring exciting new developments in the NARUTO franchise to fans around the world, in collaboration with the NARUTO Anime Production Committee and other key partners.

Unveiled today[*1] at New York Comic Con 2026, PROJECT RASENGAN is a large-scale global project designed to bring NARUTO and BORUTO into a new phase and deliver new experiences and content to fans worldwide through a coordinated rollout spanning manga, anime, a mobile game, a trading card game, and more.

■ Background Behind the Launch of PROJECT RASENGAN

Since the serialization of the NARUTO manga began in 1999, the franchise has expanded into a wide range of media, including anime and video games, and has continued to be enjoyed by fans around the world for many years.

The Bandai Namco Group's core strength is its IP Axis Strategy, a business approach focused on maximizing IP value by delivering the right products and services, at the right time, to the right audiences, while fully

leveraging the unique appeal and characteristics of each IP. Through this strategy, the Group strives to expand the potential of its IPs and further enhance their value. As part of these efforts, PROJECT RASENGAN was launched in collaboration with the NARUTO Anime Production Committee and other partners to bring new excitement, deeper engagement, and fresh value from NARUTO to fans around the world.

Going forward, we will take a medium- to long-term perspective in coordinating initiatives across manga, anime, a mobile game, a trading card game, and other areas. We will continue to contribute to the growth of NARUTO's value through collaboration with our partners, while leveraging our broad business assets, global network, and expertise in IP marketing.

■Overview of PROJECT RASENGAN

Project name: PROJECT RASENGAN

Period: 2027-2029 (planned)

Key initiatives: a new NARUTO manga by Masashi Kishimoto, a four-episode NARUTO x NINKŪ crossover anime, a game initiative, a new trading card game, and more

Project webpage: https://naruto-official.com/en/special/rasengan

■Bandai Namco Group Announcements

Alongside the announcements of the new manga and anime, the Bandai Namco Group unveiled the following initiatives.

Mobile Game: worldwide release of the NARUTO mobile game, a battle action game currently available in the Chinese mainland

Trading Card Game: new card illustrations, release month, and other details for the NARUTO CARD GAME

For more information on these announcements, please refer to the official websites and social media accounts listed below.

■Mobile Game Initiative

The NARUTO mobile game, the highly popular battle action game that launched in the Chinese mainland in 2016, is set for a worldwide release [*2, *3]. The game's teaser trailer has also been released worldwide.

Further details will be announced at Jump Festa 2027.

The latest updates will be shared through the official social media accounts below.

・Official X: https://x.com/NTMGamePJTWW
・Official Facebook: https://www.facebook.com/NTMGamePJTWW/
・Official Instagram: https://instagram.com/NTMGamePJTWW
・Teaser trailer: https://youtu.be/JbceQaDgeKU

■NARUTO CARD GAME

A new special trailer for the NARUTO CARD GAME, animated by Studio Pierrot, was also unveiled, along with plans for a simultaneous worldwide release in June 2027. BANDAI CARD GAMES also revealed details about Demo Tutorial Events scheduled to begin in early 2027, as well as the initial product themes and newly commissioned illustration for the June launch.

For more information, please refer to the official website and social media accounts below.

・Official website: https://www.naruto-cardgame.com/en/
・Official X: https://x.com/narutotcg_eng
・Official Instagram: https://www.instagram.com/narutotcg_en/

■Upcoming Announcements

Further details about PROJECT RASENGAN and other new NARUTO initiatives will be announced through the official NARUTO website, the PROJECT RASENGAN webpage, the official YouTube channel and official X accounts. See below for all details.

Stay tuned for more announcements at Jump Festa 2027, scheduled for Dec. 19-20, 2026 (JST).

・Official NARUTO website: https://naruto-official.com/en
・PROJECT RASENGAN webpage: https://naruto-official.com/en/special/rasengan
・Official YouTube channel: https://www.youtube.com/@NARUTO_BORUTO_officialchannel
・Official NARUTO / BORUTO manga X account: https://x.com/NARUTO_info_en
・Official NARUTO / BORUTO anime X account: https://x.com/NARUTOBORUTO_EN

■About NARUTO

A shonen manga by Masashi Kishimoto serialized in Weekly Shōnen Jump. It gained immense popularity after its serialization began in 1999, concluding its run in 2014 with the 700th chapter.

The protagonist, Naruto Uzumaki, is a shinobi who overcomes deadly battles with rivals and past grudges with the goal of becoming the Hokage, the leader of the Hidden Leaf Village. The cumulative sales of the volumes, distributed in over 60 countries and regions, have surpassed 250 million copies.

The anime aired on the TV Tokyo network starting in 2002, and from 2007 it aired as NARUTO SHIPPUDEN until March 2017. In October 2022, the series marked the 20th anniversary for its TV debut. Eleven theatrical anime films have also been released. The anime is currently broadcasted in over 145 countries and regions worldwide, making it a beloved national work that is cherished globally.

Beyond numerous developments such as with apps, games, and merchandise, its reach extends across diverse fields including exhibitions, 2.5-dimensional musicals, music festivals, and kabuki.

*1: 5:00 PM (local time), Saturday, October 10, 2026

*2: The release date is TBA.

*3: Availability and supported languages vary by country/region. The game may not be available in some countries/regions.

*Please note that the information in this press release is current as of the date of release and subject to change without notice.

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