

Fun For the Future!

As a company that provides “Dreams, Fun and Inspiration,” the BANDAI NAMCO Group aspires to contribute to the creation of a fun future by promoting CSR activities that lead to the happiness of society and stakeholders.

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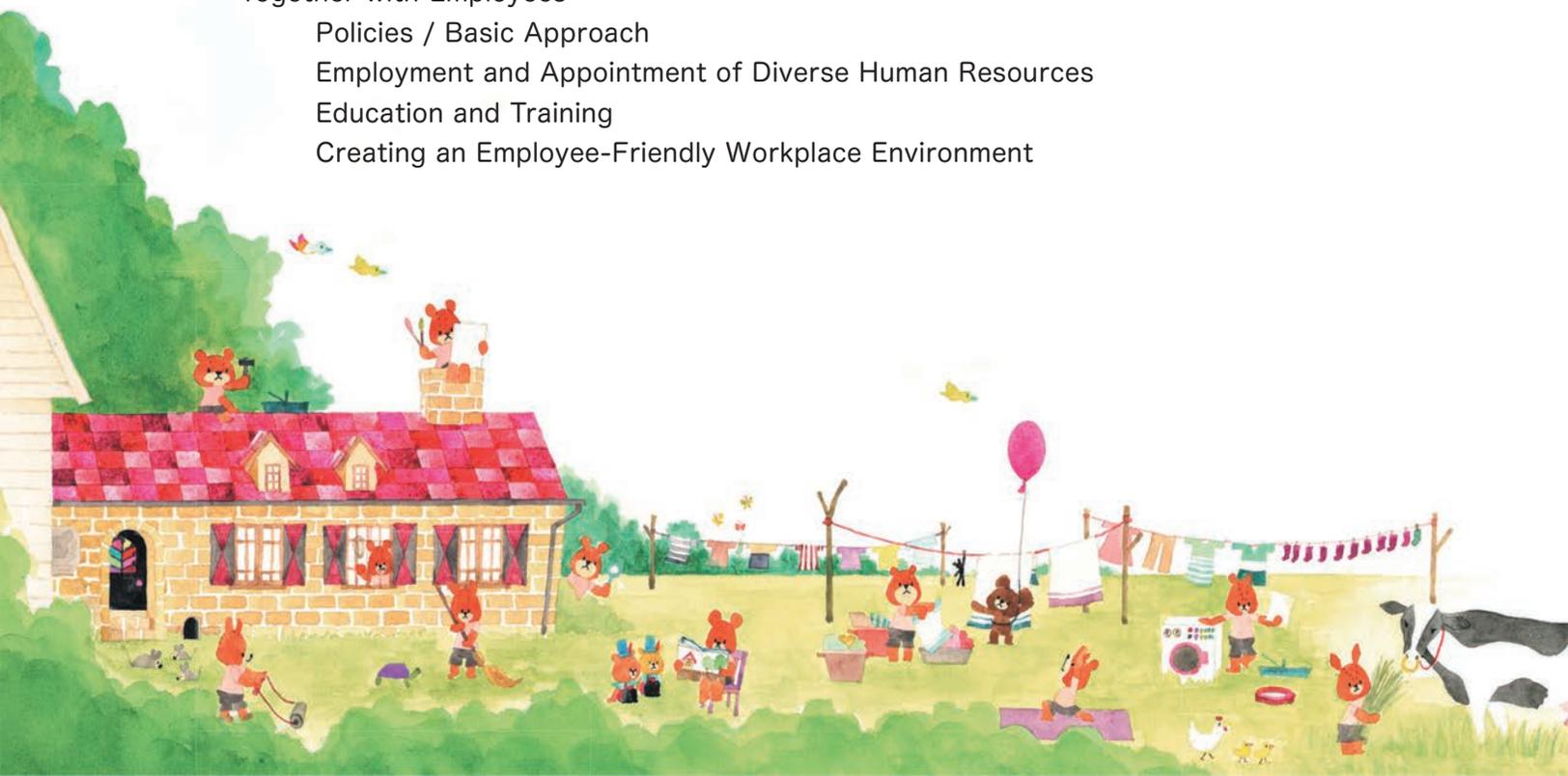
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BANDAI NAMCO Group CSR Statement



楽しみながら、楽しい未来へ。

At BANDAI NAMCO, CSR activities are “Fun For the Future!”. Our work is to provide inspiration to customers by realizing individual ideas of “Dreams, Fun and Inspiration.” In turn, those “Dreams, Fun and Inspiration” provide healing and encouragement as they spread around the world. We believe that “Dreams, Fun and Inspiration” can change the world, and even change the future.

As a company that provides “Dreams, Fun and Inspiration,” our relationship with the natural environment and society will be guided by the key words “Fun For the Future!” We will implement CSR activities that lead to happiness for stakeholders by featuring fun today while also contributing to the creation of fun tomorrow.



Message from the Management



The BANDAI NAMCO Group's relationship with the natural environment and society is guided by the key phrase "Fun For the Future!", which is our concept for CSR activities. To clarify the guidelines for specific activities, we have identified themes that require special initiatives. These are known as BANDAI NAMCO Group's Important CSR Themes, and on this basis we are implementing activities to create a fun future through our business operations.

In April 2021, we formulated the BANDAI NAMCO Group Sustainability Policy. This policy expresses our fundamental approach to the advancement of sustainable activities that target the realization of a sustainable society. Specifically, under the IP Axis Strategy, we will work with fans to promote sustainability activities corresponding to social issues that should be addressed by the Group. Also, as one part of those initiatives, we will specify material issues (reselect Important Themes) for the next Mid-term Plan, which will start from April 2022. In addition, to support the realization of a decarbonized society, we established a medium to long term goal of net-zero energy-related emissions of carbon dioxide by 2050.

I believe that the BANDAI NAMCO Group must work together with society, customers, and other stakeholders to address a range of social issues as we strive not only to meet expectations, but to exceed them. In our sustainable activities, including measures to address environmental problems, we will work to leverage the BANDAI NAMCO Group's distinctive strengths in order to meet the expectations of society. To that end, based on the IP axis strategy, which is our strength, I believe that we must implement initiatives together with fans. As a specific activity that utilizes IP, on April 1, 2021, we started the Gunpla Recycling Project, which promotes the recycling of Gundam plastic model runners. These runners, which are part of the plastic model frame, are collected from fans throughout Japan.

The progress of Gundam plastic models has been the result of business development initiatives that were implemented together with fans, including the incorporation of connections with fans as well as their ideas. This approach can also be applied to our sustainable activities. I believe that if we collaborate with fans through IP, we will be able to help support the realization of a sustainable society. Going forward, we will work together with fans to advance sustainable activities that leverage the BANDAI NAMCO Group's distinctive strengths.

Masaru Kawaguchi
President and Representative Director
BANDAI NAMCO Holdings Inc.

CSR Management / CSR Policy

BANDAI NAMCO Group's CSR Management

Themes that require special initiatives have been identified as the “BANDAI NAMCO Group's Important CSR Themes.” In addition, each business segment and affiliated business company formulates its own “CSR Major Initiative Themes” and leverages the special characteristics of its operations to implement activities in accordance with those themes.

BANDAI NAMCO Group CSR Policy

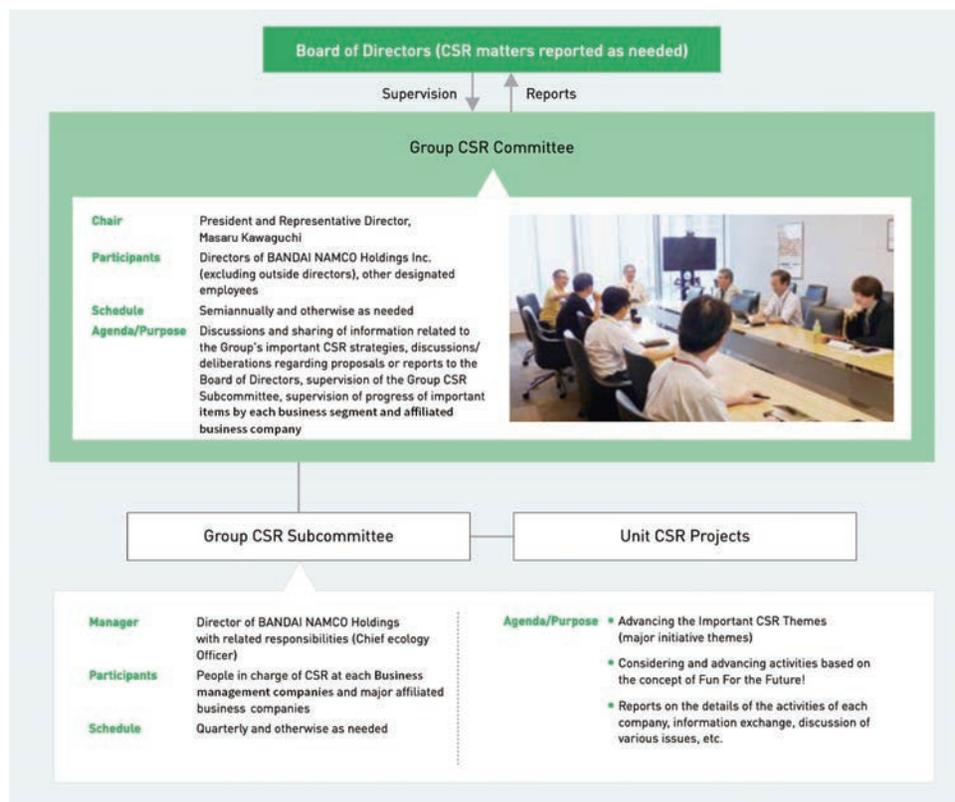


BANDAI NAMCO Group's CSR Promotion System

The BANDAI NAMCO Group has established the Group CSR Committee, which comprises the directors (excluding outside directors) of BANDAI NAMCO Holdings and others. The committee is chaired by the President and Representative Director of BANDAI NAMCO Holdings. In this way, the Group is advancing CSR activities rapidly and in a manner that is integrated with operations. In addition, in accordance with the idea that the promotion of CSR activities is an important initiative from the perspective of management strategy, the status of activities is periodically reported to the Company's Board of Directors.

Moreover, we have established the Group CSR Subcommittee, which is a subordinate organization under the Group CSR Committee. The manager of the Group CSR Subcommittee is a director of BANDAI NAMCO Holdings with related responsibilities (Chief ecology Officer), and the participants include the people in charge of CSR at each Business management companies and at affiliated business companies. The subcommittee's activities include sharing the status of progress with the important initiative themes in each business, exchanging information, and discussing various issues. The specific measures formulated by the Group CSR Subcommittee are implemented after being discussed by the Group CSR Committee.

CSR Promotion System



Formulation of Important CSR Themes

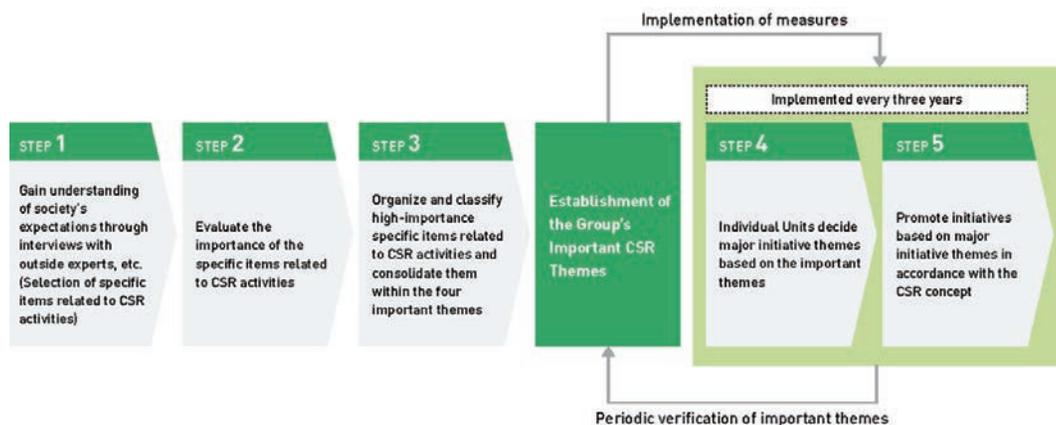
Formulation of Important CSR Themes

Aiming to further enhance the effectiveness of CSR activities, we formulated the BANDAI NAMCO Group's Important CSR Themes at the meeting of the Group CSR Committee and are promoting them from FY2010.3 as well as reviewing them periodically. With consideration for the influence that companies have on society in addressing the various social issues that surround the Group, we implemented multifaceted initiatives to identify and evaluate themes that require special initiatives. In this way, we formulated the BANDAI NAMCO Group's Important CSR Themes. As a company that provides "Dreams, Fun and Inspiration" to customers around the world, each individual employee will advance initiatives in line with these important themes, hoping this will lead toward the resolution of social issues.

Important CSR Theme Formulation Process

In formulating the BANDAI NAMCO Group's Important CSR Themes, we advanced through a process of reconfirming which CSR themes are the most important from the perspective of the BANDAI NAMCO Group and its stakeholders. First, we interviewed four outside experts to identify the needs of society surrounding the Group. Next, based on a variety of information, such as reports on investigations conducted by external organizations, we then compiled 68 specific items related to CSR activities. We evaluated these items from the perspectives of the Mid-term Plan, guidelines, and the other sources listed below, and subsequently organized and classified them. Through this process, we established the four Important CSR Themes. The appropriateness of the Important CSR Themes is evaluated for each Mid-term Plan, and related measures are implemented after we confirm that there are no inconsistencies between the Themes and the demands of society.

In FY2022.3, in accordance with the BANDAI NAMCO Group Sustainability Policy, we are promoting the specification of material issues (verifying the appropriateness of the Important CSR Themes). Based on the specified material issues, from April 2022 we will work to establish targets for the next Mid-term Plan and implement initiatives.



Perspectives that are emphasized during establishment/verification

The BANDAI NAMCO Group's Approach and Policies

- ▶ The BANDAI NAMCO Group Corporate Philosophy
- ▶ The BANDAI NAMCO Group Sustainability Policy
- ▶ The BANDAI NAMCO Group Compliance Charter
- ▶ The BANDAI NAMCO Group Mid-term Plan
- ▶ Related Group policies/guidelines (Group CSR Regulations)

Trends and Demands of Society in Japan and Around the World

- ▶ Various policies and guidelines from international institutions, research institutions, and governments
Example: Sustainable Development Goals (SDGs), Ministry of the Environment's Environmental Report Guidelines, GRI Guidelines, TCFD recommendations, SASB standards, ESG evaluation institution guidelines and reports (CDP, MSCI, Sustainalytics, FTSE), etc.
- ▶ Interviews with outside experts
- ▶ Consumer surveys (implemented at irregular intervals)
- ▶ Initiatives of companies that are advanced in regard to CSR

The BANDAI NAMCO Group Sustainability Policy

Based on the IP axis strategy, the BANDAI NAMCO Group will work together with fans to advance sustainable activities that focus on the social issues that the Group should address.

Specific initiatives

- ▶ Specifying material issues (re-selecting Important Themes)
- ▶ Advancing activities linked to the IP axis strategy

Medium to long term targets for decarbonization	
Target	By 2050: At in-house bases (headquarters, in-house plants, directly-operated amusement facilities, etc.), net-zero energy-related emissions of carbon dioxide
Medium-term target	By 2030: Energy-related emissions of carbon dioxide at in-house bases, vs. FY2020.3: reduction of 35% (vs. FY2014.3: 50%)
Major initiatives	Further advancing energy-saving initiatives, introducing renewable energy, etc.

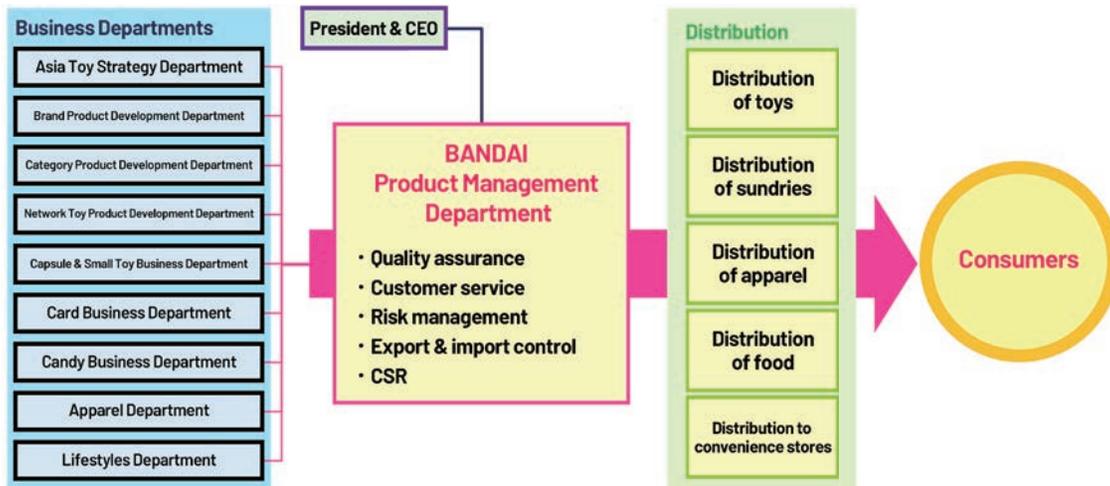
Initiatives for Important CSR Themes

Safety and Cleanliness of Products and Services

The BANDAI NAMCO Group strives to further enhance the safety and cleanliness of its products and services, which are the foundation of the provision of “Dreams, Fun and Inspiration,” so that customers can enjoy them with peace of mind.

BANDAI’s Quality Assurance System Diagram

To guarantee the performance and safety of its products, BANDAI has in place the Product Management Department, which is independent from the business divisions engaging in planning, design, production and sales.

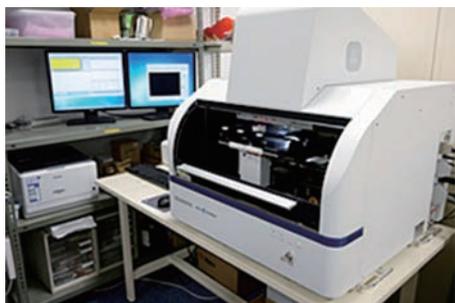


Performing Strict, Wide-Ranging Inspections to Ensure Safety of Toys

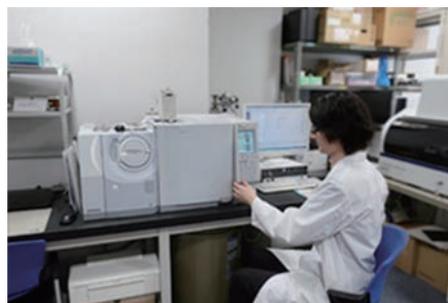
Each year, BANDAI handles as many as 14,500 products of which over 8,000 are new products developed in a wide variety of categories. We have therefore established various quality standards to accommodate product features and the diverse needs of customers, and we design and select materials accordingly. For example, we have adopted structures based on the target age range to ensure that shapes of parts are checked and consideration given to the length of straps, etc. hung around the neck, so that they will automatically loosen when a certain load is attached. BANDAI’s quality standards are categorized into three major factors - safety, function, and presentation - and consist of 370 items. For all of our new products, we conduct a new product inspection based on the BANDAI quality standards to confirm the safety of the products. When a specification change is made to an existing product, we conduct an inspection equivalent to the new product inspection. All products manufactured are subject to the acceptance inspection by lot. In the Chinese regions, BANDAI (SHENZHEN) conducts the inspections, while in other regions we request a third-party institution to conduct the inspections, thereby confirming that mass-produced products provide the expected quality.

Furthermore, BANDAI is a member of The Japan Toy Association. Our products that are applicable to the “ST Mark” under the toy safety indemnification system set forth by the Association have basically passed the ST standard and bear the ST Mark.

<Testing examples>



X-ray fluorescence spectrometer.
Tests are conducted to detect any toxic heavy metals.



Gas chromatography-mass spectrometry equipment.
Tests are conducted to detect any regulated chemical substances that might have harmful effects on the human body.



Button durability testing equipment.
Button durability is confirmed depending on the anticipated number of uses.



Tests are conducted to see if straps that are hung around the neck are released when the load exceeds a certain level, so that the throat is not compressed even if the strap catches on something.



Push-pull gauge.
Tests are conducted to see that a product does not come apart when pulled with a child’s strength and, in the event that it does come apart, that it does so safely.

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In addition, BANDAI SPIRITS, which produces products for the mature fan base, practices quality control using the know-how cultivated from many years of experience at BANDAI and BANPRESTO so that customers can enjoy our products appropriately and with peace of mind. Criteria have been established with regard to structure, including the information required to use the product safely (information on proper assembly and use, precautions, etc.) and a level of strength that ensures no problems will arise in normal everyday use. We deliver our products to customers in accordance with those criteria.



BANDAI Receives a Star★ on its Certified Logo as a Gold Product Safety Company

The logo for a gold product safety company is granted to companies that have received the Minister of Economy, Trade and Industry Award at least three times. Subsequently, as a result of the renewal assessment performed after five years, BANDAI became the first company in the “manufacturer and importer division, major companies” category to be given a star on its logo for gold product safety company.



Summary of recognition in the FY2021.3 renewal assessment

We confirmed that BANDAI, after it was certified as a gold product safety company, has been adding new initiatives toward realizing product safety at an even higher level by continuing to renew its own quality and safety standards and taking other steps while maintaining its conventional initiatives. Furthermore, it was confirmed that BANDAI was actively delivering messages and taking initiatives toward nurturing product safety culture through school education programs and the Internet. Going forward, we look forward to seeing BANDAI, as a top runner in product safety, proceed with initiatives that can serve as role models widely for other firms not limited to those in the same industry, while promoting activities to heighten awareness of product safety.

Initiatives to Ensure Safety & Security during Manufacturing

The manufacturing of BANDAI products is mostly outsourced to affiliated manufacturers overseas. BANDAI (SHENZHEN) in Shenzhen, China is an important production management base for the Toys and Hobby business, and this is where quality control, quality inspections and other safety tests are conducted. We work to gather information and give feedback for enhancing quality assurance activities, reinforce our inspection system and implement a wide range of employee education programs. At the same time, we share product quality issues.



On-site quality control activity



Material inspection at BANDAI (SHENZHEN)

At ARTPRESTO, we work to thoroughly carry out quality management of products at production sites by creating diagrams of and managing our systems for maintaining the quality of products and preventing occurrences of defective products in our production processes, and by conducting audits of our plant. In addition, we built and manage a database for the materials we use by type of material and by product title. We also perform periodic checks of newly adopted materials according to the property of the material as part of our efforts to ensure safety.

Activities at Customer Service Center

Our “Customer Service Center” plays an important role as we strive to promote communication with customers. For example, at BANDAI, to respond promptly to the approximately 10 thousand contacts we receive from customers each month, we keep the comments and requests received at the Customer Service Center in a database while taking the utmost caution in handling personal information. By so doing, we are able to more accurately and thoroughly respond to customers. In addition, we reflect the information accumulated in product development, driving improvement in customer satisfaction.



In-house Enlightenment Activities

To give an example of in-house enlightenment activities to maintain quality, BANDAI NAMCO Entertainment holds briefing sessions for business divisions whenever necessary to share information on products and promotional goods for general consumers, including information on any defect cases and the latest applicable laws and regulations. During the last fiscal year, briefing sessions were mainly held online due to the circumstances under the COVID-19 pandemic. In addition, with a view to disseminating basic knowledge on manufacturing to young employees and employees who have been reassigned, we have been periodically distributing information related to product quality since February 2019.

Promoting Acquisition of AOU Youth Advisor Certification

BANDAI NAMCO Amusement is promoting the acquisition of AOU Youth Advisor certification, a qualification given to those acquiring special knowledge and experience in youth development activities, in an effort to foster sound amusement spots.



Conducting Inspections Related to Facility Safety

BANDAI NAMCO Amusement conducts safety inspections (precautionary inspections, self-inspections) of all amusement facilities, including architecture, electrical equipment, fire-fighting equipment and cabinets. We also perform periodic inspections, including self-inspections in addition to statutory inspections, at kids' spaces and large-scale entertainment areas.

Additionally, we conduct voluntary hygiene inspections and hold hygiene seminars at facilities that provide food and drinks.

Inspecting electrical equipment at directly managed amusement facilities

At BANDAI NAMCO Amusement’s games facilities, where a number of amusement machines are in operation, we conduct safety checks of equipment used in the facilities. In addition, periodical inspections specific to electrical equipment, including the backyard, are performed by specialists.



Inspecting electrical equipment at directly managed amusement facilities

Inspecting Three-Dimensional Play Equipment at Large Play Facilities

Injuries, accidents, or other unforeseeable situations are possible even when equipment is highly safe, depending on the way it is used or installed. BANDAI NAMCO Amusement verifies the safety not only of the equipment itself but also when equipment is installed so that customers can use our facilities with a sense of security.



Instructing staff



Observer



Observer’s perspective

Verification using remote functions

The instructing staff and the observer are remotely connected via the Internet.

In accordance with the instructions from the instructing staff, the observer detects any dangerous parts using a smart glass.

Conducting Safety Reviews of Amusement Machines

BANDAI NAMCO Amusement focuses on the pursuit of fun in games, while at the same time advancing initiatives to enable customers to play with a sense of safety and security. As part of this effort, safety reviews are conducted by a variety of departments, such as development, production, quality assurance, and service. In the fiscal year ended March 2021, we conducted 60 safety reviews primarily for our new products.

In the course of developing new products, we verify the safety of parts that customers come into contact with as well as review the safety of facility staff members when they conduct maintenance work.



Safety reviews in development of arcade games

Initiatives for Ensuring Safety and Security in Live Events

In holding live events, BANDAI NAMCO Arts and BANDAI NAMCO Live Creative work to implement management with consideration for safety so that customers can enjoy the events with a sense of security.

For example, to prevent accidents and facilitate rapid responses if necessary, the event operation manual contains detailed countermeasures and response methods. We also take such steps as holding staff meetings in advance to ensure that all related parties know what to do in the event of an extraordinary situation. In addition, from the perspective of preventing the spread of COVID-19 infections, we have formulated a guideline for online streaming and holding live events.

We are also promoting the transition from paper tickets to electronic tickets to improve usability and security.



Security check being performed
(Photo from activities in FY2020.3.)

Promoting Safe Driving Education in Logistics Operation

At LOGIPAL EXPRESS, we make sure to provide a series of education programs to drivers to ensure safe driving, from driving aptitude diagnosis at the time of hiring, safe driving training and education by sitting next to the driver, to various training programs, including education at workplaces, eco-driving training and driver contest.



Driver contest

Obtaining G-Mark Certification for Excellent Standards for Safety

At LOGIPAL EXPRESS, as part of our initiatives to increase the safety of transport operations, we work to obtain the G-Mark certification for the safety evaluation business for motor truck transportation businesses accredited by the Japan Trucking Association to offices with excellent safety standards.

Initiatives in Traffic Safety Enlightenment Activities

Offices of BANDAI LOGIPAL and LOGIPAL EXPRESS, at which trucks and cars are stationed, provide support for local traffic safety associations and continue to make donations to assist with local traffic safety activities. In addition, during the spring and autumn traffic safety campaigns, we are working to enlighten traffic safety by working together with local police stations and traffic safety associations in the implementation of street-level activities.

Initiatives for Important CSR Themes

Environmental Consideration

To ensure ongoing Dreams, Fun and Inspiration for the next generation, the BANDAI NAMCO Group is working to show consideration for the environment, to reduce energy consumption in its operating activities, and to reduce the use of resources in its products and services.

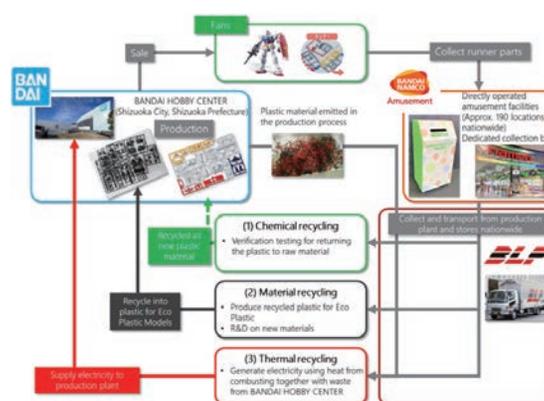
Initiatives to Reduce CO₂ Emissions

The BANDAI NAMCO Group has set annual reduction targets for CO₂ emissions in each business field. We are working to achieve reductions by taking eco-related initiatives. Groupwide emissions in FY2021.3 were 52,256 t-CO₂, a reduction of approximately 29% from FY2014.3. From FY2019.3, we introduced the basic unit* as a method of managing emissions, in addition to managing them by their amount, in our efforts to reduce CO₂ emissions.

*CO₂ emissions per number of employees or total floor space.

Environmental Conservation Activities Associated with Gunpla

The BANDAI NAMCO Group launched the “Gunpla Recycling Project” in April 2021. With cooperation from fans, we collect runners (plastic model frame sections) from Gunpla (plastic models in the Gundam series) to create the world’s first plastic model products through chemical recycling. Dedicated collection boxes are installed in approximately 190 amusement facilities directly operated by BANDAI NAMCO Amusement to collect runners from fans across Japan. The collected runners are combined with plastic emitted in the production process from the Gunpla production plant, BANDAI Hobby Center. Some of the materials are used as test materials for verification testing to help realize chemical recycling, and the remainder is reused in material recycling and thermal recycling.



At BANDAI Hobby Center, on top of utilizing the electricity generated and supplied through thermal recycling in this project for the production of Gunpla, we have installed solar panels on exterior walls and generate 56,000 kWh of solar power a year. Furthermore, we have in place a system for reusing rain and underground water and reuse 2,000 tons of water a year as well as take other initiatives actively with consideration for the environment.



Reduction of Material & Recycling of Gashapon® (capsule-toy vending machines) Capsule Containers

BANDAI is introducing “MONO capsules”, which are approximately 60% lighter than Gashapon® capsules due to the use of only one type of PP (polypropylene) as opposed to two types of plastic in Gashapon® capsules. Currently, almost all capsules have been converted to MONO capsules (with the exception of those products in which the capsule itself is part of the product).



MONO capsule



Empty capsule collection box placed at a store “Gashapoint Station”

We are continually promoting activities to reduce the amount of plastic used. Since

FY2007.3, we have been collecting and recycling empty capsules discharged from stores and, in FY2021.3, we collected approximately 6.1 tons. Furthermore, from FY2022.3, we have begun collecting empty capsules also at Gashapon® CAPUSLE TOY STOREs operated by BANDAI NAMCO Amusement (collecting at three stores as of April 2021.) The empty capsules collected are recycled and turned into plastic products such as flowerpots and office stationery trays.

Furthermore, in recent years, we have been launching capsule-less products by eliminating the capsule itself and releasing the toy without the capsule, and these products are becoming popular.

The capsule-less toys are designed so the part that serves as a capsule is instead the head of the toy to which other parts such as the body and arms and legs are attached to come up with a large figure. As a result, these products offer new value and are also certified as environmentally-friendly Eco Medal items. Between October 2015 and March 2021, we shipped a series total of 50,020,000 capsule-less products. Many new products are now being sold, including the popular “Pill Bug”.



Example capsule-less products

©BANDAI ©'76,'19 SANRIO ©2019 Pokémon. ©1995-2019 Nintendo/Creatures Inc./GAME FREAK inc.
©TPC ©KSW

Initiatives for Resource-Saving & Reduction of Plastic in Containers and Packaging

BANDAI worked to expand capsule-less Gashapon® products and promote the use of new capsules, as well as changed plastic blisters to pulp molds (paper) and further simplified packaging. In conjunction with these efforts, the amount of plastic used in containers and packaging in FY2020.3 was reduced to 2.19 tons per sales of ¥100 million compared to 2.42 tons per sales of ¥100 million in FY2015.3, reflecting a 9.6% reduction in plastic.

At BANDAI SPIRITS, we have been working to change the packaging materials used for Ichiban KUJI products from PET blisters to cardboard. By the end of March 2020, packaging for approximately 55% of all products were changed to cardboard, and we succeeded in reducing an estimated amount of 107 tons of plastic per year.



Promoting Eco Medal Certification for Environmentally Friendly Products

We have introduced an “Eco Medal” certification system for all products in the Toys and Hobby Business, which are given to products that clear the environmental standards we have set. Products are certified if they meet the criteria set in each category, which include “product body”, “containers and packaging”, and “instruction manual, etc.” In FY2021.3, 319 items received Eco Medal certification. (Up 25% from the previous year.) We are working to promote and spread awareness of this Eco Medal mark among consumers through our product packaging and website.



Example of Eco Medal labels



Eco Medal products can be checked by looking at the package or the website

Initiatives to Reduce Global Warming (Reduce CO₂ Emissions) in Facility Operations

We are moving forward with energy-saving measures for existing devices and equipment at our amusement facilities. For example, we have replaced halogen lamps and fluorescent lighting with LED lamps for use in some stores, crane game machines, large medal pusher game machines, single medal machines, etc., in an effort to decrease electricity consumption and reduce CO₂ emissions.

Replaced the lamps on crane game machines with LED lamps



Installed LEDs for store signs and interior lighting



At our amusement facilities, we are voluntarily implementing the Lights Down Campaign by lowering the lighting to the extent possible without adversely affecting customer safety and crime prevention, and operating the facilities with the lighting from the game machines, etc. With the understanding of the operators of commercial facilities in which our amusement facilities are located, this lights down initiative is implemented only in the areas of our facilities that fulfill the requirements for implementation in terms of lighting equipment, and where customer safety can be sufficiently secured. In FY2021.3, the Lights Down Campaign was implemented in 24 facilities on July 7 and August 7.

Initiatives for Environmental Consideration at Live Events

At BANDAI NAMCO Live Creative, we are aggressively utilizing LED lighting at live events and taking other steps to save energy. In addition, by reusing stage scenery, we are working to reduce the use of natural materials such as wood.

Visual and Music Production Unit also makes an effort to sell reusable goods at live events. In addition to selling original eco bags at the event site, we sell battery-based penlights that can be used repeatedly instead of disposable penlights, which are used during live events.



“Lantis Matsuri 2019”, where reusable LED penlights were sold and LEDs were used for event lighting

©BANDAI NAMCO Arts Inc.

Promotion of Digital Drawings in Animation Production

BANDAI NAMCO Pictures is promoting a reduction in the amount of paper used by introducing digital drawing. Designed to specialize in digital work, our Osaka Studio was established in August 2018, and our Iwaki Studio was established in Fukushima Prefecture in October 2019. Digitalization of animation production not only restrains the use of a massive volume of conventional drawing papers but also allows the delivery of drawings via a network, thereby contributing to reducing CO₂ emissions in transport.



Osaka Studio



Digital drawing being made



Iwaki Studio

Eco Driving Activities in Logistics Operation and Energy-Saving Initiatives in Warehouses

BANDAI LOGIPAL and LOGIPAL EXPRESS have been conducting eco driving activities for more than 16 years, resulting in a company-wide improvement by 20.4% in average fuel efficiency since starting the activities.(As of July, 2021)

One of the 3-ton trucks that is used for deliveries around the outskirts of the Tokyo metropolitan area uses 100% biodiesel fuel made from waste cooking oil.



Eco driving training

LOGIPAL EXPRESS Wins the MLIT Minister's Award in Eco Driving Activity Contest

In the “Fiscal 2018 Eco Driving Activity Contest” organized by the Foundation for Promoting Personal Mobility and Ecological Transportation, LOGIPAL EXPRESS received the Award of the Minister of Ministry of Land, Infrastructure, Transport and Tourism awarded to the organization that demonstrated the most outstanding initiatives out of the 665 applicants. We received high recognition for the continuous initiatives taken, such as maintaining our proprietary Environment Manual over many years, implementing fuel efficiency management and education using digital tachographs, and holding driver contests. In the “Fiscal 2020 Eco Driving Activity Contest”, LOGIPAL EXPRESS was awarded the “Excellence in Eco Driving Activities” award.

Furthermore, at our warehouses, we have been converting lighting to LEDs and have also been actively shifting to highly energy-efficient air conditioning equipment as part of our efforts to promote energy saving.

Reducing Domestic Transport by Utilizing Two Ports

In our logistics operation, when importing products manufactured overseas, we use ports depending on the destination, which leads to reducing CO₂ emissions during the transport process.

Initiatives for Important CSR Themes

Policies Regarding Influence on Society of the Group's Content and Products

To provide Dreams, Fun and Inspiration to people around the world, the BANDAI NAMCO Group values freedom of expression, and we are working to appropriately provide customers with a wide range of content and products.

Implementing Timely Training and Collecting and Sharing Information Related to Ethical Language

Each Unit implemented various training programs related to ethical language. At the same time, we collected various examples and the latest information and promoted information sharing by holding study sessions, distributing mail magazines for employees, etc., so that we can provide products and services that use appropriate language.



Study session held on ethical language
(Photo was taken in FY2020.3; In FY2021.3, training sessions were held online.)

Initiatives for Game Content

BANDAI NAMCO Entertainment, jointly with Aoyama Gakuin University Project Research Institute's <Solving Social Problems through Intellectual Properties; hereinafter SSP-IP>, launched research on the possibility of solving social problems using games in January 2021. Based on the key themes, such as accessibility and political correctness (pursuit of social objectives toward realizing social inclusion), and diversity and inclusion in game content, we will pursue our research with the aim of continuing over the long term to provide game content that can be enjoyed with a sense of security by more people.



Introduction of Barrier-Free Voice Guides in Visual Packages

At BANDAI NAMCO Arts, we take initiatives such as by providing voice guides that explain the background to the story and describe the movements and facial expressions of the characters, and displaying subtitles so that people with a visual or hearing impairment can also enjoy visual content.

Supplementary voice for people with visual impairment	7titles
Japanese language voice guide for people with visual impairment	6titles
Japanese language subtitles for people with hearing impairment	35titles

(As of March 31, 2021)



Product with barrier-free voice guide

©白井儀人／双葉社・シンエイ・テレビ朝日・ADK 2020

Initiatives to Protect Intellectual Property (Measures against Counterfeit Goods)

At the BANDAI NAMCO Group, we closely cooperate with internal and external partners to advance measures against counterfeit goods in order to protect the worldviews that IPs have and deliver safe and secure products and services to customers.

We promote the early detection, prevention and elimination of counterfeit products by monitoring markets and websites (including online sales) both in Japan and overseas and applying for import/export injunctions when necessary. Additionally, as a member of the International Intellectual Property Protection Forum (IIPPF), we are working in cooperation with law enforcement agencies and related organization in various countries to create effective countermeasures against counterfeiting.

BANDAI received the Japan Patent Office (JPO) Commissioner's Award as an excellent company using the intellectual property rights system at the FY2021 Intellectual Property Achievement Awards sponsored by the JPO of the Ministry of Economy, Trade and Industry. BANDAI was recognized for its initiatives to maintain a good balance between protection and promotion of character merchandizing from the perspective of intellectual property.



Authentic product
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Counterfeit

Furthermore, BANDAI NAMCO Holdings CHINA carried out enlightenment activities, such as online program broadcasting, aimed at raising intellectual property awareness jointly with the Shanghai Library in China.

A scene from an online program aimed at raising intellectual property awareness



Initiatives for Important CSR Themes

Supply Chain Management

To achieve qualitative improvements in the Dreams, Fun and Inspiration that we provide, the BANDAI NAMCO Group is working to enhance supply chain management in each of its business areas.

Implementing Various Types of Audits

BANDAI conducts BANDAI Factory Audits (BFA), which combine new plant audits and Code of Conduct (COC) audits, at overseas final packaging plants (166 plants in FY2021.3) that make BANDAI products. BFAs are performed in accordance with the proprietary BFA Manual, and with the fundamental policy based on the “BANDAI COC Declaration” which declares compliance with the eight standards, i.e. forced labor, child labor, working hours, wages and allowances, punitive action, discrimination, environmental protection and origin of products.

The “BANDAI COC Declaration,” control manuals, matters that require attention, and other related information are made available in Japanese, English, and Chinese languages, and are posted on the website for manufacturers in an effort to help suppliers understand the latest status whenever necessary.



BFA conducted at a Chinese manufacturing plant



At BANDAI NAMCO Arts, we implement witnessed inspections of manufacturing processes at plants that assemble DVD and Blu-ray Disc packages, as well as perform interview-based reviews and plant environment inspections using audit checklists that indicate in-house standards for goods sold at live event venues.



Checking the packaging conditions of goods

BANDAI COC Declaration

Basic Policy

With the growth of business worldwide and as a business corporation manufacturing and marketing high-quality products in many countries under working conditions founded on equity and respect for human rights, BANDAI hereby undertakes to comply with the following code of conduct, to bring fun and dreams to people around the world.

Forced Labor

BANDAI undertakes not to engage in trade with business enterprises employing forced labor. BANDAI undertakes not to purchase materials manufactured using forced labor. Any business with manufacturers involved in such labor methods shall be discontinued.

Child Labor

BANDAI's greatest interest is in the lives and living conditions of children, and BANDAI does not approve the use of child labor. BANDAI undertakes not to engage in trade with enterprises using child labor. The laws and regulations of each nation or territory define a "child" as a person who has not reached the age of completing their compulsory education. However, any child aged under 15 shall be included in this category, regardless of conditions. BANDAI undertakes not to exploit young workers and recommend such workers to undergo lawful training and work training programs, so long as they do not hazard the health and safety of young workers.

Working Hours

BANDAI approves flexibility in production schedule. However, BANDAI undertakes to engage in trade only with business enterprises that abide by legal restrictions on working hours in their respective nations or territories, except when appropriate compensation is paid for overtime work in accordance with applicable laws and regulations. Workers shall be allowed at least one day of rest in seven days.

Wages and Allowances

BANDAI undertakes to engage in trade with business enterprises that comply with the wage standards in the industrial sector in the nation or territory in question or abide by all applicable laws and regulations, including the minimum wage law, and that pay wages and allowances that exceed the minimum standard.

Punitive Action

BANDAI undertakes not to continue to engage in trade with business enterprises that use physical punishment or any other mental or corporeal restrictions.

Discrimination

BANDAI recognizes and respects the differences between cultures around the world. Notwithstanding, employment shall be based on the worker's capabilities and skills in executing a designated job and shall not be based on individual characteristics or creed. Therefore, BANDAI undertakes not to continue to engage in trade with business enterprises that discriminate against workers by race, nationality, political affiliation, sexual preference or gender.

Environmental Protection

BANDAI undertakes to engage in trade only with business enterprises that comply with applicable environmental regulations.

Origin of Products

BANDAI undertakes not to intentionally purchase products that have been replaced or shipped with falsified visa. All BANDAI products shall be required to have the country of origin printed and labeled accurately in accordance with applicable laws. Shipment of all BANDAI products shall be substantiated by the appropriate documentation.

▲ BANDAI COC Declaration

Initiatives Taken Together with Suppliers

BANDAI holds supplier conferences every year to share information on safety standards associated with revisions to domestic and international laws related to toys and quality standards set forth individually by BANDAI. (We cancelled the FY2021.3 conference from the viewpoint of preventing the spread of COVID-19 infections and distributed materials in an effort to assist suppliers in deepening their understanding.)

BANDAI has also established the BANDAI Supplier Awards, which recognize suppliers that maintain high levels of performance in regard to evaluation indicators adopted by BANDAI. We are working together with suppliers to improve working environments and quality. Suppliers that receive awards share their know-how by giving lectures to other suppliers about their initiatives on the front lines.



BANDAI Supplier Award
(Photo taken in FY2020.3; Conference was cancelled in FY2021.3.)

Acquiring Public Certifications in Logistics Operations

At BANDAI LOGIPAL, we have acquired the AEO customs broker certification* and conduct prompt customs operations in accordance with laws and regulations. In addition, we acquire various public certifications, such as the international standard ISO9001 for quality management systems and the Privacy Mark for the protection of personal information, in an effort to provide high-quality services within the Group.

*A customs broker certified by the chief customs inspector as a party which has established a system for cargo security management and a legal compliance structure. BANDAI LOGIPAL became the sixth company in Japan to receive AEO certification.

Together with Local Communities

Initiatives for Local Communities

Initiatives at the Head Office

The first and second floors of the BANDAI head office are set up as a museum open to the public in the hope that visitors can have fun there. We place statues of various characters by the head office building in an effort to promote interaction with, and contribute to the local community.



*At present, the head office building is closed to the public as a measure against COVID-19 infections. The timing of reopening is yet to be determined.

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SUNRISE has installed a monument of Mobile Suit Gundam in front of Kamiigusa Station on the Seibu Shinjuku Line, the nearest station to the company's head office. This monument is used to support the enlightenment of the fire prevention activity and other such efforts in the local community.



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SUNRISE also cooperates in local annual events to contribute to the regional vitalization of Kamiigusa in Suginami-ku, Tokyo and the development of anime culture. (Photos are scenes from activities in FY2020.3.)



Kamiigusa Shopping Street Summer Festival



Kamiigusa Sports Festival 2019

©BNP/BANDAI, DENTSU, TV TOKYO

Participation and Support for Omocha Danchi Kyodo Kumiai

BANDAI offers support to Omocha Danchi Kyodo Kumiai, an association related to toys located in Mibu-machi, Shimotsuga-gun in Tochigi Prefecture, Japan, by participating and assisting in the events organized by the association for the purpose of social contribution and local community revitalization. We live up to the events through having a Group company organize toy bazaars, operating restaurants and playground equipment with animation character designs, etc.

*In FY2021.3, events were not held in light of the status of the spread of COVID-19. (Photo is from activities in FY2020.3.)



Participation in the Sport in Life Project

BANDAI and BANDAI NAMCO Amusement participate in the Sport in Life Project proposed by the Japan Sports Agency in which the local governments, sports organizations, economic organizations and others take part as All-Japan in promoting sports and working toward achieving the target of having 65% of people in the country participate in sports (increase the number of persons participating in sports by 10 million) by the end of FY2022.3.



[BANDAI's initiative: Sports shoes UNLIMITIV for elementary school children]



[BANDAI NAMCO Amusement's initiative: Space Athletic TONDEMI, indoor athletic facility]

BNJ PROJECT “Local Entertainment Creating Force!” Implements Ideas Solicited from Elementary School Students

BANDAI NAMCO Entertainment’s BNJ Project aims at creating new entertainment with local communities and invigorating the entire country of Japan. In our “Local Entertainment Creating Force” project of soliciting ideas of entertainment from elementary school children across the country and supporting the process of working together in shaping ideas into form, we implemented two ideas that were given the Excellent Award. One was “Shizen Shuto Tadami Fashion Collection,” an idea proposed by children in Tadami-machi, Minamiaizu-gun, Fukushima Prefecture, to hold a fashion show on the Tadami Line by using the work clothes collection, which is an important intangible folk cultural property. The other was “Sukiccha!! Dobutsu to Nakayoshi (Good Friends with Animals),” an idea proposed by a boy and his younger sister in Oita-shi, Oita Prefecture, to create a game under the theme of protecting Oita Prefecture’s endangered species and nature.



©BANDAI NAMCO Entertainment Inc.

Initiative through Sales of TAIKO DRUM MASTER Charity Cookies

BANDAI NAMCO Entertainment Taiwan Ltd., in collaboration with a social welfare organization Syin-Lu, produced and sold a limited 3,000 units of special “TAIKO DRUM MASTER Cookie Set” in December 2020. Sales generated from this collaboration were appropriated to support the socially vulnerable and the employment of young persons with intellectual disabilities.



Taiko no Tatsujin™&©BANDAI NAMCO Entertainment Inc.

Development of AOU Youth Advisors and Activities in Local Communities

BANDAI NAMCO Amusement promotes the acquisition of the “AOU Youth Advisor” qualification to promote deeper ties with the community, smoother interaction and coexistence with related organizations, and sound youth development activities in the community. We will continue to carry out sound youth development activities in cooperation with the local community.



A store with an AOU Youth Advisor shows a panel indicating so.

Initiatives Taken through Music

At BANDAI NAMCO Arts, we are implementing a variety of music-based initiatives, such as contributing a portion of sales of charity goods sold at the venues of public performances and online live events by artists through the Japanese Red Cross Society to areas affected by earthquakes, heavy rain, and other disasters.



Minori Chihara “SUMMER CHAMPION 2020,”
a live broadcast of concert with no audience(Charity wrist band)

©BANDAI NAMCO Arts Inc.

Initiatives Taken in Regions where Animations are Set - Love Live! Sunshine!! -

At SUNRISE, we support the local revitalization efforts in Numazu City, Shizuoka Prefecture, Japan, where the anime “Love Live! Sunshine!!” was set.

In addition to posting a model course to enjoy visiting the filming locations of “Love Live! Sunshine!!” on the Numazu Official Visitor’s Guide (Visit Numazu) site, we are cooperating in wrapping up local trains and buses, making local stamps such as the “Town Walk Stamps” that are placed around sightseeing spots in the city, and more. Members of the idol group Aqours, who appear in the anime, have also been appointed as PR ambassadors for “Nishiura Mikan”, a type of mandarin orange that is a specialty of Numazu.



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©2019 プロジェクトラブライブ！サンシャイン!!ムービー

Support Activities in Collaboration with Save the Children Japan

Since 2011, the BANDAI NAMCO Group, in collaboration with Save the Children Japan, has continued to implement activities for children in areas affected by the Great East Japan Earthquake. To date, we have implemented activities that draw on the distinctive characteristics of the BANDAI NAMCO Group, such as sponsoring handicraft classes with a theme based on The Bears' School picture book series and plastic model classes. In addition, together with shareholders, each year we donate a total of ¥10 million to Save the Children Japan using the shareholder incentives. Starting from April 2021, we expanded the scope of support activities to cover not only the disaster-affected areas but also children across Japan. These donations are used as funds for support activities for children in the country conducted by Save the Children Japan.



Yamada Town, Shimohei County, Iwate Prefecture (October 2019)



Ishinomaki City, Miyagi Prefecture (January 2020)



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©Pokémon

Together with Local Communities

Initiatives to Develop People that Undertake Future Generations

Holding On-Site Lessons on Toys

At BANDAI, we offer on-site lessons for children to learn about the environment, universal design, safety and security, and statistics and quality control related to toys free of charge in elementary and junior high schools around the Kanto area, Japan.

In FY2021.3, we held lessons at 94 locations (approximately 6,500 participants), including teaching material-based lesson programs that can be conducted at elementary and junior high schools and facilities all throughout Japan. In order to prevent COVID-19 infections, we cancelled the lessons between April and June 2021 and held lessons under a limited condition from July onwards. However, we are implementing new initiatives, such as conducting trial online-based on-site lessons.



Caravan Tour for Schools in Shanghai, China

BANDAI SPIRITS, in collaboration with a Shanghai-based foundation, holds plastic model classes at educational institutions such as elementary schools in Shanghai.

*Classes were cancelled in FY2021.3 in light of the status of the spread of COVID-19.
(Photo is from activities in FY2020.3.)



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Support Activities for Children in the United States

At BANDAI AMERICA, we have been engaging in social contribution activities in local communities through the BANDAI FOUNDATION since 1995. We organize various events and offer charitable donations in supporting the activities of local charitable organizations as a way of helping primarily children and their families live better lives. In FY2021.3, we participated in online volunteer activities. We will continue to support charities based on the philosophy of providing a sound future to the children.



Sponsorship in “Oshigoto Nenkan (Job Yearbook) 2020”, Career Education Material for Elementary and Junior High School Students

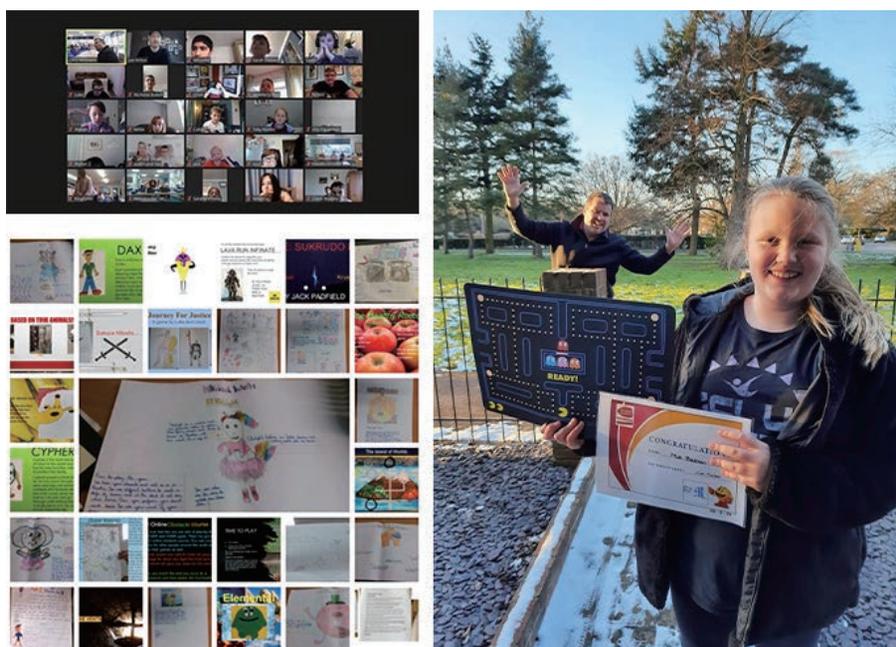
BANDAI NAMCO Entertainment sponsored “Oshigoto Nenkan (Job Yearbook) 2020” (issued by Asahi Shimbun Company) which is distributed as a donation to all elementary and junior high schools, the Board of Education, etc., with a view to contributing to career education for children to take interest in jobs.



▲ Company introduction page based on the theme of “How are popular character products created?”

Career Education through Online Classes “Careers in Video Games”

BANDAI NAMCO Entertainment UK Ltd. hosted online classes where children drew up game plans and presented their ideas to one another. By having children come up with ideas not only for game content but also for product planning, we contributed to offer career education for children who took these lessons.



PAC-MAN™&©BANDAI NAMCO Entertainment Inc.

Members of Shimane Susanoo Magic Visit Kindergarten, Nursery School and Elementary Classes

The professional basketball team Shimane Susanoo Magic, which BANDAI NAMCO Entertainment participates in the management of, conducts “Dream Classes” in which they visit kindergartens, nursery schools and elementary schools in Shimane Prefecture and discuss the dreams and experiences of athletes with students. They visited 17 sites in FY2021.3.



Accepting Visits from Students

At SUNRISE and BANDAI NAMCO Pictures, we receive visits from elementary and junior high school students, offering them opportunities to learn about anime creation and IP production and sharing the voices of workers in the animation industry. In 2020, we received visits from 7 schools (100 students).



Supporting the Space Development Forum

At SUNRISE, which deals with a number of sci-fi animations set in space, we support the Space Development Forum, sponsored by student organizations, and their idea of “Discussing issues that transcend the boundaries of the humanities and sciences by looking at the current state of space development from the perspective of students.” We provided images to be used at a forum held in 2020, which had a total of 150 participants, and cooperated with the participants in brainstorming, etc. (Photos are scenes from the online forum held in 2020.)



Streaming of JAXA Online Symposium 2020 Collaboration Project

In a joint project with “JAXA Symposium 2020@Online,” BANDAI NAMCO Amusement provided streaming of a “Message from #Hayabusa 2,” which is content comprised of a story and experience offering new sensations generated by going back and forth between online and offline.

Furthermore, in holding the JAXA Symposium online, we undertook the design and development of the virtual entrance hall and event venue, and the development of the display content “Tsukuba Space Center Virtual Tour” and the “Hayabusa 2’ AR Simulator.”

These initiatives are intended to encourage the children and students who will be the next generation to feel closer to space and have fun taking interest in it.

As values toward entertainment change significantly due to changes in the social environment and lifestyles, we will also strive to propose new forms of fun that are safe and secure even under the New Normal, regardless of the location (online/offline) and communication method.

Implementing and Supporting Children’s Environmental Activities

As a partner of Junior Eco-Clubs that lets children voluntarily take initiatives on environmental issues and learn about the environment, the BANDAI NAMCO Group sponsors various activities. In addition, Group employees and their families participate in the activities to learn about the environment.

What are Junior Eco-Clubs?

Backed by the Ministry of the Environment and the Ministry of Education, Culture, Sports, Science and Technology, the Japan Environment Association supports the environmental initiatives of children while promoting collaboration with local governments, companies and organizations. There are approximately 1,700 Junior Eco-Clubs across the country with members totaling about 90,000 as of March 2021.



Environmental study meeting (Sponsor: “Sakasagawa Junior Eco-Club”, an officially registered Junior Eco-Club)
(Photos from activities in FY2020.3)

Together with Local Communities Delivering Culture

Operation of “Omochanomachi BANDAI Museum”

In April 2007, BANDAI opened the “Omochanomachi BANDAI Museum” in Shimotsuga-gun, Tochigi Prefecture, Japan. We operate the museum to display the toy collection and the Edison collection owned by BANDAI to the public and to provide opportunities for children to study, specialists to conduct research, and visitors to enjoy the museum for recreational purposes. In June 2020, the museum reopened after remodeling, which included the addition of a new exhibit section.



Omochanomachi BANDAI Museum

The museum is composed of sections based on four themes: Japanese Toys, Antique Toys from Around the World, Edison’s Inventions, and Hobby (Gunpla), and regularly displays a collection of 9,000 pieces (of which 7,000 pieces are BANDAI products) out of the approximately 35,000 pieces owned.

BANDAI Children’s Questionnaire

Since 1995, BANDAI has been conducting a series of surveys called the “BANDAI Children’s Questionnaire” as BANDAI’s unique way of understanding children of today. Every time we set a new theme, we ask parents of children primarily between the ages of 0 to 12 years old to participate in the survey. The results of the survey are made public through mass media and our website.

Initiatives to Hand Down Intangible Cultural Heritage in China

BANDAI NAMCO Holdings CHINA has been implementing initiatives to protect Chinese intangible cultural assets since 2018. In FY2021.3, we implemented, jointly with Shanghai Library, events in which the media, general consumers and students of schools for children with special needs could experience restoration of old books and rubbing technology.



Together with Local Communities

Support Activities to Counter the Spread of COVID-19 Infections

Provision of Entertainment under the “New Normal”

At BANDAI NAMCO Entertainment, we took initiatives, including the provision of some games free of charge for a limited period of time and the distribution of virtual backgrounds that can be used for online meetings. In addition, we delivered infection prevention messages, such as “Let’s gargle” and “Let’s wash hands,” through our various IP characters on our official SNS.



Publication of Video Introducing Exercises to Try Indoors

BANDAI offers free online streaming of exercise videos using IP to support children enjoying exercising even when they are indoors. The videos help children eliminate the lack of exercise together with the IP characters. The exercise details have been proposed under the supervision of Senshi Fukashiro, Health and Sport Sciences and Professor at Japan Women’s College of Physical Education.



©BANDAI

Support for the Healthcare Environment with Mold Production Technology Applied in Production of Toys

SEEDS, in response to a request from Kikuna Memorial Hospital (located in Yokohama-shi, Kanagawa Prefecture), produced face shields and donated them to the hospital in April 2020. We formally began production of face shields in May 2020 and have been selling them to medical institutions in a sequential manner.



Face shield



Injection molding machine

Support for the Live Entertainment Industry

BANDAI NAMCO Arts provided support by donating to a fund established by an industrial organization to business operators and staff members in Japan's live entertainment industry, which is facing considerable difficulties in continuing to implement activities.

Free Online Enlightenment Poster to Promote Hand Washing for Preventing Infection

SUNRISE, in collaboration with the Ministry of Health, Labour and Welfare, created a poster featuring Aqours, a school idol group that appears in Love Live! Sunshine!!, that promotes hand washing to prevent the COVID-19 infections, and has been distributing the poster free of charge since May 12, 2020. The poster is available on the Ministry of Health, Labour and Welfare's site, the official site of Love Live! Sunshine!! and on SNS. It can be printed out by anyone and used at facilities, environments, etc. to promote the awareness of knowledge on hand washing.



Poster distribution on the official site of Love Live! Sunshine!!
©2017 プロジェクトラブライブ! サンシャイン!!

Free Distribution of The Bear's School Video for Children

BANDAI NAMCO Holdings and Charaken created "Video-Version Jackie Caravan," a video using The Bear's School children's picture book series to support children spending enjoyable times even under the COVID-19 pandemic. We offer limited distribution and lend the DVD version through the "Bear's School Faculty Room" on the free information membership site for teachers in kindergartens and nursery schools. In FY2021.3, we implemented the first distribution in September and the second distribution in January.



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Together with Employees

Policies / Basic Approach

The BANDAI NAMCO Group respects the diversity of employees, and each Group company carries out personnel management (employment, assignment, development, evaluation, remuneration, employee benefits, etc.) according to their respective characteristics. On this page, we introduce the policies and basic approach of the business management company of each Unit (business).

Entertainment Unit (Digital Business)

*Introduced here are initiatives taken by BANDAI NAMCO Entertainment, the business management company.

At BANDAI NAMCO Entertainment, we aim to become a company that delivers “more fun for everyone” to our customers through not only our game business but also a wide range of business activities associated with entertainment. We hope that all people in this world, who want “to have fun, be satisfied and smile every day,” will continue living each day filled with joy. A casual everyday situation turns into something more enjoyable and everyone is having fun before one realizes it. To increase such moments, we have fun while taking initiatives seriously at all times, and get excited ourselves in the hope of stirring new forms of “fun” around the world. Under this philosophy, BANDAI NAMCO Entertainment is working to put in place an environment suitable for a company that delivers “more fun for everyone” and enhancing systems to support its employees. For example, we implement educational and training programs by which employees can learn while having fun, and adopt a welfare system in which employees can make use of the benefits in accordance with their lifestyles.

Entertainment Unit (Toys and Hobby Business)

*Introduced here are initiatives taken by BANDAI, the business management company.

At BANDAI, our personnel policy is based on the concept of “diverse talents sharing the same spirit” where each of us demonstrates his or her own skills and personalities while sharing the strong motivation to create “happy moments.”

We consider BANDAI to be a collective entity of “diverse talents” that share the “same spirit” of “delivering dreams and inspiration to people.” There are abundant opportunities for employees who proactively create work, and equal opportunities are out there for all employees, from those in managerial positions to those who newly joined the company. We expect our employees to make the most of whichever stage they are on at BANDAI.

IP Production Unit (Visual and Music Business)

*Introduced here are initiatives taken by BANDAI NAMCO Arts, the business management company.

At BANDAI NAMCO Arts, the basic policy is to create an environment in which all employees share the mission of “enriching the hearts of people around the world through IP production focused on visuals and music” and each employee can demonstrate their skills to the fullest. In addition, we are enhancing various systems to support the growth of employees.

IP Production Unit (Creation Business)

*Introduced here are initiatives taken by SUNRISE, the business management company.

Various things are required when making a completely original creation, including flexible ideas that challenge preconceived notions, the ability to think several steps ahead of the current times, and a strong conviction to fearlessly trying new things. Our employees are encouraged to build frontiers from thin air with a sense of responsibility and pride, which means to promote our original creation, and challenge ourselves to expand the values of our products abundantly as they provide people around the world with hope, excitement, inspiration, happiness, and courage.

Amusement Unit

*Introduced here are initiatives taken by SUNRISE, the business management company.

At BANDAI NAMCO Amusement, we consider it our mission to provide customers with experiences beyond their imaginations without being confined to conventional business schemes as a provider of real entertainment content and create a “new world of fun” where there are no boundaries between “online and real” or “virtual and real.”

We also recognize that “real” venues, which offer points of contact with customers, are indispensable as an exit of the IP axis strategy of the BANDAI NAMCO Group.

In order to also continue delivering unique entertainment experiences for the entire world by leveraging the comprehensive strength of the BANDAI NAMCO Group, we intend on implementing employment, systems, and education to support employees with diverse personalities to take on active roles with enthusiasm.

Affiliated Business Companies

*Introduced here are initiatives taken by BANDAI NAMCO Will, BANDAI NAMCO’s special subsidiary.

BANDAI NAMCO Will is a special subsidiary certified under the Act on Promotion, etc., of Employment of Persons with Disabilities. The company promotes hiring and retaining employment of persons with disabilities by the BANDAI NAMCO Group and supports the businesses of Group companies. BANDAI NAMCO Will aims at creating an environment in which the varying personalities of employees are respected with each individual pursuing their potential and growing by utilizing their skills and having each employee realize that they are contributing to society by engaging in business operations.

Together with Employees

Employment and Appointment of Diverse Human Resources

The BANDAI NAMCO Group respects the diversity of employees, and each of Group company carries out personnel management (employment, assignment, development, evaluation, remuneration, employee benefits, etc.) according to their respective characteristics. The Group's basic policy on employment and appointment is to carry out employment and appointment without being particular about whether the person is a new graduate or mid-career, or their gender, age or nationality. On this page, we introduce the specific approaches taken by the business management company of each Unit (business).

Entertainment Unit (Digital Business)

*Introduced here are initiatives taken by BANDAI NAMCO Entertainment, the business management company.

BANDAI NAMCO Entertainment aims to maximize its content value and therefore strives to secure new employees hired after graduation and mid-career hires who: “demonstrate strong motivation to grow”, “are interested in a broad range of entertainment”, “are willing to create and promote new businesses. Furthermore, in recent years, we have also been focusing on hiring individuals with global competence who can take on active roles globally in line with the expansion of content overseas. We will continue to hire and appoint human resources who can respond to the increasing diversification and borderless trends in the network entertainment market.

Entertainment Unit (Toys and Hobby Business)

*Introduced here are initiatives taken by BANDAI, the business management company.

The work performed at BANDAI is based on the spirit of “autonomy and independence.” Our corporate climate is such that any employee, who proactively takes action, gets others involved enthusiastically and presents a specific plan, is actively encouraged to proceed with the work. Additionally, since the characteristics and BANDAI brand positioning are different for each department's market, job rotations allow for the acquisition of a wide variety of experience. BANDAI will continue to actively globalize its workforce to respond to the expanding entertainment market around the world.

IP Production Unit (Visual and Music Business)

*Introduced here are initiatives taken by BANDAI NAMCO Arts, the business management company.

At BANDAI NAMCO Arts, we are looking for human resources with the will to “do jobs that only we can do”. In order to deliver excellent entertainment that will remain in the hearts of as many people as possible, we recognize the importance of leveraging the strengths of each employee, and taking advantage of a diverse range of personalities. We will aim to become the No. 1 corporate group in visual, music, and live events, by continuing to realize the potential that only BANDAI NAMCO Arts can achieve.

IP Production Unit (Creation Business)

*Introduced here are initiatives taken by SUNRISE, the business management company.

Based on the corporate philosophy of “Building frontiers out of thin air”, SUNRISE works to secure human resources that undertake the creation of next-generation IPs. Creating original IPs is no easy task. Having strong determination to take on challenges without being afraid of failing is important in creating something and producing it. We hire talent who harbor a passion for the creative arts, along with a sense of responsibility and resolve as creators to bring excitement to people around the world.

Amusement Unit

*Introduced here are initiatives taken by BANDAI NAMCO Amusement, the business management company.

At BANDAI NAMCO Amusement, employees take on active roles in a broad range of jobs, from product development, i.e. generating fun content, to location operation, i.e. operating facilities where we provide customers with real entertainment experiences. We also encourage active job rotation to promote accumulation of a wide range of experiences and anticipate employees will grow by taking on challenges without being confined to boundaries. Therefore, we actively hire and appoint individuals who can generate innovation for themselves, for the team, and for the job by demonstrating potential for passion, creation, reliability, and responsibility.

Career Challenge System / Facility Professional Full-Time Employee

At BANDAI NAMCO Amusement, we recognize the importance of human resources that support the operation of facilities offering real entertainment experiences and deliver fun to customers. To that end, we adopt the Career Challenge System to put in place an environment in which part-time workers and contract employees (partner employees) can find their jobs attractive and take on active roles with enthusiasm. It is a system where job grades are set according to each role and workers can aim to upgrade their rank to a higher grade based on periodic appraisals. We have a company-wide test for high-level job grades and offer workers opportunities to enhance skills outside their current workplaces by supporting them to take and pass the exam.

While our basic principle is set on having employees work closely in a region of their preference, such as where one was born and raised, in order to expand opportunities for workers to demonstrate competence, we adopt an employee category called “facility professional full-time employee.” This applies to store managers and other workers who continue to take active roles in jobs specific to the facility operation. We actively hire and appoint workers to this category.

Together with Employees

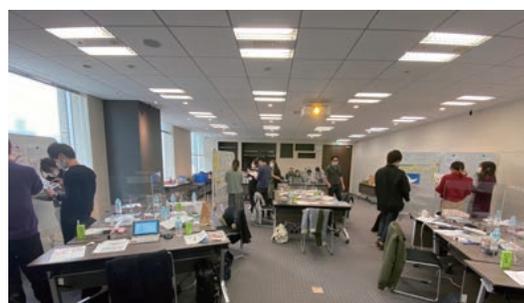
Education and Training

The BANDAI NAMCO Group respects the diversity of employees, and each Group company carries out personnel management (employment, assignment, development, evaluation, remuneration, employee benefits, etc.) according to their respective characteristics. On this page, we introduce initiatives related to education and training taken by the business management company of each Unit (business).

Entertainment Unit (Digital Business)

*Introduced here are initiatives taken by BANDAI NAMCO Entertainment, the business management company.

At BANDAI NAMCO Entertainment, in addition to training based on position, which allows employees to acquire skills in accordance with their roles, we also have “selection training”, which aims to develop human resources that can create business, “free-selection training” (15 programs per year), which is designed to meet the needs of individual employees, and more.



In each of our training sessions, we actively incorporate hands-on activities, such as business etiquette training using game methods, so that employees can gain an awareness on their own. Our training is carried out so that it is easy to learn, allows for a broad perspective, and can be used for work.

BANDAI NAMCO Entertainment’s major education & training curriculums	Results for FY2021.3
Training by position	94 employees
New employee training	47 employees
Free-selection training	Total of 255 employees
Business creation human resources development training	13 employees

Entertainment Unit (Toys and Hobby Business)

*Introduced here are initiatives taken by BANDAI, the business management company.

At BANDAI, the theme for human resources development is “autonomy and independence”. For new employees, we implement programs designed to develop new employees become individuals who can think, learn and take action on their own. Meanwhile, for mid-career employees, we implement programs that encourage them to look back on themselves and create awareness, and help guide employees to solving issues they face. We implement a broad range of education and training programs to accommodate diverse needs. For example, we provide the “BANDAI NAMCO Adventure Program” for employees hired after graduation to recognize the importance of team-building. We also implement a variety of education and training programs, such as holding the Early Morning English Activity (“Eikatsu”) to support employees enhancing their language skills.



*Photo from FY2020.3.

BANDAI’s major education & training curriculums	Results for FY2021.3
Adventure Program*	56 employees
Third-year employee training	54 employees
Early Morning English Activity (“Eikatsu”)	34 employees

*Training was alternatively implemented online due to the COVID-19 pandemic.

IP Production Unit (Visual and Music Business)

*Introduced here are initiatives taken by BANDAI NAMCO Arts, the business management company.

Each year, BANDAI NAMCO Arts implements training on legal matters and intellectual property to the employees of companies belonging to the Unit to have employees deepen their understanding of copyright, which is a basic element in the Visual and Music Production Unit. In addition, we implement training to enhance the knowledge and skills of individual employees, as well as provide stratified training programs and support for self-enlightenment of employees, by adopting an incentive system that helps employees obtain qualifications. In addition, we adopt a system to provide partial subsidies for language school course fees to help employees broaden their opportunities to take on active roles. We are also actively supporting employees to participate in external seminars.



Product quality display seminar (All training sessions in FY2021.3 were held online. Photo is from FY2020.3.)

BANDAI NAMCO Art's major education & training curriculums	Results for FY2021.3
Training on copyright - total of five sessions	Total of 177 employees
Training for enhancement of knowledge and skills (contracts, trademarks and others) - total of 6 sessions	Total of 241 employees

IP Production Unit (Creation Business)

*Introduced here are initiatives taken by SUNRISE, the business management company.

At SUNRISE, we implement a variety of training programs such as “harassment prevention training” to prevent various harassment in the workplace for workers, including the corporate officers, “training for employees in charge of staff development” that provides guidance on the skills and the mindset in developing new staff, and external training for mid-level employees to attain necessary skills, on top of the joint training programs held for the entire BANDAI NAMCO Group, such as the “5th year training” and the “new manager training.”



*Photos from FY2020.3.

SUNRISE's major education & training curriculums	Results for FY2021.3
New employee training	15 employees
5th year training	4 employees
New manager training	2 employees
Harassment prevention training	65 employees

Amusement Unit

*Introduced here are initiatives taken by BANDAI NAMCO Amusement, the business management company.

At BANDAI NAMCO Amusement, we aim at implementing education and training to realize “REAL INNOVATORS.”

For new employees, we offer a program throughout the year to learn about thinking on their own and taking action while getting others around them involved, and we subsequently continue to periodically provide training to support employees to develop into human resources that drive our business.



In FY2021.3, due also to the impact of the COVID-19 pandemic, programs replaced the conventional group training and held all training sessions online.

BANDAI NAMCO Amusement’s major education & training curriculums	Results for FY2021.3
New employee training	35 employees
Store manager training	213 employees
New evaluator training	10 employees

Affiliated Business Companies

*Introduced here are initiatives taken by BANDAI NAMCO Will, BANDAI NAMCO’s special subsidiary.

At BANDAI NAMCO Will, we work to establish an environment in which employees with disabilities (staff) can better demonstrate their skills by, for example, providing training on compliance, including information security and harassment, to staff, and holding study sessions to deepen the understanding of disabilities by type for instructors who provide operational guidance to staff. In addition, employees with the qualification of vocational life consultants for persons with disabilities (job coaching qualification) are providing highly specialized support for resolving issues (support for job retention).



Together with Employees

Creating an Employee-Friendly Workplace Environment

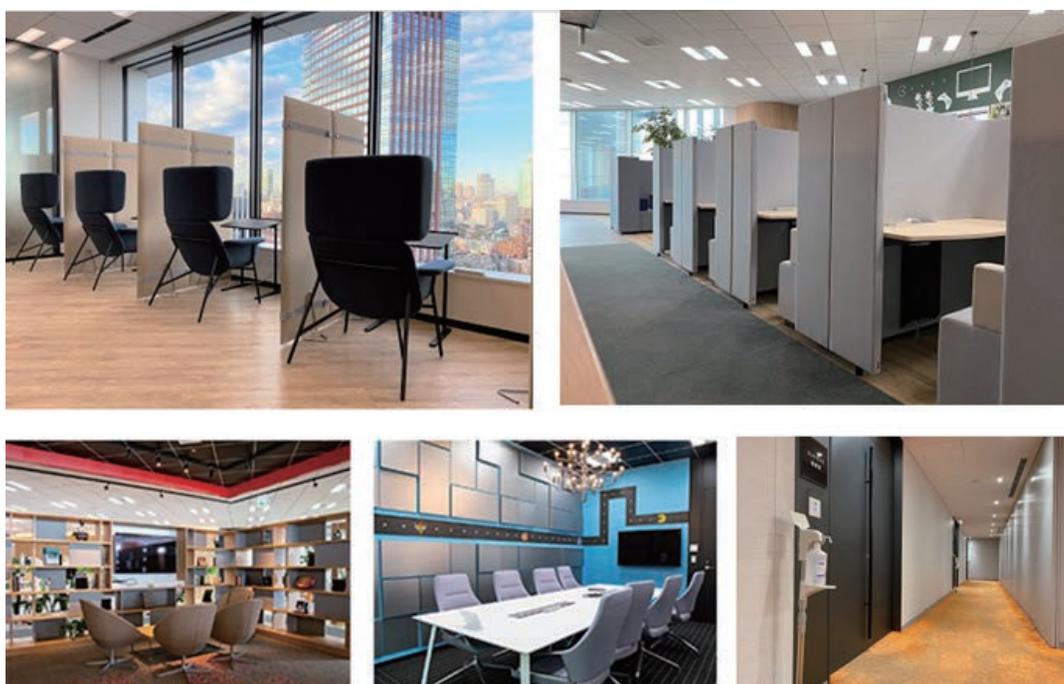
The BANDAI NAMCO Group respects the diversity of employees, and each Group company carries out personnel management (employment, assignment, development, evaluation, remuneration, employee benefits, etc.) according to their respective characteristics. On this page, we introduce the initiatives taken for creating an employee-friendly workplace environment by the business management company of each Unit (business).

Entertainment Unit (Digital Business)

*Introduced here are initiatives taken by BANDAI NAMCO Entertainment, the business management company.

BANDAI NAMCO Entertainment values the importance of employees to work with sound physical and mental health. We provide employees with detailed health checkups according to age as well as support the sound mental health of employees via phone consultations by specialists, consultations on health by a full-time industrial physician or public health nurse, counseling by phone, e-mail or face-to-face interviews by an in-house or outside counselor, etc.

Additionally, in considering the safety of employees and their surroundings, we call for thorough implementation of mask wearing, disinfection, temperature measurement, staggered commuting, and social distancing as well as move forward in creating a safe and comfortable workplace environment by, for example, carrying out renovation work to increase solo work spaces in light of the growing demand for remote meetings under the new working style.



Implementation of “Family Event”

With a view to interacting with the families that are always supportive of our employees, and with employees of Group companies, BANDAI NAMCO Entertainment holds the “Family Event”. In FY2021.3, we held the “Online Thanks Fair” so that everyone could feel safe and secure in participating in the event even during the COVID-19 pandemic. On the day of the event, we held classes for assembling and decorating plastic models, making sweets, learning magic and so on, and many employees and their family members participated.



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Entertainment Unit (Toys and Hobby Business)

*Introduced here are initiatives taken by BANDAI, the business management company.

At BANDAI, we have established life support regulations with the objective of establishing supportive workplace environments for employees in a variety of household circumstances and increasing their motivation to work with peace of mind. In addition, we formulated the Family Friendly Plan in recognition that being considerate to the various stages of life of employees leads to having employees achieve self-realization in their jobs. Under this plan, employees can take leaves not only for marriage, childbirth, childcare, infertility treatment, child nursing care and care for children refusing to go to school but also for reasons that may occur going forward in an aging society, such as nursing and elderly care, and receive support funds.

Anniversary Celebration System

BANDAI adopts a system to celebrate anniversaries of its employees and their children. On an employee’s birthday, their boss writes a handwritten message on a card with a message from the president printed on it and presents it to the employee along with a bookstore gift card. Children also receive a card with a message from the president printed on it, as well as a kid’s gift card, on their birth month.

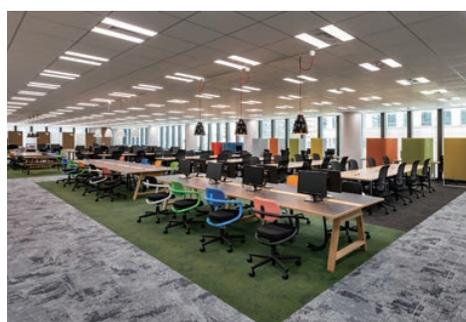
IP Production Unit (Visual and Music Business)

*Introduced here are initiatives taken by BANDAI NAMCO Arts, the business management company.

With the aim of creating an environment in which employees can work with a greater sense of security and ease, BANDAI NAMCO Arts encourages employees to maintain good health. For example, we subsidize fees for health checkups, allowing even employees in their 20s to take a thorough medical checkup without having to pay for it personally. In an effort to establish an increasingly worker-friendly environment, we have also put in place various systems, such as the life support system, flex time system (no core time set), system to recognize continuous service, teleworking system, reinstatement support, childbirth and childcare support system, and child-rearing flex time system (may be used up until the child finishes the 6th grade of elementary school).

Introduction of Free Addresses in Offices

In the offices of BANDAI NAMCO Arts, we have implemented a free address system where desks are not specifically designated to individuals and employees freely select where to sit and work. Since this system allows employees of different departments to sit next to each other and carry on conversations, it has created an environment in which new ideas and initiatives are more likely to be generated.



IP Production Unit (Creation Business)

*Introduced here are initiatives taken by SUNRISE, the business management company.

At SUNRISE, we provide periodical physical check-ups, stress checks and other support for employees to work with a healthy mind and body. In addition, we have in place systems to support a variety of work styles, such as the flex-time system that allows flexible work styles, the discretionary labor system, reduced working hours, and staggered working hours. We also organize in-house events aimed at increasing communication among employees and maintain an environment in which employees can work comfortably in many ways.

Implementation of “Family Event”

At SUNRISE, we hold the “Family Event” with a view to interacting with the families that are always supportive of our employees and with employees of Group companies. In FY2021.3, we held the event online so that everyone could feel safe and secure in participating in the event, and about 150 employees and their family members participated. On the day of the event, we held classes for Gunpla and drawing experiences, an “Aikatsu!” dance party, company visit experience, and others.



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Amusement Unit

*Introduced here are initiatives taken by BANDAI NAMCO Amusement, the business management company.

At BANDAI NAMCO Amusement, we believe that “healthy mind and body”, “sense of security for the future” and “satisfying use of free time” are essential for employees to be able to fully demonstrate their strengths. To have employees work with a healthy mind and body, we provide support by offering a menu of items including health check-ups, consultation on healthcare, and mental health care. In addition, we have in place various other systems and measures, including the “refresh leave”, which allows employees to take a planned extended vacation, the flex-time system that allows employees to flexibly choose their working styles, and the life support system.

Furthermore, since we operate amusement facilities across Japan, when employees are given an assignment that requires moving, the company provides adequate support, including arranging for residence at the assigned location and subsidizing housing expenses, to reduce the burden on employees.

Work-life Balance Initiatives

◆ACTview Project

This is a project to create a workplace in which each and every person with various attributes and values can take active roles with enthusiasm to create “a new world of play with no boundaries”, which is our mission.

Activities in FY2021.3:

- Implementation of employee questionnaires: In an effort to create an employee friendly workplace environment, we implemented questionnaires to hear the voices of employees.
- Opening of an information delivery portal site: We deliver information to enhance work-life balance, such as introducing various systems related to childcare, elderly care, and so on, and sharing reports of employees who have taken a childcare leave.
- Implementation of a cafeteria-type online seminar: We assist employees in enhancing their careers by offering a series of curriculums, including career design, management, work-efficiency enhancement, from which employees can choose and take.



◆Online Stretching Seminar

At present, employees assigned at the head office are encouraged to work from home 70% of their time. To maintain the health and increase productivity of teleworking employees, we held a stretching seminar online.

The lecturer for the seminar was Ryosuke Sakai, a trampolinist who joined the Company under top athlete hiring in April 2020 and currently belongs to the Corporate Planning Division, and a public health nurse in the Healthcare Team also provided guidance. In the first half of the seminar, the public health nurse gave a lecture about managing health daily while working from home and health issues that are likely to occur and specific means to resolve them. In the latter half, Mr. Sakai explained and demonstrated easy stretches to do at home and in the office to ease the strain on body parts, such as the neck, lower back and lower half of the body, that is likely to occur when working from home.



Affiliated Business Companies

*Introduced here are initiatives taken by BANDAI NAMCO Will, BANDAI NAMCO's special subsidiary.

Staff Commendation System

At BANDAI NAMCO Will, we annually commend employees in recognition for excellent performance at work throughout the year, continuous service (3, 5, and 10 years of service), and active performance in the fields of sports and culture and support for such activities.



Also, disabled employees who take part in the Abilympics competition are recognized for skills cultivated while carrying out their daily work duties.

Two employees participated in the 40th Japan Abilympics held in November 2020. In addition, at the Tokyo representative selection meet for the 41st Japan Abilympics held in March 2021, seven employees participated in four competitions, and two were selected to represent Tokyo.



National Abilympics

Birthday Leave System

BANDAI NAMCO Will promotes employees to take annual paid leaves as part of its approach to promoting favorable work-life balance, and adopts the birthday leave system in the hope of employees taking this special leave on their birthdays to spend valuable time with their families and others. The acquisition rate of birthday leaves in FY2021.3 was 100%.