

FUN FOR



BANDAI NAMCO Group
CSR Activity Report 2014

THE FUTURE!

FUND FOR THE FUTURE!



“Fun for the Future!”

At the BANDAI NAMCO Group, 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 phrase “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.

We believe that entertainment can contribute to society by fostering mutual communication and inspiration among people around the world and by creating a future filled with fun.

BANDAI NAMCO Group CSR Management

To realize the provision of “Dreams, Fun and Inspiration,” the BANDAI NAMCO Group conducts CSR activities in accordance with the concept of “Fun for the future!” Themes that require special initiatives have been identified as “BANDAI NAMCO Group’s Important CSR Themes.”

In addition, each strategic business unit (SBU) formulates its own “Major Initiative Themes” and leverages the special characteristics of its operations to implement activities in accordance with those themes.

→ For further information about BANDAI NAMCO Group’s Important CSR Themes, please refer to page 13.

BANDAI NAMCO Group’s CSR Policy



BANDAI NAMCO Group’s CSR Promotion System

From FY2011.3, the Group has implemented a system under which the presidents of the SBU core companies serve as members of the Group CSR Committee. In this way, the Group has strengthened its CSR system, which makes decisions rapidly and is integrated with operations. In addition, from FY2012.3, the Group Environment Subcommittee and the Group Social Contribution Subcommittee, which were subcommittees of the Group CSR Committee, were merged to establish the Group CSR Subcommittee. In addition to environmental and social contribution activities, this subcommittee manages progress and shares information regarding initiatives implemented in line with the important CSR themes. Also, for each SBU’s CSR projects, we are implementing more-specific initiatives that draw on the special strengths of each business.

Deliberating / Reporting on matters related to CSR

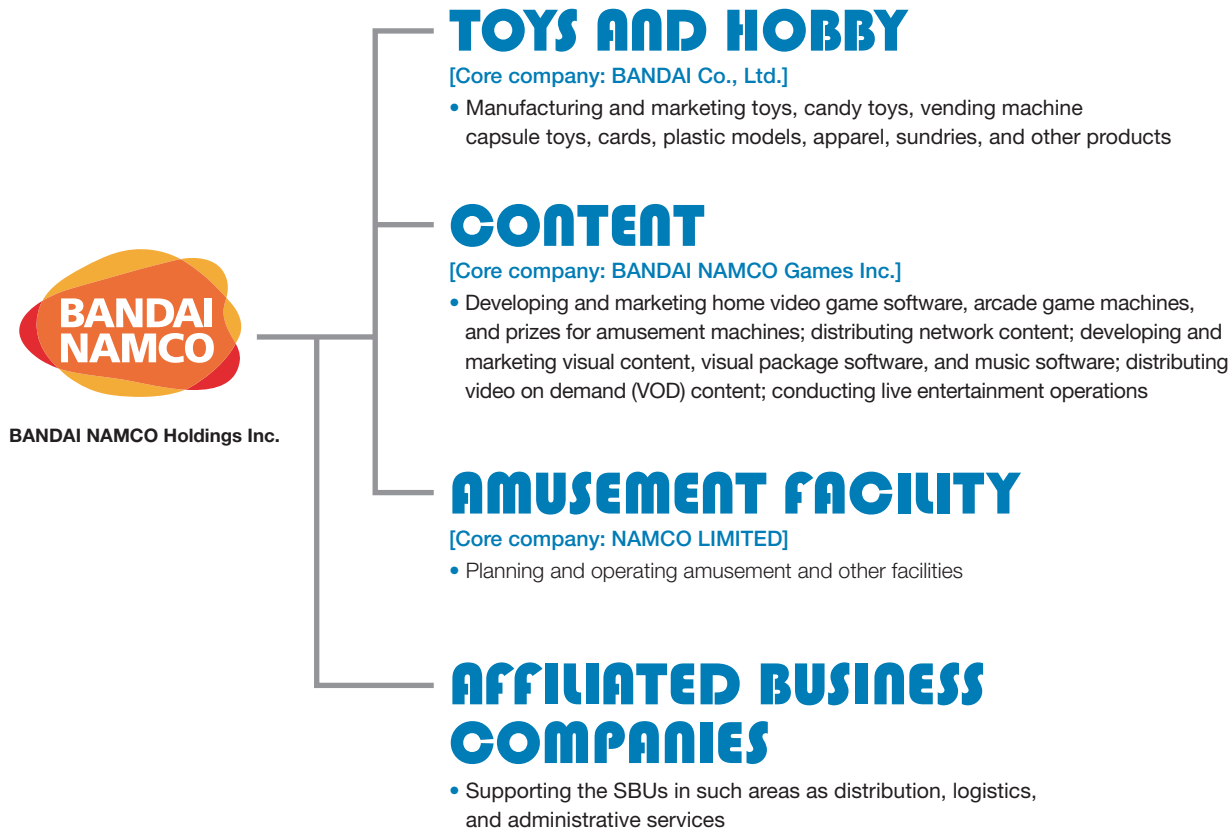


Group Organizational System

The BANDAI NAMCO Group comprises a pure holding company, BANDAI NAMCO Holdings Inc., which oversees three SBUs as well as affiliated business companies that provide support for the SBUs.

The SBUs, which are made up of operating companies, formulate and implement operating strategies in Japan and overseas and provide people around the world with a diverse range of entertainment.

Strategic Business Units (SBUs)



CONTENTS

Special Feature

Building “Fun for the Future!” with a Focus on the IP Axis 6

- ① *Mobile Suit Gundam Series*
- ② *Tamagotchi Series*
- ③ *KAMEN RIDER Series*

Message from the President	5
BANDAI NAMCO Group’s Important CSR Themes	13
BANDAI NAMCO Group’s Support for Disaster-Affected Regions	17
FACTS & FIGURES	18
FY2014.3, Progress Report for Major Initiative Themes for each SBU	19
Human Resources-Related Information	21
Environment-Related Information	22
Corporate Governance and Compliance	23
Risk Management and Information Disclosure	24
Financial Results Highlights	25
Corporate and Other Information	26





Shukuo Ishikawa

President and CEO, Representative Director
BANDAI NAMCO Holdings Inc.

Message from the President

As a company that provides “Dreams, Fun and Inspiration,” BANDAI NAMCO will continue to pursue all that entertainment has to offer.

At the BANDAI NAMCO Group, we consider activities that create “Fun for the future!” and lead to happiness for society as well as stakeholders to be CSR activities. To support “Fun for the future!” in our relationships with the natural environment and society, we will strive to do everything we can as an entertainment company.

The primary objective of the IP Axis strategy—the BANDAI NAMCO Group’s greatest strength—is to maximize the appeal of IP*. To that end, we develop products and services that draw on the appeal of IP. In doing so, we place importance on initiatives that reflect consideration for the natural environment and society. In this CSR Activity Report, we introduce activities that are representative of the BANDAI NAMCO Group, with a focus on notable examples of IP that we are developing as products and services.

Going forward, in accordance with the concept of “Fun for the future!” the BANDAI NAMCO Group will work with awareness of its role as a member of society and a sense of responsibility and pride as an entertainment company. On that basis, we will strive to advance activities that can contribute to the realization of “Fun for the future!”

* IP: Characters and other intellectual property

SPECIAL FEATURE

Building “Fun for the Future!” with a Focus on the IP Axis

The BANDAI NAMCO Group develops IP that is loved by many customers in a wide range of business fields. In this way, we maximize the value of our IP and provide “Dreams, Fun and Inspiration” to customers. This section introduces a range of CSR activities that BANDAI NAMCO is implementing in the provision of products and services, with a focus on three IP—*Mobile Suit Gundam*, *Tamagotchi*, and *KAMEN RIDER*.

IP Axis Strategy
 The BANDAI NAMCO Group maximizes the value of IP by leveraging its wide range of business fields, which is one of the Group’s strengths, and by providing products and services at the optimal time, in the optimal region, and for the optimal category. This is the IP Axis strategy.



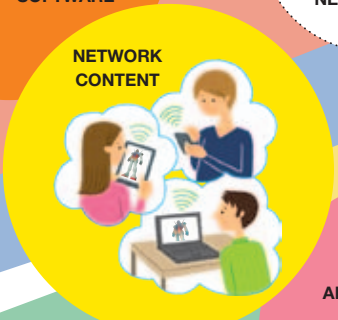
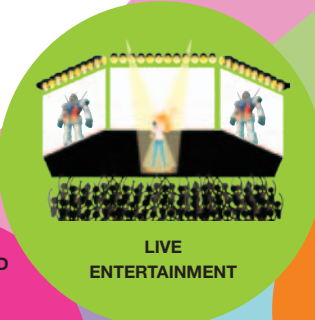
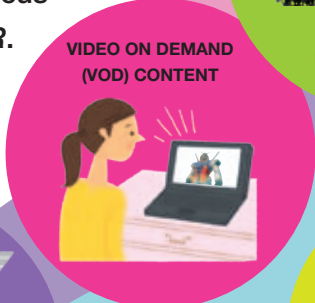
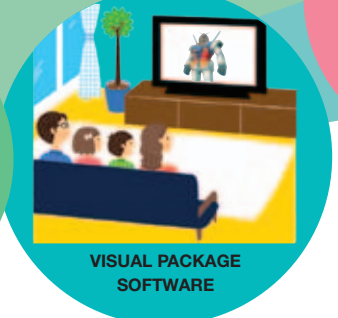
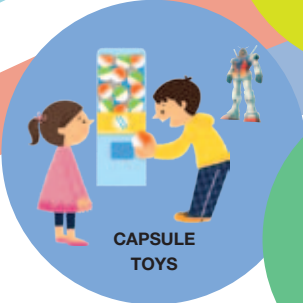
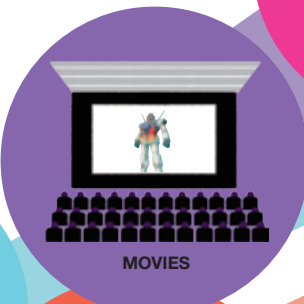
Maximizing the Value of Powerful IP

Technology

Human Resources

Planning and Development

Strong Content (IP)



Note: This chart shows one example of IP axis development initiatives.

Mobile Suit GUNDAM Series

In 2014, *Mobile Suit Gundam* celebrated the 35th anniversary of its first animation broadcast. The BANDAI NAMCO Group develops a wide range of products and services for this IP, which has been loved by customers of all ages for many years.



Control of and Guidelines for BANDAI NAMCO Online Expression

BANDAI NAMCO Online, which develops and operates online games, such as *Mobile Suit Gundam Online*, is working to control expression in a manner that complies with the rules while maintaining entertainment value.

In FY2014.3, we summarized our accumulated know-how to prepare guidelines for three categories—operations, support, and production. In this way, we are aiming to improve quality as a company without relying on titles.

In implementing the guidelines we pay careful attention to the following points.

- For in-house awareness, rather than e-mail, the guidelines are printed and explained verbally.
- When there is a change in content, the guidelines are revised immediately so that they always reflect the latest information.
- We are working to prevent scattered information by always collecting the information in a unified format.

Interview

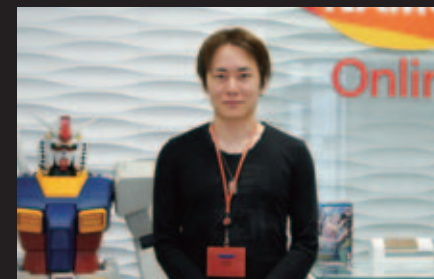
Takashi Shibata

BANDAI NAMCO Online Inc.
Quality assurance, debugging

Speed is important in the online business, and we work to improve service by leveraging our strengths to ensure that the latest information is shared with all divisions.

In preparing the guidelines, there are many difficult terms, such as expressions related to the law. If we simply use those terms without explanation the material will be difficult to understand and it is possible that the material will not be utilized. Accordingly, we employ a number of techniques, such as using images and past examples, to make it easier to understand.

Going forward, we will strengthen collaboration with Group companies and work together with each Company's quality assurance department to ensure that we have a shared understanding.



Mobile Suit Gundam Online, a PC game that enables customers to enjoy large-scale online gaming



Bandai Hobby Center's Green Factory Initiatives

At the Bandai Hobby Center, which produces *Mobile Suit Gundam* plastic models, the motto is “no-pollution production,” and the center has announced its commitment to being “an environmentally friendly plant where production is pollution-free.” We are aggressively implementing initiatives targeting the realization of a green factory, such as installing solar panels on walls and aiming to eliminate the generation of waste materials or heat through zero-emissions measures.



As an environmentally friendly plant, we have announced our commitment to “pollution-free production.”



Solar panels installed on the plant's walls

Gundam Café's Eco-Activities

Gundam Café offers full entertainment value that enables customers to enjoy the world of *Mobile Suit Gundam*. In addition to cafe operations that reflect consideration for the environment, such as sorting garbage, we are working together with customers to implement eco-activities.

For further information about Gundam Café, please see the Company's website.
<http://g-cafe.jp/english/>

Implementing Eco & My Cup Campaigns

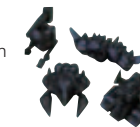
Under the My Cup campaign, customers who bring their own cup can enjoy discounts and are presented with a Ocha-Pura mini kit (Tea Leaf Plastic Mini Kit) that is not available for purchase. At the same time, the cafe is advancing initiatives to reduce environmental burdens.



Tea Leaf Plastic Mini Kit

We use special technology to extract a natural green pigment from used tea leaves and then color *Gundam* plastic models. These models are known as Ocha-Pura. The Bandai Hobby Center is located in Shizuoka Prefecture, which is well-known for the production of tea. Accordingly, the center was designed to introduce BANDAI's eco-activities.

Note: Available only at the Akihabara location.
 Available only while supplies last.



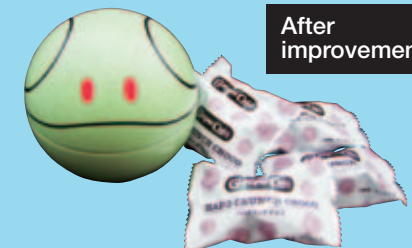
Making Products Reusable

Products made for use as presents have charming containers designed with a motif of “Haro.” By switching the material of these containers from paper to steel, we have increased their durability and made them suitable for reuse after the food inside is consumed.

Before improvement



After improvement



Tamagotchi Series

Launched in 1996, Tamagotchi became a major boom.

Tamagotchi is still loved by customers of all ages, and BANDAI is implementing a wide range of activities through this IP, such as holding workshops and distributing environmental information.



Note: The Tamagotchi series of products were jointly planned and developed by BANDAI and WIZ CO., LTD.

BANDAI's Approach to Promoting Environmental Activities

BANDAI, which strives to create dreams through toys, wants the dreams of children to continue into the future. Accordingly, the company strives to incorporate environmental consideration into the process of making toys.

In addition, we believe that sharing this idea throughout BANDAI will lead to progress for the environment, and so we are aggressively implementing companywide project activities and other initiatives.

Environmental PR Activities that Use Environmental Ambassador *Kuchipatchi* as Its Icon

In 2007, *Kuchipatchi*, a Tamagotchi character, was appointed as Environmental Ambassador to communicate environmental activities in a fun way. As a result of the use of Environmental Ambassador *Kuchipatchi* as its icon, BANDAI's environmental activities have become more fun, not only for children but also for their parents.



Through workshops, BANDAI is communicating information about its environmental initiatives.

Workshop for Children

We are offering workshops throughout Japan on the theme of reuse. In FY2014.3, the capsules of GASHAPON products were combined with scrap materials from a plant in Sumida Ward to construct capsule stamps. On this occasion, participants were also able to learn about BANDAI's environmental initiatives.



Capsule stamp made from scrap materials

Providing Information through Facebook

Environmental Ambassador *Kuchipatchi* cheerfully provides news about eco-activities related to BANDAI or Japan and information about eco-activities that can be implemented at home.



Providing eco-information through Facebook

Environmental Ambassador *Kuchipatchi*'s Facebook Page



<http://www.facebook.com/bandai.eco.kuchipatchi>

BANDAI's Eco-Club Website



<http://www.bandai.co.jp/kids/eco/>

Interview



Megumi Kodera
BANDAI Co., Ltd.
Environmental public relations

Each day, we are implementing Environmental Ambassador *Kuchipatchi* activities. These activities communicate BANDAI's environmental initiatives to children, who will support the next generation, and to their families, in a fun and easy-to-understand way.

From FY2014.3, we have offered environmental education for children that enables children to take on the challenge of eco-production while learning about BANDAI's environmental activities. About 3,500 children participated in these events, which were centered on event sites. In the future, we will expand these activities to Saturday instruction for elementary schools. In this way, we will provide opportunities for more children to enjoy learning about BANDAI's environmental activities.



Environmental Activities at Tamagotchi Department Store

At the Tamagotchi Department Store, the official shop for *Tamagotchi*, a variety of activities are implemented for customers.



During summer vacation, we distributed Environmental Ambassador *Kuchipatchi* sun visors and emphasized BANDAI's environmental activities.



Interior lighting has been changed to LEDs, reducing electricity consumption by 67.6%.

FY2013.3
100,863 kWh
↓
FY2014.3
32,693 kWh



With *Kuchipatchi Eco-Actions* included on the product package, information regarding easy activities has been provided.

KAMEN RIDER Series

Launched in 1971, *KAMEN RIDER*, a hero among children, still maintains strong popularity today. The BANDAI NAMCO Group is developing *KAMEN RIDER* in a variety of ways, and is working to provide products and services that can safely be enjoyed even by small children.

Safety and Security Initiatives at the Kamen Rider Action Stadium

Kamen Rider Action Stadium, an amusement facility, offers a number of toy and attractions that recreate the world of *KAMEN RIDER*, and children from ages 1 to 8 can dress up like *KAMEN RIDER GAIM*. In addition to the variety of attractions, other popular features include a toy experience corner and a photo corner where customers can dress in real *KAMEN RIDER* costumes and have their photo taken. At this facility, we are taking a variety of safety-related measures so that children can play with peace of mind.



Taking Steps so that Energetic Children Will Not Get Hurt

The main target for this facility is energetic boys ages 1 to 8. As such, sometimes they can become quite absorbed in their play toy. Consequently, we have taken steps to reduce the chance of injury no matter what they bump into.



There are steps at the entrance / exit for the air toy, and in addition a cushioning material has been installed.



Protective material has also been installed on the corners of monitor stands.



The costumes that children wear to have their photo taken are made of a soft material.



Some children may start running, so cushioning material has been installed on pillars near the exit.



The showcase near the entrance has been designed so that it does not have any corners.





Tomoki Samejima

NAMCO LIMITED
 NAMCOLAND Otori Store
 Senior Store Manager

Creating Spaces that Make Customers Say “I Am Glad I Came.”

In my job, it is important to ensure that the game equipment and toy are always working properly to maintain an environment that customers can use. Customers visit our facility to have fun, and as such it is important that we do our best to create pleasant spaces. To that end, consideration for safety is, of course, indispensable. We make certain to conduct periodic inspections, checking to see if there are any problems with the equipment. In addition, we train staff members to keep careful watch so that there are no accidents, especially involving preschoolers and other young children.

We take steps to ensure that customers can enjoy themselves. These initiatives include customer service, exhibits, and game machine layout. It is always a great pleasure to hear customers say “I am glad I came” or “I will visit again.”

Environmentally Friendly Design Eco-Amusement Initiatives

In January 2012, BANDAI NAMCO Games formulated Environmentally Friendly Design Guidelines for arcade game machines sold in Japan. These guidelines contain the four standards described below, and products that clear a certain level of requirements based on these standards are certified as “Eco-Amusement” products. These initiatives further advance the environmentally friendly design activities that were already under way. Going forward, BANDAI NAMCO Games will continue to implement thoroughgoing safety initiatives for products and services, and will work to address environmental issues and to further improve quality.



DATA CARDDASS Kamen Rider Battle Ganbarizing, which is popular among boys, is certified as an Eco-Amusement product.

Four Standards and Specific Examples

	Examples
Chemical Substance Control (Use of safe materials) Selecting parts and materials and controlling chemical substances in accordance with BNG green procurement standards	<ul style="list-style-type: none"> To confirm conformity with BNG green procurement standards, we obtain data regarding the chemical substances contained in parts and materials, and manage information about chemical substances contained in products.
Energy Saving Utilizing energy-saving components, implementing low-energy-consumption design	<ul style="list-style-type: none"> We are aggressively utilizing low-energy-consumption components, such as LED lighting and LCDs. Energy-saving control (mode) is incorporated into specifications.
Resource Conservation Original initiatives to conserve resources	<ul style="list-style-type: none"> We track the amount (weight) of product packaging materials and strive to minimize the use of packaging materials.
Designs that Facilitate Recycling Materials and designs that reflect consideration for recycling	<ul style="list-style-type: none"> Materials are listed on principal molded components used in products (plastic molded components that are large enough to list the material). Designs facilitate the disassembly or removal of major parts (system panel racks, exterior lighting, etc.).

Note: The above is just one example.
 Applies to new products launched in December 2012 or thereafter (excluding kit products, etc.)

In accordance with the items on the left, clearing certain standards results in certification as an Eco-Amusement product.

eco amusement

BANDAI NAMCO Group's Important CSR Themes

★ Identification of Important CSR Themes

To identify the four important CSR themes, we made a list of 68 CSR activity themes for the BANDAI NAMCO Group based on interviews with experts and a range of external research reports. From those, the four important themes were selected in accordance with such factors as GRI guidelines and other standards.

1 Safety and Cleanliness of Products and Services	2 Environmental Consideration	3 Policies Regarding Influence on Society of the Group's Content and Products	4 Supply Chain Management
The Group is giving priority to its efforts to further enhance the safety and cleanliness of its products and services, which is the foundation of the provision of "Dreams, Fun and Inspiration."	To ensure ongoing "Dreams, Fun and Inspiration" for the next generation, the Group will work 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.	To provide "Dreams, Fun and Inspiration" to people around the world, we value freedom of expression, and are working to appropriately provide customers with a wide range of content and products.	To achieve qualitative improvements in the "Dreams, Fun and Inspiration" that we provide, the Group will work to enhance supply chain management in each of its business areas.

★ Overview of Major Initiative Themes for each SBU and Affiliated Business Company

Note: When there is no operational area corresponding to an important CSR theme, the row is blank.

To implement more-detailed activities for the Important CSR Themes, each SBU and affiliated business company formulated "Major Initiative Themes."

The following themes were announced for FY2014.3.

➔ For further information about specific results reports, please refer to pages 14 to 16.

* BLP: BANDAI LOGIPAL INC.; LPX: LOGIPAL EXPRESS INC.

Important CSR Themes	Toys and Hobby SBU	Content SBU	Amusement Facility SBU	Affiliated Business Company*
1 Safety and Cleanliness of Products and Services	Focusing on safety and peace of mind	Advancing green procurement and quality standards	Fostering sound sales areas and initiatives to promote social learning for youth	[BLP / LPX] Reducing vehicle accidents through safe driving and delivering cargo without delays [Artpresto] Providing safe and secure products
2 Environmental Consideration	Act Now for Future Smiles	Environmentally friendly design initiatives / product recycling	Understanding environmental data / Measures for CO ₂ reduction / energy conservation / Measures for the Law Regarding the Rationalization of Energy Use and global warming countermeasure regulations / Enhancing environmental awareness	[BLP / LPX] Reducing CO ₂ emissions through control of CO ₂ from vehicle exhaust and reduced electricity consumption at work sites [Artpresto] Tracking used parts and materials
3 Policies Regarding Influence on Society of the Group's Content and Products	Control of ethical expression in content / products	Control of appropriate expression in all types of content	-	-
4 Supply Chain Management	Labor standards auditing (COC auditing)	Green auditing / COC audits / Providing information to suppliers	-	[BLP / LPX] Developing integrated logistics services [Artpresto] Managing plant registration



Safety and Cleanliness of Products and Services

★ Hosting Product Safety Forum

To deliver safe products to customers, we are providing a wide range of information to employees, such as examples of previous accidents and feedback from customers.



At the Product Safety Forum hosted by BANDAI, lectures were given by outside speakers and an exhibition was held.



An exhibition related to problems with products from BANDAI NAMCO Games and Banpresto.



★ Enhancing Service Capabilities at the Customer Service Center

To enhance service capabilities at the Customer Service Center, BANDAI participates in outside commendation programs and uses the results of screenings to drive future improvements. In FY2014.3, two awards were received.



We received an award for superior contact center service at an awards program sponsored by the Japan Institute of Information Technology.



At Contact Center Awards 2013, sponsored by Computer Telephony, we received a special judges award.

★ Holding Monthly Information Exchange Meetings in the Toys and Hobby Group

To maintain the safety and cleanliness of products, the Toys and Hobby SBU gathers related employees from SBU companies (BANDAI, MegaHouse, Plex, CCP, SEEDS, and Sun-Star Stationery) and holds monthly information exchange meetings. In addition, to share information within the Group, companies from other SBUs, such as BANDAI NAMCO Games and Banpresto, are also invited to participate.



At information exchange meetings, people in charge of quality assurance at each company participate, and a wide range of information is exchanged.

★ Award Received at Customer Service Contest Sponsored by the Operators of the Stores and Malls Where Our Amusement Facilities are Located

NAMCO is implementing a variety of initiatives to enhance the level of customer service. To develop sound facilities, NAMCO is also actively participating in customer service contests sponsored by the operators of the stores and malls where our amusement facilities are located. In FY2014.3, many facilities were highly evaluated and awards were received.





Environmental Consideration

★ Formulating and Implementing Environmentally Friendly Design Guidelines

BANDAI has formulated Environmentally Friendly Design Guidelines. Through the implementation of these guidelines, the various products planned by each department will reflect consideration for the environment to an even greater extent. In addition, in FY2014.3 the Environmentally Friendly Design Sub-Committee met six times.



Environmentally friendly ideas are recorded in detail from the planning stage and shared with each department.

★ Workshop Held at Eco-Products 2013

BANDAI and BANDAI NAMCO Games exhibited at Eco-Products 2013, one of Japan's largest environmental exhibitions. Our activities were introduced to consumers and environmental awareness was raised through a workshop.



At BANDAI's booth, we sponsored a workshop where participants used empty GASHAPON capsules and scrap materials to make stamps.



At BANDAI NAMCO Games' booth, we used tablets to conduct quizzes about eco-related issues.

★ Recycling Arcade and Home Video Game Machines

BANDAI NAMCO Games is recycling arcade and home video game machines to support reuse and recycling initiatives.

Results in FY2014.3

- Arcade game machines: Approx. 5,000 units
- Home video game machines: Approx. 6.3 tons



Recycling operations at BANDAI NAMCO Will (special subsidiary)

★ Using Electricity-Saving Guidelines at Amusement Facilities

Among the Group's SBUs, the Amusement Facility SBU uses large amounts of electricity. Accordingly, NAMCO maintains a high level of environmental awareness and is implementing a range of electricity-saving initiatives. One example is the formulation of electricity-saving guidelines and the implementation of those guidelines at each amusement facility. In this way, we are working to save electricity.

Summer electricity-saving points in NAMCO's electricity-saving guidelines

Methods of Saving Electricity in the Use of Air Conditioning	Methods of Saving Electricity in the Use of Game Machines	Methods of Saving Electricity in the Use of Lighting
<ul style="list-style-type: none"> • Temperature setting (+ 1 or 2 degrees) → With consideration for the interior environment, priority is given to the safety and security of customers and to the health of employees. • Cleaning filters in in-room equipment 	<ul style="list-style-type: none"> • Turning off lighting inside the machines → To an extent that does not adversely impact play • Using LEDs for machine lighting 	<ul style="list-style-type: none"> • Turning off lights on facility signs and other signs → Posting notifications that the facility is open and electricity-saving measures are being implemented • Reducing the number of lights → In particular, reducing backyard illumination • Changing to energy-saving equipment
3% to 8% reduction in electricity consumption	1% to 3% reduction in electricity consumption	5% to 10% reduction in electricity consumption



Important Themes: ③

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

★ Holding Group Ethical Information Exchange Meetings

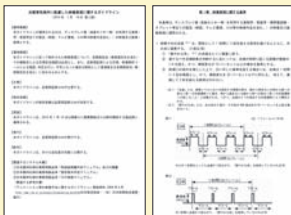
To control ethical expression, the Toys and Hobby SBU is implementing training and offering guidance to developers. In addition, the SBU accumulates examples, both in-house and from other companies, and makes appropriate revisions to ethical judgment standards. The Toys and Hobby SBU also invites employees from other SBUs and conducts active information exchange.



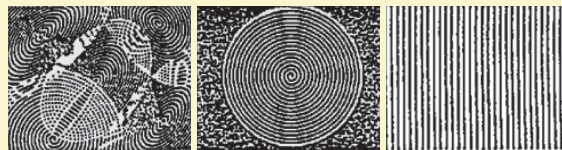
Information was exchanged among a variety of Group companies.

★ Visual Expression with Consideration for Photosensitivity

BANDAI NAMCO Games has formulated internal photosensitivity guidelines to address the issue of photosensitive epilepsy. In FY2014.3, the scope of the guidelines was expanded (LED lighting on arcade machines, etc.) and the content revised, including the incorporation of HFFA (Harding Flash & Pattern Analyzer) checks for other equipment after production.



Guidelines for visual expression with consideration for photosensitive epilepsy



It is necessary to avoid having a regular pattern taking up a large portion of the screen.



Important Themes: ④

Supply Chain Management

★ Using Manga for COC Audit Education and Promotion

To deliver safe, high-quality products, BANDAI believes it is necessary to maintain the work environment for the employees who support production. In accordance with this belief, BANDAI conducts COC* audits at all overseas contract production plants. As one part of those activities, BANDAI is using manga-format materials to raise awareness and promote policies in an easy-to-understand manner.

* COC: Code of Conduct



COC manual in manga format

★ Implementing Green Audits and COC Audits

To reduce the risk of contamination with harmful chemical substances, from 2007 BANDAI NAMCO Games has taken steps to confirm, through green audits, the chemical substance management systems of suppliers in Japan and overseas. From FY2014.3, in addition to the green audits, BANDAI NAMCO Games has also confirmed, through COC audits, the work environments at overseas contract production plants.



Green audit



Work at an overseas contract production plant

BANDAI NAMCO Group's Support for Disaster-Affected Regions

In partnership with Save the Children Japan (SCJ), a public service corporation, the BANDAI NAMCO Group is implementing ongoing support activities for children in areas affected by the Great East Japan Earthquake. Group companies are also implementing activities.



Plastic Model Class

BANDAI NAMCO Group

Children had the opportunity to make plastic models of *Mobile Suit Gundam* and other characters in Yamada, Iwate Prefecture; Ishinomaki, Miyagi Prefecture; and Soma, Fukushima Prefecture.



Participating in Fukushima Kids Expo

BANDAI Co., Ltd.

BANDAI participated in the Fukushima Kids Expo held in Fukushima, Fukushima Prefecture. Events included the opportunity to play with Hyper Yo-Yos and robot toys.



Mini Concert

CHARACTER RESEARCH INSTITUTE CO., LTD.

In Sendai, Miyagi Prefecture, CHARACTER RESEARCH INSTITUTE held a "Let's Sing and Dance with Jackie Mini Concert." The children sang along and danced to Jackie's original song.



Jackie's Handicraft Class

BANDAI NAMCO Group

In Yamada, Iwate Prefecture, and Soma, Fukushima Prefecture, children were able to enjoy activities based on the character Jackie from a picture book—The Bears' School. These activities included making wreaths, wall hangings, and picture books and dancing with Jackie.



Participating in Tohoku Kids Expo

BANDAI Co., Ltd.

BANDAI provided support for and participated in the Tohoku Kids Expo held at Sendai University in Miyagi Prefecture. Events included a Hyper Yo-Yo stage show and a toy-experience corner.



Jackie's Autumn One-Day Camp

CHARACTER RESEARCH INSTITUTE CO., LTD.

In Sendai, Miyagi Prefecture, CHARACTER RESEARCH INSTITUTE and Kankyo Kaihatsu Co., Ltd., sponsored sessions of Jackie's Autumn One-Day Camp over a two-day period. Children and their families enjoyed music, sports, and food.



Acorn-Gathering Bus Tour

NAMCO LIMITED


NAMCO has endorsed Project D, which aims to restore greenery in the disaster-affected regions, and children were invited to acorn-gathering events in Iwate, Iwate Prefecture, and Sendai, Miyagi Prefecture. The acorns were raised into seedlings by children throughout the country and then planted in the disaster-affected regions.



Contributions to the Kodomo Hagukumi Fund

In addition to the above activities, many shareholders decided to select donations from among the choices for their corporate gifts. In FY2014.3, these donations, combined with additional donations from the Company, totaled ¥10 million, which was donated to the Kodomo Hagukumi Fund through Save the Children Japan (SCJ). The donations are used to fund NPO activities that will help to create a brighter future for children in the disaster-affected regions.



The background of the page is a solid light pink color, overlaid with a pattern of numerous small, five-pointed stars in a slightly darker shade of pink. The stars are scattered across the entire page, creating a textured, starry effect.

FACTS & FIGURES

BANDAI NAMCO Group
CSR Activity Report 2014

FY2014.3, Progress Report for Major Initiative Themes for each SBU

★ Toys and Hobby SBU ★

Important CSR Themes	Major Initiative Themes	FY2014.3 Activity Report
Safety and Cleanliness of Products and Services	Focusing on safety and peace of mind	<ul style="list-style-type: none"> ★ Enhancing overall initiatives by sharing information through monthly Group meetings for the exchange of information among SBUs ★ Holding the Product Safety Forum; Implementing training and telephone "mystery caller" initiatives ★ Holding monthly study sessions with cooperating manufacturers; Starting video on demand (VOD) distribution from April 2014 ★ Revising BANDAI's quality standards twice a year to reflect various industry standards ★ Starting pre-production audits as part of new-plant auditing of final packaging plants that make BANDAI products; Starting BFA audits combining new-plant audits and COC audits
Environmental Consideration	Act Now for Future Smiles	<ul style="list-style-type: none"> ★ Implementing subcommittee meetings every two months related to environmentally friendly design, universal design, and resource recycling; Implementing workshops and experience-based initiatives ★ Enhancing environmental communications (exhibiting at events, starting Facebook activities, etc.) ★ Collecting examples of environmentally friendly design at subcommittee meetings, updating guidelines, and sharing with related parties
Policies Regarding Influence on Society of the Group's Content and Products	Control of ethical expression in content / products	<ul style="list-style-type: none"> ★ Implementing ethics training for employees at two departments and in Shenzhen in addition to training for new hires ★ Implementing revision of weapons-related expression in products ★ Implementing Group information exchange meetings; Sharing examples of ethical judgment
Supply Chain Management	Labor standards auditing (COC auditing)	<ul style="list-style-type: none"> ★ Implementing audits at all overseas final packaging plants that make BANDAI products ⇒ Cumulative total: 187 companies ★ Tracking the supply chain for manufacturing plants that produce copyrighted products that have character information regulations ⇒ Implementing FAMA management at 94 plants, including Group plants ★ Implementing supplier conferences at three locations—Tokyo, Shenzhen, and Shanghai; Working to increase understanding by creating and distributing COC manga

★ Content SBU ★

Important CSR Themes	Major Initiative Themes	FY2014.3 Activity Report
Safety and Cleanliness of Products and Services	Advancing green procurement	<ul style="list-style-type: none"> ★ Revising in-house standards in accordance with overseas legal revisions; Providing information to suppliers ★ Creating and using standards shared within the SBU, including overseas, and fostering collaboration ⇒ Companies that handle different product lines are working with in-house standards
	Advancing quality standards	<ul style="list-style-type: none"> ★ Establishing new guidelines to increase the quality of amusement products ★ Establishing brand guidelines to increase the quality of products manufactured overseas ⇒ Now considering further revisions in line with overseas production policies and base changes ★ Revising internal quality standards for consumer products at each company
Environmental Consideration	Environmentally friendly design initiatives	<ul style="list-style-type: none"> ★ Gathering evaluations of eco-amusement at events for consumers, such as Eco-Products 2013, and updating Environmentally Friendly Design Guidelines ★ Commencing utilization of Eco-Labels ⇒ Number of certified products has increased to 16
	Product recycling	<ul style="list-style-type: none"> ★ Implementing recycling for arcade game machines in addition to home video game machines ⇒ Fiscal 2014.3 results Home video game machines: 6.3 tons Arcade game machines: 5,000 units
Policies Regarding Influence on Society of the Group's Content and Products	Controlling appropriate expression in content	<ul style="list-style-type: none"> ★ Giving presentations for developers at BANDAI NAMCO Studios Inc. about points to consider regarding expression in content ★ Revising guidelines regarding photosensitivity at BANDAI NAMCO Games Inc. ★ Establishing internal guidelines regarding the protection of minors and other consumers at BANDAI NAMCO Online
Supply Chain Management	Green auditing	<ul style="list-style-type: none"> ★ Implementing green audits of suppliers in Japan and overseas ⇒ Achievement of 77% of suppliers audited (versus target of more than 65%) ★ Achieving improved audit efficiency due to reevaluation of audit system for green audits; Continuing to implement external training for the development of auditors
	COC audits	<ul style="list-style-type: none"> ★ Implementing COC audits at final assembly plants for arcade game machines in China at BANDAI NAMCO Games Inc. ★ Making it mandatory to provide survey sheets to all plants at Banpresto Co., Ltd.
	Providing information to suppliers	<ul style="list-style-type: none"> ★ Implementing presentations for new suppliers ⇒ In Japan, accompanying revision of green procurement standards, plan to implement presentations in FY2015.3 ★ Operating Product Assurance Department website (for the exclusive use of suppliers) ⇒ Implementing improvements as needed, such as posting examples

★ Amusement Facility SBU ★

Important CSR Themes	Major Initiative Themes	FY2014.3 Activity Report
Safety and Cleanliness of Products and Services	Fostering sound sales areas	<ul style="list-style-type: none"> ★ Promoting acquisition of AOU Youth Advisor certification ⇒ Cumulative total number of people who have acquired certification: 380 (versus target of 370), % of facility managers who are certified: 91% (versus target of 95%) ★ Promoting acquisition of service skills certification ⇒ % of facility employees who are certified: 94% (versus target of 96%)
	Social learning for youth	<ul style="list-style-type: none"> ★ Accepting company visits, workplace experience (target: 35 schools) NAMCO LIMITED: 10 schools, 63 students Hanayashiki Co., Ltd.: 16 schools, 64 students
Environmental Consideration	Understanding environmental data / Measures for CO ₂ reduction / energy conservation / Measures for the Law Regarding the Rationalization of Energy Use and global warming countermeasure regulations / Enhancing environmental awareness	<ul style="list-style-type: none"> ★ Implementing data maintenance to increase the environment-related data determination rate at overseas bases ★ Converting internal lighting signs to LED lighting on 3,994 medal game machines ⇒ Reduction in CO₂ emissions volume: 131 tons of CO₂ per year ★ Responding to MEXT's revised Law Regarding the Rationalization of Energy Use ⇒ Crude oil equivalent: -19% (versus planned target of -6%) ★ Responding to global warming countermeasure regulations of local governments ★ Progress in taking / passing the "Eco Test" ⇒ FY2014.3: Cumulative total number of people with certification: 224 ★ Enhancing environmental awareness through COOL BIZ, WARM BIZ, and No-Overtime days on payday each month

★ Affiliated Business Companies ★

Important CSR Themes	Major Initiative Themes	FY2014.3 Activity Report
Safety and Cleanliness of Products and Services	[BANDAI LOGIPAL INC. / LOGIPAL EXPRESS INC.] Reducing vehicle accidents through safe driving and delivering cargo without delays	<p>[BANDAI LOGIPAL INC. / LOGIPAL EXPRESS INC.]</p> <ul style="list-style-type: none"> ★ Implementing driver training five times a year ★ Providing safety guidance during roll call ★ Installing safety recorders on all vehicles ⇒ Installation extended to passenger vehicles in FY2014.3 ★ Maintaining superior safety at work sites (G-Mark) <p>[Artpresto Co., Ltd.]</p> <ul style="list-style-type: none"> ★ Introducing and using system to track production for all products ★ Implementing checks for mass-produced products and sales-promotion products prior to shipping ★ Implementing thorough data-center management to strengthen information management
	[Artpresto Co., Ltd.] Providing safe and secure products	
Environmental Consideration	[BANDAI LOGIPAL INC. / LOGIPAL EXPRESS INC.] Reducing CO ₂ emissions through control of CO ₂ from vehicle exhaust and reduced electricity consumption at work sites	<p>[BANDAI LOGIPAL INC. / LOGIPAL EXPRESS INC.]</p> <ul style="list-style-type: none"> ★ Introducing low-emissions vehicles when vehicles are replaced ★ Maintaining average fuel consumption through continued eco-driving activities ⇒ Maintained 5.5 km/L ★ Continuing to save electricity by turning off unnecessary lights in offices and warehouses <p>[Artpresto Co., Ltd.]</p> <ul style="list-style-type: none"> ★ Rigorously confirming parts and materials through parts and materials safety data sheets (MSDS) ★ Rigorously checking status of parts and materials through a third-party institution ★ Consolidating servers to save electricity in offices
	[Artpresto Co., Ltd.] Tracking used parts and materials	
Supply Chain Management	[BANDAI LOGIPAL INC. / LOGIPAL EXPRESS INC.] Developing integrated logistics services	<p>[BANDAI LOGIPAL INC. / LOGIPAL EXPRESS INC.]</p> <ul style="list-style-type: none"> ★ Building logistics system in the U.S. and maintaining stable operation ★ Supporting growth in overseas direct channel sales ★ Providing prize distribution to amusement facilities ⇒ Volume handled did not increase; Will work to achieve further gains in efficiency <p>[Artpresto Co., Ltd.]</p> <ul style="list-style-type: none"> ★ Providing rigorous guidance to manufacturers based on each company's quality standards
	[Artpresto Co., Ltd.] Managing plant registration	

Human Resources-Related Information

Figures for the core company in each SBU (BANDAI / BANDAI NAMCO Games / NAMCO)

★ Number of Employees by Type of Employment

(People)

		FY2010.3	FY2011.3	FY2012.3	FY2013.3	FY2014.3
Full-time employees	Male	2,999	2,892	2,866	1,972	1,861
	Female	761	741	751	614	580
Junior employees	Male	1,331	1,208	1,156	1,039	1,043
	Female	857	770	754	669	768
Contract employees	Male	137	40	50	53	37
	Female	52	39	46	41	45
Temporary employees	Male	663	569	544	453	660
	Female	664	619	703	464	938
Total	Male	5,130	4,267	4,616	3,517	3,601
	Female	2,334	2,611	2,254	1,788	2,331
	Total	7,464	6,878	6,870	5,305	5,932

Note: Due to the separation of BANDAI NAMCO Games Inc. and BANDAI NAMCO Studios Inc., the number of employees declined significantly in FY2013.3.

★ Number of Female Managers

	FY2010.3	FY2011.3	FY2012.3	FY2013.3	FY2014.3
Female managers (people)	71	74	88	86	86
Ratio to total employees	1.0%	1.1%	1.3%	1.6%	1.4%

★ Number of Employees Hired after Graduation

	FY2010.3	FY2011.3	FY2012.3	FY2013.3	FY2014.3
Number of employees hired after graduation (people)	105	88	72	52	58
Number of female employees included (people)	38	30	30	26	25
Percentage of female employees included	36.2%	34.1%	41.7%	50.0%	43.1%

★ Employment Rate for People with Disabilities (Group total)

	FY2010.3	FY2011.3	FY2012.3	FY2013.3	FY2014.3
Employment rate for people with disabilities	1.79%	1.88%	1.81%	1.83%	1.96%

★ Averages

	FY2010.3	FY2011.3	FY2012.3	FY2013.3	FY2014.3
Average years of continuous service (years)	8.3	8.2	8.9	9.5	10.6
Average age (years)	38.0	38.0	38.6	39.4	39.6

★ Number of Employees that Took Leave for Childcare or Nursing

(People)

	FY2010.3	FY2011.3	FY2012.3	FY2013.3	FY2014.3
Number of employees that took leave for childcare	105	94	101	107	93
Number of male employees included	1	4	2	8	7
Number of employees that took leave to home nurse	2	1	0	1	0
Number of male employees included	0	0	0	0	0

★ Annual Paid Leave Utilization Rate

	FY2010.3	FY2011.3	FY2012.3	FY2013.3	FY2014.3
Annual paid leave utilization rate	59.5%	60.4%	60.5%	53.3%	52.6%

★ Industrial Accidents

	FY2010.3	FY2011.3	FY2012.3	FY2013.3	FY2014.3
Industrial accidents (incidents)	64	63	46	47	50

★ Overview of Systems to Promote Achievement of Work-Life Balance

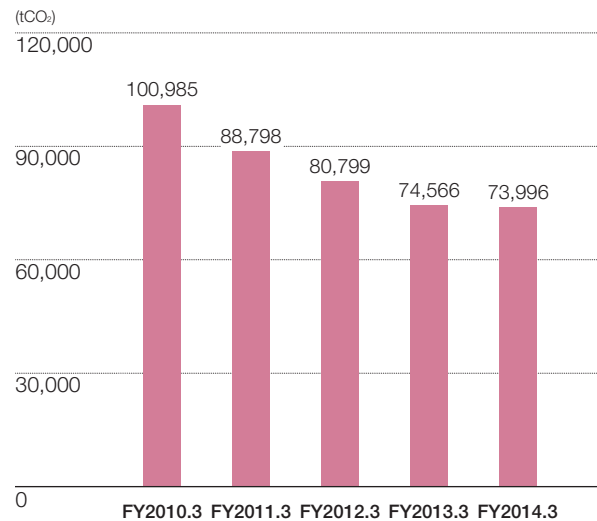
(especially programs that surpass legal requirements)

System	Overview
Childcare leave	Can be taken until the end of the fiscal year in which the child turns 18 months old or until the day the child turns two years old.
Childcare support	Available until the child completes third grade. In addition to shorter working hours, includes exemption from overtime and late-night work.
Childbirth leave for male employees	Male employees can take up to five days of paid leave when their wife gives birth.
Flex time system	Normal working hours are determined not on a daily basis but on a monthly basis.
Child-rearing flex time system	For employees who are raising children who have not yet started junior high school, normal working hours are determined not on a daily basis but on a monthly basis.
Family support leave	Up to two days per year. (Children's school entrance ceremonies, kindergarten graduation ceremonies, birthdays of first-degree relatives and spouses, employee's wedding anniversaries, etc.)
Installation of Kids Rooms	Establishing rooms in Company buildings in which elementary school children can wait if there is no place for them to be during long vacations, such as summer vacation.
Provision of support funds for childbirth and childcare	Provision of ¥200,000 at the birth of each of the first and second children. Provision of ¥2,000,000 at the birth of each of the third and subsequent children. (Acquisition of childcare leave for one continuous week or more is a requirement for the receipt of this support.)

Note: Systems used by Group companies are different.

Environment-Related Information

★ BANDAI NAMCO Group CO₂ Emissions



The BANDAI NAMCO Group is working to reduce CO₂ emissions by setting reduction targets for each SBU for each fiscal year.

Consequently, the Group was able to achieve a reduction in FY2014.3 in comparison with the previous fiscal year.

★ Environmental Management Scope:

All Group companies

★ Scope of Collection of Environmental Performance Data:

All consolidated Group companies (excluding affiliates accounted for by the equity method)

★ Management Standard:

Emissions volume

★ Overview of Environmental Performance Data for FY2014.3

Measured Items			Unit	FY	BANDAI NAMCO Holdings Inc.	Toys and Hobby SBU	Content SBU	Amusement Facility SBU	Affiliated Business Companies	Total
Fuel	Gasoline	From use of company vehicles	ℓ	2012	0	68,820	63,577	54,236	73,655	260,288
		2013	0	100,432	63,633	38,409	71,728	274,202		
	Other*	ℓ	2012	0	0	10,360	0	3,209	13,569	
		2013	0	0	10,260	0	2,544	12,804		
	Kerosene*	ℓ	2012	0	0	0	104,340	13,670	118,010	
		2013	0	0	0	57,063	10,542	67,605		
	Diesel fuel	From use of company vehicles (diesel vehicles)	ℓ	2012	0	51,985	0	0	941,412	993,397
		2013	0	42,596	0	0	884,303	926,899		
	Other*	ℓ	2012	0	0	0	0	1,305	1,305	
		2013	0	0	0	0	365	365		
	Heavy oil A*	ℓ	2012	0	4,860	0	0	0	4,860	
		2013	0	5,330	0	0	0	5,330		
Petroleum gas	Liquefied petroleum gas (LPG)	t	2012	0	4	0	5	9	18	
	2013	0	147	0	7	7	165			
Other than from use of company vehicles*	From use of company vehicles	m ³	2012	0	0	0	0	60,517	60,517	
	2013	0	0	0	0	45,261	45,261			
Other*	m ³	2012	0	0	9,814	0	0	9,814		
	2013	0	0	9,453	0	0	9,453			
Water	Tap water used	m ³	2012	992	69,668	44,208	85,608	6,528	207,004	
		2013	918	85,628	41,683	86,816	6,707	221,752		
	Hot spring water used	m ³	2012	0	0	0	0	0	0	
2013	0	0	0	0	0	0				
Waste water	m ³	2012	702	70,760	32,456	85,604	6,502	196,024		
	2013	688	85,056	31,665	86,821	6,707	210,937			
Electricity*	kWh	2012	465,553	10,977,116	12,709,083	115,654,725	3,548,038	143,354,514		
	2013	550,943	22,672,228	12,315,738	112,076,191	4,378,218	151,993,318			
Other fuels	City gas*	m ³	2012	12,439	25,488	468,002	892,076	88	1,398,093	
		2013	13,575	29,169	512,097	793,523	69	1,348,433		
	Steam (industrial use) *	GJ	2012	0	0	0	0	0	0	
		2013	0	0	0	0	0	0		
	Steam (excluding industrial use)*	GJ	2012	0	0	0	1,646	0	1,646	
		2013	0	0	0	0	0	0		
Hot water*	GJ	2012	0	0	301	1,313	0	1,614		
	2013	0	0	363	1,258	0	1,621			
Cold water*	GJ	2012	99	0	1,608	6,407	0	8,114		
	2013	0	0	1,867	4,055	0	5,922			
Waste	Non-industrial waste	kg	2012	5,199	382,325	174,685	1,169,615	112,016	1,843,840	
		2013	12,019	415,127	172,707	1,035,931	113,768	1,749,552		
	Industrial waste	kg	2012	1,671	927,324	268,047	1,131,503	12,573	2,341,118	
		2013	1,289	963,750	258,059	2,401,801	88,891	3,713,790		
	Recycling volumes	kg	2012	3,037	652,973	143,564	88,208	3,491	891,273	
		2013	2,229	691,875	117,269	58,504	6,131	876,008		
Photocopy paper	kg	2012	7,379	54,744	56,971	22,508	21,954	163,556		
	2013	5,538	61,256	54,901	22,947	25,848	170,490			

Note: In accordance with the Law Regarding the Rationalization of Energy Use, the BANDAI NAMCO Group calculates CO₂ emissions from the items marked "*" in the table above.

Corporate Governance and Compliance

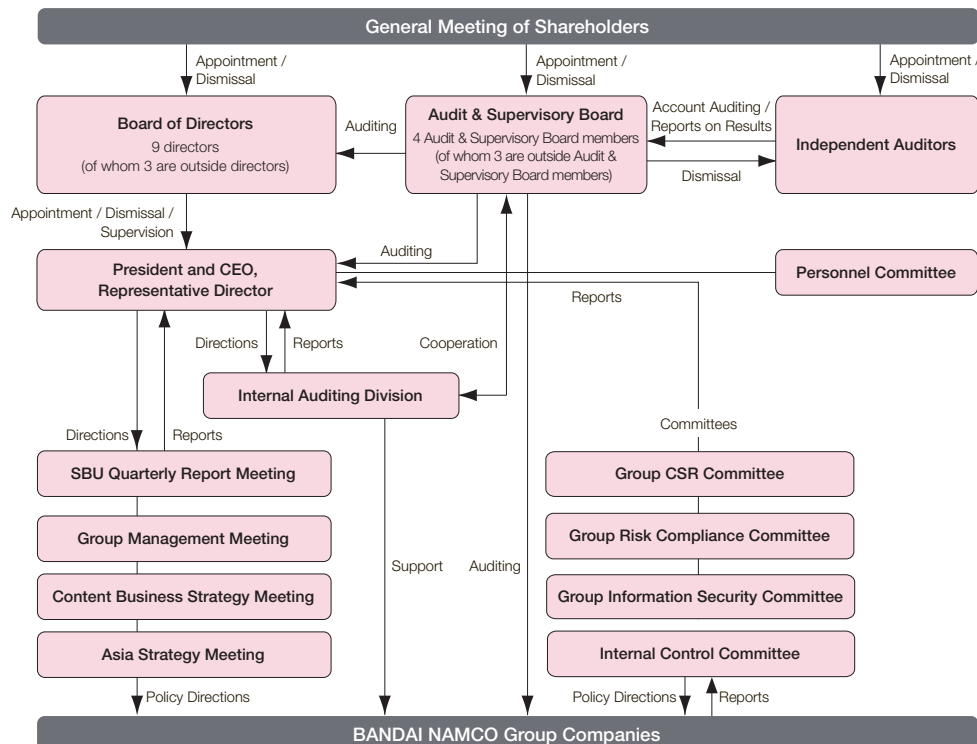
★ Corporate Governance ★

★ Policies / Basic Approach

Our highest priority is the provision of benefits to all of our stakeholders, who support our business activities. We believe that in continually maximizing enterprise value over the long term, bolstering corporate governance is an important management issue. The Group aims to be a corporate group that is trusted by society and that makes an ongoing contribution to society. While striving to raise management soundness, transparency, and efficiency, we will build a corporate governance system that facilitates appropriate information disclosure.

★ Corporate Governance System

BANDAI NAMCO Holdings' Board of Directors has nine members, including three outside directors, and the Company is working to bolster the management oversight function. Also, to respond rapidly to changes in the management environment and to clarify further the responsibilities of directors, the term of office of directors has been set at one year.



As of June 23, 2014

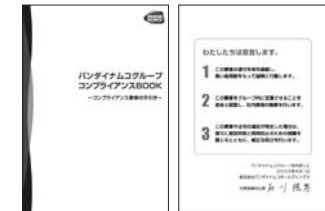
★ Compliance ★

★ Policies / Basic Approach

As "the Leading Innovator in Global Entertainment," the BANDAI NAMCO Group has clarified its thinking on compliance and takes steps to make its Group companies fully aware of these thoughts. Based on the recognition that the important components of a company's mission include strict compliance with the laws in every country and region where it does business and the pursuit of profit through fair competition, in April 2007 we formulated the BANDAI NAMCO Group Compliance Charter, and announced the BANDAI NAMCO Group Declaration of Compliance in line with that Charter.

★ Developing Compliance Awareness

The BANDAI NAMCO Group has formulated the BANDAI NAMCO Group Compliance Charter, which outlines eight categories of pledges that must be followed by all Group officers and employees in conducting business activities. To facilitate the daily implementation of the Charter at all Group companies, we published the *BANDAI NAMCO Group Compliance Handbook* and distributed it to all Group officers and employees.



In FY2014.3, we offered four e-learning sessions based on the *BANDAI NAMCO Group Compliance Handbook* and one compliance awareness survey. These programs, which were targeted at all Group officers and employees, were completed by a total of approximately 15,000 people. Moreover, each Group company implemented its own company-specific compliance training. Moving forward, we will conduct periodic training to continue to develop compliance awareness and further enhance our compliance system.

★ Risk Management

Recognizing the importance of risk management for the continuity of sound business operations, the BANDAI NAMCO Group has formulated the Group Risk Compliance Regulations as guidelines for the actions to be taken by each Group officer or employee in the event of a crisis. Moreover, we have established the Group Risk Compliance Committee, which is chaired by the president of BANDAI NAMCO Holdings. This committee is working to enhance our system for identifying risks, preventing risks from materializing, and responding promptly in the event of a crisis. When noncompliance is identified in a Group company, the compliance committee of that company reports the incident to the Group Risk Compliance Committee based on the Group Risk Compliance Regulations.

Moving forward, we will continue striving to correctly identify the social trends of the times and to strengthen our risk management system to ensure prompt and appropriate responses to a range of management risks.

★ Establishing and Operating a Whistleblowing System

All BANDAI NAMCO Group companies have formulated internal regulations and have established and operate whistleblowing systems. In the event that an employee detects noncompliance, they should discuss the matter with their manager or, through the whistleblowing system, report it to a representative director, external corporate lawyer, in-house consulting department, or the auditors. In accordance with the Whistleblower Protection Act, measures are taken to ensure that whistleblowers do not receive disadvantageous treatment as a result of their actions. If an incident of noncompliance is revealed under the whistleblowing system, appropriate measures are implemented in accordance with the compliance regulations of the respective company.

Risk Management and Information Disclosure

★ The BANDAI NAMCO Group's Business Continuity Plan (BCP) ★

In preparation for a major disaster or accident, the BANDAI NAMCO Group has formulated fundamental Group policies for a BCP, and is preparing a more-detailed BCP based on the fundamental policy. In addition, we have also begun to implement employee education through e-learning, and are implementing measures to support the assurance of customer safety and to rapidly restart business activities.

The BANDAI NAMCO Group's Fundamental Policies for BCP —For the continued provision of “Dreams, Fun and Inspiration”—

The mission of the BANDAI NAMCO Group 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.

In the event of a major disaster or accident, the BANDAI NAMCO Group will not only place the highest priority on human life but will also work to rapidly restart and maintain operations and to continue to provide “Dreams, Fun and Inspiration” to as many customers as possible.

- Giving the highest priority to confirming and maintaining the safety of Group employees and their families as well as customers
- Taking responsibility for the rapid restoration of operations and the provision of products and services
- Working together with local communities to support restoration and reconstruction

★ Information Disclosure ★

To increase management transparency, the BANDAI NAMCO Group releases management information in a variety of formats.

★ Results Presentations

After announcing our results, we hold results presentations for institutional investors and securities analysts. At these presentations, we also provide explanations of other matters, such as our Mid-term Plans. Moreover, on BANDAI NAMCO Holdings' website, we provide video streaming of the presentations and downloads of the materials distributed at the presentations as well as Q&A materials.



★ For IR and investor information:

→ <http://www.bandainamco.co.jp/en/ir/index.html>

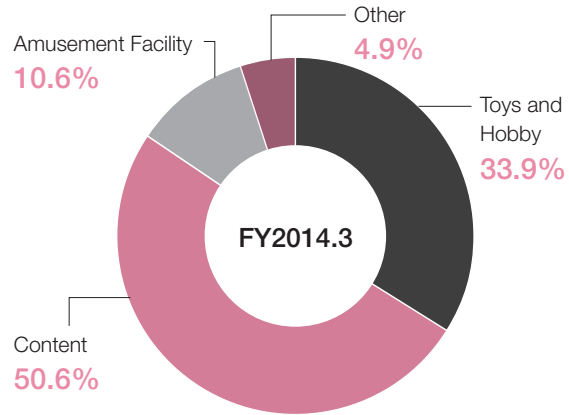
★ General Meeting of Shareholders

BANDAI NAMCO Holdings strives to utilize the General Meeting of Shareholders not only as a venue for resolutions but also as an opportunity for dialogue with shareholders, and accordingly we work actively to facilitate better communications. After the conclusion of the General Meeting of Shareholders, we have provided opportunities to engage in dialogue with directors and provided displays of products and services.



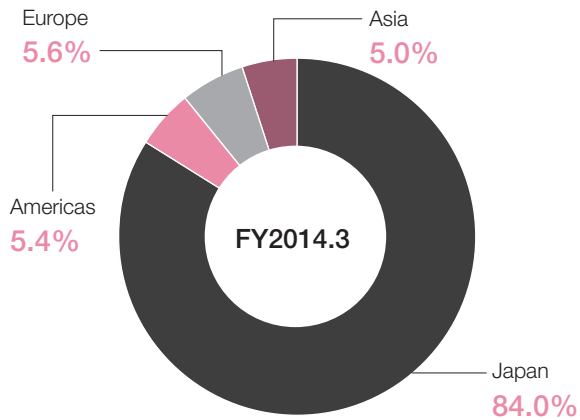
Financial Results Highlights

★ Composition of Sales by SBU



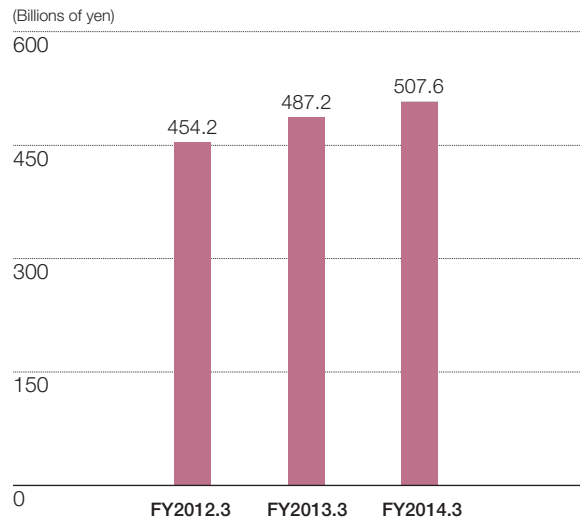
Note: Percentage figures are calculated based on sales before elimination of internal transactions.

★ Reference: Composition of Sales by Geographic Areas

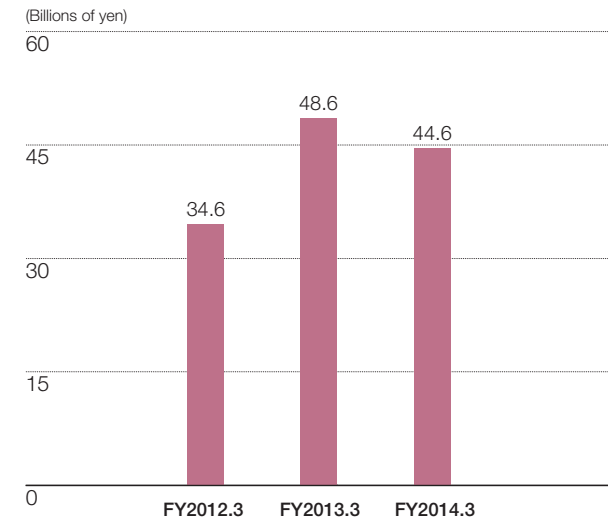


Notes: 1. Estimates based on Company data.
2. Percentage figures are calculated based on sales to external customers.

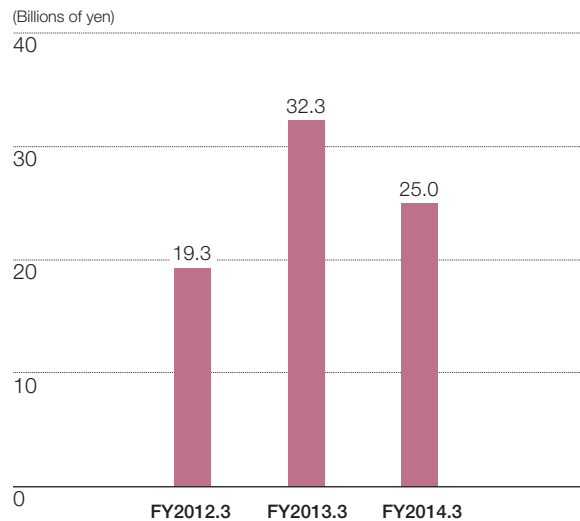
★ Net Sales



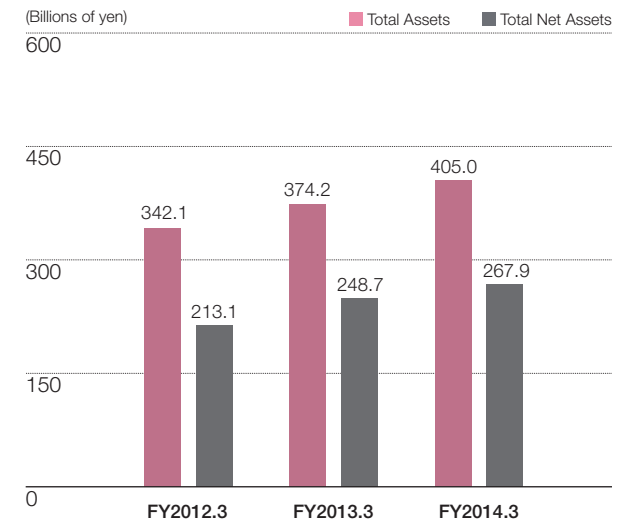
★ Operating Income



★ Net Income



★ Total Assets / Total Net Assets



Corporate and Other Information

Corporate Data (As of March 31, 2014)

- ★ **Corporate Name**
BANDAI NAMCO Holdings Inc.*
- ★ **Head Office**
BANDAI NAMCO Mirai Kenkyusho, 4-5-15,
Higashi-Shinagawa, Shinagawa-ku,
Tokyo 140-8590, Japan
- ★ **Capital**
¥10 billion
- ★ **Main Business**
Planning and execution of medium- and long-term
management strategies for the BANDAI NAMCO Group;
Provision of support for business strategy implementation by
Group companies and management of business activities
- ★ **Number of Group Employees**
7,151
- ★ **Number of Consolidated Subsidiaries**
66 subsidiaries
6 equity-method affiliates

* On June 23, 2014, the English version of the Company's name was changed from NAMCO BANDAI Holdings Inc.

Editorial Policy

"Fun for the future! BANDAI NAMCO CSR Activity Report 2014" was issued in order to provide stakeholders with easy-to-understand descriptions of the CSR activities of the BANDAI NAMCO Group. In FY2014.3, a specific focus was determined for each SBU and activities were implemented to promote concrete progress in the implementation of the "BANDAI NAMCO Group's Important CSR Themes." This report has been made available in the form of a pamphlet and a website. The pamphlet is centered on representative examples of the activities mentioned above, while the website version (in Japanese) is intended to provide more detailed activity reports and information disclosure.

Period Covered

This report presents activities and results in FY2014.3 (from April 1, 2013 to March 31, 2014). It also covers some activities started in FY2015.3.

Organizations Covered

This report covers the consolidated companies of the BANDAI NAMCO Group, with the exception of equity-method affiliates.

The popular bears' school series of picture books from Charaken tells the story of the daily lives of Jackie, a young girl bear cub, and her 11 brothers. The idea of "valuing a casual day of fun" is in accord with our CSR activities, and with Jackie as the central character, we are broadly leveraging our CSR concept of "Fun for the future!"



CSR Activity Report 2014 Website Version

Provides details of specific social and environmental issues in addition to the information reported in this pamphlet.

Website Version (Japanese)

Detailed activity report

<http://www.bandainamco.co.jp/social/index.html>



WEB CONTENTS

★ Group CSR Activities

- BANDAI NAMCO Group CSR
- Important Themes—Progress Report
- Corporate Governance
- Compliance
- Together with the Environment
- Together with Employees

★ SBU Initiatives

- Toys and Hobby SBU CSR Activities
- Content SBU CSR Activities
- Amusement Facility SBU CSR Activities
- Affiliated Business Companies CSR Activities
- Together with Customers
- Together with Local Communities
- Together with the Environment
- Together with Employees

Pamphlet Version

The special feature focuses on key examples of CSR activities.



Guidelines referred to: GRI (Global Reporting Initiative)

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BANDAI NAMCO Holdings Inc.

BANDAI NAMCO Mirai Kenkyusho, 4-5-15,
Higashi-Shinagawa, Shinagawa-ku,
Tokyo 140-8590, Japan
URL: www.bandainamco.co.jp/
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