



# FUN FOR THE FUTURE!



BANDAI NAMCO Holdings Inc.  
URL: [www.bandainamco.co.jp/](http://www.bandainamco.co.jp/)  
Issued: August 2017

©BANDAI  
Printed in Japan

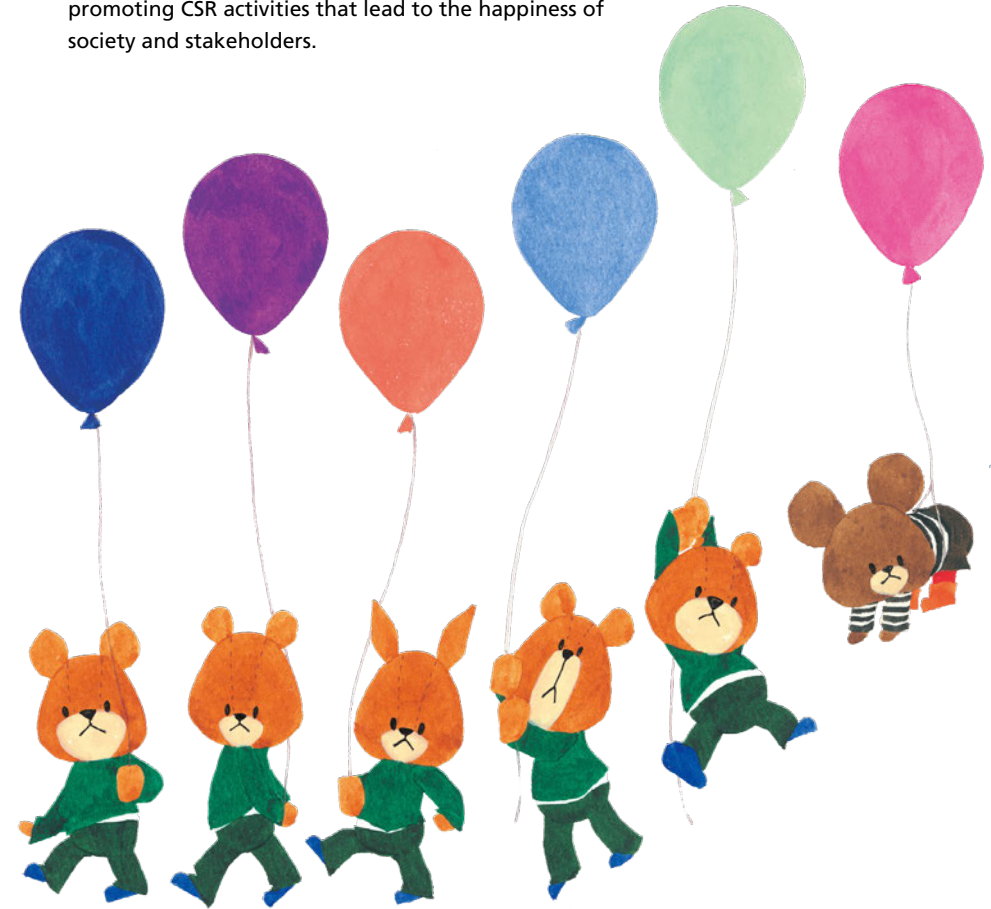
BANDAI NAMCO Group CSR Activities 2017

# FUN FOR THE FUTURE!



## “Fun For the Future!”




The BANDAI NAMCO Group believes 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. 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 aspire to contribute to the creation of a fun tomorrow by promoting CSR activities that lead to the happiness of society and stakeholders.



### CONTENTS

3 Message from  
Top Management

7 Special Feature: A Range of Initiatives to Create a Fun Future

-  Initiatives related to **safety and security**
-  Initiatives related to **the environment**
-  Initiatives related to **universal design**

35 CSR Learning Activities

37 Social Contribution Activities

39 Corporate and Other Information

41 BANDAI NAMCO Group CSR Activities 2017: Guide to the Online Version



## Message from Top Management

### Shukuo Ishikawa

Chairman and Representative Director  
BANDAI NAMCO Holdings Inc.



### Mitsuaki Taguchi

President and Representative Director  
BANDAI NAMCO Holdings Inc.



**We will maintain a sense of pride and responsibility for our mission of providing “Dreams, Fun and Inspiration,” and will implement activities that create Fun For the Future!**

Under the three-year Mid-term Plan that was launched in April 2015, the BANDAI NAMCO Group’s mid-term vision is “NEXT STAGE — Empower, Gain Momentum, Accelerate Evolution.” In accordance with this vision, we are rolling out products and services in a wide range of business areas, based on the IP axis strategy\*, which is the Group’s greatest strength. In addition, for our relationship with society, we are implementing CSR activities in accordance with the concept of “Fun For the Future!”

Our work involves winning the hearts and minds of consumers by coordinating the work of many people to give shape to our ideas about “Dreams, Fun and Inspiration.” We believe that those “Dreams, Fun and Inspiration” provide a healing and encouraging influence, and as they extend around the world they can change society and change the future.

#### IP Axis Strategy\*

The BANDAI NAMCO Group maximizes the value of IP (characters and other intellectual property) by leveraging its wide range of business fields and by providing products and services in the optimal business field at the optimal time. This is the IP axis strategy, which is the Group’s greatest strength.

The BANDAI NAMCO Group CSR Committee mainly comprises the president of BANDAI NAMCO Holdings Inc., the presidents of the SBU core companies, and the officers in charge of CSR. In this way, the Group is rapidly advancing CSR activities in a manner that is integrated with operations. In addition, we have established the Group CSR Subcommittee as a subsidiary organization of the Group CSR Committee, thereby deepening the sharing of information and the exchange of opinions related to CSR activities at each company.

Themes that require special initiatives have been identified as the BANDAI NAMCO Group's Important CSR Themes. In addition, we have formulated CSR Major Initiative Themes that are reflected in the activities of each business segment, and we are implementing activities that leverage the special characteristics of each business. This publication introduces certain examples of those initiatives. We hope you find it to be informative.

### BANDAI NAMCO Group's CSR Promotion System



◀ Group CSR Committee

## BANDAI NAMCO Group's CSR Policy

Mission

**"Dreams, Fun and Inspiration"**

CSR Action Concept

**Fun For the Future!**

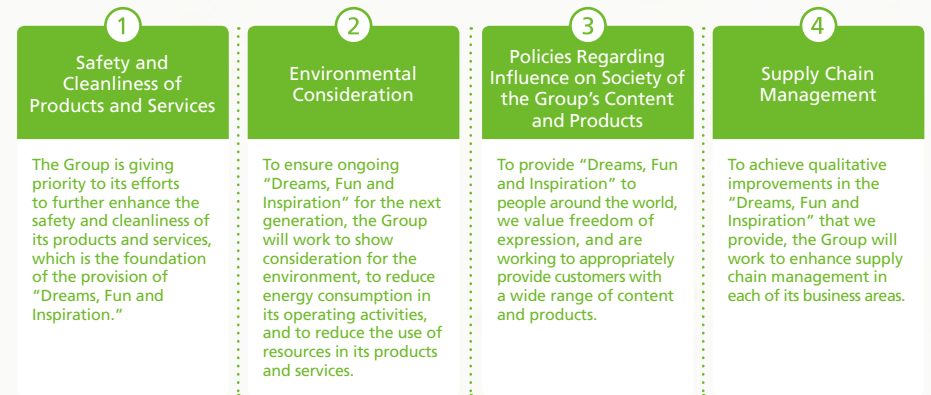
### The Group's CSR Initiatives

- ① Environmental and Social Responsibilities
- ② Economic Responsibilities
- ③ Legal and Ethical Responsibilities

### Compliance Charter

Rules related to appropriate products and services / fair dealings, respect for all employees, information disclosure, respect for and usage of intellectual property, protection of information and resources, rejection of antisociety groups, harmony with the environment, and harmony with society

### BANDAI NAMCO Group's Important CSR Themes



Each business segment and affiliated business company sets up priority initiatives and works through its businesses to implement activities in line with the Group's Important CSR Themes.

# A Range of Initiatives to Create a Fun Future

The BANDAI NAMCO Group is rolling out a diverse range of entertainment products and services. This section introduces three themes for the various initiatives the Group is implementing to create the future. These initiatives are incorporated in each product and service.

## Group Organizational System

The BANDAI NAMCO Group comprises three strategic business units (SBUs) and the affiliated business companies, which principally provide support services for the SBUs.



BANDAI NAMCO Holdings Inc.

### TOYS AND HOBBY

Core Company: BANDAI CO., LTD.

### NETWORK ENTERTAINMENT

Core Company: BANDAI NAMCO Entertainment Inc.

### VISUAL AND MUSIC PRODUCTION

Core Company: BANDAI VISUAL CO., LTD.

### AFFILIATED BUSINESS COMPANIES



## Initiatives related to safety and security

P9



## Initiatives related to the environment

P19



## Initiatives related to universal design

P29



©ABC-A・東映アニメーション  
©2016 石森プロ・テレビ朝日・ADK・東映  
©BANDAI NAMCO Entertainment Inc.  
©2014-2015 杉浦日向子・MS・HS / 「百日紅」製作委員会  
©2017 テレビ朝日・東映AG・東映  
©やなせたかし/フレーベル館・TMS・NTV  
TM&© Othello, Co.and MegaHouse



**Initiatives related to safety and security**

# Safety and Security in Toys

The policy of BANDAI CO., LTD., is to "create safe, secure products and provide customers around the world with products that they trust and find satisfying." On that basis, we are working to maintain and increase quality.

**Toy Testing ①**

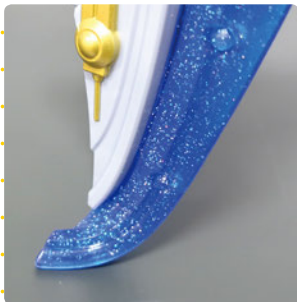
We conduct tests to confirm safety, durability, and other characteristics, selecting from among approximately 370 test items in line with the characteristics of each toy.

**Uchu Sentai Kyuranger**  
Nine-mode transformation  
DX Kyu The Weapon



**Check!**  
**Materials testing**

Testing to determine if the material on the tip is soft so that it does not injure users if it hits them



**Check!**  
**Elution testing**

Testing for the presence of mercury or other metals so that there is no harm to the human body even if the toy is licked



**KIRA KIRA ☆ PRECURE ALAMODE**  
**Maze Maze Henshin!**  
**Sweets Pact DX**



**Check!**  
**Size / shape testing**

Testing product size and shape so that it does not get stuck in the throat even if it is mistakenly swallowed



**Check!**  
**Sound volume testing**

Testing sound volume so that sound effects are not too loud



**Check!**

Testing that current is not flowing when the batteries are put in backwards so that it does not get hot and cause burns



## Initiatives related to safety and security

### Toy Testing ②

With consideration for laws and industry quality / safety standards, we set our own, more-rigorous standards. On that basis, we conduct a variety of tests.

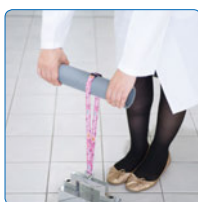
Check!  
Button durability testing



Check!  
Impact testing involving dropping toys



Check!  
Strap durability testing



### Toy Labeling

Packages include cautions, warnings, and other information about things that customers need to observe so that they can play with safety and security.

#### Package Labeling Example



#### Point 1

##### Age range

Shows toy age range so that customers can play with safety and peace of mind.

対象年齢 3才以上

(Age range: 3 years or older)

#### Point 2

##### ST Mark

The ST Mark is displayed on the packages of toys that meet the toy safety standards of the Japan Toy Association.

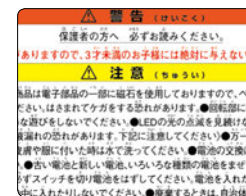


▲ ST Mark

#### Point 4

##### Cautions / Warnings

Items that require special attention to prevent injury, etc., are prominently displayed.



▲ Cautions / Warnings label

#### Point 3

##### Pictograms

Pictures, symbols, and marks are utilized so that children can understand risks at a glance.



▲ Examples of pictograms

## [ VOICE ] Comments from Employees



BANDAI CO., LTD., is rigorously working to pursue safety and enhance the quality of its products and services. In addition to the Safety Toy (ST) standards, which are industry toy safety standards, for each of its wide range of products BANDAI is implementing testing that addresses misuse by children and a wide range of needs. Moving forward, with a principle of protecting the smiles of customers, we will continue our quality assurance operations to earn trust and satisfaction.

**Manaho Heya**  
Product Management  
BANDAI CO., LTD.



## Initiatives related to safety and security

# Safety and Security in Games

At BANDAI NAMCO Entertainment Inc., we focus 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.

### Example of Arcade Game Initiatives

To maintain safety for customers and all of the other people involved with our products, safety reviews are conducted by a variety of departments, such as development, production, quality assurance, and service.



TAIKO:  
DRUM MASTER  
Yellow Version ▶

### Point 1

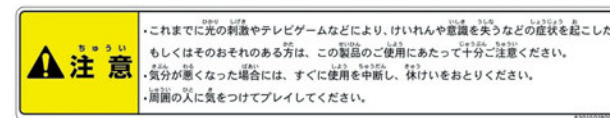
Before the game is played, we display easy-to-understand instructions with illustrations on the screen so that the games can be played with a sense of safety and security while showing consideration for people nearby.



▲ Safety instructions displayed on the screen

### Point 2

As countermeasures to photosensitive epilepsy, we are taking such steps as formulating internal guidelines, developing safe products, and providing notices, such as the one below, to encourage customers to be careful.



▲ Posting instructions on game machines

## TOPIC

### New Initiatives

### VR Technologies

With the latest VR technologies, we are advancing initiatives to support the enjoyment of new entertainment by customers. For example, we inspect items that require attention when producing VR activities in-house.



Safety inspection ▶



## Initiatives related to safety and security

Amusement facilities Next-generation indoor athletic facility

# Safety and Security in *TONDEMI*

*TONDEMI* is a next-generation athletic facility that opened in April 2017, and NAMCO LIMITED is advancing a variety of initiatives so that customers can enjoy *TONDEMI* with safety and security.

### What is *SPACE ATHLETIC TONDEMI*?

*SPACE ATHLETIC TONDEMI* is a next-generation indoor athletic facility that was newly developed by NAMCO. This facility offers a range of athletic activities that can be enjoyed by families and groups.



## Rope Walk



On the heart-pounding rope walk activity, by wearing harnesses built to prevent falls customers can safely experience the thrill of crossing a high place.



The one-part course enables customers to reach the goal without ever having to detach themselves from the rope to which they are fastened.



Two ropes are used, each of which can withstand a weight of more than 1 ton, and as a result customers can have fun with greater safety and security.



## Climbing Wall



Everyone from adults to children can enjoy the climbing wall area. With deceleration devices attached to ropes, it is possible to enjoy climbing safely.

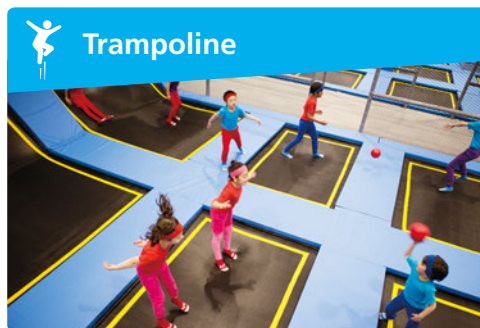
There is a deceleration device that automatically winds up the harness when the customer lets go off their hold and falls.



Highly dangerous movements (somersaults, etc.) are prohibited on the trampoline.



Rigorous steps have been taken so that users do not come into contact with metal parts on the equipment.



The trampoline area is one of the largest in Japan. A variety of zones have been established, enabling the maximum experience of trampoline fun.

## VOICE Comments from Employees

I am responsible for the management of *TONDEMI*. In customer service, we are working to see that customers can enjoy themselves, and to that end the most important thing is to secure safety and security. We conduct daily safety checks, and before the facility opened, staff members, including me, underwent practical training on the gymnastics facilities. In these ways, we acquire specialized knowledge and manage the facility with close attention to detail.

### Koushi Miyashita

Manager of *SPACE ATHLETIC TONDEMI*  
NAMCO LIMITED



## Initiatives related to safety and security

# Safety and Security in Live Events

In holding live events, the BANDAI NAMCO Group works to implement management with consideration for safety so that customers can enjoy the events with a sense of security.



## AnimeJapan 2017

(March 25 and 26, 2017, Tokyo Big Sight)  
BANDAI NAMCO Group Visual and Music Production SBU Booth

### AnimeJapan

This comprehensive entertainment event has been held in late March every year since 2014. It is one of the largest events of its type in the world, with more than 140,000 attendees. The BANDAI NAMCO Group has had a booth at the event every year since 2014. In this way, we are communicating the latest information, centered on visual and music related products and services.



## Crisis Management

To prevent accidents and facilitate rapid responses if necessary, the event operation manual contains detailed countermeasures and response measures. We also take such steps as holding staff meetings in advance. In these ways, we are working to ensure that all related parties know what to do in the event of a crisis.

◀ AnimeJapan 2017 Event Operation Manual



## Security Check

At certain events that are attended by many customers, we have introduced security measures so that the events can be held safely. For example, checks of handbags, etc., are conducted and personal identification is checked.

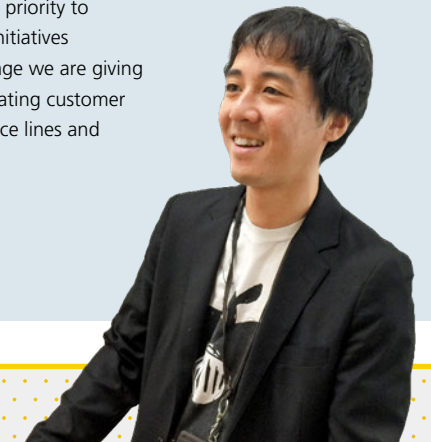


## VOICE Comments from Employees

In sponsoring live events, we give the highest priority to securing customer safety. In addition to the initiatives described on this page, at the preparation stage we are giving thorough consideration to methods of eliminating customer congestion at events, such as utilizing guidance lines and establishing clear schedules.

**Yuji Hiroaki**

Publicity  
BANDAI VISUAL CO., LTD.





# Eco Medals for Environmentally Friendly Products

Eco Medals are a new environmental initiative that was started in 2016 by BANDAI CO., LTD., and other Group companies that handle products such as toys and stationery. In making new products, we are considering the environment to the greatest extent possible so that customers can enjoy using the products with an enhanced sense of security. Package labels explain in an easy-to-understand manner where and how these measures are incorporated.



Eco Medals Label

Eco Medals contain easy-to-understand explanations of eco points.

## Eco Medal Environmentally Friendly Standards

Eco Medals are awarded to products that clear standards, in line with original environmentally friendly standards.

### Condition 1

Eliminating unnecessary packaging



### Condition 2

One or more environmentally friendly measures per product

Measures related to the product itself

Measures for packaging

Other measures

If conditions are met ...

The product is certified as an Eco Medal product!

\* In line with the details of condition 2, an explanation of the eco measures is included.



## Mini-Pla Kyutama Gattai Series 01 Kyurenoh

The runners that connect parts were narrowed, and the volume of plastic discarded after assembly was reduced by 20% (compared with the company's previous products).



These labels show that the runners, which are discarded after assembly, have been reduced by approximately 20%.



## Hitori de Dekirumon! Inner Set

By printing a calendar-format challenge sheet on the package backing paper, it is possible to reuse the backing paper rather than dispose of it.

### Doubutsu Sentai Zyuohger



These labels show that the backing paper can be reused as challenge sheets rather than being discarded.

### Maho Girls Precure!



These labels show that the backing paper can be reused as challenge sheets rather than being discarded.

## Environmentally Friendly Design: Eco-Amusement

In January 2012, BANDAI NAMCO Entertainment formulated "environmentally friendly design guidelines" for arcade games sold in Japan. These guidelines include four standards for chemical substance management, energy saving, designs that facilitate recycling, and resource conservation. Products that clear specific levels of these standards are certified as "Eco-Amusement" products.



Products that have been certified as "Eco-Amusement" products display the "Eco-Label" featuring a motif based on *Don-chan*, an original character from *TAIKO: DRUM MASTER*.

### Four Criteria in the Environmentally Friendly Design Guidelines



#### Chemical Substance Management

The selection of parts takes into account internal green procurement criteria, and chemical substances that have an adverse influence on the human body or the environment are controlled.



#### Energy Saving

The consumption of energy resulting from the operation of products is being reduced. For example, energy-saving parts are proactively utilized, and energy-saving control features are incorporated into the specifications.



#### Resource Conservation

To protect products and maintain quality, only the necessary amounts of packaging and wrapping are used. In this way, steps are being taken to conserve resources by avoiding waste.



#### Designs that Facilitate Recycling

Designs are being created for products that can be operated for long periods of time and are easy to disassemble. For example, the molded parts include the names of the materials, and the principal parts are designed to be easy to exchange.



### Eco-Amusement Certified Products

#### Mini cle

*minicle*



#### Certification points

- 1 Compliance with internal green procurement criteria
- 2 Design that facilitates recycling
- 3 Space-saving, high performance



The design is environmentally friendly. For example, the parts can be removed without tools and it is easy to recycle. In addition, all of the lighting uses LEDs.



### Eco-Amusement Certified Products

#### BIGBANG SMASH SLIM



#### Certification points

- 1 Compliance with internal green procurement criteria
- 2 Design that facilitates recycling



The wire cables that handle the electric supply and the signal communications for the entire machine are arranged in an easy-to-understand manner and are easy to remove. This design facilitates recycling.

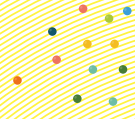


# Eco Initiatives in Capsule Toys

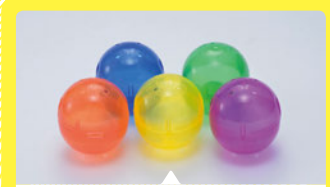
BANDAI CO., LTD., is advancing initiatives for the recycling of a variety of items, including toys themselves, packaging, and the molds necessary to make the toys.

## Recycling capsule toys

Certain stores have boxes to collect empty capsules, which are recycled at a plant and reused as new materials.



Collection box

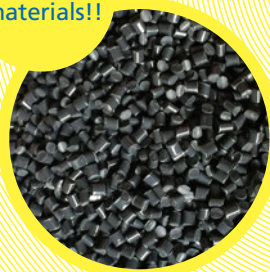


Empty capsules from capsule toys



Broken into pieces

New materials!!



Formed into a cylindrical shape and finely chopped

# Eco Initiatives in Amusement Facilities

NAMCO LIMITED is moving forward with energy-saving measures at its facilities. For example, to decrease electricity consumption and reduce CO<sub>2</sub> emissions, we are replacing halogen lamps and fluorescent lighting with LED lamps for use in facility lighting, crane game machines, etc.

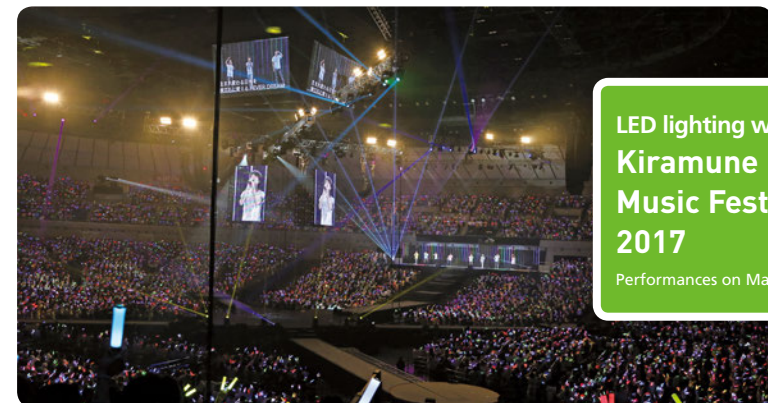


## Use of LEDs for interior lighting



# Eco Initiatives in Live Events

BANDAI NAMCO Live Creative Inc. is 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.



## LED lighting was used at Kiramune Music Festival 2017

Performances on March 4 and 5, 2017

# Eco Driving that is Friendly to People and the Environment

BANDAI LOGIPAL INC. and LOGIPAL EXPRESS INC., which handle distribution for the BANDAI NAMCO Group, are aiming for distribution that is friendly to people and the environment and are implementing initiatives that reflect consideration for safety and the environment.

## Example 1 Eco Driving Lecture

Outside instructors provide guidance for eco driving, and we are working to enhance environmentally friendly driving technologies.

### What is Eco Driving?

Eco driving is the practice of driving in a manner that saves fuel and reduces CO<sub>2</sub> emissions, which are a major influence on global warming. For example, drivers work to make gentle starts and avoid wasteful idling.



○ Classroom lecture



○ Practical class



○ After the course is concluded



## Example 2

## Eco Driving Activity Contest

BANDAI LOGIPAL and LOGIPAL EXPRESS participated in "Fiscal 2016 Eco Driving Activity Contest", sponsored by the Foundation for Promoting Personal Mobility and Ecological Transportation. A total of 6 offices that participated won top awards. Moreover, an additional 9 offices were awarded certificates recognizing excellent eco driving. All of the 15 offices that participated received certificates of commendation.



○ Progress is being made in the introduction of low-emissions vehicles



○ Certificates of commendation

## VOICE Comments from Employees

The results of the eco driving course can be seen in the driving of those who have attended. Truck fuel efficiency has improved 11% in comparison with FY2004.3, and the amount of fuel used has declined. In addition, we have also learned about changes in equipment, such as collision avoidance systems, which support safe driving. Moreover, drivers who have attended the training share information about the training with drivers who have not attended. In this way, we are working to

promote eco driving throughout the company. Moving forward, we will continue working to implement eco driving so that we can reduce CO<sub>2</sub> emissions as much as possible through our daily efforts.

**Makoto Akaishizawa**  
Transportation business  
LOGIPAL EXPRESS INC.







**TOPIC 1**

**EcoPro**

To communicate its CSR initiatives, the BANDAI NAMCO Group exhibits at EcoPro, one of Japan's largest exhibitions on the environment and energy (organized by Japan Environmental Management Association for Industry (JEMAI) and Nikkei Inc.). In FY2017.3, we introduced the Group's CSR activities in each of its principal business fields, such as environmentally friendly manufacturing and safety / security initiatives. Moving forward, in accordance with the CSR action concept of "Fun For the Future!", we will communicate our activities related to the environment and society in a variety of venues.



▲ We installed a corner that allowed attendees to experience *Indoor Seaside Kid's Beach*, an amusement park that reflects consideration for safety and security.

**VOICE Comments from Employees**



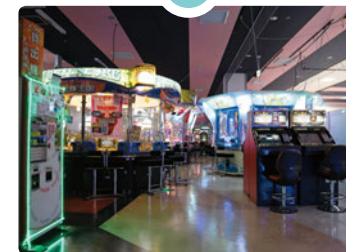
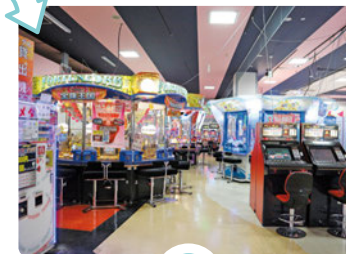
**Tsuyoshi Iwamura**  
Product Management  
BANDAI CO., LTD.

At the BANDAI NAMCO Group booth, we are communicating the Group's CSR activities, principally for elementary school and junior high school students. In FY2017.3, we implemented a range of measures to make the booth interesting for children, such as exhibiting actual products and installing an experience corner. In accordance with the questions and opinions that we received from children who attended, we will make further improvements in FY2018.3, and the staff will work together to create an effective booth.

**TOPIC 2**

**Lights Down Campaign**

As a countermeasure to global warming, the BANDAI NAMCO Group is working to reduce greenhouse gas emissions. To that end, we are participating in the Lights Down Campaign sponsored by the Ministry of the Environment. In FY2017.3, on both June 21, 2016 (summer solstice) and July 7 (Cool Earth Day), after 8:00 pm we turned down lighting for outdoor signs, offices, and certain amusement facilities.



**Turning Lights Down at Amusement Facilities ▶**

With the understanding of the commercial facilities that house our amusement facilities, we turned down the lighting to the extent possible without adversely affecting customer safety and crime prevention, and operated with the lighting from the game machines.

**TOPIC 3**

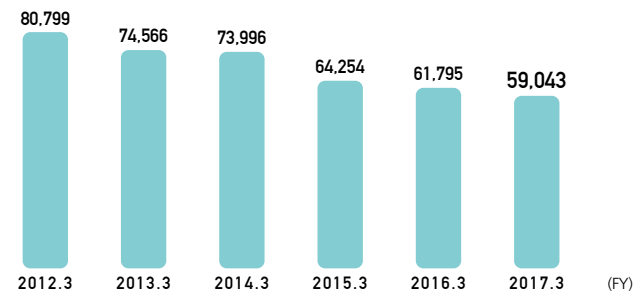
**Initiatives to Reduce CO<sub>2</sub> Emissions**

The BANDAI NAMCO Group has set annual reduction targets for CO<sub>2</sub> emissions in each business field. We are working to achieve reductions through eco-related initiatives.

Groupwide emissions in FY2017.3 were 59,043 t-CO<sub>2</sub>, a reduction of 26.9% from FY2012.3.

**BANDAI NAMCO Group CO<sub>2</sub> Emissions**

(t-CO<sub>2</sub>)



# Universal Design for Toys and Stationery

BANDAI CO., LTD., and other companies that handle toys and stationery are working with universal design in order to create products that can be enjoyed "by anyone, at any time, in any place."

## What is universal design?

Universal design is the idea of making existing products more convenient to use for more people. In accordance with the key phrase "one step forward," we are taking steps to create products and services that can be enjoyed by everyone in the same manner. In this way, we are making products safer and easier to use.

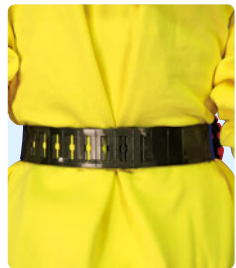
## The Seven Principles of Universal Design

- 1 Equitable use
- 2 Flexibility in use
- 3 Simple and intuitive use
- 4 Perceptible information
- 5 Tolerance for error
- 6 Low physical effort
- 7 Size and space for approach and use

(Source: Ronald Mace, The Seven Principles of Universal Design)

### Transformation Belt DX Gamer Driver

After the length of the belt has been adjusted, it is easy for both right-handed and left-handed people to remove the belt through operation of the side button.



Belt adjustment



Taking off (right handed)



Taking off (left handed)

### Anpanman short-sleeve coveralls

By changing the color of one button, we have made it easy to prevent mistakes in buttoning up the coveralls.



▲ Hook-and-loop fasteners make them easy to put on and take off. Colored buttons prevent mistakes in buttoning up.

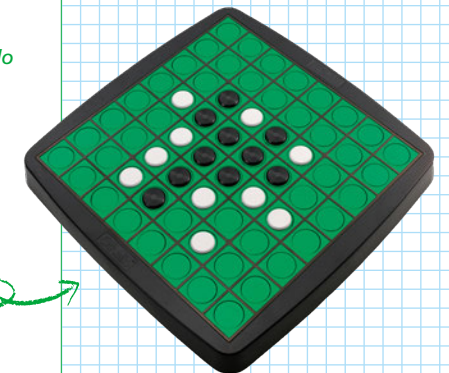


### Compact pencil case Yokopita

The size of this pencil case has been made slightly smaller than typical pencil cases, and as a result it fits perfectly into schoolbags.

### Daikaiten Othello

The stones are built into each square of the Othello board so that they are not lost. In addition, it is possible to distinguish between black and white simply by touching the surface pattern.



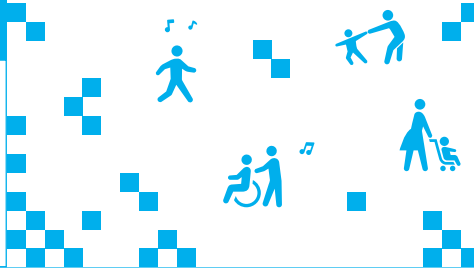


# Universal Design for Amusement Facilities

At the amusement facilities operated by NAMCO LIMITED, we are focusing on facility layout and guidance measures in order to create spaces in which everyone can enjoy themselves with a sense of security, from infants to seniors.

## Securing wide guidance lines

By widening entrances and guidance lines, we are designing environments that can be enjoyed with a sense of security by customers using baby carriages or wheelchairs.



## Measures for labels inside the facilities (How to enjoy crane games)

For people who are not used to crane games, we offer explanations of how to play. These explanations provide key points for how to obtain prizes. In this way, we have created environments that make it easy to play the games.



## Easy-to-understand change machines

To make it clear where change machines are located, we install them in conspicuous locations, such as pillars, and utilize illumination. In addition, we also illustrate in an easy-to-understand manner the denominations that will be received after change has been made so that this information is clearly communicated to all customers, including children and visitors from other countries.



# Universal Design for Visual Content

BANDAI VISUAL CO., LTD., is implementing initiatives such as voice guide recordings (audio descriptions) and providing subtitles that explain who is speaking and environmental sounds, so that the visual content can be enjoyed by people with visual or hearing impairment.

## Example of packaged product for people with visual / hearing impairments: *Miss Hokusai*



\* Special Blu-ray Disc edition

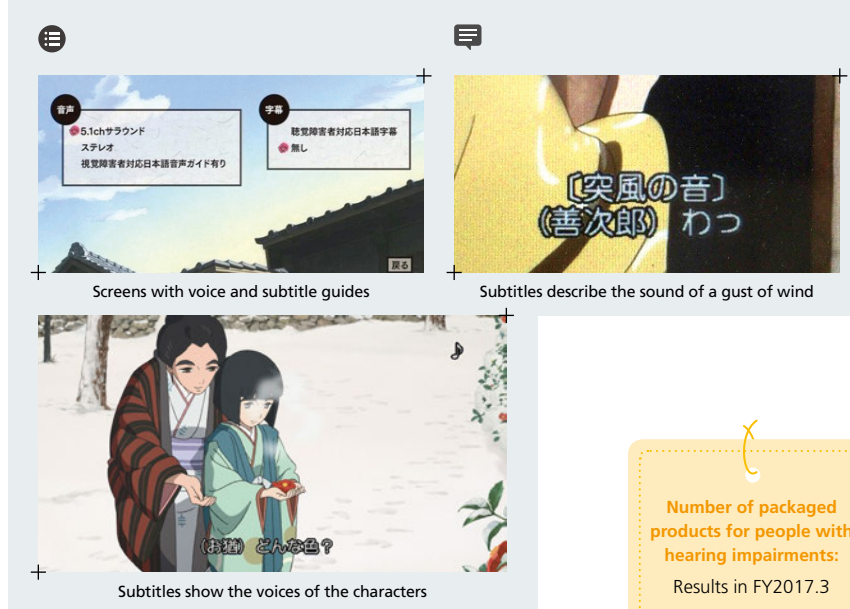
### Story

O-Ei, an *ukiyo-e* artist, lives with her father, Katsushika Hokusai, who is a master painter. She celebrates her life as an artist while having fun with Zenjiro and Kuninao, who visit their untidy house, playing with their dogs, and going out with her sister O-Nao, who lives elsewhere.

At this time, Edo is brimming over with human emotions, and life in Edo includes Ryogoku Bridge, Yoshiwara, fires, and trouble with ghosts. O-Ei, who is unlucky in love, becomes depressed when told her paintings are cold and lack feeling, but she does not give up on painting. The season when the *sarusuberi* (crepeflower) bloom comes around again, and she has a premonition of a storm.

This entertainment involving the transitory nature of the world depicts people living free and easy lives through the seasons of Edo. It is a masterpiece of a song in praise of life that transcends time and remains relevant today.

## Example of voice guide and subtitles



Screens with voice and subtitle guides

Subtitles describe the sound of a gust of wind

Subtitles show the voices of the characters

Number of packaged products for people with hearing impairments: Results in FY2017.3

**5** titles

## VOICE

Comments from Employees

The creation of the voice guide and subtitles for *Miss Hokusai* reflected the opinions of people with visual and hearing impairments. For example, in the scene where O-Nao, who has seeing difficulties, listens intently to the sounds at Ryogoku Bridge, the packaged product reflects opinions that we received regarding what information is necessary and what information is sufficient.

**Ryota Ozaki**  
Production  
BANDAI VISUAL CO., LTD.





## Environmental Education Activities in Collaboration with "Children's Eco Club"

From FY2016.3, the BANDAI NAMCO Group has become a partner of "Children's Eco Club\*," through which children engage in independent environmental activities and environmental learning. In addition, Group employees and their families participate in activities as a part of environmental learning initiatives.

### \* Children's Eco Club is ...

The Japan Environment Association, with the support of the Ministry of the Environment and the Ministry of Education, Culture, Sports, Science and Technology, is cooperating with local governments, companies, and groups to support children's environmental activities. The association has about 2,000 clubs nationwide with about 110,000 members (as of March 2017).

### Examples of activities in FY2017.3

#### 1 Hinuma Environmental Study Workshop

Group employees and their families, about 30 people in total, participated in an environmental study workshop in Hinuma\*, Ibaraki Prefecture, Japan. At this workshop, which is registered under the Ramsar Convention, participants observed and studied plants and animals inhabiting the region.

\* Sponsored by the Sakasa-gawa Children's Eco Club, which is based in Mito City, Ibaraki Prefecture



Observing *Mortonagrion hirosae*, an endangered species

### Learning about forest conservation

#### 2 Forest Woodcutting Experience

At the Forest Woodcutting Experience, which was held in the forest at Oi Town, Kanagawa Prefecture, Japan, with the cooperation of the Hotoku Gakko\* and its local partner. Group employees and their families, a total of about 30 people, experienced tree trimming.

\* Sponsored by Hotoku Gakko, which is based in Odawara City, Kanagawa Prefecture



## On-Site Lesson Program

As one facet of initiatives to educate the next generation, we are implementing on-site educational activities, centered on elementary schools, on such topics as the environment, universal design, and safety and security. As a theme, these activities utilize toys and games.



### Examples of activities in FY2017.3

Experience making capsule stamps using recycled materials



#### 1 On-Site Lessons Using Toys

BANDAI CO., LTD., implemented on-site lessons about initiatives for the environment / eco-activities, universal design, and safety and security. As a theme, these activities utilize the toys that children know and love.



Implementing participation-based lessons that incorporate quizzes and experiments

#### 2 On-Site Lessons Using Games

With the objective of facilitating the safe use of products, BANDAI NAMCO Entertainment Inc. implemented on-site lessons for elementary school students in the Tokyo metropolitan area, with the theme of the "importance of instruction manuals."



## Social Contribution Activities

# BANDAI NAMCO Group Support Activities for Disaster-Stricken Areas

The BANDAI NAMCO Group is drawing on its distinctive strengths to implement support activities for children in areas affected by the Great East Japan Earthquake, which occurred in March 2011, and the Kumamoto earthquake, which occurred in April 2016.

### Great East Japan Earthquake Support

#### Activities in Collaboration with Save the Children Japan

In partnership with Save the Children Japan (SCJ), the BANDAI NAMCO Group continues to implement workshop activities for which Group employees serve as lecturers.

In FY2017.3, we offered handicraft classes and other activities for approximately 170 children in Yamada Town in Iwate Prefecture; Ishinomaki City in Miyagi Prefecture; and Soma City in Fukushima Prefecture.



#### Yamada Town, Iwate Prefecture Jackie's Handicraft Class

At the Yamada Town Fureai Center in Yamada Town, Shimohei District, Iwate Prefecture, a wall decoration-making event was held featuring a motif based on *The Bears' School*, a picture book series.

#### Ishinomaki City, Miyagi Prefecture Jackie's Christmas Wreath Making

At the Ishinomaki City Children's Center in Ishinomaki City, Miyagi Prefecture, a Christmas wreath-making event was held featuring a motif based on *The Bears' School*, a picture book series.



#### Soma City, Fukushima Prefecture Plastic Model Class

At the Soma City Central Children's Center in Soma City, Fukushima Prefecture, a plastic model class was held for elementary school students.



### Support for Areas Affected by the Kumamoto Earthquake



#### Making Capsule Stamps

In Kumamoto Prefecture, an event for making capsule stamps for elementary school students was held in Nishihara Village in August 2016 and in Mashiki Town in October 2016.

#### Charity Concert

#### TOYBOX 2017 Sasebo Music Festival ~Kyushu Earthquake Kumamoto Support Charity Outdoor Event~

At a charity concert in May 2017 in which artists from Highway Star, Inc., participated, entry was free, and an appeal for support was made with a donation box set up at the site.



#### TOPIC After the restart of business →

Due to the Kumamoto earthquake, six NAMCO LIMITED facilities were damaged and halted operations.

In cooperation with BANDAI LOGIPAL INC. and LOGIPAL EXPRESS INC., which handle distribution, these facilities cooperated with each other and worked to restart operations as soon as possible at all facilities where a restart was feasible. After operations were restarted, we implemented activities to bring smiles to the faces of customers and encourage the disaster-stricken area with the spirit of hospitality. For example, the *KAMEN RIDER Ex-Aid* show was invited.



NAMCO LIMITED: Staff of the namco Wonder City Minami-Kumamoto facility



LOGIPAL EXPRESS INC.: Staff of the Kumamoto office



## Corporate and Other Information

### Corporate Data (As of March 31, 2017)

- + **Corporate Name**  
BANDAI NAMCO Holdings Inc.
- + **Head Office**  
BANDAI NAMCO Mirai Kenkyusho  
5-37-8, Shiba, Minato-ku,  
Tokyo 108-0014, 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**  
7,561
- + **Number of Consolidated Subsidiaries**  
70 subsidiaries  
5 equity-method affiliates

### Organizational Framework of the Group

#### Strategic Business Units (SBUs)



BANDAI NAMCO Holdings

#### Toys and Hobby SBU

(Core company: BANDAI CO., LTD.)

- + Planning, manufacturing, and marketing of toys, plastic models, capsule toys, cards, confectionery and foods, apparel, sundries, prizes, stationery, and other products

#### Network Entertainment SBU

(Core company: BANDAI NAMCO Entertainment Inc.)

- + Planning, development, and distribution of network content; planning, development, and sales of home video games, arcade game machines, etc; planning and operation of amusement facilities, etc.

#### Visual and Music Production SBU

(Core company: BANDAI VISUAL CO., LTD.)

- + Planning, development, and production of animation; planning, development, and sales of visual and music packaged products; on-demand distribution of visual content; live entertainment business

#### Affiliated Business Companies

- + Support for SBUs in such areas as distribution, logistics, printing, and administration and operational support

### Editing Policy

Fun For the Future! BANDAI NAMCO Group CSR Activities 2017 (this publication) has been published with the aim of reporting to stakeholders in an easy-to-understand manner examples of specific initiatives related to CSR on a Groupwide basis. The Company's public website describes the initiatives that each SBU has formulated in accordance with the BANDAI NAMCO Group's Important CSR Themes,

activity reports for those initiatives, and more detailed information.

#### Period Covered

This report presents activities and results in FY2017.3 (April 1, 2016, to March 31, 2017)

#### Organizations Covered

This report covers the consolidated companies, excluding equity-method affiliates.

### The Bears' School

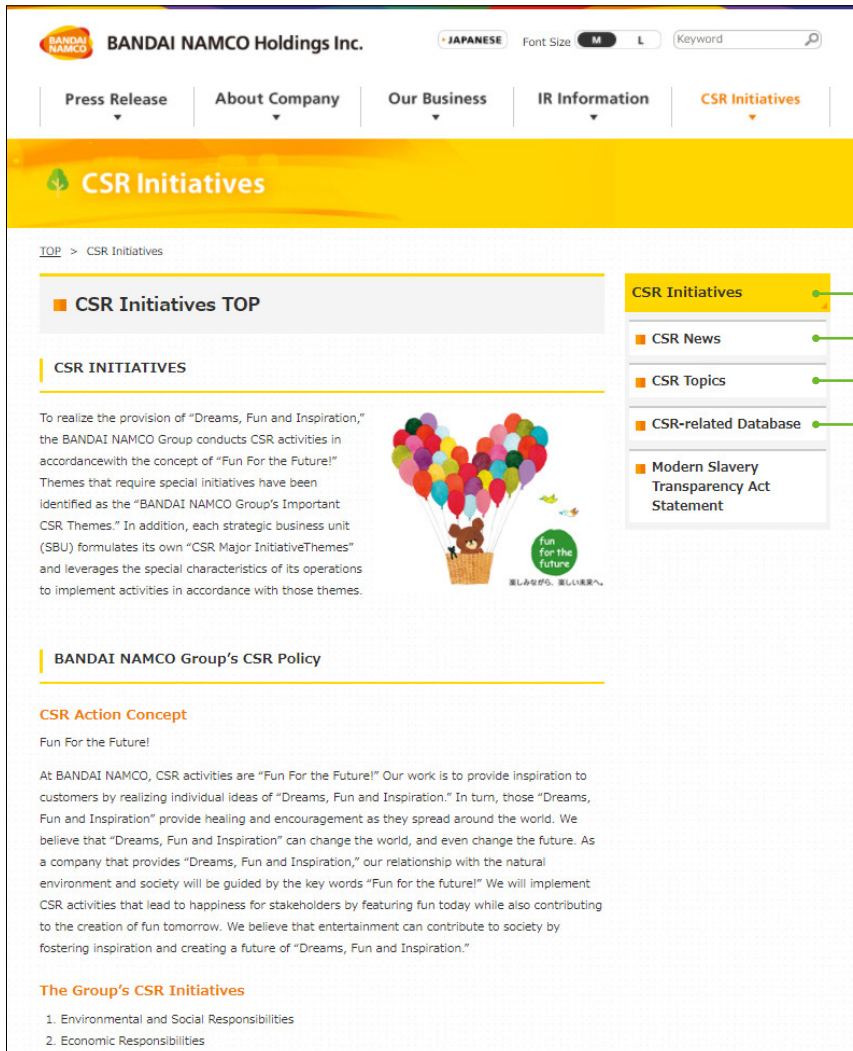
The popular *The Bears' School* series of picture books from Charaken tells the story of the daily lives of Jackie, a young girl bear cub, and her 11 brothers. The idea of "valuing a casual day of fun" is in accord with our CSR activities, and with Jackie as the central character, we are broadly leveraging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



# BANDAI NAMCO Group CSR Activities 2017: Guide to the Online Version

In addition to the information in this publication, the BANDAI NAMCO Group provides information on its website regarding specific initiatives related to society and the environment.

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



## CSR Initiatives

This section describes the BANDAI NAMCO Group's approach to CSR activities and its CSR promotion system.

- + CSR Action Concept
- + The Group's CSR Initiatives
- + Compliance Charter
- + BANDAI NAMCO Group's Important CSR Themes

## CSR News

This section provides the latest CSR news.

## CSR Topics

This section provides examples of the Group's CSR initiatives.

## CSR-related Database

This section provides a previous issues of CSR activities publications.

