

Bandai Namco Group Code of Conduct

The Bandai Namco Group will act in accordance with the following Code of Conduct, established to continue working with all people around the world under Bandai Namco's Purpose of "Fun for All into the Future" to build a future that connects to dreams, fun, and inspiration, and that is full of smiles, in addition to respecting the human rights of all people.

1 Adherence to Laws/Regulations and Social Norms

We will act with high ethical standards and comply with all laws and social norms. We will respect the unique cultures, customs, and rules of each country and region in light of the characteristics of the country or region, and as a "good corporate citizen," we will contribute to cultural development and the achievement of a rich, bright, and healthy life through our business activities.

2 Establishment of Societies that Facilitate Mutual Respect

We will promote initiatives for human rights so that everyone involved with the Bandai Namco Group can respect each other, and we will create a workplace environment where everyone can work vibrantly, aimed at the sustainable development of society and the company.

3 Harmonious Coexistence with the Natural Environment

We recognize that promoting businesses that are considerate of the global environment is essential to achieving sustainable development of society and businesses, and we aim to achieve harmonious coexistence with the natural environment together with various stakeholders.

4 Compliance with Fair and Reasonable Transactions

We shall always conduct fair and equitable transactions on the basis of free competition to build mutual understanding and trust with partner companies.

5 Provision of Appropriate Products and Services

We put the security and safety of our customers first. We work together with our partners to provide products and services that ensure quality and safety, in accordance with appropriate ethical standards, and strive to improve customer satisfaction.

6 Appropriate Utilization and Protection of Intellectual Property

We will contribute to the sustainable development of the entertainment industry by appropriately utilizing and protecting IP (intellectual property such as characters), which is an important management resource.

7 Appropriate Disclosure of Information

We will strive to communicate with society and ensure transparency in management by disclosing appropriate and reliable corporate information to all stakeholders in a timely and fair manner, without concealment.

8 Appropriate Management and Preservation of Information and Assets

When using company assets, we will distinguish between public and private matters and use the assets properly. We will ensure that customer information and personal information obtained through corporate activities and confidential information arising from corporate activities are fully understood in terms of their importance. We will manage and protect such information appropriately, not only to prevent information leaks but also with consideration for privacy, in order to make it possible to reconvene operations as soon as possible in the event of an emergency.