



the bears' school
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Harmony with Nature



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We recognize that safeguarding the environment is essential for a sustainable future for both society and businesses. We are dedicated to collaborating with our stakeholders to achieve a harmonious balance between our operations and the natural world.



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Relevant SDGs



Key Items

- Enhanced response to climate change
- Sustainable use of resources and raw materials
- Supply chain management (environment)

→ Enhanced Response to Climate Change

The frequent occurrence of extreme weather, damage, and impact on the natural environment caused by climate change poses a major risk to not only businesses but also the activities of communities around the world. Companies have a responsibility to lower CO2 emissions from their business activities and respond to climate change.

→ [Initiatives for Decarbonization](#)

→ [Initiatives for Products](#)

→ [Initiatives for Content Creation](#)

Read more



Sustainability **ACTIONS**

Making arcade games more environmentally conscious by introducing “3R design” for all new machines



Response to Sustainability Issues

Addressing Climate Change



Sustainable Use of Resources and Raw Materials

Companies are responsible for helping to achieve a sustainable, recycling-oriented society. Today, the world is making greater efforts to reduce waste by reviewing raw materials and reining in the use of plastics that could harm marine and other ecosystems. The Bandai Namco Group stands committed to reducing and controlling its waste emissions, in addition to using natural raw materials more efficiently and to a lesser extent.

→ [Initiatives for Raw Materials Procurement](#)

→ [Initiatives for Waste Reduction and Recycling](#)

Read more



Sustainability **ACTIONS**

Working with fans to recycle resources through Gunpla



Sustainability **ACTIONS**

Turning opened trading card packs into a resource!



Sustainability **ACTIONS**

PREMIUM BANDAI announces SUSTAINABLE ACTION



Response to Sustainability Issues

Responsible Use and Disposal of Plastics



Supply Chain Management (Environment)

Reduction of environmental impacts cannot be fully achieved with the efforts of a single corporation. The Bandai Namco Group is addressing environmental issues across the entire supply chain in an effort to achieve a sustainable value chain with fewer environmental impacts.

→ [Initiatives for Logistics](#)

Main Initiatives



Sustainability **ACTIONS**

Working with fans to recycle resources through Gunpla



Sustainability **ACTIONS**

Turning opened trading card packs into a resource!



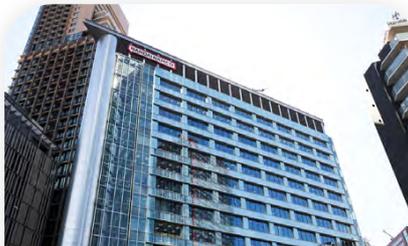
Sustainability **ACTIONS**

PREMIUM BANDAI announces SUSTAINABLE ACTION



Sustainability **ACTIONS**

Making arcade games more environmentally conscious by introducing "3R design" for all new machines



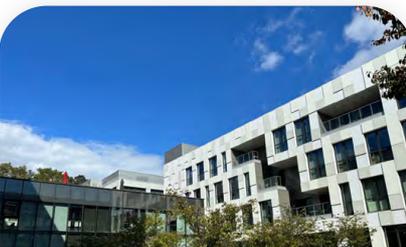
Enhanced Response to Climate Change

Proactively introducing renewable energy at Group company bases



Enhanced Response to Climate Change

Introducing solar power generation



Enhanced Response to Climate Change

Acquisition of BREEAM certification



Enhanced Response to Climate Change

Carbon offsetting at a sustainability-themed game of the Shimane Susanoo Magic



Enhanced Response to Climate Change

Participating in greening activities around office buildings



Enhanced Response to Climate Change

Promoting environmentally-conscious designs and creating products certified as sustainable



Enhanced Response to Climate Change

Eco-Amusement Product Certification for arcade games



Enhanced Response to Climate Change

Reduce CO2 during plastics incineration by reducing packaging materials



Enhanced Response to Climate Change

Participating in Green Game Jam hosted by UNEP



Sustainable Use of Resources and Raw Materials

Combine "eco" and "fun" with new alternatives to plastics



Sustainable Use of Resources and Raw Materials

Actively utilize recycled materials



Sustainable Use of Resources and Raw Materials

Initiatives to manage chemical substances



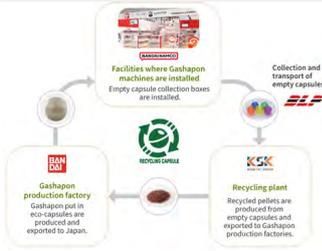
Sustainable Use of Resources and Raw Materials

Serving sustainable seafood that contributes to marine ecosystem conservation



Sustainable Use of Resources and Raw Materials

Contribute to a recycling-oriented society through the Gunpla Recycling Project



Sustainable Use of Resources and Raw Materials

Promoting the recycling of Gashapon® capsules



Sustainable Use of Resources and Raw Materials

Initiatives to reduce food waste



Sustainable Use of Resources and Raw Materials

Effectively utilizing water resources at our domestic and overseas locations



Sustainable Use of Resources and Raw Materials

Ensure live events are environmentally considerate



Sustainable Use of Resources and Raw Materials

Strengthen activities to separate waste components and promote recycling



Sustainable Use of Resources and Raw Materials

Initiatives for recycling waste plastics



Sustainable Use of Resources and Raw Materials

Alternative cushioning materials



Sustainable Use of Resources and Raw Materials

Reducing the usage of prize bags



Sustainable Use of Resources and Raw Materials

Card Pack Recycling Project



Sustainable Use of Resources and Raw Materials

Accredited as Water Cycle ACTIVE Company



Sustainable Use of Resources and Raw Materials

Actively utilizing recycled stuffing in products

PREMIUM BANDAI's own material issues	Specific Initiatives
Promotion of Decarbonization and Resource Circulation in E-commerce Logistics 	<ul style="list-style-type: none"> ▶ Reducing packaging materials ▶ Using packaging materials that match product size ▶ Actively using paper as packaging material ▶ Utilizing rail to support for long-distance transport ▶ Sending emails to promote back orders ▶ Linking Terminal Garage
Realization of a Circular Economy through a Make-to-order Platform 	<ul style="list-style-type: none"> ▶ Achieving zero inventory through the evolution of the make-to-order platform
Fostering of Sustainability Awareness and Promotion of Contributing Services 	<ul style="list-style-type: none"> ▶ Increasing exposure of sustainable products
Pursuit of Responsible Marketing and an Eco-friendly Website Employed by All 	<ul style="list-style-type: none"> ▶ Personal information protection and security measures ▶ Web accessibility

Sustainable Use of Resources and Raw Materials

Premium Bandai E-Commerce Site contributing to a recycling-oriented society



Supply Chain Management (Environment)

Obtain Green Management Certification in logistics operations



Supply Chain Management (Environment)

Promote eco driving



Supply Chain Management (Environment)

Promoting the use of electric vehicles



Supply Chain Management (Environment)

Reducing CO₂ emissions during ocean transport

Enhanced Response to Climate Change



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Decarbonization

Products

Content creation

Initiatives for Decarbonization

Proactively introducing renewable energy at Group company bases

Targeting decarbonization, we are advancing the conversion to electricity derived from renewable energy sources at major bases of Group companies.

We have converted to electricity derived from renewable energy sources for all of the electricity used at Bandai Namco Mirai Kenkyusho, Bandai head office building, Bandai Namco Experience head office building, Bandai Namco Studio head office building, Bandai Hobby Center—a model kits production facility of Bandai Spirits—as well as the nationwide logistics centers of Bandai Logipal and Logipal Express. As a result, we have achieved net-zero CO2 emissions from office operations, reducing annual CO2 emissions by more than 9,000 t-CO2 in fiscal 2024 at these bases.



Bandai Namco Mirai Kenkyusho, which is powered by renewable energy

Introducing solar power generation

The Bandai Namco Group has installed solar power generation systems at a number of bases, including Bandai Hobby Center, a production factory for plastic models operated by Bandai Spirits, Bandai Namco Craft's Kanto-Base, and Heart Okaga factory. Each is working toward achieving electricity self-sufficiency through solar power and the total electricity generated at these three sites was approximately 760,000 kWh* in fiscal 2024, reducing annual CO2 emissions around 350 t-CO2.

In addition, 1,080 solar panels will be installed at Bandai Spirits' newest factory that will produce plastic models in fiscal 2025, bringing the total number of solar panels installed at the entire Bandai Hobby Center to 1,858. The amount of electricity generated by solar power at Bandai Hobby Center (main factory and new factory) will be approximately 940,000 kWh*, which is expected to reduce annual CO2 emissions by approximately 390 t-CO2.

* Calculated by the solar cell power generation quantity calculation method based on JIS 8907



Solar power generation system at Bandai Namco Craft's Kanto Base



Bandai Hobby Center's solar power generation system



Heart's solar power generation system

Acquisition of BREEAM certification

At Bandai Namco Holdings Europe S.A.S.'s Lyon office, we are making efforts to create a comfortable workplace environment that considers employee health and reduces environmental impact, starting from the architectural design stage. In recognition of these efforts, in March 2023, the building received the "Excellent" rank of BREEAM certification*, which is an environmental performance assessment and certification system for buildings administered in the United Kingdom.

* BREEAM certification: The environmental assessment method (EAM) for evaluating the environmental performance of buildings, formulated and administered by the Building Research Establishment (BRE) in the United Kingdom. It was developed in 1990 to evaluate the sustainability of buildings, making it the world's longest-running building environmental certification system.



The Lyon office of Bandai Namco Europe Holdings S.A.S. recognized for its environmental performance.

Carbon offsetting at a sustainability-themed game of the Shimane Susanoo Magic

In October 2024, the Bandai Namco Group sponsored a sustainability-themed game for the opening home game of the Shimane Susanoo Magic, a professional basketball team that plays in the B.League. The game was completely carbon-neutral, with CO2 emitted at the venue offset by blue carbon*, a CO2 absorption effect achieved through Bandai Namco Group's cooperation in protecting the marine environment of Shimane Prefecture. In addition, various events were held at the game to allow visitors and fans to learn about sustainability in a fun way.

* Carbon absorbed and stored in marine ecosystems

Main events

- Operation Gundam R: A fun way to learn about recycling through Gundam series plastic models known as Gunpla
- Free release of [PAC-MAN AR -sustainable quiz- \(in Japanese only\)](#), a game with AR content that teaches about sustainability
- Collection of unwanted used clothing
- A hands-on event to create original keychains using discarded Shimane Susanoo Magic player uniforms
- Food trucks featuring local Matsue ingredients

→ [Special website for the 2024-2025 Season Sustainability Game \(in Japanese only\)](#).

→ [Special website for the 2023-2024 Season Sustainability Game \(in Japanese only\)](#).



Events at the opening home game of the Shimane Susanoo Magic



Plastic model making at Operation Gundam R

Participating in greening activities around office buildings

At Bandai Shenzhen in China, employees participated in a local community-sponsored activity for building a better community, where they took part in greening efforts. Employees planted approximately 500 *Ruellia simplex* (Mexican petunia) seedlings in a nearby park, contributing to the greening of the area.



Employees planting seedlings

Decarbonization

Products

Content creation

Enhanced Response to Climate Change



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Decarbonization

Products

Content creation

Initiatives for Products

Promoting environmentally-conscious designs and creating products certified as sustainable

In the Toy and Hobby Business, we created the Sustainable Design Handbook. To convey environmentally conscious design in an easy-to-understand manner, the handbook provides actual examples of products and conveys creative ideas for environmentally conscious designs. The handbook also tells the extent of CO2 reduction from these ideas (in-house survey results) to visualize the effect of these efforts. Products that meet our internal criteria using this handbook will be able to use the certification logo as a sustainable product. The Bandai Namco Group will continue working to create sustainable products.



Sustainable Product Certification logo

サステナブルな製品です

FY2024
Number of products certified
as sustainable

1,925

© Ishimori Productions/Toei ©BNP/BANDAI © SOTSU・SUNRISE

Eco-Amusement Product Certification for arcade games

Bandai Namco Experience has been producing eco-friendly products called “Eco-Amusement” products since 2012. Based on the Eco-Amusement Product Requirements formulated for the company’s own arcade games sold in Japan, products that meet certain standards in evaluations using seven criteria, such as compliance with green procurement standards, power savings, and resource savings, are certified as “Eco-Amusement” products.

Furthermore, in November 2024, we raised our environmentally conscious design standards to a higher level than before, and designs now require consideration of all 3R elements: Reduce, Reuse, and Recycle. Products with particularly excellent energy-saving performance are certified as “Eco-Amusement Machine,” and the “Eco-Amusement Machine Label” will be affixed to them as proof that they are sustainable equipment.

The first Eco-Amusement Machine is the crane game CLENA GRAND. Rolled out to amusement facilities nationwide starting in December 2024, the machine consumes approximately 60% less power under normal conditions than the previous model, BIG CLENA.

[Read more](#)



Sustainability ACTIONS
Making arcade games more environmentally conscious by introducing “3R design” for all new machines



CLENA GRAND crane game and its Eco-Amusement Machine label

Reduce CO₂ during plastics incineration by reducing packaging materials

The Bandai Namco Group is working to reduce the amount of packaging materials and containers used for its products and services. To reduce CO₂ generated when plastic is incinerated, MegaHouse began introducing Green Nano to some product packages in March 2023. Green Nano is a technology that can substantially lower CO₂ emissions that occur during final disposal by incineration by adding a small amount of carbonization promoter during plastic molding. This makes it possible to reduce CO₂ emissions during incineration by about 40%.



Product packaging with Green Nano

Decarbonization

Products

Content creation

Enhanced Response to Climate Change



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Decarbonization

Products

Content creation

Initiatives for Content Creation

Participating in Green Game Jam hosted by UNEP

Bandai Namco Entertainment America has been participating in the Green Game Jam hosted by the United Nations Environment Programme (UNEP) since 2021. In 2024, through the PAC-MAN smartphone game app, based on the globally beloved PAC-MAN, we held an in-game event called “Playing for Recycling” to convey the importance of recycling.

In recognition of its participation and contributions to Green Game Jam for three consecutive years, Bandai Namco Entertainment America was awarded the 2023 Jam Spirit Award*.

* This award is presented to companies participating in the Green Game Jam that consistently incorporate reforestation efforts into their games and seek to enhance the level of these efforts.



PAC-MAN™ & © Bandai Namco Entertainment Inc.

Decarbonization

Products

Content creation

Sustainable Use of Resources and Raw Materials

Companies are responsible for helping to achieve a sustainable, recycling-oriented society. Today, the world is making greater efforts to reduce waste by reviewing raw materials and reining in the use of plastics that could harm marine and other ecosystems. The Bandai Namco Group stands committed to reducing and controlling its waste emissions, in addition to using natural raw materials more efficiently and to a lesser extent.

Raw materials procurement

Waste reduction and recycling

Initiatives for Raw Materials Procurement

Combine “eco” and “fun” with new alternatives to plastics

To reduce the use of petroleum-based plastics and lower CO2 emissions, we are advancing initiatives to use recycled materials or alternatives to plastics for part or all of certain products. For example, we have commercialized Gundam craft puzzles that are created from bamboo materials harvested from ethically managed forests. In addition, for Gundam model kits, we are using various alternatives to petroleum-based plastics, including eggshells discharged as industrial waste and used tea leaves created through the process of brewing green tea.



A Gundam made from green tea, wood fragments, eggshells, and bamboo

© SOTSU • SUNRISE

Actively utilize recycled materials

The Bandai Namco Group is working to develop products that utilize recycled materials.

Sun-Star Stationery

Re:metacil, part of the Metacil series of new writing instruments that can be used continuously without sharpening, is made from upcycled plastic made with crushed and recycled waste materials (volcanic rocks, oyster shells, eggshells, and scallop shells) generated in Japan.

Re:metacil won an Excellence Award in the Sustainable Category at the Japan Stationery Awards.

Sun-Star Stationery is also working to develop stationery made from recycled plastic. By mixing clear document folders and recycled propylene, the problem of surface blemishes in the form of black spots caused by the mixing of recycled plastics has been eliminated thanks to adjustments in the printing technology.

MegaHouse

Rubik's Cube Eco by MegaHouse is a Rubik's Cube made from recycled materials, both in the plastic body and the paper packaging.



Re:metacil, a writing implement made from various waste materials



Rubik's Cube Eco made from recycled materials
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Initiatives to manage chemical substances

Bandai Namco Experience

In 2005, Bandai Namco Experience became the first company in the amusement industry to commence green procurement initiatives. Since then, we have been promoting procurement from suppliers who are responsibly managing chemical substances that could be harmful to people and the environment. As part of these initiatives, the company proactively utilizes eco-friendly components, materials, semiconductors, products, promotional items, and packaging that meet regulations both in Japan and overseas, thereby working to reduce its environmental burden.

Bandai

When it comes to toys, Bandai requires that they meet not only the Safety Toy standards (ST standards*) established by the Japan Toy Association, but also Bandai's own quality standards. We are constantly working to provide products that even small children can play with safely.

* Safety Toy standards: In the toy industry, the ST mark is displayed on toys that have passed the ST standard compliance test conducted by third-party inspection agencies. This standard includes mechanical safety, flammability safety, and chemical safety.



A green procurement-compliant amusement machine cabinet
©Bandai Namco Experience Inc.

Serving sustainable seafood that contributes to marine ecosystem conservation

The Bandai Namco Future Research Institute's employee cafeteria regularly serves sustainable seafood.

Sustainable seafood is seafood that is properly managed with consideration for marine resources and the environment, enabling fish-eating culture to remain viable. For example, this includes fish caught in sustainable fisheries that have obtained MSC certification and fish raised in ASC-certified aquaculture farms that minimize the impact on the environment and society.

By choosing seafood with this certification label, more distributors and retailers will obtain certification, which will help preserve the marine ecosystem.

Bandai Namco Business Arc, which operates the employee cafeteria, has designated the second Tuesday of each month as Sustainable Seafood Day and offers a variety of menu options.



Examples of menu items made with sustainable seafood

Raw materials procurement

Waste reduction and recycling

Sustainable Use of Resources and Raw Materials

Companies are responsible for helping to achieve a sustainable, recycling-oriented society. Today, the world is making greater efforts to reduce waste by reviewing raw materials and reining in the use of plastics that could harm marine and other ecosystems. The Bandai Namco Group stands committed to reducing and controlling its waste emissions, in addition to using natural raw materials more efficiently and to a lesser extent.

Raw materials procurement

Waste reduction and recycling

Initiatives for Waste Reduction and Recycling

Contribute to a recycling-oriented society through the Gunpla Recycling Project

Under the Gunpla Recycling Project, which started in April 2021, we collect runners (part of the model kits framework) from model kits in the Gundam series and reuse them in new model kits through the use of a cutting-edge chemical recycling process. By doing so, we aim to create a recycling-oriented society together with Gundam fans. The runners collected through the project are transported to the Bandai Hobby Center, a model kits manufacturing plant of Bandai Spirits.

A portion of these runners is used as a material for verification testing targeting the realization of chemical recycling, and the rest is reused through material recycling or thermal recycling, together with plastics created through the manufacturing process at the Bandai Hobby Center.

In fiscal 2024, we collected approximately 37 tons of runners.

Read more



Sustainability **ACTIONS**

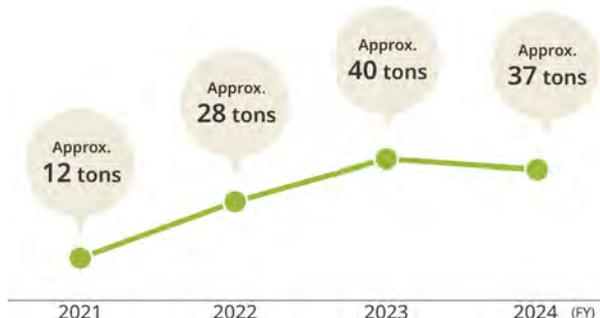
Working with fans to recycle resources through Gunpla

Overview of Gunpla Recycling Project



© SOTSU · SUNRISE

Collection Amount of Gunpla Runners



Promoting the recycling of Gashapon® capsules

The Bandai Namco Group has collected and recycled Gashapon capsules since 2006. In 2021, Bandai, Bandai Namco Amusement, and Bandai Logipal jointly started Gashapon Capsule Recycling, an initiative to further expand these recycling efforts. (Amount collected in fiscal 2024: approximately 47 tons)

The collected empty capsules are turned into pellets (recycled pellets), which are the raw materials for capsules, and then they are mixed with ordinary pellets (virgin pellets) to form the capsules. At present, recycled pellets account for about 40% of new capsules.

In addition, we have set up Gasha Point Stations, empty capsule collection boxes at Gashapon Department Stores and Gashapon Bandai Official Shops. This makes the empty capsule collection an enjoyable experience for customers.

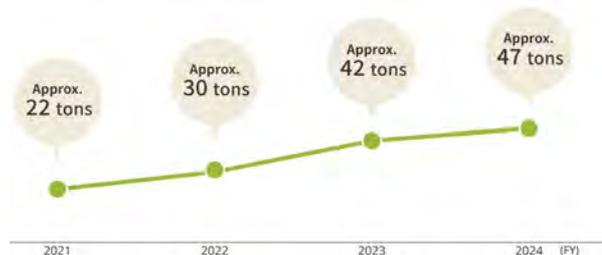
In fiscal 2025, we held Gashapon Sustainable Action—Capsule Recycling Promotion Month starting on June 5th, Environment Day.

To coincide with Environment Month in June, we held a campaign at official Gashapon Bandai shops nationwide to encourage people to have fun recycling capsules in stores. This included a greeting event featuring Kuchipatchi (a popular Tamagotchi character), Bandai's environmental ambassador, as well as an event linked to the Namco Points app, where customers could place three empty capsules in a capsule collection machine and receive a Kuchipatchi paper file (made from FSC®-certified paper).

Through its original capsule toy brand, Gashapon, Bandai engages in a variety of sustainable activities.

→ [Official Gashapon sustainability website \(in Japanese only\)](#). 

Collection Amount of Gashapon® Capsules



Overview of Gashapon® capsule recycling



Initiatives to reduce food waste

All Bandai Namco Group companies are making efforts to address the social issues of leftover food and food loss.

Bandai

Bandai has conducted repeated verification testing on its confectionery products, including the Tsuru Gummies series and Charapaki series. Five years of this research has helped extend the best-before dates of these products. Additionally, as a result of various initiatives, such as reducing product and raw material waste in the production process, we achieved a 52% reduction in food loss in fiscal 2024 compared to fiscal 2021.



Tsuru Gummies series

© BANDAI



Charapaki series

Artpresto

The leftovers from the confectionery Artpresto sells are effectively used as animal feed, reducing waste by approximately four tons per year.

Bandai Namco Studios Singapore

In partnership with The Food Bank Singapore, employees of Bandai Namco Studios Singapore donated non-perishable food items and delivered them to those in need.

This not only helps reduce waste but also contributes to the local community by supporting people in need of food and other daily necessities.



Donations of non-perishable food times in Singapore

Effectively utilizing water resources at our domestic and overseas locations

The Bandai Namco Group is working to make effective use of water resources at each of its business locations in Japan and overseas.

Bandai Spirits

The Bandai Hobby Center, the plastic model production plant of Bandai Spirits—which plans, manufactures, and sells Gunpla® and other products—has a two-ton rainwater storage tank under both the existing and newly constructed buildings. The stored rainwater and well water are filtered through a treatment system and supplied to flush toilets in the plant as well as used to water the plant’s landscaping. This ensures that some 2,100 tons of rainwater is reused every year.

Bandai Namco Music Live

Bandai Namco Music Live is involved in planning and producing music content, discovering and nurturing artists, and producing live events. We have installed rainwater storage facilities in our offices in an effort to make effective use of water resources.

Bandai Namco Holdings USA

In the United States, Bandai Namco Holdings USA’s headquarters in Irvine, California, has installed water-saving equipment. As a result, the office has been certified as a water-saving facility by the Irvine Ranch Water District*.

* A public agency that manages water and sewerage in California.



Rainwater and well water filtration system

Ensure live events are environmentally considerate

Bandai Namco Entertainment

At THE IDOLM@STER event venues, Bandai Namco Entertainment works with Lumica Corporation, a manufacturer and retailer of glow sticks and concert light wands, to sell and collect the new, easily recyclable “Lumica Daisenko Kiwami Re.” This light wand is environmentally friendly and sustainable, and can be recycled or reused by separating each part after use. Through this activity, which allows event goers to participate in environmental efforts while having fun, we collected approximately 1,223 kg at 10 locations nationwide in fiscal 2024.

Bandai Namco Music Live

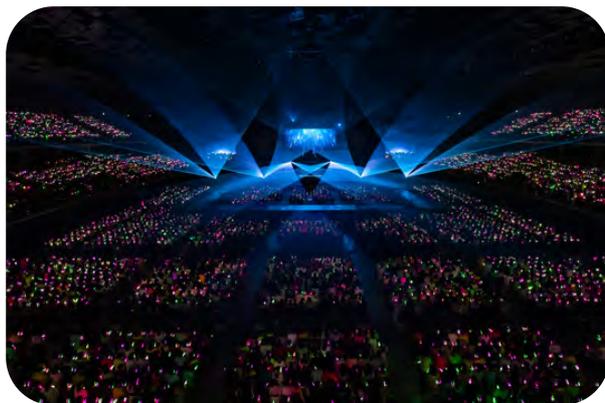
Bandai Namco Music Live uses LEDs in many places to illuminate live events to save energy.

Read more



Sustainability ACTIONS

Building the future with fans through community vitalization, resource recycling, and other initiatives



October 15 (Sat.) and 16 (Sun.), 2022
Re:vale LIVE GATE “Re:flect U”
Main Arena of Musashino Forest Sport Plaza

Lumica Daisenko Kiwami Re. light wands being collected at a venue



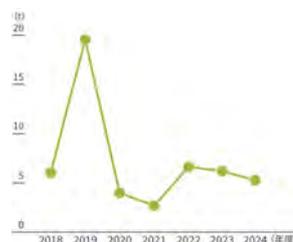
Strengthen activities to separate waste components and promote recycling

Bandai Namco Technica, a supplier of arcade games, has been promoting recycling initiatives since 2010 to ensure that limited resources are still available in the future. We carefully separate metals, printed circuit boards (PCBs), wiring, and HDDs that are replaced during the course of maintenance and other work. In fiscal 2024, we recycled approximately 5.6 tons of materials and components.



PCBs set for recycling after sorting

Trends in Waste Component Recycling Volume



Initiatives for recycling waste plastics

Artpresto has been working to recycle waste plastics from its plants since 2017. The company outsources the recycling of packaging material waste from its production lines to its partner RPF* production plants.

RPF is a high-calorie solid fuel made primarily from recovered paper and waste plastics that are difficult to conduct material recycling. It effectively reduces greenhouse gas (CO₂) emissions by one-third compared to the same amount of heat obtained when burning coal. RPF conversion of waste plastics is stipulated in Japan's new plastics law as an energy recovery method. In fiscal 2024, Artpresto recycled approximately 105 tons of waste plastics as RPF.

* Refuse derived paper and plastics densified fuel. RPF is an alternative to fossil fuels such as coal, coke, and heavy oil, used for high-efficiency heating by major paper manufacturers (power generation and manufacturing processes), limestone companies, and biomass power plants (assisted combustion).



Waste plastics being recycled as RPF
Note: Photo credit by EcoMining Co., Ltd.

Alternative cushioning materials

Bandai Namco Technica has been using environmentally friendly materials for more than 10 years. These materials are used to make packaging materials (more than 8 cubic meters per year) for shipping amusement machines. Specifically, the use of buffer materials made primarily from processed rice has resulted in zero emissions of toxic gases during incineration. This buffer material is also characterized by its low combustion calorie content and low burden on incinerators. In addition, P-Life* is added to prevent the polypropylene (PP) contained in the product from being released as microplastics.

* An additive that transforms non-degradable plastics such as PE and PP into oxidized biodegradable plastics.



Cushioning material made primarily from processed rice

Reducing the usage of prize bags

Bandai Namco Amusement has installed roughly 300 “Fukulocker” (prize bag vending machine) units, provided by Group company Bandai Namco Technica, at amusement facilities “Namco” nationwide to standardize customer service and reduce the usage of prize bags.

By charging money for these prize bags, we have been successfully curtailing their provision beyond necessity, reducing the volume of prize bags used in fiscal 2024 by nearly 57.38 tons (about 3.97 million bags) compared with fiscal 2019.



Card Pack Recycling Project

Bandai, which carries trading card game cards, is running a project to collect opened packs and repurpose them into new products.

Starting in January 2024, collection boxes were set up at ONE PIECE card game official shops (15 stores as of January 2025) and event venues nationwide, marking the start of collection. Approximately 363 kg of card packs were collected over the course of the year. The collected card packs are remade into card cases, essential for trading card games, and distributed to customers at events and other occasions. These card cases are made using approximately 45% recycled plastic, including opened card packs.



A card case made from opened card packs collected in a collection box

Read more



Sustainability **ACTIONS**

Turning opened trading card packs into a resource!

Accredited as Water Cycle ACTIVE Company

The Secretariat of the Headquarters for Water Cycle Policy Secretariat of the Cabinet Secretariat launched the Water Cycle Company Registration and Certification System. The system proactively registers and accredits companies interested in initiatives to aid water recycling or engaged in those initiatives, with the aim of further promoting water recycling initiatives by companies.

The Bandai Namco Group was accredited as a Water Cycle ACTIVE Company in fiscal 2024.



Water Cycle ACTIVE Company logo mark

Actively utilizing recycled stuffing in products

Stuffed toys make up a large proportion of the prizes available in Bandai Spirits's crane games. We actively use stuffing material for our products made from 100% recycled, primarily from PET bottles. In fiscal 2024, we used recycled stuffing equivalent to approximately 38 million PET bottles for products won by customers.



Stuffed toys with recycled stuffing made mainly from PET bottles

Premium Bandai E-Commerce Site contributing to a recycling-oriented society

Bandai Spirits operates the Premium Bandai e-commerce website, which sells limited edition Bandai Namco Group products as well as merchandise featuring characters from anime, comics, and more. Together with Bandai Logipal, which provides logistics services, we are working on sustainability issues based on Premium Bandai’s unique materiality. For example, with the aim of promoting carbon neutrality and resource recycling in e-commerce logistics, we are promoting the reuse of packaging materials. By establishing a built-to-order platform, we have achieved zero inventory, leading to reduced waste. We will continue to contribute to a recycling-oriented society, aiming to create an e-commerce site that can be enjoyed by a wide range of customers.

Read more



Sustainability ACTIONS
 PREMIUM BANDAI announces
 SUSTAINABLE ACTION

PREMIUM BANDAI's own material issues	Specific Initiatives
Promotion of Decarbonization and Resource Circulation in E-commerce Logistics 	<ul style="list-style-type: none"> Reusing packaging materials Using packaging materials that match product size Actively using paper as cushioning material Utilizing rail transport for long-distance transport Sending emails to promote bulk orders Utilizing Tamashii Garage
Realization of a Circular Economy through a Made-to-order Platform 	<ul style="list-style-type: none"> Achieving zero inventory through the evolution of the made-to-order platform
Fostering of Sustainability Awareness and Provision of Contributing Services 	<ul style="list-style-type: none"> Increasing exposure of sustainable products
Pursuit of Responsible Marketing and an E-commerce Website Enjoyed by All 	<ul style="list-style-type: none"> Personal information protection and security measures Web accessibility

Premium Bandai’s unique materiality

Raw materials procurement

Waste reduction and recycling

Supply Chain Management (Environment)

Reduction of environmental impacts cannot be fully achieved with the efforts of a single corporation. The Bandai Namco Group is addressing environmental issues across the entire supply chain in an effort to achieve a sustainable value chain with fewer environmental impacts.

Initiatives for Logistics

Obtain Green Management Certification in logistics operations

Logipal Express has been practicing safe and environmentally friendly driving (eco-driving), while also working to introduce low-emission vehicles and promote eco-driving to help protect the natural environment.

Additionally, the company has obtained Green Management Certification that can be obtained by transportation companies engaging in business operations with fewer environmental impacts. Green Management Certification has been obtained at vehicle dispatch bases nationwide, and the number of sales offices with Gold Certification, which can only be obtained after being recognized continuously for more than 10 years, is steadily increasing.



Gold Certification available after being recognized continuously for more than 10 years

Promote eco driving

Logipal Express thoroughly practices eco-driving that prioritizes safety and the environment. The company has developed its own environmental manual, thoroughly manages fuel consumption for each vehicle model, and provides eco-driving training in a tie-up with car dealers.

In addition, the company participates in the Eco-Driving Activity Contest sponsored by the Foundation for Promoting Personal Mobility and Ecological Transportation every year. In 2018, it received the Minister of Land, Infrastructure, Transport and Tourism's Award given to the organization that has made the most outstanding efforts in the field, and in 2024, it received the Excellence Certificate. Also, the company offers an eco-driving seminar annually along with training that covers practical skills.



Workshop as part of eco-driving training

Promoting the use of electric vehicles

Bandai Logipal and Logipal Express are making efforts to introduce vehicles that combine low emissions and safety.

We have introduced EV vehicles into their corporate fleets since fiscal 2023, and they are now exploring a plan to deploy EV trucks in the future.

To further spread the message, the companies revamped the eco-driving promotion stickers used in-house, featuring a character from the Group's book, The Bears' School.



Truck featuring a livery inspired by an in-house SDGs-themed event



Eco-drive promotion sticker

Reducing CO₂ emissions during ocean transport

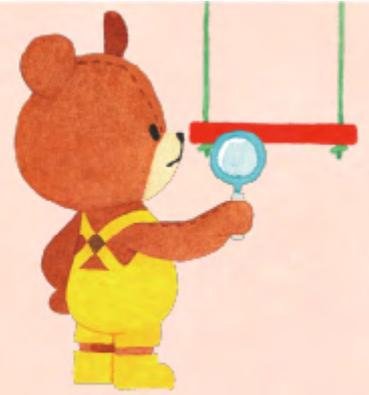
Until December 2024, Bandai and Bandai Logipal used cargo ships that offset 160 tons of CO₂ when transporting toys produced in their Philippine factories to Japan. In January 2025, we switched to cargo ships powered by biofuel, which is expected to reduce CO₂ emissions by approximately 16 tons per year.



Cargo ship bound for Japan from the Philippines



Safe & Responsible Products



© BN

Our top priority is the safety and satisfaction of our customers. We partner with ethical suppliers to ensure that our products and services meet the highest standards of quality and responsibility.



PAC-MAN™ & © Bandai Namco Entertainment Inc.

Relevant SDGs



Key Items

- Provision of products and services based on appropriate representation
- Safety and security of products and services
- Enhanced customer satisfaction
- Supply chain management (quality)

Key Items and Main Measures

→ Provision of Products and Services Based on Appropriate Representation

In the products and services provided by the Bandai Namco Group, we strive to use accurate and easy-to-understand language that does not pose a risk of misidentification or misrepresentation. As a corporate group that handles a wide variety of products and services, we are making efforts to ensure responsible and appropriate representations.

→ [Initiatives for Ethical Representation](#)

Read more



Sustainability **ACTIONS**

Ensuring the safety and security of toys through several strict inspections

→ Safety and Security of Products and Services

We provide high-quality, safe, and secure products and services that can be enjoyed by all, with safety and peace of mind as our top priorities. The Bandai Namco Group constantly reviews and improves upon its products and services, recognizing its responsibility as a company that provides products and services that satisfy people around the world.

→ [Initiatives for Products and Services](#)

→ [Initiatives for Facilities](#)

→ [Initiatives for Universal Design](#)

Read more



Sustainability **ACTIONS**

Carefully checking the safety of amusement facilities to provide real-life experience-based value

→ Enhanced Customer Satisfaction

The voice of customers plays an important role in our ability to provide even better products and services. The Bandai Namco Group is committed to further enhancing quality through its communication with customers.

→ [Initiatives for Enhancing Customer Satisfaction](#)

Read more



→ Supply Chain Management (Quality)

Providing high-quality, safe, and secure products and services requires integrated initiatives with supplier involvement. The Bandai Namco Group is working closely with suppliers to bring customers even better products and services.

→ [Initiatives with Suppliers](#) → [Initiatives for Logistics](#)

Main Initiatives



Sustainability **ACTIONS**

Ensuring the safety and security of toys through several strict inspections



Sustainability **ACTIONS**

Carefully checking the safety of amusement facilities to provide real-life experience-based value



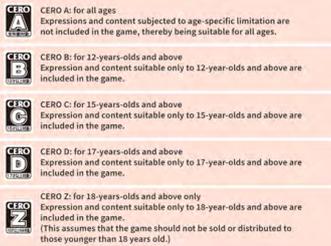
Sustainability **ACTIONS**

Concise explanations about online gaming safety featuring illustrations



Provision of Products and Services Based on Appropriate Representation

Collect and share information on ethical representation within the Group as well as conduct training



Provision of Products and Services Based on Appropriate Representation

Minimizing the impact on young people by complying with the Age Rating System for video game software



Safety and Security of Products and Services

Implementing quality assurance based on proprietary quality standards



Safety and Security of Products and Services

Promote initiatives to enhance quality and safety awareness



Safety and Security of Products and Services

Ensuring the safety of amusement facilities



Safety and Security of Products and Services

Offering products and services that anyone can enjoy



Enhanced Customer Satisfaction

Initiatives for online safety



Enhanced Customer Satisfaction

Collecting customer feedback and reflecting it in products and services



Enhanced Customer Satisfaction

Customer Service Improvement Program for greater customer satisfaction



Supply Chain Management (Quality)

Ensure thorough quality control in suppliers' production processes



Supply Chain Management (Quality)

Establish opportunities to share information with suppliers



Supply Chain Management (Quality)

Aiming to improve safety during transport and delivery

Provision of Products and Services Based on Appropriate Representation

In the products and services provided by the Bandai Namco Group, we strive to use accurate and easy-to-understand language that does not pose a risk of misidentification or misrepresentation. As a corporate group that handles a wide variety of products and services, we are making efforts to ensure responsible and appropriate representations.

Initiatives for Ethical Representation

Collect and share information on ethical representation within the Group as well as conduct training

The Bandai Namco Group has formulated the Bandai Namco Group Ethical Representation Policy containing the Group's shared recognition of ethical representations in order not to impede the sound growth of young people and to respect the emotions of all stakeholders.

In fiscal 2018, we established the Group Ethics Working Group under the Group Sustainability Subcommittee. This working group consists of relevant persons in charge of business management companies and is responsible for collecting the latest information on ethical language and considering and proposing matters related to the Group's ethical representations.

In addition, each Group company holds seminars and e-learning programs for employees to promote appropriate ethical representations.



Meeting of the Group Ethics Working Group

Minimizing the impact on young people by complying with the Age Rating System for video game software

Bandai Namco Entertainment is a member of the Age Rating System administered by the Computer Entertainment Rating Organization (CERO), out of consideration for the impact on young people from the diversification of game content and expressions that accompany technological advances and the expansion of user age groups. By displaying age classification marks for each product and service and clarifying the target age of the content included, we are thoroughly managing our products and services so that customers can enjoy them with peace of mind.



CERO A: for all ages
Expressions and content subjected to age-specific limitation are not included in the game, thereby being suitable for all ages.



CERO B: for 12-years-olds and above
Expression and content suitable only to 12-year-olds and above are included in the game.



CERO C: for 15-years-olds and above
Expression and content suitable only to 15-year-olds and above are included in the game.



CERO D: for 17-years-olds and above
Expression and content suitable only to 17-year-olds and above are included in the game.



CERO Z: for 18-years-olds and above only
Expression and content suitable only to 18-year-olds and above are included in the game.
(This assumes that the game should not be sold or distributed to those younger than 18 years old.)

Age-based ratings

Safety and Security of Products and Services

We provide high-quality, safe, and secure products and services that can be enjoyed by all, with safety and peace of mind as our top priorities. The Bandai Namco Group constantly reviews and improves upon its products and services, recognizing its responsibility as a company that provides products and services that satisfy people around the world.

Products and services

Facilities

Universal design

Initiatives for Products and Services

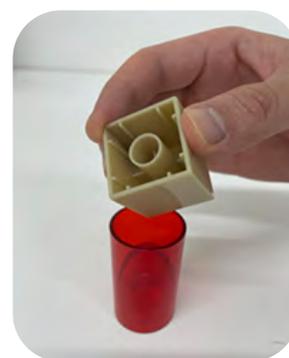
Implementing quality assurance based on proprietary quality standards

As a company that handles toys, we design and select materials for Bandai products according to various quality standards in consideration of a product's features and a broad range of customer needs. These quality standards comprise around 260 proprietary standards categorized as "safety," "performance," and "labeling," in addition to the Safety Toy standards (ST standards*) established by the Japan Toy Association. Products are commercialized only after the items corresponding to these standards are identified according to product specifications and after they pass an inspection. We regularly conduct audits at all of our overseas final packaging plants that produce products for the Japan market based on the BANDAI Factory Audit (BFA), which integrates quality audits and Code of Conduct (CoC) audits, or third-party CoC standards.

Similarly, Bandai Spirits, which sells products targeting the mature fan base, has established its own quality standards and complies with the regulations of each relevant country and region when shipping overseas, in cooperation with overseas Group companies and external organizations.



Toy drop testing



Test using a small parts cylinder to prevent accidental ingestion

* In the toy industry, the ST mark is displayed on toys that have passed the ST standard compliance test conducted by third-party inspection agencies. This standard includes mechanical safety, flammability safety, and chemical safety.

Read more



Sustainability **ACTIONS**

Ensuring the safety and security of toys through several strict inspections

FOCUS

Recognized as a Gold Product Safety Company at METI's Best Contributors to Product Safety Awards

Bandai has been awarded the Minister of Economy, Trade and Industry Award, the highest award in the manufacturer and importer division, major companies category, at the 2nd (fiscal 2008), 6th (fiscal 2012), and 9th (fiscal 2015) Best Contributors to Product Safety Awards program sponsored by the Ministry of Economy, Trade and Industry, and was recognized as a Gold Product Safety Company*.

Bandai Namco Entertainment (formerly, Bandai Namco Games) also received an excellence award in the manufacturer and importer division, major companies category, at the 8th awards.

* Product Safety Contributor Gold Company: Granted to companies that have received the Minister of Economy, Trade and Industry Award at least three times. Renewal examination is performed every five years after the first certification. Each time certification is renewed, the mark will be given another star. Subsequently, as a result of the renewal assessment performed in 2020, Bandai became the first company in the manufacturer and importer division, major companies category, to be given a star on its logo for a gold product safety company.



Bandai's award from the Best Contributors to Product Safety Awards

Promote initiatives to enhance quality and safety awareness

To maintain and improve the quality of products and services, it is important to heighten the awareness of individual employees toward quality and safety, as well as establish a workplace with correct manufacturing knowledge and know-how, where employees take voluntary action to enhance quality.

The Bandai Namco Group held the Product Safety Forum: Exhibition for Product Safety and Quality jointly with the Toys and Hobby business and the Digital business. At this exhibition, we exhibited our quality control efforts for physical products, such as toys, and digital products, such as games, which is leading to further quality improvement and better product development. Starting in fiscal 2023, in addition to the conventional online exhibition, we held an in-person exhibition to further deepen the message to employees through real and interactive experiences. At Bandai Spirits, we also held the Product Quality Messe exhibition for manufacturing locations in China and Vietnam to raise quality awareness.

In the Amusement Unit, Bandai Namco Experience held the Brand Assurance Exhibition in fiscal 2024. The event focused on four themes: software, hardware, service, and ethics, in order to improve quality and brand power in the amusement industry.



Product Safety Forum virtual reality venue



Product Safety Forum in-person venue



Product Quality Messe



Brand Assurance Exhibition

Products and services

Facilities

Universal design

Safety and Security of Products and Services

We provide high-quality, safe, and secure products and services that can be enjoyed by all, with safety and peace of mind as our top priorities. The Bandai Namco Group constantly reviews and improves upon its products and services, recognizing its responsibility as a company that provides products and services that satisfy people around the world.

Products and services

Facilities

Universal design

Initiatives for Facilities

Ensuring the safety of amusement facilities

The Amusement Unit regularly conducts safety inspections (precautionary inspections and self-inspections) at all of the amusement facilities it operates, including architecture, electrical equipment, fire-prevention equipment, and cabinets.

Injuries, accidents, or other unforeseeable situations are possible even when equipment is highly safe, depending on the way it is used or where it is installed. Therefore, we test equipment in its actual installed state to ensure that it can be used safely.

At Tondemi, a next-generation indoor athletic facility operated by Bandai Namco Experience, a dedicated department carries out strict checks against multiple standards, from planning to installation and inspection. Even after installation, regular inspections and safety checks are carried out regularly by a specialized vendor, providing a space for real, firsthand experiences that customers can enjoy safely.

For commercial cabinets at our amusement facilities, each department works together to conduct safety reviews, taking into consideration the safety of touch points and maintenance during product development and improvements. In fiscal 2024, we conducted 25 safety reviews, focusing on newly installed products.



Safety inspection of next-generation indoor athletic facility



Safety inspection of commercial cabinet in an amusement facility



Tondemi, a next-generation indoor athletic facility

Read more



Sustainability **ACTIONS**

Carefully checking the safety of amusement facilities to provide real-life experience-based value

Products and services

Facilities

Universal design

Safety and Security of Products and Services

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Products and services

Facilities

Universal design

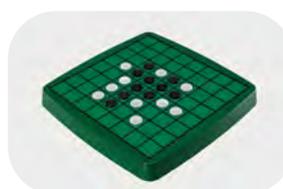
Initiatives for Universal Design

Offering products and services that anyone can enjoy

The Bandai Namco Group is actively working to offer products and services that anyone can enjoy.

MegaHouse

MegaHouse's Ittai Othello, an all-in-one product, features black pieces with a raised surface and white pieces with a concaved surface, so players can distinguish them by touch. Furthermore, the pieces are built into the game board, meaning they will never get lost. Rubik's Cube Universal Design by MegaHouse features a different uneven shape for each color of the six sides, so it can be aligned by touch.



Ittai Othello



Rubik's Cube
Universal Design

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RUBIK'S TM & © 2024 Spin Master Toys UK Limited, used under license. All rights reserved.

Bandai

Fun at Home! Taiko Drum with Anpanman features a different number of raised dots on the top of each mode button to make selection easy even for children with visual impairments. Additionally, the power switch, song selection button, and other buttons are each individually shaped in relief to make them easier to use. In recognition of these innovations, the product won the Award for Excellence in the Shared Toy Category: Toys that can be enjoyed even with visual or auditory impairments, given as part of the Japan Toy Award 2024 held by the Japan Toy Association.



Fun at Home! Taiko Drum with Anpanman
©Takashi Yanase/Froebel-kan,TMS,NTV

Bandai Namco Entertainment

Bandai Namco Entertainment is adding functions to its games to ensure accessibility*. As one example, we use a color vision simulator during development so that people with color vision deficiency can play the game without any problems. In addition to this, we are promoting the development of games that are accessible for more people through, for example, functions that allow the player to adjust the brightness of the game and add subtitles for in-game audio.

* Accessibility: A state in which a product is easily accessible to a wide range of users, regardless of disability, age, or situation.



TEKKEN 8 with accessibility-color support

Bandai Namco Filmworks

Bandai Namco Filmworks provides barrier-free voice guides that explain the background to the story and describe the movements and facial expressions of the characters. It also displays subtitles so that people with visual or hearing impairments can also enjoy visual content. In these ways, we are working to offer products that can be enjoyed by an even greater number of people.



Visual work with barrier-free voice guides
Crayon Shin-chan the Movie: Our Dinosaur Diary
© Yoshito Usui/Futabasha, Shin-ei, TV Asahi, ADK 2024

Products and services

Facilities

Universal design

Enhanced Customer Satisfaction



The voice of customers plays an important role in our ability to provide even better products and services. The Bandai Namco Group is committed to further enhancing quality through its communication with customers.

Initiatives for Enhancing Customer Satisfaction

Initiatives for online safety

The Bandai Namco Group is taking steps to ensure that customers can enjoy its online games with peace of mind. As an example, starting in December 2022, Bandai Namco Entertainment published the Online Game Safety Guide page on its official website aimed at minors and their parents or guardians. The page incorporates manga to make it easier for a wide range of users, including minors to read. This ensures that a wide range of users read it.

Online Game Safety Guide(in Japanese only)

→ [For minors](#)

→ [For parents and guardians](#)



Online Game Safety Guide for underage players

Read more



Sustainability **ACTIONS**

Concise explanations about online gaming safety featuring illustrations

Collecting customer feedback and reflecting it in products and services

The Bandai Namco Group values customer feedback.

We collect a large amount of customer feedback and information from our call centers and store it in a database, which we then utilize to provide feedback internally. We use the voice of customers to improve our product development and services, and to further improve quality, which in turn leads to increased customer satisfaction.



Opinions shared with our call centers are compiled into a database

Customer Service Improvement Program for greater customer satisfaction

Bandai Namco Amusement is implementing a variety of measures to improve customer service technology and thereby further improve customer satisfaction. As an example, the company conducts start-up training for newly hired store staff every year. Approximately 2,800 staff members participated in fiscal 2024.

In addition, an employee of Bandai Namco Cross Store Hakata won the grand prize for the best customer service in Japan at the 30th Shopping Center Customer Service Role Playing Contest. In addition, in fiscal 2024, 34 store staff won prizes in customer service contests hosted by shopping centers affiliated with the Japan Council of Shopping Centers, as well as those independently held by developers.

Among the winners, staff who advanced to the top competitions were appointed “Customer Service Meisters” and are now playing an active role as representatives of Bandai Namco Amusement’s internal customer service training, events, and exhibitions.



Shopping Center Customer Service Role Playing Contest



Winner of the Grand Prize at the 30th Shopping Center Customer Service Role Playing Contest (Photo courtesy of the Japan Council of Shopping Centers)

Supply Chain Management (Quality)

Providing high-quality, safe, and secure products and services requires integrated initiatives with supplier involvement. The Bandai Namco Group is working closely with suppliers to bring customers even better products and services.

Working with suppliers

Logistics

Initiatives with Suppliers

Ensure thorough quality control in suppliers' production processes

The Bandai Namco Group strictly observes the laws and regulations of each country. We also establish our own standards. In this way, the Group is working to strengthen supply chain management.

Bandai (Shenzhen)

Bandai (Shenzhen) in Shenzhen, China is an important production management base for the Toys and Hobby business. This is where quality control of local suppliers, quality inspections, and other safety tests are conducted. It gathers and shares information with the frontline to enhance quality assurance activities to facilitate the sharing of production quality issues, as well as takes steps to educate employees and strengthen the inspection systems of suppliers.

Bandai Namco Filmworks

At Bandai Namco Filmworks, we conduct onsite inspection of the manufacturing process covering lines that assemble DVD and Blu-ray Disc packages. Bandai Namco Filmworks also conducts interviews and visits to factories that manufacture goods sold at live event venues following a factory audit checklist containing its own standards.

Artpresto

Artpresto shares its quality control system with subcontractors to maintain product quality and prevent defective products. In particular, for food packaging operations, we use flow charts to clarify processes and share information. In addition, we conduct regular factory inspections to thoroughly implement and improve quality control at production sites. In November 2023, our Inzai Factory and Shin-Narashino VPAC Center obtained JFS-B certification for their operational systems based on HACCP.



Product quality control on an Artpresto production site

Establish opportunities to share information with suppliers

At Bandai, we regularly hold a Supplier Conference as a venue for communication with our suppliers. During these conferences, we share information and have put into place a commendation system to recognize excellent suppliers. Additionally, we hold quality study sessions for associate manufacturers every year to share information on changes to safety standards in line with revisions to domestic and international laws related to toys and quality standards set forth individually by Bandai.



Supplier Conference



Booth showcasing suppliers that won awards and their products

Working with suppliers

Logistics

Supply Chain Management (Quality)

Providing high-quality, safe, and secure products and services requires integrated initiatives with supplier involvement. The Bandai Namco Group is working closely with suppliers to bring customers even better products and services.

Working with suppliers

Logistics

Initiatives for Logistics

Aiming to improve safety during transport and delivery

Logipal Express

At Logipal Express, as part of our initiatives to increase the safety of transport operations, we utilize the safety evaluation business system (G-Mark) for motor truck transportation businesses accredited by the Japan Trucking Association. This system evaluates traffic safety initiatives at the business site level for motor truck transportation businesses. Business sites that clear a certain score are certified as offices with excellent safety standards. All of our sales offices (23 locations) satisfying the application requirements have obtained this certification.

At Logipal Express, we conduct various training sessions for drivers including on operations management and safe driving. We also hold a driving contest every year to commend excellent drivers, which increases motivation and helps to increase awareness of safe driving.

Furthermore, we have introduced a driving instructor program in our training for newly hired drivers where an instructor rides along with the driver to closely examine their driving practices. Driving instructors who ride along are trained using an in-house curriculum.



G-Mark, a symbol of transportation businesses with excellent safety records



Bandai Logipal

Bandai Logipal has obtained various public certifications, including AEO customs broker certification* for customs clearance operations and Japan's Privacy Mark, a standard for the protection of personal information. We are actively using such external certification and accreditation systems to facilitate the development of required systems and increase the quality of our operations.

* A customs broker certified by the chief customs inspector as a party that has established a system for cargo security management and a legal compliance structure. Bandai Logipal is the sixth company in Japan to be certified.



Safe driving training

Working with suppliers

Logistics



Intellectual Property for Social Good



Our intellectual property, including beloved characters and franchises, is a valuable asset. We're dedicated to protecting and using it in a way that promotes sustainable growth, social good, and innovation in the entertainment industry and beyond.



PAC-MAN™ & © Bandai Namco Entertainment Inc.

Relevant SDGs



Key Items

- Appropriate use of IP and mutual use of patents
- Protection of IP

Key Items and Main Measures

→ Appropriate Use of IP and Mutual Use of Patents

Through the IP owned by the Bandai Namco Group, we are working to use our IP appropriately and promoting the mutual use of patents owned by Bandai Namco to bring greater enjoyment to fans around the world.

→ Social Contributions Using IP/Proprietary Technologies



Protection of IP

At the Bandai Namco Group, we are working on measures to protect our IP from infringement by closely cooperating with external partners in order to deliver safe and secure products and services to customers as well as protect their worldviews.

→ [Initiatives to Safeguard Our IP](#)

→ [Measures against Counterfeit Goods and Pirated Versions](#)

Read more



Sustainability **ACTIONS**

Enabling users to experience the joy and quality that only the “real thing” can offer

Main Initiatives



Sustainability **ACTIONS**

Enabling users to experience the joy and quality that only the “real thing” can offer



Appropriate Use of IP and Mutual Use of Patents

Initiatives to further evolve the IP axis strategy



Appropriate Use of IP and Mutual Use of Patents

Bringing our proprietary generative AI technology to the world



Protection of IP

Protection and utilization of existing IP



Protection of IP

Activities to raise awareness of IP internally



Protection of IP

Implement thorough measures against counterfeit products



Protection of IP

Working with various institutions to eliminate counterfeit products and raise awareness

A photograph showing a group of people in a meeting. A woman in a teal top is looking at a laptop, while a man in a dark suit is pointing at the screen. There are glasses of water and papers on the table.

Appropriate Use of IP and Mutual Use of Patents

Through the IP owned by the Bandai Namco Group, we are working to use our IP appropriately and promoting the mutual use of patents owned by Bandai Namco to bring greater enjoyment to fans around the world.

Social Contributions Using IP/Proprietary Technologies

Initiatives to further evolve the IP axis strategy

The Bandai Namco Group's roots lie in "monozukuri" (manufacturing). We create products and services to deliver unique customer experiences only possible by Bandai Namco to fans around the world. We are also working to create new IP and developing these assets from various angles, including not only visual works but also products and services, and cross-functional projects involving multiple Group companies. As part of this, we will strengthen new approaches to IP co-creation with external creators, studios, and IP holders.

In addition to IP creation, we recognize that it is important to continue nurturing it. We will bolster the Group's IP licensing business, whether it be from our Toys and Hobby Unit with Tamagotchi, or our Digital Unit with THE IDOLM@STER and PAC-MAN, or our Visual and Music Unit with Gundam. Concurrently, we will expand the worldview of our IP beyond the Group's business domains.

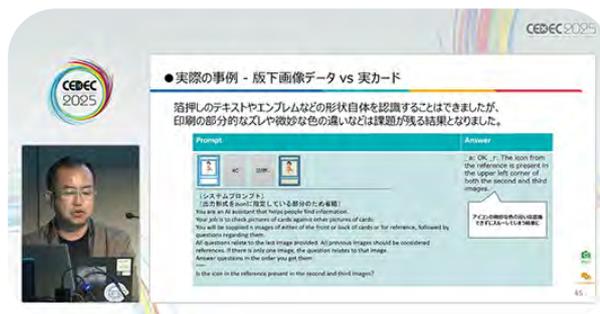
Bringing our proprietary generative AI technology to the world

Bandai Namco Experience has arranged for company representatives to present at the Computer Entertainment Developers Conference (CEDEC), Japan's largest technology conference. We shared our highly practical AI tool development technology using generative AI with the world. We will continue to share our unique, pertinent technologies with the world in order to mutually improve the technical level of tool development using generative AI.



Presentation

FY	Details
2024	A Proof-of-Concept Experiment for Automating Arcade Game Quality Assurance Using Generative AI and Automated Play Bots —Trial and Error with Hardware Limitations and the Future Vision for Automated Arcade Game Quality Assurance—
2025	Automating Quality Assurance Using Generative AI in Arcade Card Game Development —An Example of an Efficient Checking Process Using AI—



Presentation of development results at CEDEC

Protection of IP

At the Bandai Namco Group, we are working on measures to protect our IP from infringement by closely cooperating with external partners in order to deliver safe and secure products and services to customers as well as protect their worldviews.

Protecting our rights as an IP holder

Countermeasures against infringement of our IP

Initiatives to Safeguard Our IP

Protection and utilization of existing IP

Protecting the rights of IP, the Bandai Namco Group's important management resource, forms an integral part of our business strategy.

Bandai Namco Filmworks

Bandai Namco Filmworks reconfirms rights related to existing Sunrise brand IP, including catalog titles, and is developing a system to protect these rights as we step up licensing arrangements for the Gundam series.



Sunrise brand logo

Bandai Namco Experience

Since the official release of the Taiko no Tatsujin series in mainland China, counterfeit products have become a problem. In response, we published an anti-infringement statement and are now taking legal action to stop the sale of these counterfeit products. At the same time, we are working to inform consumers of the differences between genuine products and counterfeit ones.



Taiko no Tatsujin for the China market

Read more



Sustainability **ACTIONS**

Enabling users to experience the joy and quality that only the "real thing" can offer

Activities to raise awareness of IP internally

The Group is implementing seminars related to the appropriate use of IP, such as patent and trademark seminars and copyright seminars. These are offered at each company in new employee training, training for managers, training by business division, and other occasions. In addition, we also offer compliance training for all employees using e-learning. In these ways, we are working to implement internal educational activities. In particular, Bandai and Bandai Spirits regularly hold exhibitions for Group employees to widely disseminate information about problems and responses through the display of counterfeit products and the sharing of case studies.



Legal and IP seminar for new employees

Protecting our rights as an IP holder

Countermeasures against infringement of our IP

Protection of IP

At the Bandai Namco Group, we are working on measures to protect our IP from infringement by closely cooperating with external partners in order to deliver safe and secure products and services to customers as well as protect their worldviews.

Protecting our rights as an IP holder

Countermeasures against infringement of our IP

Measures against Counterfeit Products and Pirated Versions

Implement thorough measures against counterfeit products

The Bandai Namco Group is working with rights holder organizations and authorities in various countries to promote the protection of IPs, including taking action against counterfeit products, in an effort to strengthen infringement countermeasures and promote understanding of IPs. In this way, the Group is striving to protect the worldview of its IPs and ensure the safety and security of its products and services.

As one facet of measures to address counterfeit products, Bandai Spirits applies stickers with special specifications featuring forgery prevention processing that certify its products are genuine. These stickers are applied to all TAMASHII NATIONS brand products (excluding some products) for mature fan collectors.



Sticker with special specifications applied to TAMASHII NATIONS brand products

Working with various institutions to eliminate counterfeit products and raise awareness

To eliminate counterfeit products, we are promoting initiatives not only with our own company but also in close cooperation with external partners and the government.

Bandai Namco and Bandai Spirits implement measures to stop counterfeit markets and websites in Japan and overseas and file injunctions with Japan Customs against import/export to quickly detect counterfeit products, stop their proliferation, and eliminate them altogether.

As an example, in fiscal 2024, we simultaneously uncovered a group overseas manufacturing counterfeit Mobile Suit Gundam products, seizing approximately 19,000 counterfeit finished products and approximately 39,500 runner parts. In addition, to combat counterfeit products on e-commerce sites globally, we utilize an AI-based anti-infringement system, which removes more than 30,000 counterfeit products per year. We are working to further strengthen cooperation with governments, including by paying courtesy visits to the local authorities who conducted crackdowns.

In fiscal 2024, Bandai Namco Experience also implemented measures on a total of 48 occasions to eliminate infringements of counterfeit products and illegal videos. These included administrative crackdowns on counterfeits of the arcade game SWEET LAND 5 in China, the deletion of emulator-related information for the Wangan MIDNIGHT MAXIMUM TUNE series, and the deletion of unauthorized videos of the stage play LIAR GAME Murder Mystery.

In November 2024, the International Intellectual Property Protection Forum (IIPPF) hosted the third installment of an event for Generation Z to raise awareness of IPs in Nagoya. The theme of the event, which aimed to educate participants about the reality of counterfeit products, was “Forefront of the World’s Battle against Counterfeits—A Better Society Made Possible with Intellectual Property.” At the event, presentations and panel discussions were held to introduce the current situation regarding the growing number of counterfeit products in online transactions across the globe, efforts by companies combating counterfeit products, and the dangers of counterfeit products. IP representatives of Bandai, an IIPPF member, also took to the stage to make a presentation.

Process Used to Eliminate Counterfeit Products



Raid of counterfeit products in China



Event to raise awareness of IPs among Generation Z
© SOTSU · SUNRISE

In addition to events, we also utilize social media such as video sharing sites to have users watch educational videos we have created, further strengthening our efforts to eradicate counterfeit products.

In this way, the Bandai Namco Group is working with external partners, various organizations in each country, and authorities to further promote the protection of IP, including taking action against counterfeit products, thereby strengthening infringement countermeasures and raising awareness of IP.

Protecting our rights as an IP holder

Countermeasures against infringement of our IP



Fostering a Culture of Respect



We uphold human rights and promote mutual respect among all individuals involved with Bandai Namco Group. This means creating an inclusive environment that embraces diversity, respect, and open communication.



Tamagotchi © BANDAI

Relevant SDGs



Key Items

- Establishment of an employee-friendly workplace environment
- Human resources development
- Promotion of diversity and inclusion
- Supply chain management (labor)

Key Items and Main Measures



Establishment of an Employee-Friendly Workplace Environment

The Bandai Namco Group is working to create a healthy workplace environment where employees feel a sense of security, aiming to become a company where every employee is highly engaged no matter their stage of life.

→ Development of Company Programs and Infrastructure

→ Support for Employees and Their Families

→ Maintaining and Improving the Health of Employees

→ Human Resources Development

Each Bandai Namco Group company carries out personnel management (employment, assignment, development, evaluation, remuneration, employee benefits, etc.) according to the characteristics of their respective businesses.

→ [Education and Training](#)

→ Promotion of Diversity and Inclusion

The Bandai Namco Group is committed to being a group that demonstrates the concept of “same spirit, diverse talents,” where its companies and employees with varied talents, individual characteristics, and values play an active role. We respect the diversity of our people and adopt a common Groupwide policy for recruitment and promotion focused on factors other than when a person was hired (new graduate or mid-career), or their gender, age, nationality, race, religion, or sexual orientation. We are working to establish systems, programs and a work environment that bring out the best in our diverse pool of human resources and that ensure the physical and mental well-being of our employees at work.

→ [Initiatives for Diversity and Inclusion](#)

Read more



Sustainability **ACTIONS**

Coming together as Group companies and business partners to create a better society

→ Supply Chain Management (Labor)

Improving labor environments in the supply chain will encourage job retention and result in higher quality products and services, which will bring a smile to the faces of stakeholders, foremost of which are customers. The Bandai Namco Group is working to safeguard human rights and improve the labor environment across the entire supply chain.

→ [Initiatives for Labor Environments in the Supply Chain](#)

Read more



Response to Sustainability Issues
Initiatives for Human Rights

Main Initiatives



Sustainability **ACTIONS**

Coming together as
Group companies and
business partners to
create a better society



2025
健康経営優良法人
KENKO Investment for Health
大規模法人部門

Establishment of an Employee-Friendly
Workplace Environment

Expand Company
programs and support



Establishment of an Employee-Friendly
Workplace Environment

Diverse initiatives
supporting ambitious
human resources



Establishment of an Employee-Friendly Workplace Environment

Support employees' career planning and development



Human Resources Development

Focus on improving the skills of and promoting part-time workers and contract employees



Establishment of an Employee-Friendly Workplace Environment

Conducting engagement surveys for the Group's employees



Establishment of an Employee-Friendly Workplace Environment

Home Field Program to opt out of job transfers



Establishment of an Employee-Friendly Workplace Environment

Received Grand Prize at the Company Newsletter Awards 2024



Establishment of an Employee-Friendly Workplace Environment

Expand programs that support employees and their families from various angles



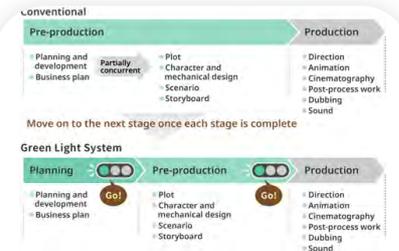
Establishment of an Employee-Friendly Workplace Environment

Group internal commendation system: Bandai Namco Awards



Establishment of an Employee-Friendly Workplace Environment

Hosting family events for employees and their families



Establishment of an Employee-Friendly Workplace Environment

Creating comfortable work environments



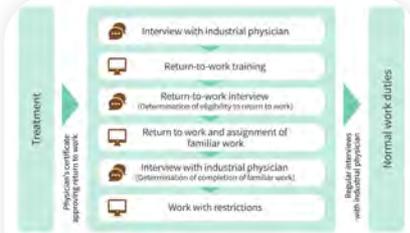
Establishment of an Employee-Friendly Workplace Environment

Employee health management at the Bandai Namco Group



Establishment of an Employee-Friendly Workplace Environment

Establishment of indicators for employee health maintenance and improvement



Establishment of an Employee-Friendly Workplace Environment

Mental health services for employees



Establishment of an Employee-Friendly Workplace Environment

Initiatives to prevent the spread of infectious diseases



Establishment of an Employee-Friendly Workplace Environment

Health Festa



Human Resources Development

Conduct joint Groupwide training to foster a spirit of All Bandai Namco



Human Resources Development

Supporting employees to upgrade their manufacturing skills



Human Resources Development

GVAAR Studio—initiatives to cultivate creators



Human Resources Development

Cultivate creators with Sunrise Drawing Academy and Sunrise Art Academy



Promotion of Diversity and Inclusion

Contributing to society through the proactive employment of people with disabilities



Promotion of Diversity and Inclusion

Promoting diverse working styles



Promotion of Diversity and Inclusion

Establishment of the Bandai Namco Group Code of Conduct



Supply Chain Management (Labor)

Implement human rights due diligence



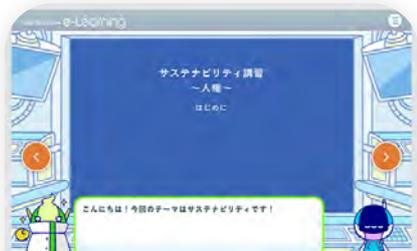
Supply Chain Management (Labor)

Conduct supplier surveys based on the Code of Conduct, etc.



Supply Chain Management (Labor)

Recognize suppliers using the Bandai Supplier Awards



Supply Chain Management (Labor)

Various initiatives for raising awareness of human rights



Supply Chain Management (Labor)

Compliance training for employees and artists



Supply Chain Management (Labor)

Establishment of the Bandai Namco Group Guidelines for Business Partner



Establishment of an Employee-Friendly Workplace Environment

The Bandai Namco Group is working to create a healthy workplace environment where employees feel a sense of security, aiming to become a company where every employee is highly engaged no matter their stage of life.

Company programs and infrastructure

For employees and their families

Health and productivity management

Development of Company Programs and Infrastructure

Expand Company programs and support

The Bandai Namco Group is working to establish environments so that diverse human resources can work while remaining healthy in body and mind. To create a supportive work environment for all employees, Group companies have established various systems aligned with their business formats. These include regulations for ensuring a work-friendly environment for every employee, as well as flexible working arrangements such as flextime systems, discretionary work systems, shorter working hours, and staggered shifts. In addition to regular physical checkups and stress checks, within the Group Administrative Headquarters of Bandai Namco Holdings we have assigned a person in charge of measures to address long working hours. By establishing environments in which employees can work with peace of mind, we are striving to enhance employee satisfaction.

In accordance with the Act on Advancement of Measures to Support Raising Next-Generation Children, Bandai, Bandai Namco Entertainment, Bandai Namco Amusement, and MegaHouse have received certification from the Minister of Health, Labour and Welfare (Kurumin Certification) in recognition of their support of childrearing. In addition, in accordance with the Act on Promotion of Women's Participation and Advancement in the Workplace, Bandai, Bandai Namco Entertainment, MegaHouse, and Bandai Namco Business Arc received the Eruboshi Certification, a company with excellent initiatives in promoting the participation and advancement of female employees in the workplace. Furthermore, in the 2025 Certified Health & Productivity Management Outstanding Organization (Large Enterprise Category), Bandai Namco Entertainment, Bandai Namco Studios, and Bandai Namco Business Arc have been certified.

Moving forward, we will continue to work in unity with the management and human resources departments of our Group companies to enhance workplace environments that are easy for employees to work in and to strengthen initiatives aimed at promoting employee health.

Main External Evaluations

External evaluation	Group companies that have been certified or evaluated
<p>KENKO Investment for Health</p> 	<ul style="list-style-type: none"> ● Bandai Namco Entertainment ● Bandai Namco Studios ● Bandai Namco Business Arc
<p>Kurumin Certification</p> 	<ul style="list-style-type: none"> ● Bandai (certified in 2020) ● Bandai Namco Entertainment (certified in 2021) ● Bandai Namco Firmworks (certified in 2025) ● Bandai Namco Amusement (certified in 2021) ● MegaHouse (certified in 2023)
<p>Eruboshi Certification</p> 	<ul style="list-style-type: none"> ● Bandai (Certification Level 3) ● Bandai Namco Entertainment (Certification Level 2) ● Bandai Namco Filmworks (Certification Level 3) ● MegaHouse (Certification Level 2) ● Bandai Namco Business Arc (Certification Level 2)

Diverse initiatives supporting ambitious human resources

Principal companies in the Bandai Namco Group have introduced performance-linked remuneration frameworks that correlate a company's operating profit with employee bonuses. In this way, we are encouraging employees to take on challenges. In addition, we have established systems for the proposal of ideas regarding IP, products, and services for Units and companies and other systems. In these ways, we have established frameworks that transcend boundaries between companies and departments and enable employees to make their own proposals. Furthermore, by introducing systems that give recognition to teams and employees for taking on challenges, we are working to establish foundations and a corporate culture that make it easier to address challenges with a positive attitude.

Support employees' career planning and development

At the Bandai Namco Group, we established interviews with supervisors and annual career planning along with opportunities to apply for a desired transfer anywhere within the Group, with the aim of supporting the autonomous career development of employees and encouraging them to plan their future and set goals.

We also hold various business contests to solicit ideas for new products, services, and IP. We are committed to creating opportunities for employees to take notice of their aptitude and motivation to support career planning for the future.

Focus on improving the skills of and promoting part-time workers and contract employees

At Bandai Namco Amusement, which runs amusement facilities across Japan and delivers play as real-life experiences, we are working to enhance the skills of the part-time workers and contract employees who support facility operations and actively promote them.

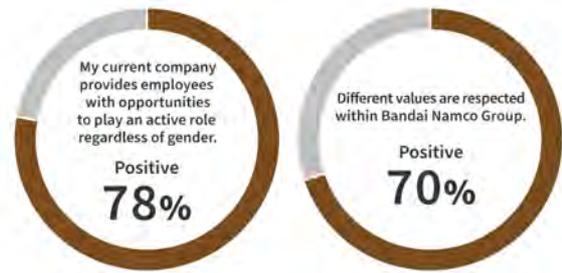
We introduced the Career Challenge System to create an environment where part-time workers and partner employees find their work appealing and can play active roles with enthusiasm. The system sets a grade for each role and aims for part-time workers and partner employees to raise their rank through regular evaluations. These employees must pass a companywide standardized exam to move up to the next rank. Bandai Namco Amusement not only encourages these employees to take the exam but also provides assistance to help them pass, which serves as an opportunity to enhance their skills beyond work.

Furthermore, we have introduced an employee category called Facility Professional Full-Time Employee. In principle, these are employees who specialize in facility management work, starting with store manager duties, in a way that is closely tied to the location of their choice, such as the community where they grew up. By actively promoting them to Facility Professional Full-Time Employee, we are providing opportunities for part-time workers and contract employees to advance their careers.

Conducting engagement surveys for the Group's employees

Group companies in Japan and around the world began conducting annual engagement surveys starting in the fiscal year ended March 31, 2023. These surveys cover such topics as “job motivation and desire to contribute to the company,” “level of understanding and adoption of the Purpose,” and “diversity and inclusion.”

Based on observations made each year, we implement initiatives to increase the engagement of employees on a Groupwide basis, and advance the establishment of environments that enable diverse, highly individual human resources to work energetically and have active careers.



FY2024 engagement survey results

Home Field Program to opt out of job transfers

Bandai Namco Amusement launched its Home Field Program in fiscal 2023. This program applies to full-time employees working in retail stores, and, in principle, does not involve transfers (except for employees who specifically request one*). We will continue to offer this program as an initiative to create a new community-based working style that stabilizes employees' living arrangements by taking advantage of the strength of the company's nationwide operations.

* Of the applicable full-time employees (337), approximately 50% (166) chose the conventional nationwide work preference program (as of July 2025).



Home Field Program

Received Grand Prize at the Company Newsletter Awards 2024

BANAMIGONLINE, the online company newsletter planned and published by Bandai Namco Experience, won the Grand Prize in the Video Company Newsletter Category at the Company Newsletter Awards 2024, sponsored by wis works, Inc.

The Grand Prize-winning project, “Let’s Talk Candidly SHOW,” is a talk show in which employees of Bandai Namco Experience and affiliated companies freely talk to the company’s president about any topic of their choice.

In addition, Bandai Namco Experience won a Silver Award in the Web/App Company Newsletter Category (All Media), and a Bronze Award in the Video Company Newsletter Category for its Virtual Store Tour project, which similarly uses a video format.



Company programs and infrastructure

For employees and their families

Health and productivity management

Establishment of an Employee-Friendly Workplace Environment

The Bandai Namco Group is working to create a healthy workplace environment where employees feel a sense of security, aiming to become a company where every employee is highly engaged no matter their stage of life.

Company programs and infrastructure

For employees and their families

Health and productivity management

Support for Employees and Their Families

Expand programs that support employees and their families from various angles

The Bandai Namco Group is working to enhance its programs and systems that support its employees and their families from various angles, aimed at creating a more comfortable work environment.

Examples of Systems

System	Overview
Childcare leave	<ul style="list-style-type: none"> Can be taken until the day the child turns two years old.
Childcare support	<ul style="list-style-type: none"> Available until March 31 of the year in which the child completes sixth grade. In addition to shorter working hours, it includes exemption from overtime and late-night work.
Childbirth leave for spouses	<ul style="list-style-type: none"> Employees can take up to five days of paid leave when their spouse gives birth.
Child-rearing flextime system	<ul style="list-style-type: none"> Available until March 31 of the year in which the child completes sixth grade, core time can be adjusted in line with child-rearing circumstances.
Provision of support funds for childbirth and childcare	<ul style="list-style-type: none"> Provision of ¥200,000 at the birth of each of the first and second children. Provision of ¥3,000,000 at the birth of each of the third and subsequent children*. <p>* Acquisition of childcare leave for one continuous week or more and submission of a child-rearing report are requirements for the receipt of this support.</p>

System	Overview
Lifestyle-support system	<ul style="list-style-type: none"> Introduced with the objective of establishing supportive working environments for employees in a variety of household circumstances. 30 days of leave as well as shorter working hours/flextime are permitted, in accordance with the reason. <p>Examples of reasons</p> <ol style="list-style-type: none"> (1) Truant children (2) Infertility treatment (3) Family nursing or caregiving for spouses and first and second-degree relatives of employees (4) Receiving outpatient care at medical facilities due to disease.
Partnership system	<ul style="list-style-type: none"> In regard to partnerships, leave time determined by company rules and matters recognized by employee benefits, etc., are handled in the same manner as for couples who are married under the legal system.

Note: Some Group companies use different systems.

Group internal commendation system: Bandai Namco Awards

Principal companies in the Bandai Namco Group have introduced performance-linked remuneration frameworks that correlate a company's operating profit with employee bonuses. In this way, we are encouraging employees to take on challenges. In addition, we have established systems for the proposal of ideas regarding IP, products, and services for Units and companies and other systems. In these ways, we have established frameworks that transcend boundaries between companies and departments and enable employees to make their own proposals. Furthermore, by introducing systems that give recognition to teams and employees for taking on challenges, we are working to establish foundations and a corporate culture that make it easier to address challenges with a positive attitude.

Every year, the Bandai Namco Group hosts the Bandai Namco Awards to recognize the best-performing teams from each year. During the judging, success, creativity, relevance, and consideration for sustainability are deemed important points of the evaluation.

The Recycled Stuffing Introduction Project was recognized for its efforts and won the Best Sustainability Award Grand Prize at the 2024 Bandai Namco Awards.



Awards ceremony



Award-winning team

Hosting family events for employees and their families

The Bandai Namco Group holds events at various locations for employees and their families to enjoy together. In fiscal 2024, events were held at Bandai, Bandai Spirits, Artpresto, Bandai Namco Forge Digitals, Bandai Namco Filmworks, Bandai Logipal, Logipal Express, and other locations.

Bandai Logipal and Logipal Express hold an event called Pal Fest across the country. In addition to a sustainability class led by Jackie from The Bears School, there was also a hands-on Gunpla assembly area and a material recycling demonstration set up at My Plastic Station.



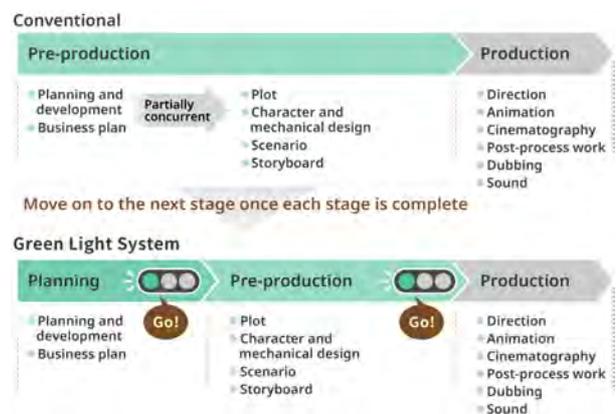
Pal Fest

Creating comfortable work environments

Bandai Namco Filmworks launched the Safety and Security Project in May 2022, aiming to address long working hours and strengthen attendance management. Under the project, employees must apply in advance to work on holidays and employees who have not used up their compensatory leave will receive an automatic email notification. These efforts have led to a steady reduction in overtime work at film production sites where long working hours were the norm.

We have also reorganized and improved our video production process management, introducing a Green Light System that requires each stage of preparation to be completed, from planning to pre-production and production, before proceeding to the next stage. This reduces waiting time due to production delays at each stage, mitigating the burden on subsequent processes, while aiming to optimize working hours and improve work efficiency. Additionally, we have introduced the Owlview System, which digitally visualizes the progress of each episode and the work progress of creators, resulting in a system where delays and problems at each stage of production are constantly shared and addressed by the team, rather than being handled by one person.

Green Light System organizing and improving video production process management



Establishment of an Employee-Friendly Workplace Environment

The Bandai Namco Group is working to create a healthy workplace environment where employees feel a sense of security, aiming to become a company where every employee is highly engaged no matter their stage of life.

Company programs and infrastructure

For employees and their families

Health and productivity management

Maintaining and Improving the Health of Employees

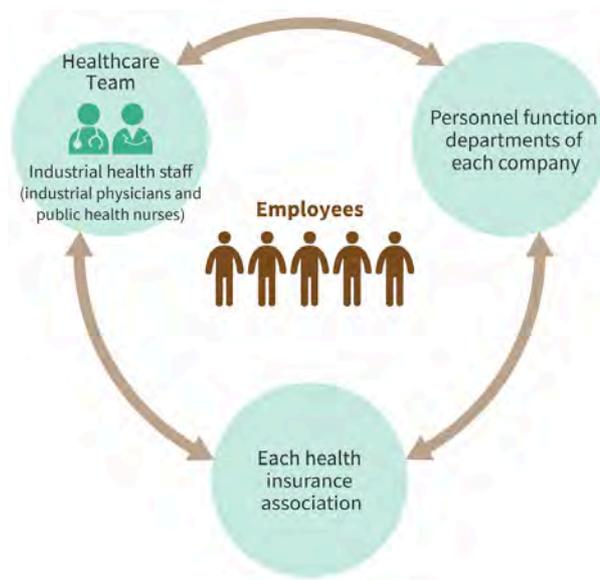
Employee health management at the Bandai Namco Group

The Bandai Namco Group aims to work together with people around the world to continue creating a future for everyone where people and societies are connected with dreams, fun and inspiration. To this end, we believe that it is essential for every employee working in the Group to continue to fully demonstrate their own strengths and abilities.

Based on the idea that “enabling employees to work in good health is a fundamental and important asset for both individual employees and the Company,” we have established the following basic policy on health management.

- **Promotion of autonomous health management**
We develop and support employees who can manage their own health.
- **Development of working environment**
We will create an environment where employees can work comfortably.

System Supporting Autonomous Health Management



In addition, with the aim of supporting employees' autonomous health management, the Health Promotion Office, which has full-time industrial health staff (industrial physicians and public health nurses), the personnel function departments of each company, and each health insurance association work together to manage the health of employees.

Main duties of the Healthcare Team

- Encouragement of employees to undergo regular health checks and follow-up after these checks
- Implementation of stress checks and follow-up after these checks
- Interviews of employees with prolonged working hours
- Mental health care and patient services
- Health management services
- Health improvement measures (implementation of health measures tailored to the needs of each company, vaccinations in the workplace, etc.)

FOCUS

Recognized as a 2025 Certified Health & Productivity Management Outstanding Organization (Large Enterprise Category)

Bandai Namco Entertainment, Bandai Namco Studios, and Bandai Namco Business Arc were certified in the 2025 Certified Health & Productivity Management Outstanding Organization (Large Enterprise Category). Moving forward, we will continue to work in unity with the management and human resources departments of our Group companies to strengthen initiatives aimed at promoting employee health.



Establishment of indicators for employee health maintenance and improvement

The Bandai Namco Group has established various initiatives to maintain and improve the health of its employees. Each Group company confirms the status of achievement and implements additional measures as necessary.

We have been conducting stress checks since 2008, before the revision of the Industrial Safety and Health Act, and all Group employees are encouraged to undergo these checks. The results are used for primary prevention of mental health disorders and other purposes. In 2024, the uptake rate was 99.3%, indicating we maintain a high rate for the entire Group.

Since COVID-19 was reclassified as a Category 5 infectious disease, each subsidiary has adopted different approaches, with some continuing to allow employees to work from home and others switching to an in-office system. As a result, the working styles of employees across the Bandai Namco Group are becoming more diverse. Stress checks also help us to see the impact of these changes on employees' mental health.

To learn more, click the link below.

→ [Bandai Namco Group Personnel Data](#)

Indicators for Employee Health Maintenance and Improvement (FY2024 Results)



[Target companies] Bandai Namco Holdings, Bandai, Bandai Spirits, Bandai Namco Entertainment, Bandai Namco Filmworks, Bandai Namco Music Live, Bandai Namco Amusement, and Bandai Namco Business Arc

Mental health services for employees

The Bandai Namco Group is enhancing its employee mental health care system, led by the Healthcare Team. We are also working on early detection and prevention of disorders through stress checks and other measures.

Supporting employees with mental health disorders to return to work through the Healthcare Team

The Healthcare Team plays a central role in providing support for employees with mental health disorders to return to work. Main Group companies also have sub-offices of the Healthcare Team, where industrial health nurses are stationed to provide daily health consultations.

Example Workflow of Returning to Work from a Mental Health Disorder



Note: This is the basic workflow at the contracted company of the Healthcare Team, the Human Resources Department of Bandai Namco Business Arc. The content of support for returning to work may differ depending on the company.

To respond to the diversification of working styles (introduction of telecommuting, etc.), health consultations are not limited to face-to-face interviews. We have set up consultation desks by email and telephone, and online interviews via video conferencing are also offered.

For these services, we thoroughly protect the privacy of employees so that they can discuss their worries and anxieties with peace of mind.

Workplace improvement activities using aggregate results of stress checks (group analysis)

For the purpose of visualizing the status of employees, stress check results are aggregated and analyzed according to department, team, age, and position. The results are also shared with each department as feedback. In addition, for departments with particularly high stress levels, Healthcare Team staff and public health nurses interview individual employees and set up opportunities for discussion with the heads of their departments to share issues and consider improvement measures.

Initiatives to prevent the spread of infectious diseases

The Bandai Namco Group offers in-house vaccinations every year before the seasonal influenza season. In fiscal 2024, approximately 2,800 employees were vaccinated at five sites in the Tokyo metropolitan area. This system has been well received by employees because it allows easy access to vaccinations in the company during working hours and because vaccinations are offered at a lower price thanks to subsidies from the health insurance association. Through these initiatives, we not only maintain the health of our employees but also create an environment where they can work with peace of mind.



Vaccination

Health Festa

We regularly hold events where employees can check their physical condition in a fun way to encourage them to take an interest in their own health.

Since the checks, such as body composition analysis and posture balance checks, are done with equipment that employees do not usually have the opportunity to use, employees show their results to their colleagues and get excited, and many enjoy participating every time.

We will continue to hold interesting and entertaining events to support employees' health.



Health Festa in progress

Company programs and infrastructure

For employees and their families

Health and productivity management

Human Resources Development

Each Bandai Namco Group company carries out personnel management (employment, assignment, development, evaluation, remuneration, employee benefits, etc.) according to the characteristics of their respective businesses.

Education and Training

Conduct joint Groupwide training to foster a spirit of All Bandai Namco

In accordance with the Purpose “Fun for All into the Future,” we are working under the All Bandai Namco concept to transcend the barriers between regions and Units and work together as a unified group. In this way, we place importance on cultivating a sense of unity and developing human resources who will be active in global settings.

At junctures depending on position and number of years with the Company, we implement Groupwide training that transcends Units and regions. We are providing opportunities to forge connections within the Group and to become aware of new things. This is in parallel with initiatives in specialized fields aligned with business characteristics, where efforts are made to develop human resources at the level of Units and individual companies. In addition, we are actively implementing personnel transfers among Units, businesses, and regions. We are working to develop human resources, who are the core of the Group, including taking steps to foster understanding of the Group’s businesses. In these ways, we aim to support sustained development for society and companies by establishing workplace environments that facilitate mutual respect and enable everyone to work energetically, including not only employees but also everyone else associated with the Bandai Namco Group.



First-year joint training

Groupwide Joint Training Results

Training	Overview
First-year training	Through involvement with others with the same number of years at the Group, teams demonstrate their results and participants think about the significance of the Group.
Fifth-year training	In accordance with the Purpose, participants think about the significance of their own work and about their careers.
Training for newly appointed managers	Skills for leading the organization as managers are strengthened and visions are established for participants' teams.
Next-generation managers training	Participants, who are expected to lead the Group in the future, enhance their awareness and build personal connections.
Officer training	Participants acquire management knowledge necessary for managing the Group.

Note: In addition to those above, human resource development programs are implemented at individual companies.

Supporting employees to upgrade their manufacturing skills

The Bandai Namco Group is working to improve the manufacturing skills of its people.

Bandai Namco Craft

As a technology company engaged in manufacturing, Bandai Namco Craft opened the Monozukuri (manufacturing) Dojo in fiscal 2021 with the aim of enhancing the skills of each employee so that they can become a part of our human resources that understand the essence of monozukuri. Monozukuri Dojo hosts study sessions by internal and external instructors on various topics such as planning and development, die-casting, molding, painting and assembly, and quality assurance. As of March 2025, more than 1,050 employees had participated.



Under plant workers' guidance, employees working side by side to manufacture products

Bandai

Bandai also launched Bandai Skill Link, a monozukuri learning site for employees. In addition to holding webinars available to all employees, we share informative materials that enable learning in a short period of time (micro-learning) via our e-mail newsletters. We also offer "active learning" programs in which employees visit domestic and overseas manufacturing plants to join workers on the production line to experience manufacturing products for themselves, in an effort to increase skill levels and improve understanding of their work. A total of 3,265 employees (as of August 2025) have taken the course since its inception in October 2023.

GYAAR Studio—initiatives to cultivate creators

In the gaming industry, as development projects grow larger in scale and longer in duration, there are fewer opportunities for creators to realize professional growth through game development. To address this issue, Bandai Namco Studios launched the GYAAR Studio Indie Game Contest, leveraging the internal training systems for young employees that had been previously implemented. This contest offers winners support, such as the opportunity to borrow development tools and communicate with other professional creators.

In the second round of the contest, there was an increase in the number of titles submitted from not only Japan but also overseas, primarily South Korea and Taiwan. Moving forward, we will continue our efforts to cultivate creators for the next generation with the aim of further revitalizing the future gaming industry.



First Indie Game Contest



2nd contest grand prize winner: BANDIT KNIGHT

Cultivate creators with Sunrise Drawing Academy and Sunrise Art Academy

The Sunrise Drawing Academy and the Sunrise Art Academy, operated by Bandai Namco Filmworks, aim to develop the next generation of creators. By providing subsidies, we enable students to concentrate on their creative activities and learn various techniques from the basics to practical skills under the guidance of instructors who are currently active. Graduates demonstrate the skills they learned immediately upon joining Bandai Namco Filmworks where they play an active role.



Sunrise Drawing Academy



Sunrise Art Academy

Promotion of Diversity and Inclusion

The Bandai Namco Group is committed to being a group that demonstrates the concept of “same spirit, diverse talents,” where its companies and employees with varied talents, individual characteristics, and values play an active role. We respect the diversity of our people and adopt a common Groupwide policy for recruitment and promotion focused on factors other than when a person was hired (new graduate or mid-career), or their gender, age, nationality, race, religion, or sexual orientation. We are working to establish systems, programs and a work environment that bring out the best in our diverse pool of human resources and that ensure the physical and mental well-being of our employees at work.

Initiatives for Diversity and Inclusion

Contributing to society through the proactive employment of people with disabilities

Bandai Namco Will

Bandai Namco Will is a special subsidiary of the Bandai Namco Group that provides job opportunities and steady employment for people with disabilities, while providing services that support the business operations of other Group companies. Bandai Namco Will mainly runs mailrooms, cleans offices and stores, carries out office administration, and supports development and sales work.

We also hold seminars to learn about the employment of people with disabilities including interactive events and product exhibitions during Sustainability Week every October hosted by Bandai Namco Holdings and Disability Week (December 3 to 9 each year) as defined by the Basic Act for Persons with Disabilities. We also run the website UniNavi to provide accurate information on disabilities, providing information every other month and online commentary. This creates opportunities to deepen people’s understanding of disabilities and plays a part in promoting the employment of people with disabilities throughout the Group.



Mailroom in operation



Potato harvest

In addition to these, in cooperation with a local public interest corporation, we produce fruits and vegetables at a farm in Kanuma City, Tochigi Prefecture.

Through these efforts, Bandai Namco Will aims to create and promote stable employment for people with disabilities, while also proposing new value to the local community and the Group. The company respects the individuality of each person and aims to contribute to the Group and society.

Bandai Namco Craft

Since 2016, Bandai Namco Craft has been collaborating with local schools for the disabled to host internships to provide students with an idea of what it is like to be a part of society through work experience. We also actively employ people with disabilities.

When accepting people with hearing impairments, sign language education is provided to employees of the assigned department and management department to make it one of the means of communication. In addition, brief explanations about fingerspelling and sign language are posted throughout the plant to facilitate communication among employees.



Hands-on learning in the workplace



Poster about sign language posted in the plant

Promoting diverse working styles

The Lyon office of Bandai Namco Holdings Europe S.A.S. (BNHE) held an internal DE&I Conference for Group companies in France in fiscal 2024. Participants included employees from BNHE, Bandai S.A.S., Bandai Namco Entertainment Europe S.A.S., and Bandai Namco Entertainment France S.A.S.

This event, held in response to the results of an employee awareness survey conducted by GPTW*, aimed to further strengthen gender equality. On the day, various workshops and activities were held to raise employee awareness of DE&I and gender equality.

* Great Place To Work® Institute Japan. An international research organization that conducts employee awareness surveys in 150 countries around the world and uses the results to certify companies as Great Places To Work, publishing rankings and other information.



Gender Equality Day

Establishment of the Bandai Namco Group Code of Conduct

We established the Bandai Namco Group Code of Conduct, recognizing that complying with the letter and spirit of the law, regardless of country or region, pursuing profits through fair and free competition, and contributing to society at large through corporate activities are universal and important missions. By putting these principles into practice, we aim to build trust with society and realize a sustainable society. The Code of Conduct also clearly states that we prioritize the lives and health of our employees and provide a safe and comfortable working environment. The presidents of all Group operating companies have submitted a written declaration of compliance with the Code of Conduct to the president of Bandai Namco Holdings.

Read more



Poster to raise awareness about the Bandai Namco Group Code of Conduct internally

Supply Chain Management (Labor)

Improving labor environments in the supply chain will encourage job retention and result in higher quality products and services, which will bring a smile to the faces of stakeholders, foremost of which are customers. The Bandai Namco Group is working to safeguard human rights and improve the labor environment across the entire supply chain.

Initiatives for Labor Environments in the Supply Chain

Implement human rights due diligence

The Bandai Namco Group recognizes that its business activities could potentially affect human rights. We recognize our responsibility to respect the human rights of all our stakeholders, including employees, their families, and business partners. Toward this end, we promote an understanding of human rights across the entire supply chain.

Previously, we implemented risk management for each business segment. However, in order to identify, prevent, and mitigate negative impacts on human rights related to the Group's business activities, we will build a human rights due diligence mechanism and continuously manage risks using a risk-based approach. In October 2022, we engaged a third party to conduct human rights due diligence covering our main businesses.

This third party identified high-potential human rights risks in the manufacturing sector in East Asia and Southeast Asia among the Group's businesses. In fiscal 2023, we implemented a risk analysis of all our businesses both in Japan and overseas. As part of this effort, we also established the Bandai Namco Group Code of Conduct in April 2025 as a set of principles of conduct that all officers and employees must adhere to. We are currently working to share this Code of Conduct with our business partners, who we expect to understand and comply with it. Furthermore, we have established and are disseminating the Bandai Namco Group Guidelines for Business Partners to guide the implementation of the Code of Conduct.

Moving forward, we will strive to prevent the occurrence of potential human rights issues and address any issues we have already identified.



Conduct supplier surveys based on the Code of Conduct, etc.

The Group is committed to maintaining and improving supply chain management in each business segment, and implemented the following initiatives in fiscal 2024.

Bandai and Bandai Spirits

Bandai and Bandai Spirits conduct Bandai Factory Audits (BFAs), which integrate quality audits and Code of Conduct (CoC) audits, at nearly all overseas final packaging plants that manufacture products for the Japanese market (approximately 310 companies in fiscal 2024). Or, we verify CoC items through reports from third-party CoC standards such as the Sedex Members Ethical Trade Audit (SMETA) and the International Council of Toy Industries (ICTI). The basic policy for BFAs is the Bandai CoC Declaration, which calls for strict observance of standards concerning forced labor, child labor, working hours, wages and allowances, punitive action, and discrimination. Audits are conducted in accordance with our original BFA manual. Additionally, we hold supplier conferences to share information with our business partners, working together to improve legal compliance and working conditions, including the prevention of forced labor and modern slavery.



BFA in progress

Furthermore, Bandai Spirits conducts audits of factories that have not been certified based on BFAs or third-party standards in accordance with its own Bandai Spirits Minimum Requirements Audit Report to confirm human rights requirements.

Bandai (Shenzhen)

Bandai (Shenzhen), which provides production and quality management for major products destined for Europe and North America, conducts transactions with factories certified by third-party organizations such as the ICTI Ethical Toy Program and SMETA. These certifications include prohibitions on forced labor, human trafficking, and child labor. All primary factories for products for Europe and North America that Bandai (Shenzhen) transacted with in fiscal 2024 were certified.

Bandai Namco Experience

Bandai Namco Experience carries out transactions only with suppliers for which it has confirmed do not engage in illegal acts in the areas of forced labor, child labor, working hours, wages and allowances, punitive action, discrimination, and environmental protection. Also, regarding plants that assemble arcade game products with which we initiate a new business relationship, we conduct interviews on confirmation items including the working environment. We also conduct audits of new and existing factories that we do business with, as necessary. (In fiscal 2024, audits were conducted on three factories that we newly do business with).

Recognize suppliers using the Bandai Supplier Awards

Bandai hosts the annual Supplier Conference to share information on several topics including the production environment as well as requirements in terms of human rights and labor standards. We use this venue to actively disseminate and share information with suppliers. We established the Bandai Supplier Awards that recognize suppliers who clear the performance indicators set by Bandai at a high level. We ask suppliers that receive an award to lead presentations for other suppliers in an effort to share know-how with frontline operations. Through such opportunities, we are implementing initiatives closely with suppliers to ensure legal compliance and improvements in their labor environments.



→ [Click here for additional information.](#)

Various initiatives for raising awareness of human rights

To inform and disseminate the Group's philosophy and approach to human rights among employees, including Group officers, we conduct awareness-raising activities as appropriate.

Recognizing that promoting understanding within the Group is important to strengthen our response to human rights, we hold seminars and e-learning on topics such as human rights, sustainability, work-life balance, LGBTQ, and people with disabilities. We also conduct compliance awareness surveys for Group officers and employees. Each business company also provides its own training on respect for human rights and ethics.

Furthermore, to ensure that the Bandai Namco Group Code of Conduct is understood by all, we have distributed posters that clearly state the Code of Conduct to be displayed across the company, including at our overseas bases. We are now working to spread awareness of the principles laid out in the Code of Conduct through information sessions and training.



Information for employees about the Bandai Namco Group Code of Conduct in our online company newsletter

Compliance training for employees and artists

Bandai Namco Music Live conducts compliance training for artists and related personnel to protect the value of its talent and fulfill its social responsibilities. The company hosts special training and seminars to raise awareness of compliance, relearn social responsibilities and general common sense in music and entertainment, and raise the awareness and capabilities of employees, including A&R staff and producers who work directly with artists.

The training was held several times over the span of two years between 2023 and 2024 under the company's legal department. More than 60 people in total participated, including directors, talent management agents, and exclusive artists. In fiscal 2025, the training is being held with updated content.

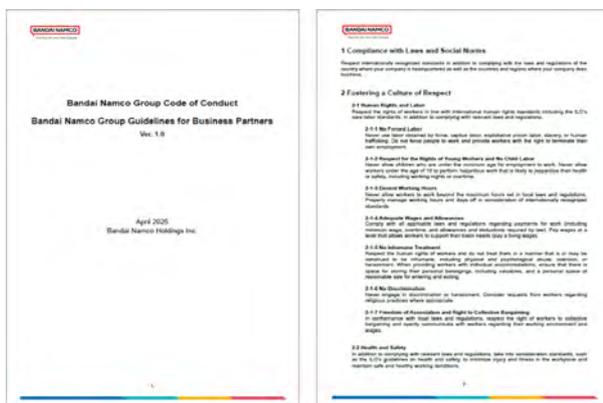


Establishment of the Bandai Namco Group Guidelines for Business Partner

The Group has bases around the world that do business while exchanging goods and services with a variety of stakeholders. We believe that it is our mission as a corporation to minimize the environmental impact and adverse effects on society that may arise in the value chain and contribute to a better society. In particular, as a manufacturer and seller of toys, games, and other products, we are focused on identifying and addressing environmental and social issues that may arise in our suppliers.

As part of these efforts, in April 2025, we formulated the Bandai Namco Group Code of Conduct, which compiles the principles of conduct that all officers and employees must abide by and that we ask our business partners to comply with. We have shared the contents of the Code of Conduct with our business partners. We have also established and are promoting awareness of the Bandai Namco Group Guidelines for Business Partners to guide the implementation of the Code of Conduct.

- [Bandai Namco Group Code of Conduct](#)
- [Bandai Namco Group Guidelines for Business Partners](#)



The Bandai Namco Group Guidelines for Business Partners newly issued for our business partners around the world.



Building Stronger Communities



© BN

We believe in the power of community and strive to make a positive impact on the lives of our fans and neighbors. By working with local communities, we're building a brighter future where everyone can grow, learn, and succeed together.



Tamagotchi © BANDAI

Relevant SDGs



Key Items

- Collaboration with local communities
- Educational assistance for the next generation
- Invigoration of fan communities

Key Items and Main Measures

→ Collaboration with Local Communities

As a member of the local community, the Bandai Namco Group engages in social activities together with communities and continues working toward the revitalization of local economies using its IP.

- [Contributions to Local Revitalization](#)
- [Support for Areas Impacted by Disasters](#)

Read more



Sustainability **ACTIONS**

Building the future with fans through community vitalization, resource recycling, and other initiatives



Sustainability **ACTIONS**

Game event in China to connect with the local community

→ Educational Assistance for the Next Generation

As the leaders of tomorrow, children are an important pillar of our future. The Bandai Namco Group focuses on activities that help foster the next generation through education and sports. We are also working to support children's welfare and health.

- [Educational Support for Children](#)

Read more



Sustainability **ACTIONS**

Learning from play—A form of next-generation education utilizing Gunpla



Invigoration of Fan Communities

The Bandai Namco Group’s IP will be used to bring information to fans around the world in ways that were not possible before. The Bandai Namco Group stands fully committed to harnessing the power of IP to ensure the sustainability of tomorrow.

→ [Initiatives for Disseminating Culture and Information](#)

→ [Initiatives for the Arts and Sports](#)

Read more



Sustainability **ACTIONS**

Exhibiting Gundam’s designs for the future at Expo 2025 Osaka, Kansai, Japan

Main Initiatives



Sustainability **ACTIONS**

Building the future with fans through community vitalization, resource recycling, and other initiatives



Sustainability **ACTIONS**

Game event in China to connect with the local community



Sustainability **ACTIONS**

Learning from play— A form of next-generation education utilizing Gunpla



Sustainability ACTIONS

Exhibiting Gundam's designs for the future at Expo 2025 Osaka, Kansai, Japan



Collaboration with Local Communities

Creating communication opportunities through games



Collaboration with Local Communities

Invigorating Choshi City through THE IDOLM@STER SideM



Collaboration with Local Communities

Performers live up Yokohama Minato Mirai + THE IDOLM@STER MILLION LIVE!



Collaboration with Local Communities

THE IDOLM@STER MILLION LIVE! Collaboration—enhancing regional disaster resilience in local governments



Collaboration with Local Communities

IP Meets Regional Revitalization! Bandai Namco Group's Manhole Project



Collaboration with Local Communities

Promoting charity activities through music



Collaboration with Local Communities

Participating in community events across Japan



Collaboration with Local Communities

Community event in Shenzhen, China



Collaboration with Local Communities

Local cleanup activities



Collaboration with Local Communities

Contribute to traffic safety



Collaboration with Local Communities

Contributing to communities through beach cleanups and ecosystem surveys



Collaboration with Local Communities

Supporting children together with external organizations



Educational Assistance for the Next Generation

Gunpla Academia: supporting education with our IP



Educational Assistance for the Next Generation

Special lectures at universities and vocational schools through industry-academia collaboration



Educational Assistance for the Next Generation

Supporting education with Shimane Susanoo Magic



Educational Assistance for the Next Generation

Providing various hands-on learning opportunities, including workplace experiences



Educational Assistance for the Next Generation

Cooperate for the sound development of local youth



Educational Assistance for the Next Generation

Cheer Jackies! from The Bears' School supporting hard-working children



Educational Assistance for the Next Generation

Supporting and donating to children's charities



Educational Assistance for the Next Generation

Operation Gundam R—creating the future!



Educational Assistance for the Next Generation

Providing educational products and services that enable learning through play



Educational Assistance for the Next Generation

Supporting the development of global human resources through exchanges with overseas universities



Educational Assistance for the Next Generation

Launched a sustainability website for kids to learn while having fun



Invigoration of Fan Communities

Exhibit at Expo 2025 Osaka, Kansai, Japan



Invigoration of Fan Communities

Disseminate culture and history at Omochanomachi Bandai Museum



Invigoration of Fan Communities

Anime song choir project Choiel—spreading anime song culture to the world!



Invigoration of Fan Communities

Support efforts to pass down intangible cultural heritage in China



Invigoration of Fan Communities

Wide variety of sponsorships to liven up sporting events



Invigoration of Fan Communities

Supporting young creators through partnerships with universities in China

Collaboration with Local Communities

As a member of the local community, the Bandai Namco Group engages in social activities together with communities and continues working toward the revitalization of local economies using its IP.

Local revitalization

Support for areas impacted by disasters

Contributions to Local Revitalization

Creating communication opportunities through games

The TEKKEN series, developed by Bandai Namco Entertainment, contributes to the promotion of e-sports and the revitalization of local communities through people's participation in international events and communities hosting of events.

TEKKEN 8 was selected as the main event at Evolution Championship Series 2024, the world's largest fighting game tournament, held in July 2024. In Japan, the Excellent TEKKEN Festival was held in December 2024 to commemorate the 30th anniversary of the TEKKEN series, in conjunction with the official world tournament finals called TEKKEN World Tour 2024 Global Finals. Many fans from Japan and abroad attended the events, creating opportunities for communication across age groups and nationalities through the game.



TEKKEN World Tour 2024 Global Finals
TEKKEN™ & ©Bandai Namco Entertainment Inc.

Invigorating Choshi City through THE IDOLM@STER SideM

In October 2021, we began working with Jupiter, an idol unit affiliated with 315 Productions that appears in Bandai Namco Entertainment's THE IDOLM@STER SideM, and Choshi Electric Railway. In July 2022, we began our collaboration with Choshi City, Chiba Prefecture, to roll out the Choshi PR Campaign. Since then, idols belonging to 315 Productions have engaged in PR activities highlighting popular tourist spots in Choshi City. At these locations, we displayed posters and life-sized panels of these idols and also sold original merchandise, thereby attracting many visitors.

Furthermore, in November 2023, members from the idol unit DRAMATIC STARS were chosen as the PR ambassadors for the Chiba Branch of East Japan Railway Company. In December 2023, we commenced the "315 ni ii Choshi" Choshi Tourism Campaign, which marked the 100th anniversary of Choshi Electric Railway and the start of the EeeE Choshi Service, a service for planning trips to Choshi City and its surrounding areas.



THE IDOLM@STER™& ©Bandai Namco Entertainment Inc.

Performers liven up Yokohama Minato Mirai + THE IDOLM@STER MILLION LIVE!

Bandai Namco Entertainment has launched a collaborative initiative with Yokohama Minato Mirai for THE IDOLM@STER MILLION LIVE. In the Minato Mirai 21 area, efforts are being made to promote the Music Port YOKOHAMA campaign, aiming to enhance the city's appeal and vitality by branding Yokohama as a music city. As part of this initiative, the interactive event, the Million Walking Tour in Minato Mirai was held in conjunction with the THE IDOLM@STER MILLION LIVE! 10th LIVE TOUR Act-4 MILLION THE@TER!!!! at K-Arena Yokohama in February 2024. Utilizing Sony Corporation's Sound AR™ service, Locatone™*, participants were able to experience the sensation of exploring Minato Mirai alongside the performers.

* Sound AR™ and Locatone™ are trademarks of Sony Group Corporation or its affiliated companies.



THE IDOLM@STER™& ©Bandai Namco Entertainment Inc.

THE IDOLM@STER MILLION LIVE! Collaboration—enhancing regional disaster resilience in local governments

THE IDOLM@STER MILLION LIVE! held by Bandai Namco Entertainment collaborated with the Toyosu Disaster Prevention Festival 2024 organized by the Koto Ward Association for Better Regional Disaster Prevention Capabilities to enhance disaster resilience in local governments. The event featured initiatives unique to IP collaborations, such as AED training sessions and the sale of exclusive disaster preparedness items, as well as a venue that immersed attendees in the IDOLM@STER MILLION LIVE! universe. This attracted not only local residents but also young people, including “producers” (the fan nickname for fans of the THE IDOLM@STER series), who have fewer opportunities to engage in disaster prevention activities, resulting in approximately 33,000 attendees throughout the event.



Scene from the event



One of the exclusive disaster preparedness items (canned soft bread)

THE IDOLM@STER™& ©Bandai Namco Entertainment Inc.

IP Meets Regional Revitalization! Bandai Namco Group’s Manhole Project

Bandai Namco Group works together with regional governments across Japan to install manhole covers with designs featuring our IP (including characters). We aim to revitalize regional economies and connect with our fans by combining the charms of each community with the world of our characters.

Gundam Manhole Project

Starting in August 2021, the project began installing manhole covers featuring designs of Gundam characters and mobile suits from Mobile Suit Gundam across Japan.

→ [Official website of the Gundam Manhole Project \(in Japanese only\)](#). 



© SOTSU · SUNRISE



IDOLM@STER Manhole Project: FUTAM@S!!!!!!

As part of GO ON the VOY@GE, a project to celebrate the 20th anniversary of the IDOLM@STER series, we installed manhole covers across Japan featuring designs of idols that are closely related to each particular area.

→ [THE IDOLM@STER™ & ©Bandai Namco Entertainment Inc. \(in Japanese only\)](#) 

Read more



Sustainability **ACTIONS**

Building the future with fans through community vitalization, resource recycling, and other initiatives



Takatsuki City, Osaka Prefecture: Yayoi Takatsuki THE IDOLM@STER™ & ©Bandai Namco Entertainment Inc.

Promoting charity activities through music

Bandai Namco Music Live uses the proceeds from charity merchandise auctions at artists' performance venues and live streaming to donate to nature conservation.

We have cooperated with the Inazuma Rock Festival, which is held for the purpose of preserving Lake Biwa, since 2021. We will continue to promote charity activities through music.



© INAZUMA ROCK FES. 2023 Executive Committee
© 2024 Project Love Life! Super Star!!

Participating in community events across Japan

Bandai Spirits

Bandai Spirits is a member of Minato Eco-Conscious Consortium organized by Minato Ward in Tokyo. In fiscal 2024, we participated in Business and the Environment Exhibition organized by Minato Eco-Conscious Consortium for the second straight year. During the event, we held an original environmental learning program called Capsule Stamp Workshop for elementary school students and their parents living in Minato Ward.



Workshop led by Bandai Spirits



Bandai Namco Filmworks

Bandai Namco Filmworks actively takes part in local events such as Sugunami Festa and Sugi Anime Expo hosted by Sugunami Ward in Tokyo. Through initiatives focused on anime culture, such as displaying promotional flags in shopping arcades and holding workshops, we are deepening our connections with the local community.

Community event in Shenzhen, China

In October 2024, Bandai Namco Holdings China held a gaming event in Shenzhen, China, to connect the local community with Bandai Namco fans. The event introduced the Bandai Namco Group's purpose, "Fun for All into the Future," as well as its IP and sustainability activities, and encouraged interactions with the community.

At the venue, we offered gaming experience areas such as PAC-MAN Golf and Taiko no Tatsujin Otedama Asobi, as well as photo spots and an SDGs exhibition. Over 230,000 people visited the event over the three days, providing many with an opportunity to experience the brand and IP through the games and exhibitions.

Read more



Photo spot introducing Bandai Namco Group's purpose



The gaming event in Shenzhen



Sustainability **ACTIONS**

Game event in China to connect with the local community

Local cleanup activities

At various locations of the Bandai Namco Group, we participate in local cleanup activities.

A selection of cleanup activities held in fiscal 2024

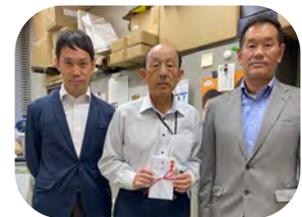
Bandai	Participated in the Oedo Cleaning Squad and cleanups around the Komagata headquarters quarterly
Bandai Namco Craft	Participated in cleanups at Omocha Danchi and the factory premises
Artpresto	Participated in cleanups in front of Ueno Station
Bandai Namco Experience, Bandai Namco Amusement, and Bandai Spirits	Participated twice in the Minato Ward-sponsored Shiba District Clean Campaign
Bandai Logipal and Logipal Express	Participated in cleanups around the Yotsugi headquarters and the Higashi-Ogishima area



Contributing to a safe and clean community

Contribute to traffic safety

At business sites with trucks or passenger vehicles of Bandai Logipal and Logipal Express, we provide ongoing donations to traffic safety associations in the local area to help support traffic safety activities. During traffic safety week in spring and autumn, we work together with local police departments and traffic safety associations to raise awareness along the streets.



Receiving a letter of appreciation for a donation

Contributing to communities through beach cleanups and ecosystem surveys

Bandai Namco Amusement America (BNA) partnered with the Bandai Namco Foundation of America to participate in a charity event hosted by Shedd Aquarium in Chicago, Illinois, in the United States. In fiscal 2024, participants kayaked on the Chicago River to observe wildlife and collect data, deepening their understanding of ecosystems adapting to urban environments. They also conducted a cleanup at 12th Street Beach along Lake Michigan, collecting approximately two pounds of trash per participant. This collaboration with the local community provided an opportunity to reaffirm the importance of environmental protection.



Ecosystem survey conducted while kayaking



Beach cleanup along Lake Michigan

Local revitalization

Support for areas impacted by disasters

Collaboration with Local Communities

As a member of the local community, the Bandai Namco Group engages in social activities together with communities and continues working toward the revitalization of local economies using its IP.

Local revitalization

Support for areas impacted by disasters

Support for Areas Impacted by Disasters

Supporting children together with external organizations

Bandai Namco Holdings

Since 2011, Bandai Holdings has partnered with Save the Children Japan (SCJ), a public interest incorporated association specializing in children's support, to carry out activities that utilize the unique characteristics of the Bandai Namco Group, i.e., supporting children in disaster-stricken areas of Japan and holding plastic model classes. In 2024, we held the Make and Learn! Dinosaur Plastic Model Class as part of the Children's Experience Program 2024. Following on from 2023, 25 groups of elementary school children from grades 1 to 3 and their parents participated. On the day, we held a plastic model building class and dinosaur quiz, as well as introduced our efforts to recycle plastic model runners. We made every effort to stimulate interest in living things and the environment through toys and play, and to connect the experience to future learning.

In addition, each year Bandai Namco and shareholders give a total of ¥10 million to SCJ through the use of complementary shareholder benefits. The donated funds are used for activities implemented by SCJ that support children in Japan, as well as for aid to areas affected by disasters.



Make and Learn! Dinosaur Plastic Model Class
©Save the Children

Educational Assistance for the Next Generation

As the leaders of tomorrow, children are an important pillar of our future. The Bandai Namco Group focuses on activities that help foster the next generation through education and sports. We are also working to support children's welfare and health.

Educational Support for Children

Gunpla Academia: supporting education with our IP

We have been holding classes on model kits assembly, called Gunpla Academia, at elementary schools across Japan since October 2021. As of October 2025, more than 900,000 elementary school students from over 13,000 elementary schools had participated in these classes. By showing students videos and having them experience model kits assembly, we communicate to students the fun of manufacturing and introduce them to our initiatives to protect the global environment, such as the Gunpla Recycling Project.



Gunpla Academia

→ [Gunpla Academia, a plastic model lesson package \(in Japanese only\)](#), 

Read more



Sustainability **ACTIONS**

Learning from play—
A form of next-generation education
utilizing Gunpla

Special lectures at universities and vocational schools through industry-academia collaboration

The Bandai Namco Group holds special lectures at universities and vocational schools.

Bandai Namco Experience

Bandai Namco Experience collaborates with art universities, vocational schools, and high schools to implement a work experience program utilizing PolaPoriPosuPo, our original IP. During the program, students work on creative projects based on the characters and we hosted an exhibition of their works in November 2024. The works were also exhibited at the Bandai Namco Cross Store Tokyo, providing a place for interaction between educational institutions, students, and fans of our IP.

MegaHouse

MegaHouse held a special lecture at Doshisha University incorporating the company's products such as Othello and Rubik's Cube. At Hannan University, we also gave a lecture on product development theory featuring the Rubik's Cube. In seminars, we also exchange opinions with students.



Lectures at Shizuoka University and Hannan University
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Bandai Spirits

Bandai Spirits works with the local community to implement initiatives aimed at attracting talent to the manufacturing industry. In Shizuoka Prefecture, where the Bandai Hobby Center (BHC) is located, we hold lectures covering such topics as industrial innovation and BHC-style commitment to manufacturing together with Shizuoka University, and also hold special lectures at the Shizuoka Prefectural High School of Science and Technology's school festival. Additionally, lectures are held at various locations, such as the International Plastic Fair and the Nagaoka Monozukuri Fair, with the aim of revitalizing the entire manufacturing industry.



International Plastic Fair

Supporting education with Shimane Susanoo Magic

Shimane Susanoo Magic, a professional basketball team partly managed by Bandai Namco Entertainment, carries out a number of initiatives in the field of education to give back to the local community and support the healthy growth of children. In addition, as a way to contribute to Matsue City, we actively engage in PR activities on community safety and welfare, such as promoting reflective materials, eradicating violence, and activities for the Central Community Chest of Japan.

Dream Class nurturing children's dreams

Since 2007, Shimane Susanoo Magic players have been visiting kindergartens, nursery schools, and elementary schools in Shimane Prefecture to hold the Dream Class, where they talk with children about their dreams for the future. Through interactions with professional athletes, children can believe in their own potential and develop a positive attitude towards making their dreams a reality.

Let's Play Basketball project: donating basketballs to all local elementary schools

To mark the 15th anniversary of its founding, the Shimane Susanoo Magic launched the Let's Play Basketball project as part of its efforts to promote sports. The team donated six basketballs to each elementary school in Shimane Prefecture (210 schools, including public and national compulsory education schools and special needs schools). This will provide more opportunities for children to experience basketball and help them develop both physically and mentally through sports.



Dream Class in session



Let's Play Basketball project

Providing various hands-on learning opportunities, including workplace experiences

Bandai

To provide educational and experience-based value to the children who will lead our future, Bandai set up a Thomas Edison Special Exhibition at its headquarters in March 2023. From the collection of the Edison Museum, operated by the Bandai Collection Foundation in Mibu Town, Tochigi Prefecture, a public interest incorporated foundation, working gramophones, incandescent light bulbs, toasters, and other items are on display in a booth modeled after part of Edison's birthplace in Ohio, USA, along with information about Edison's life and famous quotes.

Local Taito Ward elementary school students were invited to a special lecture held during their summer vacation, with a total of 109 parents and children attending in August 2024 and 96 parents and children in August 2025.

Bandai Spirits

On September 2, 2025, Bandai Spirits opened the BHCPDII MUSEUM in Shizuoka City, offering factory tours and hands-on learning opportunities. The facility allows visitors to experience plastic model making, including modeling and packaging production, and also offers demonstrations of actual molding machines. This is a new spot where people of all ages, from children to adults, can experience the charm of manufacturing.



Experiencing what it takes to make a plastic model at the BHCPDII MUSEUM



Highlighting the process for making a plastic model at BHCPDII MUSEUM

→ [BHCPDII MUSEUM | Bandai Hobby Center Plamo Design Industrial Institute Museum \(in Japanese only\)](#) 

Heart

Heart hosts workplace tours for kindergarten students. In October 2024, 47 children in the middle year class from Hisaeda Kindergarten in Matsuyama City, Ehime Prefecture, where our head office is located, participated. In addition to a tour of the factory, the children also had the opportunity to experience sweets making by filling containers and wrapping them, which they were able to take home.

Bandai Namco Amusement

Bandai Namco Amusement actively provides a variety of hands-on learning opportunities for children who will lead the future by utilizing games and facilities.

In fiscal 2024, we actively collaborated with nearby schools to provide work experience opportunities at amusement facilities across the country, including eight Namco locations, seven Tondemi locations, and six VS PARK locations. This is part of our local community contribution activities.

Hanayashiki

In fiscal 2024, Hanayashiki supported career education by hosting four junior and senior high school students for work experience sessions, planning and implementing two events on-site as part of classes, and cooperating with seven other off-campus learning activities such as interviews.

Bandai Namco Filmworks

Bandai Namco Filmworks provides social education opportunities for elementary, junior high, and high school students, including practical training using our own IP as a subject, to learn about animation production, IP creation, and production. In fiscal 2024, we hosted students from five schools, with approximately 100 participating, including tours in collaboration with government ministries and agencies such as the Ministry of Economy, Trade and Industry, the Cabinet Office, and the Agency for Cultural Affairs.

Cooperate for the sound development of local youth

Many of the youth use our amusement facilities. At Bandai Namco Amusement, we work closely with related institutions to encourage employees to obtain the JAIA Youth Advisor* qualification to help foster the sound development of youth in the community.

* A qualification awarded to persons completing the JAIA Youth Instructor Development Program training held by the Japan Amusement Industry Association (JAIA), an industry group for the arcade game and amusement facility industries. These individuals have specialized knowledge and experience in activities for fostering youth.



POP stores with youth advisors

Cheer Jackies! from *The Bears' School* supporting hard-working children

Under the theme of supporting hard-working children, Charaken engages in various activities under the name "Cheer Jackies!" These include Jackie Caravan, which visits kindergartens and nursery schools, and donations to the Kids Earth Fund.

Jackie Caravan delivering smiles to children across Japan

As part of "Cheer Jackies!," we hold Jackie Caravan in which Jackie, the main character of the picture book series *The Bears' School*, and a female children's singer visit kindergartens and nursery schools across Japan. This program, which brings smiles and happiness to children through picture book readings and concerts, was held at 10 facilities in fiscal 2024.

The Bears' School Nurse's Office supporting children's health

The Bears' School Nurse's Office is an activity launched in 2024 to bring smiles to children who are physically or mentally unwell. In December 2024, Jackie visited the Pediatrics Department of Tohoku University Hospital in Sendai, Miyagi Prefecture. On the day, Jackie, dressed as Santa Claus, delivered Christmas presents to hospitalized children. Taking photos with the children and having fun together spread warm smiles throughout the hospital.



Visiting the Pediatric Department of Tohoku University Hospital
© BANDAI

→ [Cheer Jackies! \(in Japanese only\)](#)

→ [The Bears' School Nurse's Office \(in Japanese only\)](#)

Supporting and donating to children's charities

The Bandai Namco Group provides various forms of support to children around the world as they will be the leaders of our future.

Bandai Namco Holdings China

As part of the Future Dream Creation Project, Bandai Namco Holdings China donated 3,000 sets of toys and 800 books in Yunnan Province, China, in September 2024. These were delivered to children in need through local social welfare organizations and government agencies.

Additionally, we held a Gunpla assembly class at a local venue, with many children participating with smiles on their faces and experiencing the joy of making things.

This project, based on Bandai Namco Group's purpose, "Fun for All into the Future," aims to connect children with disabilities or living in poverty through "dreams, play, and inspiration." It has been conducted since 2023. To date, a total of 7,500 sets of toys have been donated.

Bandai Namco Foundation of America

Since its founding in 1995, Bandai Namco Foundation of America has continued to carry out charity work and provide donations focused on the health and welfare of children. In particular, the foundation has participated in the Children's Hospital of Orange County (CHOC) Walk for over 10 years, which is one of the largest pediatric medical fundraising events in the United States and attracts a great deal of support every year. Going forward, the foundation will continue to support the hopes and smiles of children through its involvement in charity events and donations.



Future Dream Creation Project started in mainland China



Handing out free toys donated in Hong Kong, China



The pediatric fundraising event, CHOC Walk

Operation Gundam R—creating the future!

The Gunpla Recycling Project, which started in April 2021, collects runners (the frame parts of plastic models) from Gundam series plastic models, known as “Gunpla,” and transforms them into new plastic model products using cutting-edge chemical recycling technology. This contributes to the creation of a recycling-oriented society together with fans.

Currently, the collected runners are transported to Bandai Hobby Center, Bandai Spirits’ plastic model production factory, where they are combined with other plastics generated in the manufacturing process. A portion of the runners is used as material for demonstration experiments for chemical recycling and the remainder is reused through material recycling and thermal recycling. The total amount of runners collected in fiscal 2024 was approximately 37 tons.

Operation Gundam R

Operation Gundam R (Recycle) is an initiative being held at shopping centers across Japan to raise awareness of recycling through Gundam. During these events, participants are given a sample kit made of Ecopla, manufactured from collected recycled runners, along with a special booklet. Participants can experience firsthand recycling plastic by assembling their Ecopla on the spot and placing the runners in the collection box.

→ [Operation Gundam R | Bandai Hobby website \(in Japanese only\)](#) 



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Providing educational products and services that enable learning through play

The Bandai Namco Group offers educational products and services that utilize its own content to support children's learning. Through playful learning experiences, the Group is working to deepen understanding of society and the environment.

Bandai

Toyama Bay Fish Donjara

Together with Toyama Mirai Lab, a general incorporated association that promotes the Umi-to-Nippon (Ocean and Japan) Project, Bandai developed Toyama Bay Fish Donjara, a toy themed on marine life in Toyama Prefecture. This educational toy incorporates local feedback and aims to raise interest in marine life through play. We are distributing it free of charge to elementary schools and after-school classrooms in Toyama Prefecture, promoting understanding of the local environment.



Toyama Bay Fish Donjara in use at an elementary school in Toyama Prefecture



Toys & Hobby Factory at KidZania Tokyo

©KidZania
PAC-MAN™ & ©Bandai Namco Entertainment Inc.

Toys & Hobby Factory at KidZania Tokyo

Bandai opened the Toys & Hobby Factory at KidZania Tokyo, a facility that allows children to experience work and society. Children can experience capsule toy manufacturing as actual workers and create limited edition Cap-Chara PAC-MAN products using recycled materials. This provides an opportunity to learn about the joy of manufacturing and the importance of being mindful of the environment.

MegaHouse

Teaching universal design with Othello

In collaboration with Kanko Manabonect Co., Ltd., MegaHouse has developed an educational program for elementary schools called Learning Universal Design with Othello. By combining Ittai Othello, which is also suitable for the visually impaired, with video teaching materials, we provide free lessons that allow students to learn about universal design and the problem-solving process in a fun format.



Ittai Othello incorporates universal design



Educational program about universal design using Othello

Supporting the development of global human resources through exchanges with overseas universities

In 2024, Bandai Namco Studio hosted a total of three company tours from universities in the United States, Australia, and China.

The students gained a firsthand experience of game development and deepened their understanding of the industry through interactions with creators. This initiative seeks to cultivate the next generation of global talent and strengthen ties with international educational institutions.

We will continue to support the development of the next generation through global exchanges.

Launched a sustainability website for kids to learn while having fun

Sustaina-land is the name of a sustainability website run by Bandai Namco Holdings for children. It features various IP (characters and other intellectual properties) from the Bandai Namco Group and introduces the Group's initiatives in a fun way through comics, videos, coloring pages, and more.

In addition to Sustaina-land Art depicting the activities of the entire Group, the site is packed with content that is useful for SDGs education. We aim for the site to be a place where children can learn about sustainability while having fun.

→ [Sustaina-land sustainability website for kids \(in Japanese only\)](#) 



Sustaina-land Art

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Invigoration of Fan Communities

The Bandai Namco Group's IP will be used to bring information to fans around the world in ways that were not possible before. The Bandai Namco Group stands fully committed to harnessing the power of IP to ensure the sustainability of tomorrow.

Dissemination of culture and information

Art and sports

Initiatives for Disseminating Culture and Information

Exhibit at Expo 2025 Osaka, Kansai, Japan

The Bandai Namco Group exhibited at the GUNDAM NEXT FUTURE PAVILION at EXPO 2025 Kansai, Osaka, Japan.

The pavilion interprets the "future" and "space" worldview depicted in the Gundam series as another Universal Century, depicting a future in which technologies that have yet to be realized are used peacefully in the real world.

The Group's sustainable initiatives were also a highlight of the pavilion.

Sculpture of a space colony made with plastic runners

Approximately 2,000 plastic runners collected from elementary school students in Osaka and other cities at Gunpla Academia were used to create a sculpture depicting the Side 7*1 space colony*2.

*1 A space colony that appears in Mobile Suit Gundam.

*2 A living space built in outer space that appears in Mobile Suit Gundam.



Exterior view of GUNDAM NEXT FUTURE PAVILION



Space colony sculpture made from runners and spherical botanical lights
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Installation of spherical botanical lights

Botanical lights generate electricity using electrons released in soil and water when microorganisms that coexist with plants carry out their life activities. By simply inserting electrodes into the soil or water where plants grow, it is possible to obtain electricity even without a power source as long as the environment is conducive to healthy plant growth, making it an energy of the future.

[Read more](#)



Sustainability **ACTIONS**

Exhibiting Gundam's designs for the future at Expo 2025 Osaka, Kansai, Japan

Disseminate culture and history at Omochanomachi Bandai Museum

Since 2007, Bandai has been operating the Omochanomachi Bandai Museum in Mibu Town, Tochigi Prefecture, consisting of four unique themed museums: Japan, World, Edison, and Hobby (Gundam), which can be enjoyed by patrons of all ages.

Through exhibits that help children interact, learn, and recreate to be the future leaders of society, we aim to contribute to the sound development of children's minds and bodies and diverse thinking.



Omochanomachi Bandai Museum in Mibu Town, Tochigi Prefecture



Some of Edison's inventions are also on display at Bandai headquarters ("Thomas Edison Special Exhibition" on the second floor).

Anime song choir project ChoieL—spreading anime song culture to the world!

ChoieL, an anime song choir project carried out by Bandai Namco Music Live, was launched in June 2022, with the aim of bringing together the beloved tradition of choir and the world of anime songs, a proud IP of Japanese culture. The project seeks to deliver to the world the experience of beautifully produced anime songs, together with fans of all ages, from children to adults.

The choir competition was held online. A total of 65 groups and approximately 380 fans, including school choirs and adult choirs, participated in the first and second competitions. The project continues, as the third online competition will be held in 2025.

→ [Official website of ChoieL, an anime song choir project \(in Japanese only\)](#) 



Key visual of the project



Key visual of the 3rd Choir Contest



The first choir recording session

Support efforts to pass down intangible cultural heritage in China

Bandai Namco Holdings China has been working to protect China's intangible cultural heritage since 2018.

In fiscal 2024, we held an event in collaboration with Shanghai Library, with the theme Protect Together, Create Together!. The event consisted of two parts: the Intangible Cultural Heritage Co-Creation Art Exhibition and the Intangible Cultural Heritage Experience.

Participants enjoyed experiencing three traditional techniques—wool embroidery, paper cutting, and rubbing—using popular Bandai Namco Group IPs such as PAC-MAN, Taiko no Tatsujin, Tamagotchi, and KAPIBARASAN. This unique initiative, which combined culture and entertainment, was attended by over 3,700 people.



Event supporting China's intangible cultural heritage
PAC-MAN™ & © Bandai Namco Entertainment Inc.
Taiko no Tatsujin™ Series & ©Bandai Namco Entertainment Inc.
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Invigoration of Fan Communities

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Dissemination of culture and information

Art and sports

Initiatives for the Arts and Sports

Wide variety of sponsorships to liven up sporting events

Concluding sponsorships with pro sports teams in North America

We have concluded sponsorship agreements with pro sports teams in California, where we have our U.S. headquarters, thereby promoting interactions with fans as a company deeply rooted in the local community.

At BMO Stadium, the home of the local Los Angeles FC soccer team, we opened the new amusement arcade Level Up by Bandai Namco. This arcade serves as a place where people of all ages and groups, including families and young people, can enjoy games with food and beverages. Additionally, at Angel Stadium of Anaheim, the home field of the Los Angeles Angels, we also opened a Level Up by Bandai Namco. Furthermore, we are energizing the ballpark by holding PAC-MAN races between innings.

In fiscal 2024, Bandai Namco Toys & Collectibles America entered into a partnership with Angel City FC (ACFC) of the National Women's Soccer League.



PAC-MAN™ & ©Bandai Namco Entertainment Inc.

Sponsorship agreement with professional football club Ehime FC

With its headquarters functions in Matsuyama City, Ehime Prefecture, Heart has been a sponsor of Ehime FC, a professional football club representing Ehime Prefecture, since the start of the 2017 season of the Japan Professional Football League (J.League). Through these activities, we not only contribute to Matsuyama City but also improve employee engagement and energize the company.



Ehime FC

Supporting young creators through partnerships with universities in China

Bandai Namco Holdings China and Bandai Namco Entertainment (Shanghai) participated in the 2025 National Joint Graduation Design (UGD), a large-scale graduation project being carried out in China, and held a lecture at universities on the theme of PAC-MAN. Students utilized the characters and world of PAC-MAN to challenge themselves with free thinking in their graduation projects. By collaborating with universities, we aim to discover and nurture the next generation of creators with both creativity and practical skills.



Graduation works using the characters and world of PAC-MAN
PAC-MAN™& ©Bandai Namco Entertainment Inc.

Dissemination of culture and information

Art and sports