






Fun for All into the Future

Sustainability Connecting to smiles into the future

Based on the IP axis strategy,
the Bandai Namco Group will work together with
fans to advance sustainability activities that focus on
the social issues that the Group should address.



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Harmonious Coexistence with the Natural Environment



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The Bandai Namco Group believes that the promotion of business operations that reflect consideration for the natural environment is essential for the sustainability of society and for business. Together with a variety of stakeholders, the Group is aiming for harmonious coexistence with the natural environment.



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Relevant SDGs



Key Items

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

Key Items and Main Measures



Enhanced Response to Climate Change

The frequent occurrence of extreme weather and damages and impacts 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](#)

→ Addressing Climate Change

Find out more about our policies, systems, and targets for decarbonization following the TCFD's recommended disclosures



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](#)

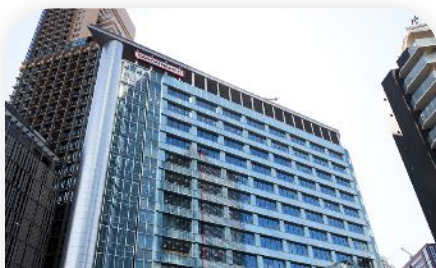


Supply Chain Management (Environment)

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



Enhanced Response to Climate Change

Actively introduce renewable energy at our business locations



Enhanced Response to Climate Change

Introduction of solar power generation systems



Enhanced Response to Climate Change

Reducing CO₂ emissions by migrating all on-premise servers to the cloud



Enhanced Response to Climate Change

Ensure live events are environmentally considerate



Enhanced Response to Climate Change

Acquisition of BREEAM certification



Enhanced Response to Climate Change

Tree planting in Shenzhen, China



Enhanced Response to Climate Change

Promote environmentally conscious designs: Sustainable Design Handbook

CLENA 3



Enhanced Response to Climate Change

Eco-Amusement Product Certification for arcade games



Enhanced Response to Climate Change

Reduce CO₂ during plastics incineration



Enhanced Response to Climate Change

Initiatives involving THE IDOLM@STER SHINY COLORS and the Ministry of the Environment



Enhanced Response to Climate Change

Participate with industry in the Playing for the Planet Alliance addressing climate change



Enhanced Response to Climate Change

Mitigate environmental impacts in animation production



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

Implement green procurement in manufacturing of arcade games



Sustainable Use of Resources and Raw Materials

Actively promote reduction and recycling of packaging materials



Sustainable Use of Resources and Raw Materials

Participation in a partnership promoting initiatives for a circular economy



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

Promote recycling of Gashapon capsules



Sustainable Use of Resources and Raw Materials

Initiatives to reduce food loss and waste



Sustainable Use of Resources and Raw Materials

Recycle used clothing collected at the live event into new fixtures



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



Supply Chain Management (Environment)

Obtain Green Management Certification in logistics operations



Supply Chain Management (Environment)

Promote eco driving



Supply Chain Management (Environment)

Use of low-emission vehicles

Enhanced Response to Climate Change



The frequent occurrence of extreme weather and damages and impacts 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.

Decarbonization

Products

Content creation

Initiatives for Decarbonization

Actively introduce renewable energy at our business locations

We are advancing a switch to electricity derived from renewable energy at the principal business locations of Group companies aimed at decarbonization.

Bandai Namco Miraikenkyusho, the Bandai headquarters, the Bandai Namco Amusement headquarters (Sumitomo Fudosan Tamachi Ekimae Building), the Bandai Namco Studios headquarters (Shibusawa Eitai Building), and Bandai Hobby Center, a production plant for Bandai Spirits plastic models, among other Group business locations, have switched all of the electricity they use to renewable energy, achieving net-zero emissions of CO₂ from their office operations. The amount of CO₂ emissions reduced through this initiative totals more than 4,000 t-CO₂ per year.



Bandai Namco Miraikenkyusho, which is powered by renewable energy

Introduction of solar power generation systems

Bandai Hobby Center, which produces plastic models for Bandai Spirits, installed a rooftop solar power generation system with 400 solar panels covering an area of approximately 1,202 m². Annually, this system has the capacity to generate approximately 260,000 kWh* on its own, which is expected to lower CO₂ emissions by approximately 130 t-CO₂ per year.



Kanto-Base's solar power generation system (Bandai Namco Craft)



Bandai Hobby Center's solar power generation system

In addition, we installed a solar power generation system at Bandai Namco Craft's Kanto-Base and Heart's headquarters factory. In this manner, we are moving toward electricity self-sufficiency through solar power generation.

* Calculated using the power generation calculation method for solar batteries in accordance with JIS 8907.

Reducing CO₂ emissions by migrating all on-premise servers to the cloud

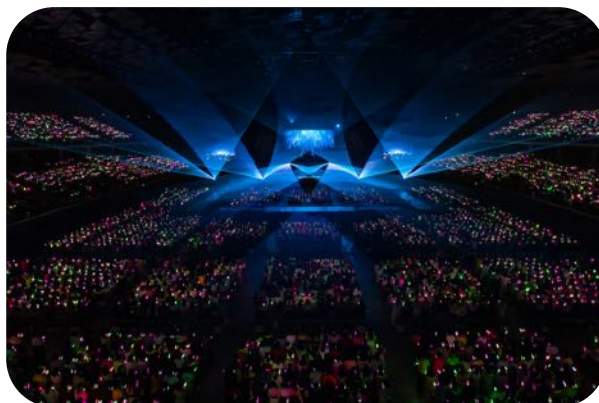
Bandai Namco Entertainment has migrated all of its computing services^{*1} using its on-premise data center to the cloud with the objective of reducing power consumption and waste. This has increased computing efficiency in operations at scale. The amount of CO₂ emissions reduced through this change totals more than approximately 2,400 t-CO₂ per year^{*2}.

*1 Services such as storage, network, database, and software.

*2 Assumes an average usage rate of 30%.

Ensure live events are environmentally considerate

Bandai Namco Music Live actively utilizes LEDs for lighting at its live events. We make an effort to sell reusable goods at live events. In addition to selling original eco bags at the event site, we have switched to battery-powered pen lights that can be used repeatedly instead of disposable ones, which are used during live events.



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

Acquisition of BREEAM certification

At the Bandai Namco Europe headquarters building, which was completed in July 2021, we are working on various measures such as reducing the environmental impact during architectural design and providing work spaces that take into account the health of employees. In recognition of these efforts, in March 2023, the building received the "Excellent" rank of BREEAM certification*, which is an environmental performance certification system for buildings administered in the United Kingdom.



The Bandai Namco Europe headquarters building recognized for its environmental performance

* 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.

Tree planting in Shenzhen, China

Bandai (Shenzhen) planted trees in Shenzhen, China in April 2023 to protect the environment and lower CO₂. More than 130 employees and 60 families participated in this activity, planting more than 60 seedlings.



Tree planting with more than 130 participants

Decarbonization

Products

Content creation

Enhanced Response to Climate Change



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Decarbonization

Products

Content creation

Initiatives for Products

Promote environmentally conscious designs: Sustainable Design Handbook

In the Toy and Hobby Business, we have 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. We will continue to utilize this handbook as we work on creating sustainable products.



Sustainable Design Handbook

Eco-Amusement Product Certification for arcade games

Bandai Namco Amusement 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. For example, the latest crane game CLENA 3 not only uses ingenuity to manage prizes and reduce arcade staff workload based on know-how acquired from nationwide operations but also uses approximately 56% less power than first-generation CLENA-FLEX by incorporating a power-saving mode.

Furthermore, all products designed by Bandai Namco Amusement and released after February 2019 have Eco-Amusement Product Certification.

CLENA 3



CLENA 3 crane game that uses significantly less power
©Bandai Namco Amusement Inc.



Reduce CO₂ during plastics incineration

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

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Decarbonization

Products

Content creation

Initiatives for Content Creation

Initiatives involving THE IDOLM@STER SHINY COLORS and the Ministry of the Environment

From April to August 2023, as a collaborative initiative between THE IDOLM@STER SHINY COLORS and Japan's Ministry of the Environment, Houkago Climax Girls, which is affiliated with 283 Productions, is the focus of PR initiatives related to plastic recycling.

Agenda 283, an in-game event scenario, utilizes regional clean-up activities. Participants implement initiatives to support nature and plastic recycling while studying and discussing the issue of plastic garbage in the oceans.

There is an educational video that publicizes the promotion of plastic reduction and recycling, with idol Rinze Morino, who was elected from among the Houkago Climax Girls members, serving as navigator.

To view the video, click the link below.

→ [Educational video on reducing and recycling plastics](#) 

(external website available in Japanese only)



Participate with industry in the Playing for the Planet Alliance addressing climate change

Bandai Namco Entertainment is a member of Playing For The Planet Alliance established at the UN Climate Action Summit 2019. As with fiscal 2021, in fiscal 2022 we participated in Green Game Jam organized by the United Nations Environment Programme (UNEP) through the PAC-MAN smartphone game app. We held an in-game event called Play for the Forest to convey the importance of forest restoration, and we encouraged the use of the Ecosia search engine that plants trees with ad revenue from keyword searches.

In addition, Bandai Namco Entertainment America received the Jam Spirit Award* for fiscal 2023 in recognition of its participation in Green Game Jam for the third consecutive year and its contributions.

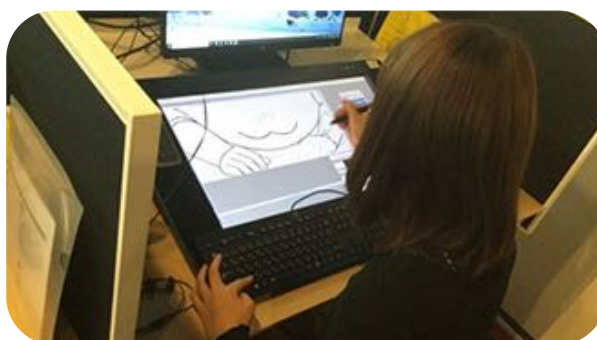
* This award is presented to companies participating in the Green Game Jam that consistently incorporate reforestation efforts into their games and do not neglect to improve their level.



PAC-MAN™ & ©Bandai Namco Entertainment Inc.

Mitigate environmental impacts in animation production

Bandai Namco Pictures is promoting a reduction in the amount of paper used by introducing digital drawing at its Osaka Studio and Fukushima Studio. Digitalization of animation production not only reins in the massive volume of conventional drawing papers but also allows the delivery of drawings via a network, thereby helping to reduce CO2 emissions in transport.



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

Bandai Spirits is advancing initiatives to use recycled materials or alternatives to plastics for part or all of its plastic model products in order to reduce its use of petroleum-based plastics and lower CO₂ emissions. Bandai Spirits now uses alternatives to plastics such as new materials made primarily from limestone as well as eggshell plastics that partially include eggshells discharged as industrial waste for some of its plastic model products. In this manner, we are developing products in a way that fans can enjoy their favorite pastime while still benefiting the environment.



Plastic model made partially with eggshell plastics
© SOTSU • SUNRISE
© BANDAI SPIRITS



Plastic model made with new materials based on limestone as the main raw materials

Actively utilize recycled materials

MegaHouse sells Rubik's Cube Eco, a Rubik's Cube made from recycled materials. Materials used to make the main unit and the paper used for the packaging are recycled materials.

Sun-Star Stationery is also working to develop stationery made from recycled plastic. 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.

Going forward, the Bandai Namco Group will continue to develop products that utilize recycled materials.



Rubik's Cube Eco made from recycled materials
RUBIK'S TM & © 2023 Spin Master Toys UK Limited, used under license. All rights reserved.



Clear document folder made from recycled plastic
© Disney. Based on the "Winnie the Pooh" works by A.A.Milne and E.H.Shepard.

Implement green procurement in manufacturing of arcade games

Bandai Namco Amusement Inc. (formerly, Bandai Namco Games Amusement Division) became the first in the amusement industry to launch green procurement initiatives back in 2005. We actively purchase parts, materials, semi-processed goods, products, sales promotion items, and packaging materials that are environmentally friendly and compliant with laws in Japan and other countries from suppliers that carefully manage chemical substances that can adversely affect the human body and natural environment. This also helps us to reduce our environmental impacts.



Arcade game (product name: Mini Crane) made from materials with lesser environmental impacts. The arcade game's parts can be removed without tools for easier recycling and it adopts exclusively LED lighting, resulting in a truly environmentally friendly design.

Actively promote reduction and recycling of packaging materials

The Bandai Namco Group is working to reduce and recycle packaging materials and containers used when selling products and services and is switching packaging materials to ones that are easier to recycle (changed from plastic to cardboard).

Heart, which plans and sells toys and confectioneries, changed the specifications of product designs in fiscal 2022, reducing the amount of glassine cups used in gift products for Valentine's Day, White Day, and other occasions by approximately 7.55 million. This reduced CO2 generated during incineration by about 1.4 tons compared to fiscal 2021.

CO2 reduction achieved by modifying product specifications



Raw materials procurement

Waste reduction and recycling

Sustainable Use of Resources and Raw Materials

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Raw materials procurement

Waste reduction and recycling

Initiatives for Waste Reduction and Recycling

Participation in a partnership promoting initiatives for a circular economy

The Bandai Namco Group participates in the Japan Partnership for Circular Economy (J4CE), a public-private framework that promotes initiatives for a circular economy.



This partnership was launched to strengthen public-private partnerships with the objective of fostering greater understanding of the circular economy and promoting initiatives among a wide range of domestic stakeholders, including companies, as the global trend toward a circular economy accelerates. As of November 2023, J4CE has 172 companies and 19 organizations as members.

Through its activities as a J4CE member, the Bandai Namco Group aims to form an information-sharing network for the circular economy and speed up its efforts to realize a recycling-oriented society.

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

In April 2021, we launched the Gunpla Recycling Project as a joint initiative involving all four companies of the Bandai Namco Group (Bandai Namco Holdings, Bandai Spirits, Bandai Namco Amusement, and Bandai Logipal). Under this project, we collect runners (plastic surrounds for plastic model parts) from Gunpla, plastic models in the Gundam Series, so that they can be recycled into new plastic model products using the cutting-edge technology of chemical recycling. The project aims to contribute to the formation of a recycling-oriented society together with plastic model fans.

The collected runners are transported to Bandai Hobby Center, the plastic model production plant of Bandai Spirits, where they are combined with plastic emitted from the plant's production process. Some of the materials are used as test materials for verification testing to help realize chemical recycling, and the remainder is reused in material recycling and thermal recycling.

Around 21 tons were collected in fiscal 2022.



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Promote recycling of Gashapon capsules

The Bandai Namco Group has collected and recycled Gashapon capsules since 2006. In September 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 2022: Approx. 30 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 20% of new capsules.

Gasha Point Stations, empty capsule collection boxes, are placed at Capsule Toy Stores and Gashapon Bandai Official Shops. This makes empty capsule collection an enjoyable experience for customers.

With the aim of reducing the amount of petroleum-derived plastic used, Bandai began introducing recycled materials in Gashapon capsules in 2021. In addition, we have made improvements such as changing the constituent material of the capsules, which previously had two types, to one type of polypropylene to make it easier to recycle.

In 2022, we also started the test run of the “MAP capsule,” which uses paper as its primary raw material. We will continue to conduct research and work to further reduce the use of petroleum-derived plastics.



MAP capsule made with paper powder used for half of the materials

Initiatives to reduce food loss and waste

As part of our efforts to reduce food loss and waste, which is a significant social issue, Bandai has conducted repeated verification testing on its mainstay confectionery products Fishing Gummy, Tray Gummy series, Ramune soda candies, and Desserts. Five years of this research has helped to extend the best-before date of these products. Furthermore, the company has worked to reduce product and raw material losses in the production process and extend the sales period. As a result, we have reduced food loss and waste by 10.5 tons annually.



Fishing Gummy series and Charapaki Hakkutsu Kyoryu Chocolate helping to reduce food loss and waste
©BANDAI

Recycle used clothing collected at the live event into new fixtures

At the venue for THE IDOLM@STER SHINY COLORS 5thLIVE If I wings., which was held in March 2023, we implemented an initiative to collect unnecessary clothing from attendees. Boxes were set up at the venue to collect old clothes from fans in attendance.

The collected clothing is recycled into new reusable materials. We reused these materials in panels at THE IDOLM@STER SHINY COLORS 5.5th Anniversary LIVE event.



Used clothing collection boxes at the live event



Panels made from collected and recycled clothing

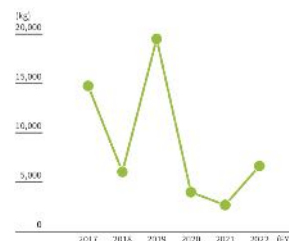
Strengthen activities to separate waste components and promote recycling

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 (PCB), wiring, and HDDs that are replaced during the course of maintenance and other work. In fiscal 2022, we recycled approximately 6.6 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 2022, Artpresto recycled approximately 71 tons of waste plastics as RPF.



Waste plastics being recycled as RPF

* Photo credit: EcoMining Co., Ltd.

* 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).

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, and 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.



Workshop as part of eco-driving training

Use of low-emission vehicles

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

The companies have introduced EV vehicles into their corporate fleets since fiscal 2023, and they plan to deploy EV trucks in fiscal 2024. In addition, 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.



Newly deployed EV truck



Eco-drive promotion sticker

Provision of Appropriate Products and Services



© BN

With our priority on the safety and peace of mind of customers, based on appropriate ethical standards, we strive to increase customer satisfaction by working together with partners to provide safe, high-quality products and services.



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. We are making efforts to ensure responsible and appropriate representations as a corporate group that handles a wide variety of products and services.

→ [Initiatives for Ethical Representation](#)



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 and Live Events](#)

→ [Initiatives for 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](#)

→ 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



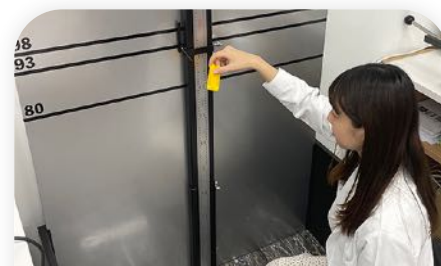
Provision of Products and Services Based on Appropriate Representation

Collect and share information on ethical representation within the Group



Provision of Products and Services Based on Appropriate Representation

Conduct in-house training on representation



Safety and Security of Products and Services

Implement quality assurance based on our proprietary quality standards



Safety and Security of Products and Services

Verify safety of arcade cabinets



Safety and Security of Products and Services

Promote initiatives to enhance quality and safety awareness



Safety and Security of Products and Services

Conduct regular safety inspections of amusement facilities



Safety and Security of Products and Services

Give consideration to safety during live events



Safety and Security of Products and Services

Use barrier-free voice guides in visual packages



Safety and Security of Products and Services

Product Development Mindful of Universal Design



Safety and Security of Products and Services

Initiatives for accessible game development



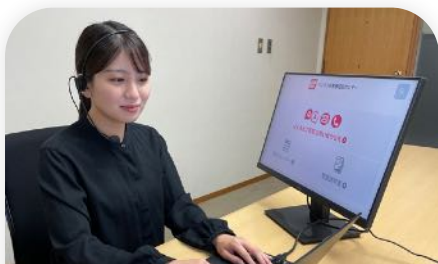
Enhanced Customer Satisfaction

Online Game Safety Guide for Minors and Parents/Guardians



Enhanced Customer Satisfaction

Received Highest Three-Star Rating in HDI Benchmark



Enhanced Customer Satisfaction

Consolidate the voice of customers at the Customer Service Center



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)

**Provide safe driving training
to all drivers**

The G-Mark verifies
that a transportation
business has
excellent safety



Supply Chain Management (Quality)

**Obtain external certification
for 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. We are making efforts to ensure responsible and appropriate representations as a corporate group that handles a wide variety of products and services.

Initiatives for Ethical Representation

Collect and share information on ethical representation within the Group

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, we host a regular round-table discussion involving persons in charge of domestic Group companies in order to share the latest information on ethical language and strive to share this information within the Group. In this manner, the Group is working closely together in this area.



Meeting of the Group Ethics Working Group (held online and in-person)

Conduct in-house training on representation

All Bandai Namco Group companies check to ensure the language used for all products and services they provide is appropriate prior to their release.

In addition to in-house checks, we are fortifying our checking system by collaborating with external experts in specific fields. We are also actively working to foster a sense of ethics by holding various study sessions for employees and distributing email newsletters for employees.

In recent years, Group companies are holding seminars aimed at teaching the latest Internet literacy, such as the nature of flaming on social media and how to address it by type. They also strive to select responsible representations when disseminating all forms of information.



Ethics study session at Bandai Spirits

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 and live events

Universal design

Initiatives for Products and Services

Implement quality assurance based on our proprietary quality standards

We design and select materials for Bandai products according to various quality standards in consideration of the product's features and a broad range of customer needs. Quality standards are comprised of around 260 proprietary standards categorized as "safety," "performance," and "labeling," in addition to the toy safety standards established by the Japan Toy Association (ST Standards). Products are commercialized only after the standards corresponding to each are identified according to the specifications and they pass an inspection.

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



Toy safety verification



Bandai Spirits quality standards sheet

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*.

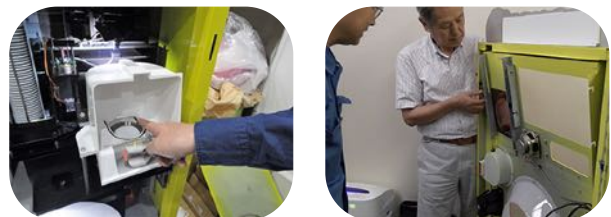


Bandai Namco Entertainment (formerly, Bandai Namco Games) also received an excellence award in the manufacturer and importer division, major companies category, at the 8th awards.

* 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 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 gold product safety company.

Verify safety of arcade cabinets

Bandai Namco Amusement, which operates amusement facilities, verifies the safety of arcade cabinets from various angles, including operations, to ensure customers always have a fun and safe experience. In the course of developing new products and improving existing ones, we consider the safety of parts that customers come into contact with as well as the safety of facility staff members when they conduct maintenance work. Safety reviews are conducted by a variety of departments, such as development, production, quality assurance, and service. In fiscal 2023, we conducted 28 safety reviews primarily for our new products.



Safety review

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 Digital Business and the Toys and Hobby Business, which form part of the Bandai Namco Group Entertainment Unit, jointly held the Product Safety Forum: Exhibition for Product Safety and Quality. The forum exhibited quality control initiatives for physical products such as toys and for digital products such as games. The purpose of the forum is to share knowledge within the Entertainment Unit and use it for further improving quality and product development, based on the recently emerging need for the fusion of digital and physical realms. In recent years, taking into account the COVID-19 pandemic and to share case studies with a larger audience, the forum has featured a virtual reality venue, and the exhibitions have been expanded to include general sustainability activities, including quality improvement.

Bandai Spirits also hosts the Product Quality Messe for employees and business partners. This venue is used to communicate a wide range of information, from the voice of customers to exhibits of actual defective products and initiatives at production sites, along with useful tips for quality improvement. In this manner, it promotes initiatives to improve quality in cooperation with its business partners.



Product Safety Forum virtual reality venue



Panel display



Product Quality Messe



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 and live events

Universal design

Initiatives for Facilities and Live Events

Conduct regular safety inspections of amusement facilities

Bandai Namco Amusement 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 installed. We verify the safety not only of the equipment itself but also as the equipment is installed in an effort to ensure that customers can use our facilities with peace of mind. In addition to these safety inspections of indoor facilities, we hire outside professionals to perform safety inspections on electrical facilities including in the backyard.



Safety inspection

Give consideration to safety during live events

At its live events, Bandai Namco Music Live works to implement management with consideration for safety so that customers can enjoy these events with peace of mind.

To prevent accidents and facilitate rapid responses in case of a contingency, such as an earthquake, the event operation manual for live events contains detailed countermeasures and response methods. We also hold staff meetings in advance to ensure that all related parties know what to do.

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



Facial recognition system

Products and services

Facilities and live events

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 and live events

Universal design

Initiatives for Universal Design

Use barrier-free voice guides in visual packages

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



Product with barrier-free voice guide
Crayon Shin-chan: Mononoke Ninja Chinpūden
© Yoshito Usui / Futabasha / Shin-Ei Animation / TV Asahi / ADK
2022

Product Development Mindful of Universal Design

MegaHouse is actively working to develop products that anyone can enjoy and promote universal design.

Ittai Othello features black pieces with a raised surface and white pieces with a concaved surface, so a player 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 features a different uneven shape for each color of the six sides, so it can be aligned by touch. This toy won the grand prize at the 2021 Japan Toy Awards in the Accessible Design Toys category. Because the Rubik's Cube was invented by Ernő Rubik of Hungary, we have been communicating with the Hungarian Embassy in Japan.



Ittai Othello
TM& ©Othello,Co. and
MegaHouse



Rubik's Cube Universal Design
RUBIK'S TM & © 2023 Spin
Master Toys UK Limited, used
under license. All rights
reserved.

Initiatives for accessible game development

Bandai Namco Entertainment is adding functions to its games to ensure accessibility with the aim of developing games that can be enjoyed by everyone.

As one example, we use a color vision simulator during development so that color-blind people who have difficulty seeing certain colors 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. We are also creating internal guidelines that outline recommended ways to implement these functions.

Examples of implemented accessibility-related functions



- SCARLET NEXUS
- Setting of options upon start-up
 - Game difficulty setting
 - Subtitles for in-game audio
 - Customizable volume control
 - Change of key assignments



- Tales of ARISE
- Setting of options upon start-up
 - Game difficulty setting
 - Subtitles for in-game audio
 - Customizable volume control
 - Change of key assignments

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

Online Game Safety Guide for Minors and Parents/Guardians

Online games have seen an increasing number of underaged players, including elementary and junior high school students. This has led to increased trouble at home, and a steadily rising number of inquiries related to billing in particular.

To ensure that users can play with peace of mind, we published the Online Game Safety Guide page for minors and their parents or guardians on Bandai Namco Entertainment's official website in December 2022 and Bandai Namco Online's official website in January 2023. For minors, we have devised ways to incorporate manga to make the guide more approachable, and we also introduce the guide in our games. This ensures that a wide range of users read it.



Bandai Namco Entertainment: Online Game Safety Guide(in Japanese only)

→ [For minors](#)  → [For parents and guardians](#) 

Bandai Namco Online: Online Game Safety Guide(in Japanese only)

→ [For minors](#)  → [For parents and guardians](#) 

Received Highest Three-Star Rating in HDI Benchmark

Bandai Namco Online received the highest three-star rating in HDI-Japan's 2022 HDI Benchmarks Customer Service category. The HDI Benchmarks' evaluators rate a company's customer service performance and quality and online support from the customer's perspective, using criteria based on HDI's international standards, and award a rating on a four-point scale: zero, one, two, or three stars. Bandai Namco Online's rating on this occasion recognizes its customer-centric support, including proactively advising the customer based on the understanding of their situation and unspoken psychological needs.



Bandai Namco Online conducts surveys regularly to monitor the voices of customers and fans. Based on the results of these surveys, we make improvements to services and introduce new initiatives. We also have a dedicated customer support team for each contact point, including social media and email, to respond quickly and meticulously. Furthermore, we regularly hold events and campaigns to promote communications with our customers and fans.

Through these initiatives, we aim to deepen our relationship with more customers and fans and provide even better services.

To learn more about HDI, click the link below.

→ [HDI Japan's official website](#) 

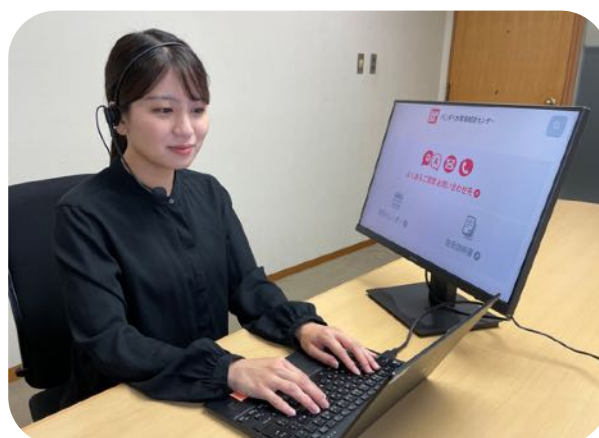
(external website)

* HDI is the world's largest IT service and technical support membership association and established the world's first international certification and training system. Founded in the United States in 1989, HDI's vision is to help the support and service management industry succeed with exceptional customer experience. It has more than 50,000 members worldwide, many of which are Fortune 500 companies or among other top companies, along with a network of 100 offices around the world. The HDI Benchmarks is a program that evaluates support services sponsored by HDI-Japan, HDI's local subsidiary.

Consolidate the voice of customers at the Customer Service Center

At Bandai, our Customer Service Center plays an important role in communication with customers.

Every month, the center fields roughly 10,000 inquiries from customers. In addition to addressing each inquiry with sincerity, the details of inquiries, with the exception of personal information, are added to a database and shared internally. This information is reflected in product development to further enhance customer satisfaction by improving product quality.



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) 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 sharing of production quality issues, as well as takes steps to educate employees and strengthen the inspection systems of suppliers.

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.



Product quality control on the production site

Additionally, at Artpresto, we share the quality control system to maintain the quality of products and to prevent occurrences of defective products in the production processes of outsourcing partners. For food packaging operations, we use flow diagrams to share the system. In addition, we are working to thoroughly control and improve the quality of products at production sites, which includes conducting regular audits of plants and factories.

Establish opportunities to share information with suppliers

At Bandai, we hold meetings as a venue to communicate with suppliers regularly. We also share information and have put into place a commendation system to recognize excellent suppliers. For example, 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.

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

Provide safe driving training to all drivers

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.

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.



Safe driving training

Obtain external certification for transport and delivery

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 (20 locations) satisfying the application requirements have obtained this certification.

The G-Mark verifies that a transportation business has excellent safety



In addition, Bandai Logipal has obtained various public certifications, including AEO customs broker certification* for customs clearance operations, ISO 9001 quality management system certification (includes Logipal Express), and Japan's Privacy Mark, a standard for the protection of personal information.

In this way, we are actively using 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.

Working with suppliers

Logistics

Appropriate Utilization and Protection of Intellectual Property



The Group is working to contribute to the sustainable development of entertainment through the appropriate use and protection of IP (characters and other intellectual property), which are important management resources.



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



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

Main Initiatives



Appropriate Use of IP and Mutual Use of Patents

Initiatives for accelerating evolution in the IP axis strategy



GUNDAM
OPEN
INNOVATION

Appropriate Use of IP and Mutual Use of Patents

Promoting IP-driven initiatives: Gundam Open Innovation



Appropriate Use of IP and Mutual Use of Patents

Resolving social issues through the use of games



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 goods



Protection of IP

Initiatives in collaboration with the government to eliminate counterfeit goods



Protection of IP

Cooperate to raise awareness to eliminate pirated versions



Protection of IP

Activities with the IIPPF to raise awareness of IP



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

Initiatives for accelerating evolution in the IP axis strategy

The Bandai Namco Group is harnessing its strength found in the IP axis strategy with the aim of realizing sustainable growth by implementing new initiatives to foster deep, broad, and multifaceted connections with fans around the world; by accelerating evolution in the IP axis strategy; and by working to build businesses as we work together under the All Bandai Namco concept in regions around the world.

We are now making strategic investments to create IP and develop a metaverse for each IP as a new framework for connecting with fans. In addition to IP derived from products and services, we will strive to create IP from a variety of perspectives through Groupwide initiatives, through the Bandai Namco Content Fund, and through initiatives with external business partners. Our goal is to evolve the IP axis strategy by making strategic investments totaling ¥40 billion over the three-year period of the current Mid-term Plan.

Promoting IP-driven initiatives: Gundam Open Innovation

The Bandai Namco Group has been implementing the Gundam Open Innovation project since fiscal 2021 to solicit new ideas and technologies aimed at addressing population and global environmental issues.



The Mobile Suit Gundam series, which inspired the project's name, takes place in the Universal Century, a fictional age when humankind has immigrated throughout the universe. In the series, a number of social issues that translate to modern society were identified, including explosive population growth and a deteriorating global environment. The grand worldviews of Gundam contain new undiscovered technologies and possibilities that can help resolve these social issues. As a result, Bandai Namco launched this project which seeks to build and realize a society of the future with human innovations desired by humankind based on the Universal Century.

Under the project, we are broadly recruiting experts, innovators, research institutes, and cutting-edge companies in various fields as partners to help us achieve this exciting future.

To learn more, click here.

→ [Official website of Gundam Open Innovation](#) 

Resolving social issues through the use of games

Over a three-year period from 2020, Bandai Namco Entertainment and Bandai Namco Studios implemented a joint initiative with the Aoyama Gakuin University Project Research Institute (Solving Social Problems through Intellectual Properties (SSP-IP)). This initiative engaged in research into the possibility of addressing social issues through the use of games. Practical research was implemented in such areas as enhancing accessibility, considering political correctness, and recommending diversity and inclusion. Information was widely communicated to society, such as through symposiums and publications.



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 Inc. reconfirms rights related to existing SUNRISE brand IP, including catalog titles, and is working to create a system to protect these rights as we step up licensing arrangements for the Gundam series.

We held SUNRISE Anniversary Tours in autumn 2023 for Armored Trooper VOTOMS, Aura Battler Dunbine, and Cowboy Bebop, all part of the brand and which are marking an anniversary. We are working to ensure that fans can enjoy the world of our catalog titles again.



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.

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 Goods and Pirated Versions

Implement thorough measures against counterfeit goods

The Bandai Namco Group is taking various actions to protect the world view of its IP and ensure the safety and security of our products and services delivered to customers.

As one facet of measures to address counterfeit products, BANDAI SPIRITS CO., LTD. uses seals* with special specifications featuring forgery prevention processing. These seals, which are in principle applied to all TAMASHII NATIONS brand products for mature fan collectors, are used to verify that a product is genuine.

* Seal designs have been revamped since May 2023.



Seal with special specifications applied to TAMASHII NATIONS products
Note: Sample image.

Initiatives in collaboration with the government to eliminate counterfeit goods

To eliminate counterfeit goods, 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 monitor domestic and international markets, along with e-commerce websites, and file injunctions against import/export with Japan Customs as necessary to quickly detect counterfeit goods, stop their distribution, and eliminate them altogether. As one example, we exposed a counterfeit ring in Ningbo, China in March 2023 at the same time as the counterfeit goods were being manufactured. Authorities succeeded in confiscating approximately 8,600 counterfeit goods representing five types and their molds, and three managers at the plant were arrested.

We will continue to strengthen cooperation with the government and promote initiatives to eliminate counterfeit goods.

Process used to eliminate counterfeit goods

01 Information gathering

Investigate counterfeit goods through various routes such as e-commerce sites, social media, consumer reports, and on-site investigations

02 Discussion of countermeasures

Comprehensively consider the degree of impact on the business, the intentions of the copyright holder, and other aspects, and decide on countermeasures

03 Execution of countermeasures

Execute various measures such as factory raid, petition for removal from an e-commerce site, sending of warning letter, and civil litigation



Raid of counterfeit goods in China

Cooperate to raise awareness to eliminate pirated versions

The Bandai Namco Group, in cooperation with the Manga-Anime Anti-Piracy Committee whose secretariat is the Content Overseas Distribution Association (CODA), participates in the Manga-Anime Guardians Project (MAGP), a project to protect Japan's proud manga and anime throughout the world and to create even more high-quality works.



As part of the awareness-raising activities of this project, we have been producing a collaborative video featuring Bandai Namco Pictures' own animated characters of Sgt. Frog and No More Movie Thief since 2021. The video has been played in movie theaters throughout Japan, and it was also available on YouTube for a limited time only.

Activities with the IIPPF to raise awareness of IP

In June 2023, the International Intellectual Property Protection Forum (IIPPF) hosted an event for Generation Z to raise awareness of IP. The event was co-sponsored by the World Customs Organization (WCO). The theme of the event, which aimed to educate participants about the reality of counterfeit goods, was “Forefront of the World’s Battle against Counterfeits—A Better Society Made Possible with Intellectual Property.”

At the event, speakers introduced the current situation of the growing number of counterfeit goods in online transactions globally, companies’ efforts to combat them, and the dangers of counterfeit goods. IP representatives of Bandai, which is an IIPPF member, also took the stage to make a presentation.

In this way, the Bandai Namco Group is working with the IIPPF and other rights holder organizations and authorities in various countries to further promote the protection of IP, including taking action against counterfeit products, thereby strengthening infringement countermeasures and raising awareness of IP.



Event to raise awareness of IP among Generation Z
© SOTSU・SUNRISE

Protecting our rights as an IP holder

Countermeasures against infringement of our IP

Establishment of Work Environments That Facilitate Mutual Respect



We aim to support the sustainable development of society and business 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.



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 each and 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



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](#)

→ Initiatives for Human Rights

Learn about our initiatives for respecting human rights, including our Human Rights Policy.



Main Initiatives



Establishment of an Employee-Friendly Workplace Environment

Expand Company programs and support



Establishment of an Employee-Friendly Workplace Environment

Utilize Yu-Port satellite offices shared by the Group



Establishment of an Employee-Friendly Workplace Environment

Initiatives to improve the workplace environment for creators



Establishment of an Employee-Friendly Workplace Environment

Initiatives to energize communication among employees



Establishment of an Employee-Friendly Workplace Environment

Implement the cross-functional UNITE Project



Establishment of an Employee-Friendly Workplace Environment

Obtain public certifications evaluating work environments in logistics



Establishment of an Employee-Friendly Workplace Environment

Conduct engagement surveys



Establishment of an Employee-Friendly Workplace Environment

Expand programs that support employees and their families from various angles



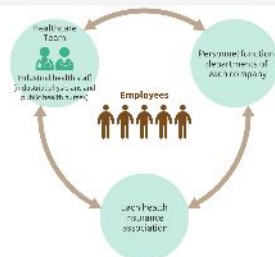
Establishment of an Employee-Friendly Workplace Environment

Host family events to improve employee engagement



Establishment of an Employee-Friendly Workplace Environment

Group Internal Commendation System: Bandai Namco Awards



Establishment of an Employee-Friendly Workplace Environment

Employee health management at the Bandai Namco Group



Establishment of an Employee-Friendly Workplace Environment

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

BANDAI NAMCO
Fun for All into the Future

Establishment of an Employee-Friendly Workplace Environment

Implement health measures incorporating entertainment elements

BANDAI NAMCO
Fun for All into the Future

Human Resources Development

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



Human Resources Development

Offer training and education based on business characteristics of Group companies

BANDAI NAMCO
Fun for All into the Future

Human Resources Development

Support employees' career planning and development



Human Resources Development

Cultivate creators with drawing and art classes

BANDAI NAMCO
Fun for All into the Future

Human Resources Development

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



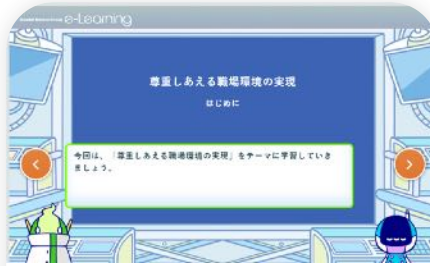
Human Resources Development

Initiatives for upgrading manufacturing skills



Promotion of Diversity and Inclusion

Initiatives to facilitate active participation by diverse human resources



Promotion of Diversity and Inclusion

Initiatives to foster understanding of disabilities



Promotion of Diversity and Inclusion

Participate in the Abilympics



Promotion of Diversity and Inclusion

Actively employ people with disabilities



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)

Initiatives for raising awareness of human rights



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 each and 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 promoting the development of a work environment where diverse human resources can perform their jobs in good physical and mental health. Each Group company has established various programs and systems tailored to its business format. These include regulations for creating a comfortable workplace for employees with various family situations, a flex time system enabling greater flexibility in work styles, a discretionary labor system, shorter working hours, and staggered shifts. In addition, we conduct periodical physical check-ups and stress checks, and we have assigned a person in charge of measures against prolonged working hours within the Group Administrative Headquarters in order to improve employee satisfaction by creating an environment where employees can work with peace of mind.

In accordance with the Act on Advancement of Measures to Support Raising Next-Generation Children, Bandai Namco Entertainment, Bandai, and Bandai Namco Amusement have received certification from the Minister of Health, Labour and Welfare (Kurumin certification) in recognition of their support of child-rearing. In addition, in accordance with the Act on Promotion of Women's Participation and Advancement in the Workplace, Bandai Namco Entertainment, Bandai, and Bandai Namco Business Arc, received the Eruboshi certification as companies with excellent initiatives in promoting the participation and advancement of female employees in the workplace.

Utilize Yu-Port satellite offices shared by the Group

The Bandai Namco Group opens up office space at each of its business locations as satellite offices available to all employees of the Group. Through these satellite offices, we aim to invigorate interactions and strengthen collaboration between Group companies.



Initiatives to improve the workplace environment for creators

Improving the work environment for creators who create entertainment is an important issue for the Bandai Namco Group.

Bandai Namco Filmworks has established the Labor Improvement Project with the aim of improving the workplace environment for creators. We are promoting work style reform by setting specific numerical values for late-night lights-out times at production booths where creators work, hours when they can be contacted by email or social media, and upper limits on meeting hours and overtime.

In addition to its head office (Ogikubo), we have set up satellite offices inside the business locations of Bandai Namco Group companies such as Bandai Namco Miraikenkyusho (Shiba), Bandai Namco Music Live (Ebisu), and Actas (Mitaka). Furthermore, by utilizing external satellite offices and making it possible to work on the go or from home, we are creating a flexible and highly productive work environment that makes it easy for creators to work.

Initiatives to energize communication among employees

With the diversification of working styles and the increased use of telework, opportunities for face-to-face communication in the workplace are declining. In this context, Bandai Namco Group companies are actively working to energize communication to improve employee engagement.

Bandai Namco Entertainment has launched the Minna-no-Ogori (treat for you from everyone) Vending Machine



Minna-no-Ogori Vending Machine



Dedicated card

initiative with the aim of promoting communication among employees. The Minna-no-Ogori Vending Machine is a unique vending machine where two employees can receive a free beverage if they touch a dedicated card to the vending machine's sensor at the same time. This initiative was started with the hope that the vending machine will provide opportunities for employees to talk to each other. In addition, we are promoting interaction among employees through various measures, such as regularly holding Tsunaga (let's connect) Lobby, a communication event where employees can gather and interact.

Implement the cross-functional UNITE Project

Bandai Namco Amusement launched the UNITE Project, which handles various initiatives across departments, in order to take advantage of the environment in each unit with diverse human resources and foster a culture where each other's strengths can be developed and new challenges are embraced.

As one example, it held a workshop called BNAM meets Diversity to promote diversity and inclusion within the company. In the workshop, employee volunteers identified issues currently faced by employees inside and outside the company (childcare issues, work styles, value provision, personnel systems, etc.), and made

recommendations to the company. In addition, the company holds networking sessions, publishes internal newsletters in which employees themselves serve as reporters, and produces videos to learn about the personalities of employees and management. The company evaluates the organizational changes brought about by each activity using surveys and eNPS indicators, which lead to improvements.



Obtain public certifications evaluating work environments in logistics

Logipal Express strives to ensure that it provides services that prioritize safety and security through a workplace where employees can work with peace of mind. As part of this, 24 of the company's sales and distribution offices have acquired a two-star rating under the Comfortable Workplace Certification System administered by the Ministry of Land, Infrastructure, Transport and Tourism.



Comfortable Workplace
Certification System

The Comfortable Workplace Certification System was established in 2020 as part of comprehensive efforts to address the shortage of drivers in the automobile transportation business (truck, bus, and taxi businesses). By visualizing the efforts of each business operator to improve the workplace environment, the system aims to improve impressions among job seekers and encourages them to find employment as drivers through cooperation between the Ministry of Land, Infrastructure, Transport and Tourism and the Ministry of Health, Labour and Welfare.

We will continue to create a work environment where employees can work with peace of mind and provide services that put safety and security first.

To learn more about the system, click the link below.

→ [Comfortable Workplace Certification System](#) 

(external website available in Japanese only)

Conduct engagement surveys

All Bandai Namco Group companies in Japan and overseas have been conducting engagement surveys since fiscal 2022 to visualize organizational issues. Based on the results of these surveys, we are implementing a number of initiatives to encourage more men to take leave, and improve the workplace environment.

We will continue to work to improve employee engagement throughout the Group and promote the creation of a working environment where diverse and unique human resources can play an active role.

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 each and 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

Name	Overview
Flextime system	<ul style="list-style-type: none">● Normal working hours are determined not on a daily basis but on a monthly basis.
Anniversary celebration system	<ul style="list-style-type: none">● On their birthday, every employee receives a gift with a message from the President or their supervisor.
Marital leave	<ul style="list-style-type: none">● Special (paid) leave is granted when an employee gets married.
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.
Provision of support funds for childbirth and childcare	<ul style="list-style-type: none">● Provision of stipend at the birth of each of the first and second children.

	<ul style="list-style-type: none"> ● Provision of ¥3,000,000 at the birth of each of the third and subsequent children. (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.)
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, includes exemption from overtime and late-night work.
School enrollment stipend system	<ul style="list-style-type: none"> ● A stipend is paid to employees with a child upon their enrollment in a nursery school, kindergarten, elementary school, junior high school, and high school.
Lifestyle-support leave	<ul style="list-style-type: none"> ● Introduction of a lifestyle-support system with the objective of establishing supportive environments for employees in a variety of household circumstances. ● Offering 30-day leave as well as shorter working hours/flextime, in accordance with the reason. <p>Eligibility</p> <ul style="list-style-type: none"> (1) Child with school non-attendance (2) Infertility treatments (3) Care for a family member (family within the second degree) (4) Attending regular medical appointments for disease treatment
Partnership system	<ul style="list-style-type: none"> ● Employees in a partnership relationship are treated as equivalent to being in a legal marriage so that they can receive paid leave and benefits stipulated in internal regulations accordingly.

Note: The coverage and availability of these programs and systems vary by Group company.

Host family events to improve employee engagement

Each Bandai Namco Group company holds events for families, with a view to promote interaction with the families that are always supportive of our employees, and among employees.

In the Bandai Namco Group, the IP Production Unit, which aims to strengthen IP creation with the mission of “continuing to create good things,” held the Autumn Cultural Festival as a cross-functional event in fiscal 2022.



Animation production tracing work experience



Workplace tour with employees' families

Although the event was basically held online to prevent the spread of COVID-19, some employee families were invited to the head office building and a small-group workplace tour was held at the same time. On the day of the event, we deepened communication between family members and colleagues through events where they could learn about the company's IP and animation production, such as tracing work, one of the production processes.

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 profit sharing. 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, the success of the content, creativity, relevance, and consideration for sustainability are deemed important points.



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 each and 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

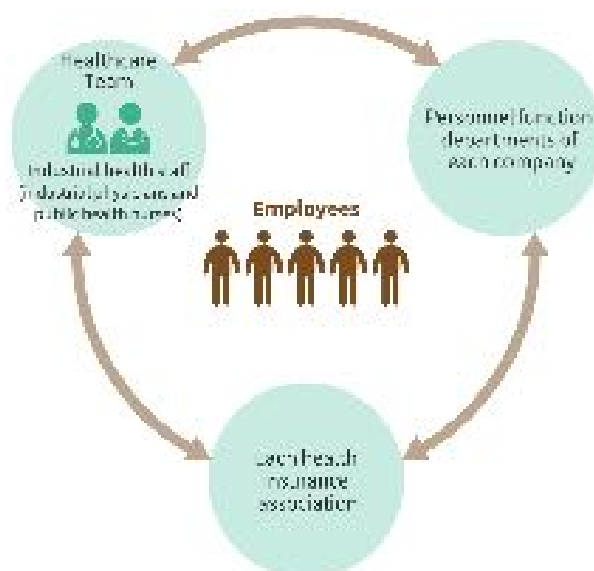
Employee health management at the Bandai Namco Group

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 each and 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.)

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 2022, the uptake rate was 97.9%, indicating we maintain a high rate for the entire Group.

With the spread of COVID-19 in 2020, the Bandai Namco Group introduced telecommuting, and the working styles of employees are changing rapidly. 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 (FY2022 results)



[Target companies] Bandai Namco Entertainment, Bandai, Bandai Spirits, Bandai Namco Filmworks, Bandai Namco Amusement

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.

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.

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.

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 2022, approximately 2,300 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

Moreover, in fiscal 2021, we quickly responded to a request from the Ministry of Health, Labour and Welfare during the COVID-19 pandemic and implemented workplace vaccinations throughout the Group. We continued this initiative in fiscal 2022, and are now expanding the scope not only to employees but also to their families and employees of business partners who wish to be vaccinated. We will continue to actively work to prevent the spread of infectious diseases.

Implement health measures incorporating entertainment elements

Bandai Namco Studios provides opportunities for exercise to employees who have primarily shifted to remote work in response to the COVID-19 pandemic.

The company has launched a project with in-house volunteers and the Healthcare Team, planning and holding walking events. Employees can participate as a team or individual, and officer teams also participate in team competitions. The winning team receives a great prize. In addition, in the individual competition, gift certificates featuring original designs drawn by young creators in the company are awarded to the top performers, so that employees can enjoy participating, making the event unique to Bandai Namco Studios. Through these relevant and entertaining events, we will support the health of our employees.

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

The Bandai Namco Group places importance on fostering a sense of unity through a spirit of All Bandai Namco—a concept where the entire Group works as one across regional and unit barriers to conduct business while pursuing its Purpose—and developing human resources who can play an active role globally.

We conduct training across units and regions to provide opportunities for connections among groups and new awareness. For specialized fields according to business characteristics, we have a dual approach of development at units or individual companies. In addition, we are actively making personnel changes across businesses, units, and regions. By deepening employee understanding of each of the Group's businesses, we are working to develop human resources who will become the core of the Group.

Group joint training

Type	Overview
First-year training	Participants think about how to produce team results and the meaning of their cohort through involvement with their cohort
Fifth-year training	Participants examine the significance of their work and career through our Purpose
New manager training	Participants strengthen their skills to lead an organization as a manager and set their own team vision

Global next-generation managers program	Participants raise their awareness as human resources who are expected to lead the Group in the future and build personal networks
Officer training	Participants acquire executive management knowledge necessary for corporate management

Notes:

- In addition to the above, each Group company implements its own human resource development programs.
- In fiscal 2022, we did not conduct first-year training due to the COVID-19 pandemic.

Offer training and education based on business characteristics of Group companies

Bandai Namco Group companies provide training and education opportunities according to the characteristics of their respective businesses.

Bandai Namco Entertainment Inc.

Bandai Namco Entertainment offers training based on position to help employees acquire skills appropriate for their roles. In addition to this, it provides selective training for certain employees to acquire specific skills and stances, and elective training to meet individual needs.



Employee training at Bandai
(Adventure Program)

BANDAI CO., LTD.

Bandai implements the Bandai Adventure Program for new university graduate hires to raise awareness about the importance of team building. It also offers early morning English language classes (called Eikatsu) to help employees improve their English proficiency.

Bandai Namco Filmworks Inc.

Bandai Namco Filmworks offers a variety of training programs. These include training for new employee trainers to develop skills and their mindsets, and off-site training to acquire the skills required of middle-ranking employees.

Bandai Namco Amusement Inc.

Bandai Namco Amusement provides programs tailored to the personnel requirements of jobs and ranks, including a program to encourage employees to think about their own career goals, along with programs based on age and life stage, including assessments to know one's strengths. These programs help it to get the most out of its diverse workforce.

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.

Cultivate creators with drawing and art classes

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

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 rise up the ranks 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.

Initiatives for upgrading manufacturing skills

As a technology company engaged in manufacturing, Bandai Namco Craft has opened the Monozukuri (manufacturing) Dojo in fiscal 2021 with the aim of enhancing the skills of each employee so that they grow into human resources who 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 2023, more than 900 employees had participated.



Study session at Monozukuri Dojo



Poster for the Monozukuri Idea Contest

In addition to this, in fiscal 2022, we held the Monozukuri Idea Contest to provide opportunities to learn about the joy of creating ideas and monozukuri. Many employees participated in this contest, which focused on the themes of production efficiency, new materials, and new technologies, submitting a number of new ideas. A project is now underway to potentially commercialize the grand prize idea.

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

Initiatives to facilitate active participation by diverse human resources

The Bandai Namco Group places importance on the individuality and talents of each employee. We strive to diversify our workforce and promote their active participation in the workplace based on the characteristics of each company's business.

With regard to empowering women, we have created a working environment in which our people can play an active role regardless of gender by ensuring fair evaluations according to ability and experience. As a result of this, the number of female managers continues to increase in step with the increased number of female full-time employees.

In addition, all of our companies in Japan have introduced partnership system regulations that make same-sex marriage eligible for congratulatory and condolence payments, special leave, nursing care leave, etc., which were previously limited, by submitting official



In-house event to raise awareness of gender equality (Bandai Namco Europe)

documents. We also promote understanding through e-learning and seminars, and further stipulate wording in each company's regulations that prohibits harassment and outing against sexual minorities.

We also actively engage in activities internally to raise awareness about gender equality and gender freedom. In April 2023, Bandai Namco Europe held an in-house event with various workshops and activities at its Lyon office with the aim of raising employee awareness of gender equality. More than 100 employees participated.

In addition, with the globalization of our business, the number of locally hired employees is increasing year by year.

Initiatives to foster understanding of disabilities

As part of its in-house activities to raise awareness about diversity and inclusion, the Bandai Namco Group holds various seminars and e-learning as appropriate. In addition to working on awareness-raising activities for employees, Bandai Namco Will, a special subsidiary, launched a website for Group employees called Yuni-nabi in 2022. We offer a variety of information with the aim of providing employees with a correct understanding of disabilities.

障がいをもっと知るサイト
ゆに なび
uni-nabi



Participate in the Abilympics

At Bandai Namco Will, a special subsidiary of the Bandai Namco Group, every year employees with disabilities take part in the Abilympics* competition, where they compete on skills related to their daily work duties.



Bandai Namco Will staff member who received the Silver Prize at the National Abilympics



In November 2022, two Bandai Namco Will staff members who won regional competitions participated in the National Abilympics held at Makuhari Messe. Ichitaro Oshita, who represented Tokyo and participated in the product packing event, took home the Silver Prize following last year's Bronze Prize.

To learn more, click the link below.

→ [Official website of the Abilympics](#) 

(external website)

* A competition in which people with disabilities compete in skills developed in the workplace on a daily basis

Actively employ people with disabilities

Since 2016, Bandai Namco Craft has been collaborating with local schools for the disabled to host hands-on learning in the workplace in order to provide them with an idea of what it's like to be a part of society through work experience. In accompany to this, the company actively employs people with disabilities.



Hands-on learning in the workplace



Poster about sign language posted in the plant

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.



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 stakeholders, including employees, their families, and business partners. Toward this end, we promote an understanding of human rights across the entire supply chain, take steps to prevent the emergence of human rights issues, and work to resolve issues that have already been identified.

Previously, we implemented risk management for each business segment, but in the future, 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 fiscal 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 and Southeast Asia among the Group's businesses.

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

Bandai Namco Group companies conduct audits and interviews of contract manufacturers and other suppliers as required to check for deficiencies in labor environment. When necessary, Group companies provide instructions to suppliers for improvement.

Bandai, the business management company of the Toys and Hobby Business, and important Group company Bandai Spirits (both wholly-owned subsidiaries) either conduct Bandai Factory Audits (BFA), which combine quality audits and Code of Conduct (CoC) audits or conduct Sedex Members Ethical Trade Audits (SMETA) or audits based on CoC items in third-party CoC standards such as the International Council of Toy Industries (ICTI), at all overseas final packaging plants that produce products for the Japanese domestic market (approximately 270 companies in fiscal 2022).

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. 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.

In addition, Bandai (Shenzhen), which handles production management for core products for Europe and North America, is conducting transactions with plants that have received certification under the ICTI Ethical Toy Program, which is ICTI's unified standard for toy manufacturers and includes prohibitions on forced labor, human trafficking, and child labor (looking at factories with which Bandai (Shenzhen) implemented transactions in fiscal 2021, all primary factories for products for Europe and North America had received certification). Furthermore, we hold supplier conferences to share information with business partners and work together to comply with laws and regulations, including the prevention of forced labor and the eradication of modern slavery, and to improve the working environment.

Bandai Namco Amusement (a wholly-owned subsidiary), the business management company of the Amusement Business, does business only with suppliers for which it has confirmed the absence of illegal acts in the areas of forced labor, child labor, working hours, wages and allowances, punitive action, discrimination, and environmental protection, before engaging in transactions. Also, for 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 2022, we conducted two audits for existing factories).



BFA conducted at a Chinese manufacturing plant

Recognize suppliers using the Bandai Supplier Awards

Bandai hosts the annual Supplier Conference to share information on a number of 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 and to host the Bandai Supplier Awards recognizing 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 working closely with suppliers to ensure legal compliance and improvements in their labor environments.

→ [To learn more about the Supplier Conference, click here.](#)



Initiatives for raising awareness of human rights

Believing that executive management's understanding is vital to strengthening human rights measures in the Group, we hold study sessions on human rights for directors of Bandai Namco Holdings. We also hold seminars and e-learning on topics, such as sustainability, work-life balance, the LGBT community, and disabilities, for employees to raise awareness of human rights and foster a culture of sustainability within the Group.



Study session on human rights for executive management

Harmonious Coexistence with Communities



The Bandai Namco Group aims to live and grow together with local communities in order to continue to be a Group that is appreciated by communities and fans and is necessary for society.



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



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](#)



Invigoration of Fan Communities

The Bandai Namco Group's IP will be used to bring information to fans around the world in ways 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](#)

Main Initiatives



Collaboration with Local Communities

Local revitalization with the power of our IP!



Collaboration with Local Communities

Support the revitalization of communities serving as the setting for anime



Collaboration with Local Communities

Contribute to local revitalization and the development of anime culture



Collaboration with Local Communities

**Gundam Manhole Project—
rolling out Gundam
Manholes nationwide!**



Collaboration with Local Communities

**Display of life-size v (New)
Gundam in Fukuoka, the
gateway to Asia**



Collaboration with Local Communities

**Promoting charity activities
through music**



Collaboration with Local Communities

**Create spaces around the
Bandai headquarters that
provide enjoyment to local
residents**



Collaboration with Local Communities

**Community event in
Shanghai, China**



Collaboration with Local Communities

**Co-sponsor events for
regional promotion led by
industry groups**



Collaboration with Local Communities

Contribute to traffic safety



Collaboration with Local Communities

**Focus on job creation and
value provision through
agriculture-welfare
collaboration**



Collaboration with Local Communities

**Support children's mental
well-being through toys**



Collaboration with Local Communities

Work on activities with external children's support groups



Educational Assistance for the Next Generation

Gundam Educational Program supporting education with our IP



Educational Assistance for the Next Generation

Cooperate with company visit-based learning



Educational Assistance for the Next Generation

Support the space development forum



Educational Assistance for the Next Generation

Support children's dreams through outreach classes led by professional athletes



Educational Assistance for the Next Generation

Providing hands-on learning opportunities using games and facilities

当店は、青少年の健全な育成を推進しています。

JAIA

**青少年アドバイザー
在籍店舗**

Educational Assistance for the Next Generation

Cooperate for the sound development of local youth



Educational Assistance for the Next Generation

Jackie Caravan visiting kindergartens and nursery schools across Japan



Educational Assistance for the Next Generation

Donating toys to less fortunate children



Educational Assistance for the Next Generation

Support the health and welfare of American children



Educational Assistance for the Next Generation

Support environmental learning through collaboration with Junior Eco-Club



Invigoration of Fan Communities

Disseminate culture and history at Omochanomachi Bandai Museum



Invigoration of Fan Communities

Investigate the current situation of children using the Bandai Children's Survey



Invigoration of Fan Communities

Support efforts to pass down intangible cultural heritage in China



Invigoration of Fan Communities

Support charity events using IP



Invigoration of Fan Communities

Concluded a sponsorship agreement with a baseball team in North America



Invigoration of Fan Communities

Sponsorship agreement with professional football club Ehime FC



Invigoration of Fan Communities

Participate in the Sport in Life Project

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

Local revitalization with the power of our IP!

The Bandai Namco Group is actively promoting local revitalization utilizing its IP.

In this activity, THE IDOLM@STER CINDERELLA GIRLS idol Fujiwara Hajime, who likes pottery, is a Bizen ware idol who communicates the appeal of and information about Bizen ware. Three idol units from THE IDOLM@STER MILLION LIVE!—Sun, Moon, and Stars—are the focus of PR activities about the appeal of Sagami-hara City, Kanagawa Prefecture, which is working on city development initiatives with a theme of the universe. We are implementing these types of regional revitalization initiatives that leverage IP.



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

Support the revitalization of communities serving as the setting for anime

At Bandai Namco Filmworks, we are supporting regional revitalization in Numazu City, Shizuoka Prefecture, which is the setting of the Love Live! Sunshine!! animation.

The Numazu Tourism Portal features a map of accessible locations where Love Live! Sunshine!! takes place in the city. Additionally, we are helping to invigorate the city's tourism resources together with local residents. This includes wrapping public railcars and buses in vinyl film featuring scenes from the animation for promotional purposes and assisting with Machiaruki Stamp, an event where people visit tourist spots around the city to collect stamps.



© 2017 PROJECT Lovelive! Sunshine!!
© 2019 PROJECT Lovelive! Sunshine!! Movie

Contribute to local revitalization and the development of anime culture

At Bandai Namco Filmworks, we are working with Tokyo's Suginami Ward, where we have an office, to help vitalize the community and foster anime culture under the slogan "Suginami-City of Anime."

We provided images of characters from our animation for flags made by Suginami Ward that are displayed near Ogikubo Station on the JR Chuo Main Line and Tokyo Metro Marunouchi Line. We also installed a Mobile Suit Gundam statue in front of Kami-Igusa Station on the Seibu Shinjuku Line. This statue is also used to raise awareness about a fire prevention campaign in the community.

In addition, we actively participate in various events held in Suginami Ward. For example, Bandai Namco Filmworks and Sunrise Beyond offered a flipbook class at Suginami Festa held in fiscal 2022.



© SOTSU • SUNRISE



Gundam Manhole Project—rolling out Gundam Manholes nationwide!

In August 2021, Bandai Namco Filmworks launched the Gundam Manhole Project in cooperation with local governments across Japan. In this initiative, we are installing Gundam Manholes, manhole covers featuring designs of characters and Mobile Suits that appear in Mobile Suit Gundam, in various locations nationwide. We hope to make this a testament to the bond between Gundam fans and Gundam that transcends generations, thereby revitalizing Japan in cooperation with local governments.



© SOTSU • SUNRISE



To learn more, click the link below.

→ [Official website of the Gundam Manhole Project](#) 

(in Japanese only)

Display of life-size v (New) Gundam in Fukuoka, the gateway to Asia

As part of the Bandai Namco Group's cross-functional project known as the "Gundam Project," a life-size statue of the RX-93ff v (New) Gundam was on display at Mitsui Shopping Park LaLaport Fukuoka in April 2022. This was the seventh full-scale Gundam and the first in the West Japan area. The v (New) Gundam that appears in Mobile Suit Gundam: Char's Counterattack, the first completely original movie in the Gundam series, remains very popular both in Japan and abroad. Under the supervision of Yoshiyuki Tomino, the director of the series, the newly designed RX-93ff v (New) Gundam is the tallest life-size Gundam yet, with a maximum height of 24.8 meters. In Fukuoka, considered the gateway to Asia, we hope that many Gundam fans enjoy it.



Life-size v (New) Gundam statue exhibited at LaLaport Fukuoka
© SOTSU • SUNRISE

To learn more, click the link below.

→ [Official website of the life-size v \(New\) Gundam](#) 

(external website available in Japanese only)

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.

In fiscal 2022, we cooperated with the Inazuma Rock Festival, which was held for the purpose of preserving Lake Biwa. We will continue to promote charity activities through music.



© INAZUMA ROCK FES. 2023 Executive Committee
THE IDOLM@STER™ & ©Bandai Namco Entertainment Inc.

Create spaces around the Bandai headquarters that provide enjoyment to local residents

The first and second floors of the Bandai headquarters building are dedicated museum spaces that can be enjoyed by the general public. In addition, statues of various characters have been installed at Fan Fun Street next to the headquarters building in an effort to promote interactions with local residents and benefit the community.

Notes:

- The exhibits on the first and second floors of the Bandai headquarters are open to the public (free of charge).
- Open hours are from 11:00 a.m. to 5:00 p.m. on weekdays (final admission at 4:30 p.m.).
- The exhibits are closed on weekdays that are the Company's designated holidays.
- Please note that the exhibits may be closed due to company events or other occasions.



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Community event in Shanghai, China

Bandai Namco Holdings China, based in Shanghai, China, held a gaming event to connect the local community with Bandai Namco fans at Yuyuan Road in Shanghai from February 24 to 26, 2023. At the event venue, in addition to holding board games utilizing IP (intellectual property such as characters) such as Taiko no Tatsujin, we distributed novelty items of PAC-MAN and Gundam. More than 2,000 fans and local residents participated in the event over three days.



Event using IP to connect the local community and fans (Shanghai, China)
PAC-MAN™ & © Bandai Namco Entertainment Inc.

Co-sponsor events for regional promotion led by industry groups

One of Bandai Namco Craft's production bases is located inside Omochanomachi, an industrial park located in Mibu Town, Tochigi Prefecture, comprising toy manufacturers and related companies. As a member of the community, we actively participate in social contribution and regional revitalization events held by the Omochanomachi Cooperative.

In addition to holding crafting classes that also serve as environmental education for local elementary school students, we participated in local cleanup activities. In this manner, we work together with the local 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

Focus on job creation and value provision through agriculture-welfare collaboration

At Bandai Namco Will, a special subsidiary of the Group, we operate a business that grows agricultural produce in Kanuma City, Tochigi Prefecture, to support agriculture-welfare collaboration. At this business, we grow Asian pear and other fruits, potatoes, tomatoes, and peanuts, among other produce, through a partnership with a local public-service corporation. This creates stable job opportunities for people with disabilities and generates new value for the community and the Group.



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

Support children's mental well-being through toys

Bandai worked with Save the Children Japan (SCJ), a public interest incorporated association, to plan and make an original toy that supports children's mental well-being by easing stress and worry in those impacted by a disaster. The toy is intended to be a "someone to talk to" and "friend" that provides peace of mind in the unfamiliar setting of life away from home. The toy will be delivered to a disaster-affected area, contained in a Children's Emergency Kit that SCJ provides as a relief item.

In September 2022, this toy received the Special Recognition Award at the 2022 Bousai Goods Selection Awards hosted by the Disaster Prevention Research Institute.

To learn more about the awards, click on the link below.

→ [2022 Bousai Goods Selection Awards](#) 

(external website available in Japanese only)



Children's Emergency Kit



2022 Bousai Goods Selection Awards Ceremony

Work on activities with external children's support groups

Bandai Namco Holdings has worked with SCJ, an expert in children's support, since 2011 to provide workshops for children from disaster-affected areas in Japan. With the cooperation of SCJ, we also hold seminars for employees introducing the latest trends in sustainability to further deepen our sustainability activities, including support for disaster-affected areas.

In addition, each year Bandai Namco and shareholders give a total of ¥10 million to SCJ through the use of complimentary shareholder gifts. These donations are used to fund activities implemented by SCJ that support children in Japan, and they are also used to support areas impacted by a disaster. Furthermore, we made a separate ¥100 million donation for humanitarian assistance to people living in Ukraine and refugees forced to flee to surrounding countries.



© Nashua Nanah / Save the Children

Local revitalization

Support for areas impacted by disasters

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

Gundam Educational Program supporting education with our IP

In fiscal 2021, we launched the Gundam Educational Program, an educational program to provide children an opportunity to think about the joy of monozukuri (manufacturing) and the global environment based on the themes of moving Gundam at Gundam Factory Yokohama and Gundam plastic models.

Since November 2021, with the aim of sparking interest in monozukuri, we have been hosting a program to learn about and experience the workings of a life-size moving Gundam as a form of educational support for elementary and junior high school students in Yokohama City. Thus far, 5,911 students from 82 schools have participated (as of October 31, 2023).

In addition, in Gunpla Academia held since October 2021, participants experience assembling Gundam plastic models and watch a video about the facilities, production processes, and jobs at Bandai Hobby Center. Through this curriculum, students learn about the joy of monozukuri and initiatives to address social and environmental issues. The curriculum is also intended to spark their interest in cutting-edge technologies and



sustainable manufacturing. As of March 31, 2023, around 240,000 elementary school students from roughly 3,800 schools have participated.

To learn more, click the link below.

→ [Gunpla Academia, a plastic model lesson package](#)



(in Japanese only)

Cooperate with company visit-based learning

Bandai Namco Group companies host visits for children in the local community.

Bandai Namco Filmworks and Bandai Namco Pictures provide elementary, junior high, and high school students with social education opportunities. These include practical, hands-on training using our own IP, providing the chance to learn about animation, IP creation, and production. Since 2020, approximately 500 students from 25 schools have participated.



Online company visit at Bandai Namco Filmworks



Numerous letters received from children after their visit

Support the space development forum

At Bandai Namco Filmworks, which has produced a number of science fiction animation set in space, we serve as a sponsor of the Space Development Forum, an event organized by student groups. This is because we support the concept behind this forum of looking at space development today from the perspective of students and discussing it beyond the context of the arts and sciences.

In fiscal 2022, we provided pictorial images used by the forum and assisted with participant brainstorming sessions. A total of 190 students took part in the event.



Support children's dreams through outreach classes led by professional athletes

Shimane Susanoo Magic, a professional basketball team partly managed by Bandai Namco Entertainment, hosts the Dream Class, where its basketball players visit kindergartens, nursery schools, and elementary schools in Shimane Prefecture to talk with the children about their dreams for the future.

In addition, with the aim of contributing to Matsue City, we actively engage in PR activities for various measures, such as promoting reflective materials, eradicating violence, and activities for the Central Community Chest of Japan.



Kitagawa and Taniguchi conversing with children during the Dream Class

Providing hands-on learning opportunities using games and facilities

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

As one example, we are working to convey knowledge about fish and marine issues to children in an easy-to-understand manner by linking this with the fishing game called Fishing Spirits. In August 2023, with the cooperation of the people of Nishiizu Town, Shizuoka Prefecture, we held a “fish handling experience” where children handled fresh fish sent directly from the local fishing port and ate it on their own. The aim was to learn about the interesting nature of fish and fisheries, the appeal of the region, and environmental and social issues related to them, as well as to feel a sense of gratitude for the ocean, nature, and the people involved.

In addition to this, we engage in various activities as a member of the community, such as offering work experiences in cooperation with schools in the vicinity of amusement facilities.



Fish handling experience



Work experience at the Namco Wajima amusement facility

Cooperate for the sound development of local youth

Many youth use our amusement facilities. At Bandai Namco Amusement and Pleasure Cast, 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. At stores with employees holding this qualification, we display signage noting their presence.

* 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.



Jackie Caravan visiting kindergartens and nursery schools across Japan

Charaken holds the Jackie Caravan in which a music troop featuring the main character Jackie and the bears from the picture book series The Bears' School visit kindergartens and nursery schools across Japan to deliver happiness to children. In fiscal 2022, the music troop visited five facilities and had a good time with more than 350 children.



© BANDAI



In addition, we offered a video version of Jackie Caravan from the perspective of preventing the spread of COVID-19. During the period from July to September 2022, more than 4,300 children from 65 facilities participated.

Donating toys to less fortunate children

In March 2023, Bandai Namco Holdings China launched the Future Dream Creation Project in China. This project aims to connect with children with disabilities and children living in poverty through dreams, fun, and inspiration together with various partners. As the first initiative of the project, we donated 2,000 sets of toys to special needs schools in Jiangsu Province, China from March 2 to 13, 2023.

In addition, Bandai Namco Asia (headquarters in Hong Kong), which procures, sells, and imports and exports toys in Asia, donated 7,083 toys to Gracious Shepherd Christian Church, a local organization providing support to children, in April 2023 to promote a society where children who will lead a bright future can be raised in good health and have dreams and hopes. The toys were delivered to less fortunate families with children at a free event held by Gracious Shepherd Christian Church on April 16, 2023.

Under our Purpose of "Fun for All into the Future," the Bandai Namco Group will deliver fun and inspiration to people around the world and pursue smiles and happiness into the future.



Future Dream Creation Project started in China



Handing out free toys donated in Hong Kong

Support the health and welfare of American children

At Bandai Namco Toys & Collectibles America, in 1995, we established the Bandai Foundation, a non-profit organization that implements philanthropy programs in the United States. Since then, through the foundation, we have provided assistance in various forms, including charity donations focused on children's health and welfare.

In fiscal 2021, the foundation partnered with Bandai Namco Entertainment America to establish the PAC-MAN Takes a Bite out of Hunger campaign. Following the establishment of a new Bandai Namco Group office in Irvine, California, the foundation provided a donation to the local food bank and provided funding to set up a sustainable farm to ease food shortages in southern California.

Going forward, we will continue providing assistance so that children and their families can live better lives.



PAC-MAN™ & © Bandai Namco Entertainment Inc.

Support environmental learning through collaboration with Junior Eco-Club

The Bandai Namco Group serves as a partner sponsoring Junior Eco-Club^{*}, which promotes voluntary environmental actions and environmental learning among children. We utilize the environmental learning classes organized by Junior Eco-Club for the environmental learning of Group employees and their families.



Lake Senba environmental learning class releasing salmon fry held in February 2023

^{*} A support program for children's environmental activities run by Japan Environment Association. With the sponsorship of the Ministry of the Environment and support of the Ministry of Education, Culture, Sports, Science and Technology, Junior Eco-Club is held with the collaboration of local governments, companies, and organizations. As of March 2022, there were around 1,700 clubs and about 90,000 members nationwide.

Invigoration of Fan Communities

The Bandai Namco Group's IP will be used to bring information to fans around the world in ways 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

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.

In addition, as part of the effort to provide educational and experience-based value to children who will lead the future, the Thomas Edison Special Exhibition was opened at the Bandai headquarters in March 2023. Phonographs, incandescent light bulbs, toasters, and other inventions that still work today from the collection of the Edison Museum, which is operated by the Bandai Collection Foundation in Mibu Town, Tochigi Prefecture, are being exhibited in a booth inspired by a part of Edison's birthplace in the state of Ohio, in the United States, along with information about Edison's life and his quotes.

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



Thomas Edison Special Exhibition at the Bandai headquarters

Investigate the current situation of children using the Bandai Children's Survey

At Bandai, we have conducted the Bandai Children's Survey targeting mainly parents and guardians of children from ages 0 to 12 since 1995. The survey is intended to shed light on the current state of children today in a way unique to Bandai. The survey results are published through media outlets and on Bandai's official website.

To learn more, click the link below.

→ [Official website of Bandai Children's Survey](#) 
(in Japanese only)



Support efforts to pass down intangible cultural heritage in China

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

In November 2022, through a joint effort with the Shanghai Library and Suzhou Library, we held a hands-on event on the restoration of old books, which is part of

China's intangible cultural heritage. By adding

environmental protection elements and designs using our IP (PAC-MAN), we have decided to teach traditional techniques while providing a fun experience for children who will lead the future. More than 250 children participated in this event.

For this activity, Bandai Namco Holdings China Co., Ltd. took home the Gold Stevie® Award in the category of Innovation in Public Enterprise Events at the 2022 Asia-Pacific Stevie® Awards^{*1}, the Silver Stevie® Award at the 2022 International Business Awards®, and the Gold Award at the 2022 Golden World Awards^{*2}.



Chinese children working on restoration of old books at the hands-on event

PAC-MAN™& © Bandai Namco Entertainment Inc.

^{*1} Business awards established in 2002 to honor and increase recognition of the achievements of companies, organizations, and working professionals around the world that are actively contributing to society.

^{*2} International awards organized by the International Public Relations Association that recognize excellent PR activities that satisfy international standards.

Support charity events using IP

In March 2022, Bandai Namco Entertainment Germany participated in Friendly Fire, Germany's largest charity gaming event. On the day of the event, mini-games were played based on the simulation game Park Beyond to create a dream theme park. This included guessing the identity of the object created in the game. This livened up the event and provided a fun time for fans.

To learn more about the game, click the link below.

→ [Official website of Park Beyond](#) 



Screenshot of Park Beyond



Charity event where participants guess objects created in the game

Dissemination of culture and information

Art and Sports

Invigoration of Fan Communities

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Dissemination of culture and information

Art and Sports

Initiatives for the Arts and Sports

Concluded a sponsorship agreement with a baseball team in North America

In North America, we concluded a sponsorship agreement with the Los Angeles Angels, a professional baseball team in California, where we have our U.S. headquarters. In the stadium, where there is signage with the Bandai Namco logo and a PAC-MAN design, a PAC-MAN race is held between innings. Information about Bandai Namco is also provided on the Angels radio station and social media. In these ways, together with fans, we are working to connect Bandai Namco fans with the Angels to create a buzz at the baseball field through a variety of means.



PAC-MAN™ & © Bandai Namco Entertainment Inc.

Sponsorship agreement with professional football club Ehime FC

Headquartered 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.



Participate in the Sport in Life Project

At Bandai and Bandai Namco Amusement, we participate in the Sport in Life Project advocated by Japan Sports Agency.

This project works on sports promotion involving such stakeholders in Japan as local governments, sports groups, and business organizations, aimed at increasing the sports participation rate in Japan to around 70%, a target set by Japan Sports Agency.

In support of these efforts, both companies are helping to foster an interest in sports among children and people of all ages. This includes development of smart shoes that link with a dedicated app to promote exercise and the operation of interactive sports facilities.



Bandai's Digitalized smart shoes for children



Space Athletic Tondemi (children's play place) operated by Bandai Namco Amusement

Dissemination of culture and information

Art and Sports