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BANDAI NAMCO

Fun for All into the Future

Bandai Namco Group

FACT BOOK 2024

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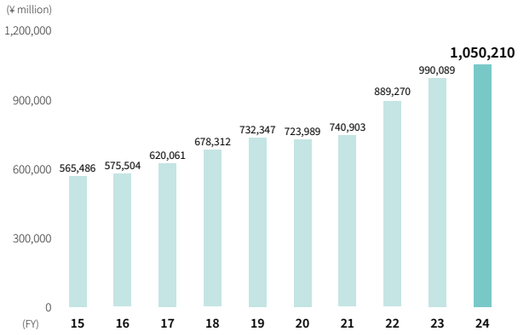
Note: This English-language fact book is based on a translation of the Japanese language fact book. In the event of any discrepancies, the Japanese original fact book shall have precedence.

Results of Operations

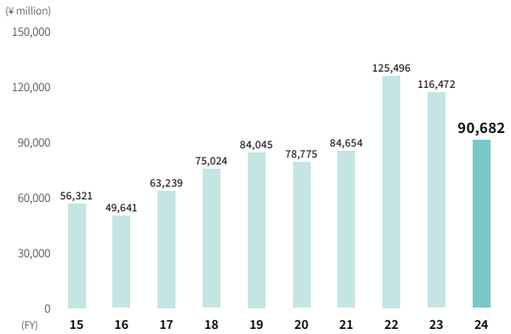
Fiscal year ended March 31. Latest data: 2024.3 (April 2023–March 2024)
Note: Figures in this fact book have been rounded down.

Consolidated Business Performance

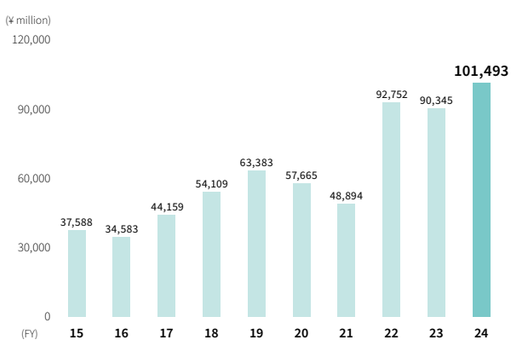
Net Sales



Operating Profit

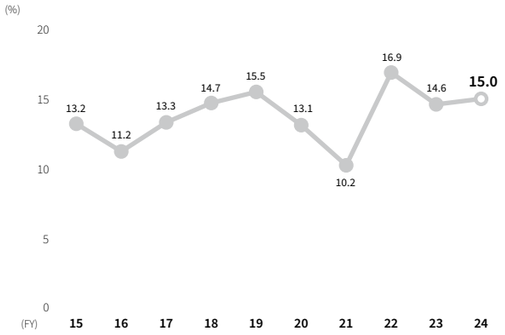


Profit Attributable to Owners of Parent

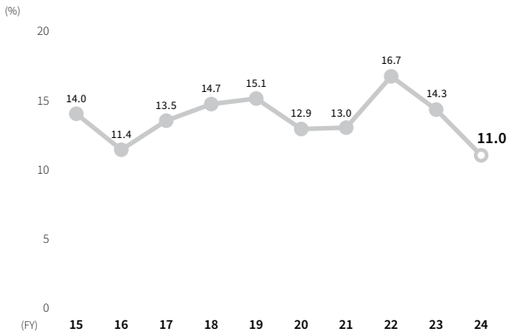


Management Indicators

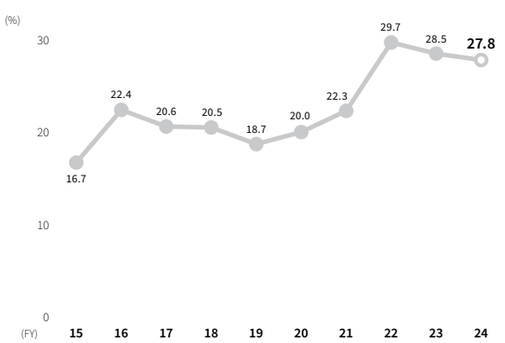
ROE (Profit Attributable To Owners Of Parent / Average Total Shareholder's Equity)



ROA (Recurring Profit / Average Total Assets)



Overseas Sales Proportion

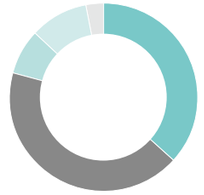


Sales by Category

Sales by Category (Consolidated)

• FY2023.3

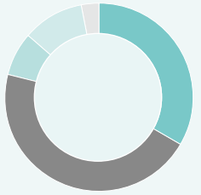
Elimination of internal transactions and corporate	**¥60,748 million**
Net sales (after eliminations)	**¥990,089 million**



Entertainment Unit (Digital Business)	¥385,681 million	**36.7%**
Entertainment Unit (Toys and Hobby Business)	¥447,491 million	**42.6%**
IP Production Unit	¥81,748 million	**7.8%**
Amusement Unit	¥104,602 million	**10.0%**
Other	¥31,313 million	**2.9%**

• FY2024.3

Elimination of internal transactions and corporate	**¥66,830 million**
Net sales (after eliminations)	**¥1,050,210 million**



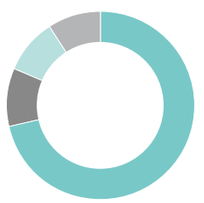
Entertainment Unit (Digital Business)	¥372,667 million	**33.4%**
Entertainment Unit (Toys and Hobby Business)	¥509,880 million	**45.6%**
IP Production Unit	¥82,468 million	**7.4%**
Amusement Unit	¥119,667 million	**10.7%**
Other	¥32,358 million	**2.9%**

Note: Percentages are calculated based on sales before elimination of intersegment transactions.

Sales By Geographic Region

• FY2023.3

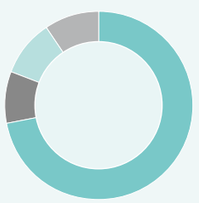
Sales to external customers	**¥990,089 million**



Japan	¥707,531 million	**71.5%**
Americas	¥99,344 million	**10.0%**
Europe	¥94,458 million	**9.5%**
Asia, excluding Japan	¥88,757 million	**9.0%**

• FY2024.3

Sales to external customers	**¥1,050,210 million**



Japan	¥758,463 million	**72.2%**
Americas	¥91,447 million	**8.7%**
Europe	¥102,937 million	**9.8%**
Asia, excluding Japan	¥97,365 million	**9.3%**

Note: Percentages are calculated based on external sales. Figures are estimates based on management accounting.

Products / Service Data

Sales by IPs

Groupwide Sales by IPs (Worldwide)

(¥ billion)

	FY2023.3	FY2024.3
Ultraman series	19.5	19.1
KAMEN RIDER series	32.1	31.5
Gundam series	131.3	145.7
Super Sentai series	6.5	6.5
Anpanman	9.9	10.1
DRAGON BALL series	144.5	140.6
NARUTO	18.7	25.3
PRETTY CURE! series	5.6	6.4
ONE PIECE	86.3	112.1

Note: Sales before elimination of intersegment transactions

Sales by IP for Toys and Hobby Business (Japan)

(¥ billion)

	FY2023.3	FY2024.3
Ultraman series	9.2	8.3
KAMEN RIDER series	23.0	23.4
Gundam series	60.5	68.7
Super Sentai series	5.6	5.4
Anpanman	9.3	9.4
DRAGON BALL series	22.5	23.0
PRETTY CURE! series	5.6	6.4
Pokémon	8.8	11.9
ONE PIECE	31.9	60.3

Note: Sales before elimination of intersegment transactions

Entertainment Unit (Digital Business)

• Sales by major category

(¥ billion)

	FY2023.3	FY2024.3
Network content	194.0	187.9
Home console games	159.8	151.5

• Number of network content titles in Japan
(As of the end of March 2024)

Social media ····· 2 titles
Game apps (Google Play) ····· 23 titles
Game apps (App Store) ····· 23 titles

Bandai Namco Entertainment Inc.

• Major home console game titles: Cumulative total number of shipments by series (including PC versions)

· *Super Robot Wars* series
Cumulative total number of shipments,
April 1991 to March 2024 ····· 20.47 million units

· *TEKKEN* series
Cumulative total number of shipments,
March 1995 to March 2024 ····· 57.00 million units

· *Tales of...* series
Cumulative total number of shipments,
December 1995 to March 2024 ····· 30.25 million units

· *NARUTO*-related series
Cumulative total number of shipments,
January 2009 to March 2024 ····· 35.47 million units

· *DARK SOULS* series
Cumulative total number of shipments,
September 2011 to March 2024 ····· 37.33 million units

Note: Total for overseas sales for which Bandai Namco Entertainment Inc. was the original seller (excluding domestic sales by FromSoftware, Inc.)

• Major network content titles: Cumulative total number of downloads

· *ONE PIECE Treasure Cruise*
Cumulative total number of downloads,
May 2014 to March 2024 ····· 100.00 million downloads

· *DRAGON BALL Z DOKKAN BATTLE*
Cumulative total number of downloads,
January 2015 to March 2024 ····· 350.00 million downloads

· *THE IDOLM@STER CINDERELLA GIRLS: STARLIGHT STAGE*
Cumulative total number of downloads,
September 2015 to March 2024 ····· 25.00 million downloads

· *NARUTO X BORUTO NINJA VOLTAGE*
Cumulative total number of downloads,
November 2017 to March 2024 ····· 110.00 million downloads

· *DRAGON BALL LEGENDS*
Cumulative total number of downloads,
May 2018 to March 2024 ····· 100.00 million downloads

· *ONE PIECE Bounty Rush*
Cumulative total number of downloads,
January 2019 to March 2024 ····· 130.00 million downloads

Entertainment Unit (Toys and Hobby Business)

BANDAI CO., LTD.

Toys

· *Ultraman* soft figures (heroes and monsters)
Cumulative shipment volume,
1983 to March 2024 ····· 109.60 million units

· *Super Sentai* series (shape-changing model robots)
Cumulative shipment volume,
1979 to March 2024 ····· 31.55 million units

· *Digital Monsters* (*Digimon* portable LCD games)
Cumulative shipment volume,
June 1997 to March 2024 ····· 14.50 million units

· *KAMEN RIDER* transformation belt (HEISEI/REIWA RIDER)
Cumulative shipment volume,
February 2000 to March 2024 ····· 16.45 million units

· First-generation *Tamagotchi* (including overseas)
Cumulative shipment volume,
November 1996 to March 1999 ····· 40.00 million units

· *Tamagotchi* (including overseas)
Cumulative shipment volume,
March 2004 to March 2024 ····· 54.50 million units

· *Donjara* series
Cumulative shipment volume,
1984 to March 2024 ····· 4.09 million units

· *Anpanman* PC series (including tablet devices)
Cumulative shipment volume,
1999 to March 2024 ····· 2.53 million units

Capsule Toys: Gashapon

· Gashapon (¥100–¥2,000)
Cumulative shipment volume,
1977 to March 2024 ····· 4,060.90 million units

· Capsule-less product series
Cumulative shipment volume,
October 2015 to March 2024 ····· 73.95 million units

Cards, Trading Cards

· *BANDAI CARD GAMES, CARDDASS* series
Cumulative shipment volume,
1988 to March 2024 ····· 13,114.00 million units

· *DATA CARDDASS* series
Cumulative total card shipments,
March 2005 to March 2024 ····· 3,174.08 million units

Candy Toys

· Candy toys (all lines)
Cumulative shipment volume,
1995 to March 2024 ····· 2,781.38 million units

Confectionery / Foods

· *Crayon Shin-chan Chocobi* series
Cumulative shipment volume,
March 2005 to March 2024 ····· 272.55 million units

· *Charapaki* series
Cumulative shipment volume,
October 2017 to March 2024 ····· 156.14 million units

· *Tabemasu* (Japanese-style confection) series
Cumulative shipment volume,
April 2015 to March 2024 ····· 16.27 million units

Apparel

· Transformation suits
Cumulative shipment volume,
1991 to March 2024 ····· 11.76 million units

· Glow-in-the-dark pajama series
Cumulative shipment volume,
October 2007 to March 2024 ····· 8.04 million units

Lifestyle (Sundries)

· *Bikkura Tamago* bathing salts
Cumulative shipment volume,
March 2002 to March 2024 ····· 203.01 million units

· *The Rose of Versailles Liquid Eyeliner* series (including overseas)
Cumulative shipment volume,
September 2007 to March 2024 ····· 7.05 million units

Products / Service Data

BANDAI SPIRITS CO., LTD.

Collectible Figures

- *SOUL OF CHOGOKIN*
  Cumulative shipment volume,
  December 1997 to March 2024 ····· 3.87 million units
- *SAINT CLOTH MYTH*
  Cumulative shipment volume,
  November 2003 to March 2024 ····· 5.77 million units
- *SOUL OF ROBOT*
  Cumulative shipment volume,
  October 2008 to March 2024 ····· 6.87 million units
- *S.H. Figuarts*
  Cumulative shipment volume,
  February 2008 to March 2024 ····· 19.62 million units

Model Kits

- *Gundam series* model kits
  Cumulative shipment volume,
  As of the end of March 2024 ····· 787.45 million units
  Gundam (Real) *series* model kits
  Cumulative shipment volume,
  July 1980 to March 2024 ····· 600.41 million units
  Gundam (SD) *series* model kits
  Cumulative shipment volume,
  July 1987 to March 2024 ····· 187.04 million units
- *Figure-rise* series
  Cumulative shipment volume,
  December 2009 to March 2024 ····· 10.18 million units

Prizes

- Number of items developed into prizes in FY2024.3
  Total number of items ····· 1,586 items
  Formed products (figures, etc.) ····· 818 items
  Sewn products (stuffed toys, etc.) ····· 546 items
  Sundries ····· 222 items

Overseas

- *SAINT CLOTH MYTH*
  Cumulative shipment volume,
  December 2003 to March 2024 ····· 9.35 million units
- *Gundam* action figures
  Cumulative shipment volume,
  January 2000 to March 2024 ····· 17.79 million units
- *Gundam series* model kits
  Cumulative shipment volume,
  January 2000 to March 2024 ····· 121.13 million units

MegaHouse Corporation

- *Othello* series
  Cumulative shipment volume,
  1973 to March 2024 ····· 26.23 million units
- *Rubik's Cube* series
  Cumulative shipment volume,
  1980 to March 2024 ····· 16.74 million units

SUN-STAR STATIONERY CO., LTD.

- *Nurie* (coloring book) series
  Cumulative shipment volume,
  July 2009 to March 2024 ····· 107.75 million units
- *STICKYLE* (stick-type stationery) series
  Cumulative shipment volume,
  November 2010 to March 2024 ····· 11.80 million units

HEART CORPORATION

- Results in shipments of products for seasonal events
  Confectionery for
  2023 Christmas ····· 85 items, 2.52 million units
  Confectionery for
  2024 Valentine's Day ····· 152 items, 4.15 million units
  Confectionery for
  2024 White Day ····· 92 items, 1.66 million units

IP Production Unit

• Sales by category (¥ billion)

	FY2023.3	FY2024.3
Packaged products	11.5	9.5
Productions, license, distribution, events, etc.	70.2	72.9
Total	81.7	82.4

Bandai Namco Filmworks Inc.

• Cumulative total sales of visual packaged products
- *Gundam series*
  Cumulative shipment volume,
  December 1987 to March 2024 ····· 21.46 million units
- *Ultraman* series
  Cumulative shipment volume,
  January 1988 to March 2024 ····· 8.58 million units
- FY2024.3 visual packaged products overall
  Cumulative total number of shipments,
  April 2023 to March 2024 ····· 1.25 million units

• Cumulative number of fee-based viewings for on-demand delivery of animations (Total for TVOD and SVOD, excluding free distribution)
  Cumulative total,
  October 2002 to March 2024 ····· 626,153,585 viewings

• Number of animation productions available for on-demand delivery
  Number of productions delivered as of
  March 31, 2024 ····· 5,455 productions

Bandai Namco Filmworks Inc. / Bandai Namco Pictures Inc. / SUNRISE BEYOND INC.

Number of copyrighted products and total number of hours
(As of the end of March 31, 2024)
- Number of copyrighted products ····· 1,137 products
- Total number of hours ····· 5,902 hours

Bandai Namco Music Live Inc.

• Total number of musical works (As of the end of March 2024)
- Number of works
  with master license recordings ····· Approx. 72,700 works
- Number of works published ····· Approx. 40,400 works

Note: From FY2017.3, number of works managed in-house

Amusement Unit

• Sales by category (¥ billion)

	FY2023.3	FY2024.3
Amusement machines	31.0	34.0
Amusement facilities	73.5	85.4

Amusement Facilities

• Number of facilities at the end of FY2024.3

Region	Directly managed facilities	Revenue-sharing facilities*	Other
Japan	220	789	78
Overseas	20	14	
Total	240	803	78

* Revenue-sharing facilities: Revenues from the operation of amusement machines are shared among stores..

• Existing-store sales (YoY)

	FY2023.3	FY2024.3
Japan	114.9%	103.0%

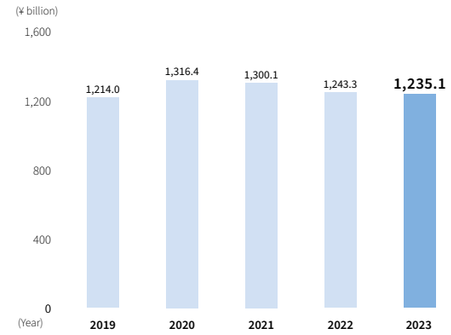
HANAYASHIKI CO., LTD.

• Number of customers entering
ASAKUSA HANAYASHIKI in FY2024.3 ····· 530,000 customers

Entertainment Unit (Digital Business)

Game App Market (Japan)

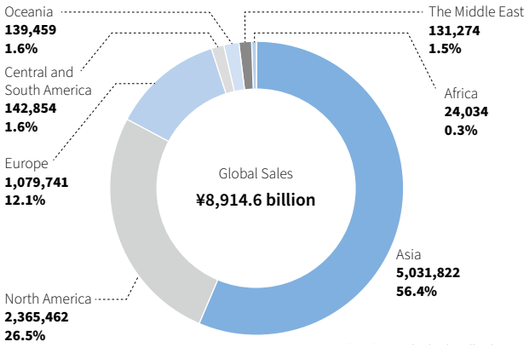
Game App Merket Scale Trend



Source: "Famitsu Game White Paper 2024" (KADOKAWA ASCII Research Laboratories, Inc.)
Note: Prepared based on information as of July 2024
Game apps: Games provided for smartphones and tablets
(Includes games for feature phones that operate on social media platforms)

Game App Market (Global)

Sales by Region (2022)

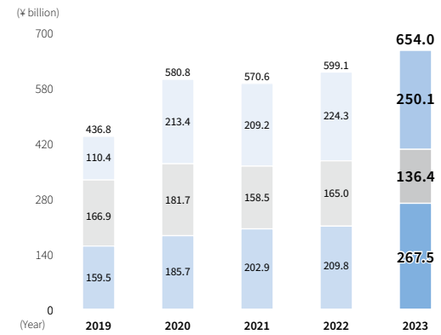


Top: Regional sales (¥ million)
Bottom: Percentage of global sales

Source: "Famitsu Mobile Game White Paper 2024" (KADOKAWA ASCII Research Laboratories, Inc.)
Airnow Data

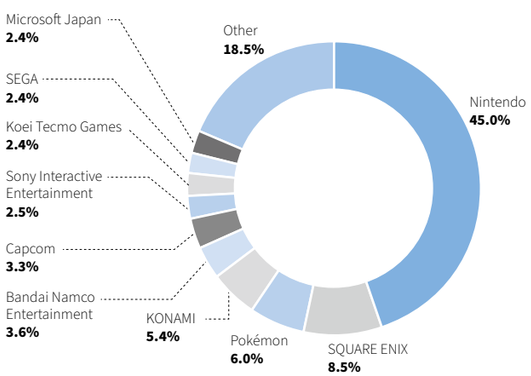
Home Console Game Market (Japan)

Home Console Game Market Scale Trend



Source: "Famitsu Game White Paper 2024" (KADOKAWA ASCII Research Laboratories, Inc.)
Note: Prepared based on information as of July 2024

Unit Sales Share by Manufacturer (2023)



Collection period: December 26, 2022, to December 31 2023
Source: "Famitsu Game White Paper2024" (KADOKAWA ASCII Research Laboratories, Inc.)
Note: Company names are as of the collection date.

Entertainment Unit (Toys and Hobby Business)

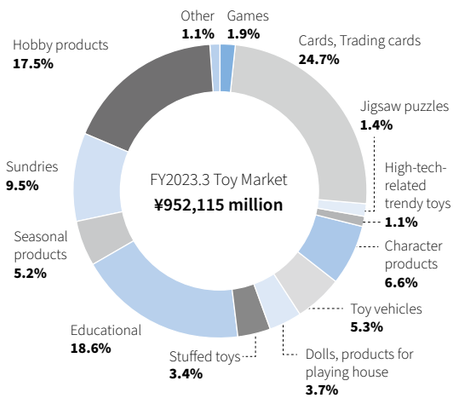
Toy Market (Japan)

[Toy Market Scale]

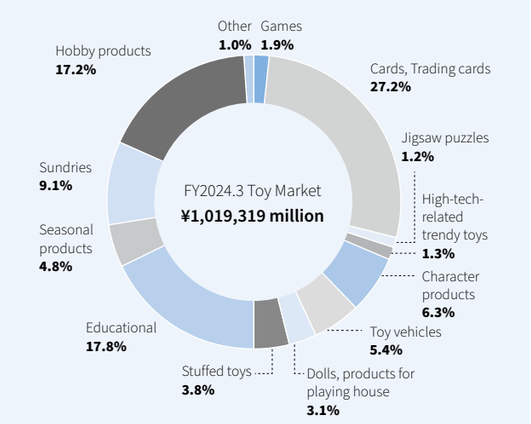
(Unit: ¥ million, manufacturer's suggested retail price basis)

Major Categories	FY2023.3	FY2024.3	FY2023.3 vs FY2024.3
Games General games (including mini electronic games), 3D puzzles, others (including party games, humorous games, magic tricks)	18,156	18,937	104.3%
Cards, Trading cards	234,906	277,429	118.1%
Jigsaw puzzles	12,883	12,309	95.5%
High-tech-related trendy toys Interactive toys, robots, PC-related products	10,578	12,853	121.5%
Character products TV character toys, movie character toys, etc.	62,993	64,693	102.7%
Toy vehicles Mini cars, railroad toys, RC toys, electric, others (racing, spring, metal toys, etc.)	50,262	54,741	108.9%
Dolls, products for playing house Dress-up dolls, dollhouses, products for playing house, arts and crafts, collection toys, cuddly dolls, others (including accessories, children's makeup kits)	35,048	31,570	90.1%
Stuffed toys Character stuffed toys, non-character stuffed toys	32,358	39,060	120.7%
Educational Blocks, wooden products, preschool, infants' characters, babies' products (babies' toys, bath toys, baby products), transportation-related (including baby carriages, child seats, tricycles), others (including musical instruments, telephones, picture books, playground equipment, children's videos, electric animals)	177,129	181,230	102.3%
Seasonal products Small sparklers, summer toys, summer goods, small toys, sports toys, sports supplies, outdoor products	49,729	49,153	98.8%
Sundries Variety goods, gifts, interior goods, housewares, stationery, apparel, others (including Christmas goods, Halloween goods, etc.)	90,275	92,455	102.4%
Hobby products Model kits, RC hobby products, model trains, figures, others	166,946	174,857	104.7%
Other	10,852	10,032	92.4%
Total	952,115	1,019,319	107.1%

FY2023.3



FY2024.3

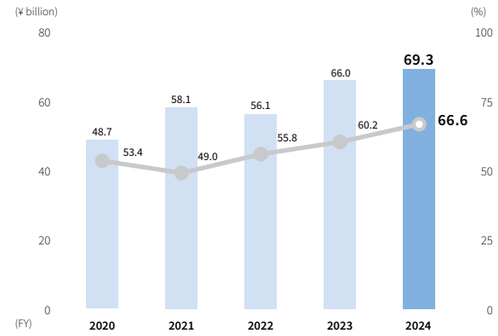


Notes: 1. In principle, the market created by the original products and own-brand products of member companies of the Japan Toy Association and of exhibitors at the International Tokyo Toy Show
2. Excluding drugstore distribution
3. Hobby products include distribution of models
Source: Research by the Japan Toy Association

IP Production Unit

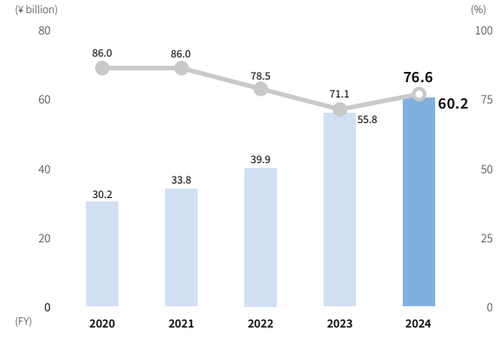
Model Kits Market (Japan)

Model Kits Overall Market Trend



Market scale (left) BANDAI SPIRITS share (right)
Source: Research by BANDAI SPIRITS (amounts are on a suggested retail price basis)
Fiscal years ended March 31

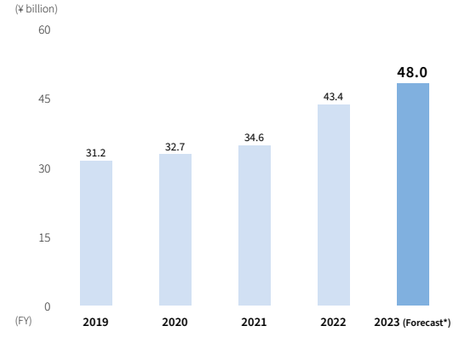
Character Model Kits Market Trend



Market scale (left) BANDAI SPIRITS share (right)
Source: Research by BANDAI SPIRITS (amounts are on a suggested retail price basis)
Fiscal years ended March 31

Figure Market (Japan)

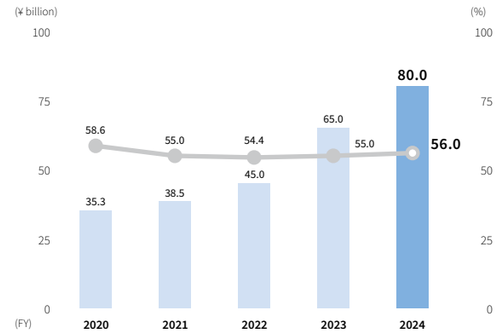
Figure Market Scale Trend



Source: "Toy Industry white paper 2024" (Yano Research Institute Ltd.)
* Domestic shipment value basis, forecasts as of December 2023

Capsule Toy Market (Japan)

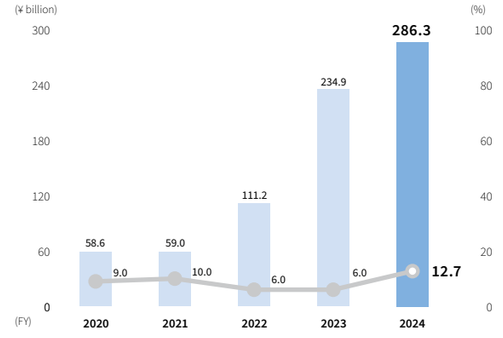
Capsule Toy Market Trend



Market scale (left) BANDAI share (right)
Source: Research by BANDAI (amounts are on a suggested retail price basis)
Fiscal years ended March 31

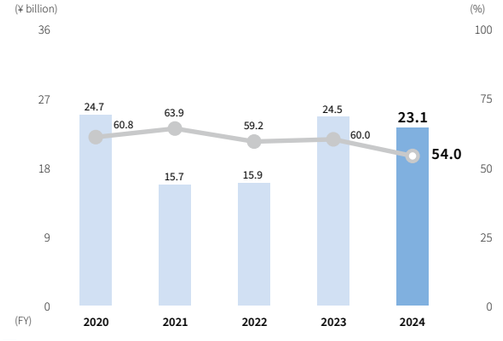
Card Product Market (Japan)

Card Product Market Scale Trend



Market scale (left) BANDAI share (right)
Source: Research by BANDAI (amounts are on a suggested retail price basis)
Note: Graph data about the overall market and market share does not include digital-card-related products, such as *DATA CARDDASS*.
Fiscal years ended March 31

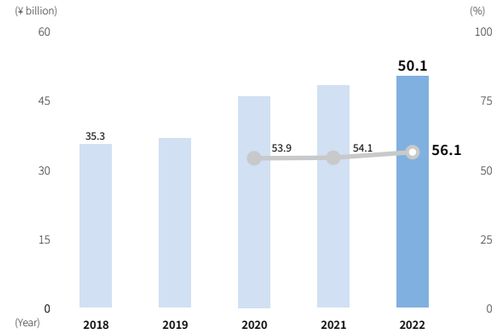
Digital Card Market Scale Trend



Market scale (left) BANDAI share (right)
Source: Research by BANDAI (amounts are on a suggested retail price basis)
Fiscal years ended March 31

Candy Toy Market (Japan)

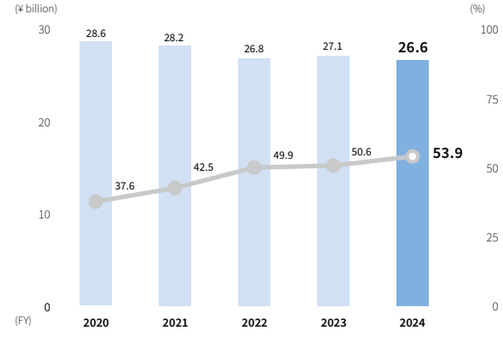
Candy Toy Market Trend



Market scale (left) BANDAI share (right)
Source: 2024 version of research from FUJI KEIZAI regarding food marketing (No. 1)
Note: Market-scale figures are rounded down to the nearest decimal place.

Children's Lifestyle (Sundries) Market (Japan)

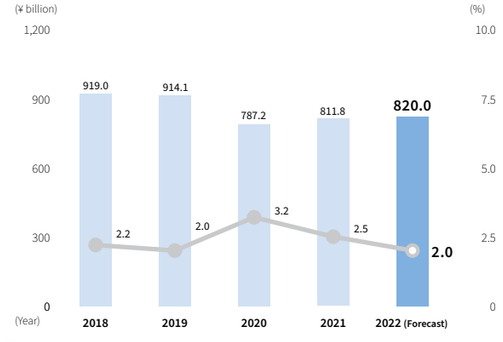
Children's Lifestyle (Sundries) Market Trend



Market scale (left) BANDAI share (right)
Source: Research by BANDAI (amounts are on a suggested retail price basis)
Note: Market-scale figures are rounded down to the nearest decimal place.
Fiscal years ended March 31

Babies' and Children's Clothing Retail Market (Japan)

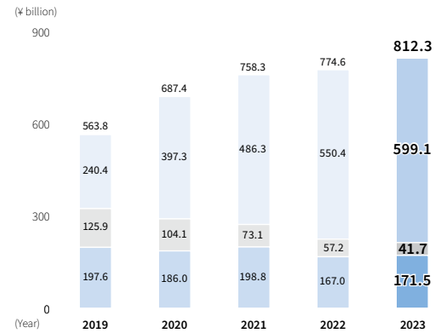
Babies' and Children's Clothing Retail Market Trend



Market scale (left) BANDAI share (right)*
Source: Compiled by Bandai Namco Holdings Based on the "2023 Survey on the Babies' and Children's Clothing Retail Market" (Yano Research Institute Ltd.)
* Note: The Bandai share was calculated by Bandai Namco Holdings based on the market size.

Visual Software Market (Japan)

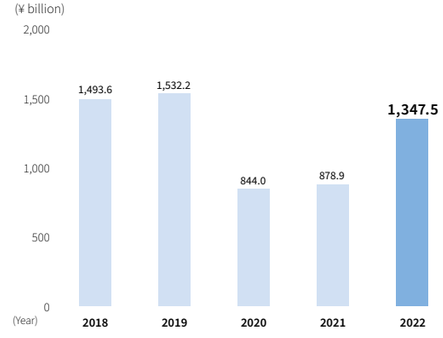
Visual Software Market Scale Trend



Sales market Rental market Paid online video distribution market
Source: 2023 survey of video software market scale and user trends from the Japan Video Software Association and the Institute for the Arts

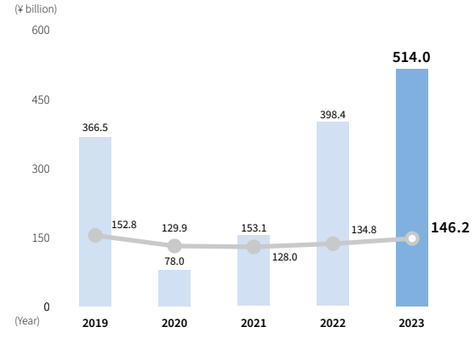
Music Content Market (Japan)

Music-Related Market Scale Trend



Source: Prepared by Media Development Research Institute Inc. based on "Information Media White Paper 2024" from DENTSU INC., Dentsu Media Innovation Lab
Note: Calculated on the basis of user payments for music software (records, video software) purchase/rental, online music distribution, fee-based music channels, karaoke, and concerts

Audio Record Production Value and Live Entertainment Market Scale Trend

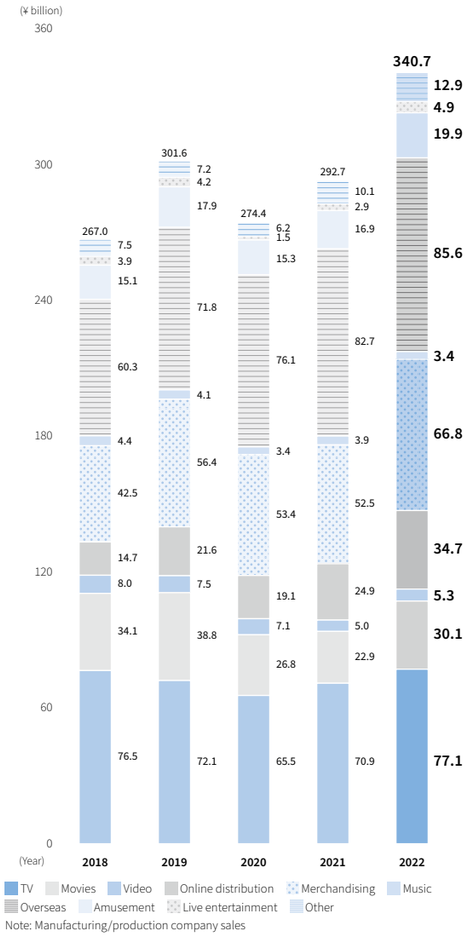


Live entertainment market Audio record production value
Note: Information regarding the live entertainment market is calculated based on the information from full members of the All Japan Concert & Live Entertainment Promoters Conference.
Sources: Recording Industry Association of Japan, All Japan Concert & Live Entertainment Promoters Conference

Amusement Unit

Animation Market (Japan)

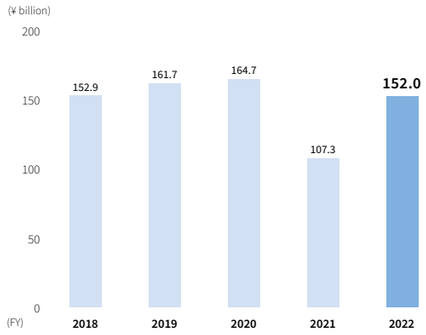
Animation Market Scale Trend



Note: Manufacturing/production company sales

Amusement Machine Market (Japan)

Amusement Machine Scale Trend

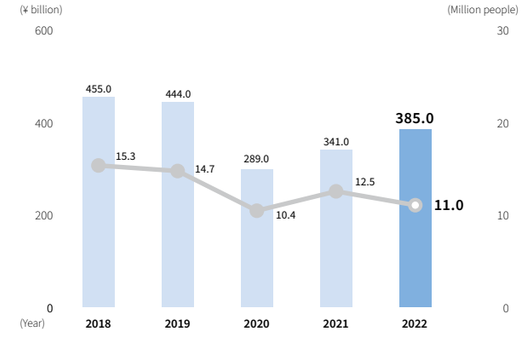


Source: 2021 report on the state of the amusement industry by the Japan Amusement Industry Association

Fiscal years ended March 31

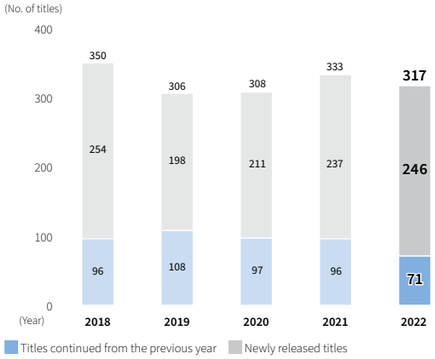
Amusement Facility Market (Japan)

Amusement Facility Market Scale and Number of Participants (Game Centers)



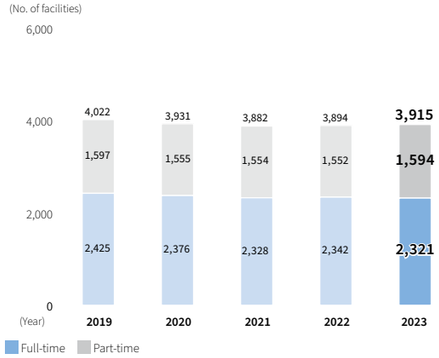
Source: "Leisure White Paper 2023," Japan Productivity Center

Number of TV Animation Titles



Source: "Animation Industry Report 2023," The Association of Japanese Animations

Trend in Number of No.5 Facilities (Operation of Game Centers, etc.)



Source: National Police Agency, Community Safety Bureau, Safety Division

FY2024.3 Segment Activity Report by Material Issues

The Bandai Namco Group's business segments and affiliated business companies have created KPI plans for the Group's material issues and are implementing initiatives on that basis. The Group Sustainability Committee and the Group Sustainability Subcommittee confirm and review progress with activities, and reports are periodically made to the Board of Directors. In these ways, we are working to achieve the plans. The status of the activities of the business segments and affiliated business companies in FY2024.3 is as follows.

Material Issues	Important Themes	FY2024.3	
		Objective	Major Results
Harmonious coexistence with the natural environment	· Enhanced response to climate change · Supply chain management (environment)	○ Initiatives for Decarbonization · Reduction of CO_2 emissions in Scope1 and Scope2 By 2030: 35% reduction compared to FY2020.3 By 2050: Net zero · Promotion of response in Scope3	· CO_2 emissions (Scope1 + 2): 49,441 tons-CO_2 (25% reduction compared to FY2019) · CO_2 emissions (Scope3): 1,202,209 tons-CO_2 * four business management companies + BANDAI SPIRITS CO., LTD.
	· Sustainable use of resources and raw materials	○ Promotion of the circular economy · Establishment of plastic recycling systems · Promotion of product recycling ○ Promotion of environmentally friendly products · Reduction in petroleum-based plastic use · Creation of eco-friendly products ○ Waste reduction · Recycling of waste at each business site	· Gunpla Recycling: 40 tons collected · Capsule Toy Recycling: 42 tons collected · Paperless/ Waste Recycling: 9 tons · Number of Sustainable Products Created: 751 items* * BANDAI CO., LTD., BANDAI SPIRITS CO., LTD., PLEX CO., LTD.
Provision of appropriate products and services	· Provision of products and services based on appropriate ethical representation	○ Establishment and operation of system for Groupwide sharing of information ○ Implementation of employee training	· Group Ethics Committee Meetings Held: 4 · Ethics Roundtable Discussions Held: 2 · Seminars Held by Group Companies
	· Safety and security of products and services	○ Initiatives toward safe and secure manufacturing · Improvement in product quality in Japan and overseas · Implementation of employee training	· Quality Standards Established for the Asia Region (BANDAI CO., LTD.) · Seminars Held by Group Companies
	· Enhanced customer satisfaction	○ Initiatives toward preventing defects ○ Promotion of swift and detailed customer support	
Appropriate utilization and protection of intellectual property	· Appropriate use of IP and mutual use of patents	○ Promotion of efforts to resolve social issues through the utilization of IPs and technologies	· Conducted Copyright Registration Test in China · Responded to Illegal Distribution and Copyright Infringement in Collaboration with the Japan Video Software Association, Japan Animation Association, etc.
	· Protection of IP	○ Enhanced intellectual property protection	

Material Issues	Important Themes	FY2024.3	
		Objective	Major Results
Establishment of work environments that facilitate mutual respect	· Realizing employee-friendly workplace environments · Promotion of work-life balance	○ Promotion of childcare leave acquisition ○ Review of paid leave structure	· Annual paid leave utilization rate: 74.1% (vs. 72% in prior year)*1 · Male paternity leave rate: 78.5% (vs. 30.5% in prior year)*1 · Rate of employees returning to work after childcare leave: 96.7% (vs. 98.9% in prior year)*1
	· Human resources development	○ Cultivation of diverse human resources who can promote the Group's IP Axis Strategy ○ Cultivation of diverse human resources who can realize Bandai Namco's Purpose "Fun for All into the Future"	· Group-wide training implementation: First-year training, Fifth-year training, New manager training, Global next-generation executive training, Executive training
	· Promotion of diversity and inclusion	○ Promotion of employment for people with disabilities ○ Fostering of a corporate culture where employees with diverse backgrounds play an active role	· Employment Rate of People with Disabilities: 2.21% (vs. 2.26% in prior year)*2 · Percentage of Female Managers in the Group: 22.8%*1
	· Supply chain management (labor)	○ Initiatives toward building an optimized supply chain · Establishment of supply chain that respects human rights · Implementation of employee training	· Human rights policy development · Conducted human rights risk analysis across all businesses · Implemented training for employees
Harmonious coexistence with communities	· Collaboration with local communities · Invigoration of fan communities	○ Implementation of social contribution activities deeply rooted in local communities	· Gundam open innovation initiatives · Love Live!: Support for Numazu City revitalization · GIRLS und PANZER: Participation in the Oarai Anko Festival · Kidzania Bandai Booth opening · Gunpla Academia: 3,500 schools; 290,000 participants · Gundam educational program: 102 schools; 7,554 participants · Edison special exhibition lectures: 4 events · Expo education project: 3 schools
	· Educational assistance for the next generation	○ Educational support for children	

*1 Scope: Bandai Namco Holdings Inc., Bandai Namco Entertainment Inc., BANDAI CO., LTD., Bandai Namco Filmworks Inc., Bandai Namco Amusement Inc., BANDAI SPIRITS CO., LTD., Bandai Namco Music Live Inc., Bandai Namco Business Arc Inc.
*2 The applicable consolidated subsidiaries are those under the special subsidiary Bandai Namco Will Inc.

Environmental Data

Scope: All Bandai Namco Group companies in Japan and overseas
Management standard: Total emissions

				FY2020.3	FY2021.3	FY2022.3	FY2023.3	FY2024.3
CO_2 emissions	Scope1 (t-CO_2)			6,271	6,039	5,540	6,131	7,882
	Scope2 (t-CO_2)			60,001	51,878	50,978	49,272	41,558
	Scope1 + Scope2 (t-CO_2)			66,272	57,916	56,517	55,403	49,441
	Scope3 (t-CO_2)			—	—	—	1,091,255	1,202,209
		Category1	Purchased goods and services	—	—	—	576,512	636,698
		Category2	Capital goods	—	—	—	95,884	110,312
		Category3	Fuel- and energy-related activities not included in Scope 1 and 2	—	—	—	5,758	5,490
		Category4	Upstream transportation and distribution	—	—	—	10,399	9,174
		Category5	Waste generated in business operations	—	—	—	2,669	2,931
		Category6	Business travel	—	—	—	5,158	8,817
		Category7	Employee commuting	—	—	—	710	837
		Category8	Upstream leased assets	—	—	—	N/A	N/A
		Category9	Downstream transportation and distribution	—	—	—	3	2
		Category10	Processing of sold products	—	—	—	N/A	N/A
		Category11	Use of sold products	—	—	—	21,792	12,284
		Category12	End-of-life treatment of sold products	—	—	—	372,368	415,664
		Category13	Downstream leased assets	—	—	—	N/A	N/A
		Category14	Franchises	—	—	—	N/A	N/A
		Category15	Investments				N/A	N/A
Electricity	Non-renewable energy (kWh)			123,864,626	111,406,837	109,787,373	107,326,192	93,896,694
	Renewable energy (kWh)			0	0	0	9,347,411	19,428,329
	Total			123,864,626	111,406,837	109,787,373	116,673,602	113,325,024
Fuel for company vehicles	Company vehicles (gasoline; l)			185,797.6	172,508.6	175,052.4	262,769.8	308,898.7
	Company vehicles (diesel; l)			1,528,785.7	1,633,589.0	1,469,708.8	1,552,020.4	1,986,522.1
	Company vehicles (LPG; t)			3.2	2.0	2.4	0.6	2.5
	Company vehicles (natural gas; m^3)			4,630.2	588.7	0	0	0
Fuel	Gasoline (l)			810.71	1,296.23	883.09	1,748.16	1,434.36
	Kerosene (l)			14,223.4	7,531.7	5,403.0	6,564.1	9,234.3
	Diesel fuel (l)			0	0	0	0	15
	Bunker A (kl)			2.42	2.00	2.26	2.13	2.98
	Petroleum gas (t)			18.17	15.64	12.66	15.32	18.59
	Combustible natural gas (m^3)			0	0	0	0	0
Other fuel	City gas (m^3)			788,598.89	594,525.22	564,521.29	639,309.42	834,729.58
	Steam (GJ)			0	0	0	16	55
	Hot water (GJ)			126.30	135.62	176.92	3,642.55	1,605.90
	Cold water (GJ)			1,026.02	893.31	1,039.87	910.57	2,421.86
Water	Tap water used (m^3)			185,274.92	134,441.61	149,175.92	167,513.97	172,747.55
	Wastewater (m^3)			182,635.90	134,334.34	147,071.17	165,036.79	170,917.90
Waste	Non-industrial waste (kg)			1,757,256.2	1,370,309.0	1,658,318.2	2,077,990.8	2,177,082.5
	Industrial waste (kg)			1,442,364.5	2,099,314.6	3,484,766.7	3,177,176.5	4,321,810.2
	Recycling volume (kg)			829,763.3	841,298.5	899,139.2	1,093,755.9	1,256,821.4
Environmental	Fines (No.)			0	0	0	0	0
Compliance	Number of sanctions other than fines (cases)			0	0	0	0	0
	Matters brought to a dispute resolution mechanism (cases)			0	0	0	0	0

*1 The renewable energy usage (purchases) for FY2022.4 has been included in the non-renewable energy usage figures.
*2 For figures excluding Scope3, limited assurance or review by a third party has been conducted.
*3 Historical data may be reviewed and corrected retroactively as part of the aggregation process.
*4 Scope3 reporting covers Bandai Namco Entertainment Inc., BANDAI CO.,LTD., BANDAI SPIRITS CO.,LTD., Bandai Namco Filmworks Inc., and Bandai Namco Amusement Inc.

Calculation method for Scope3 CO_2 emissions
Category 1: Amount procured multiplied by the emission factor (excluding internal transactions)
Category 2: Amount of capital investments multiplied by the emission factor (Groupwide)
Category 3: Amount of each type of energy consumed multiplied by the emission factor
Category 4: Amount of transportation services purchased multiplied by the emission factor
Category 5: Amount of each type of waste generated multiplied by the emission factor for each processing method
Category 6: Travel expenses paid for each mode of transportation multiplied by the emission factor. For Bandai Namco Entertainment Inc. only, number of employees multiplied by the emission factor.
Category 7: Travel expenses paid multiplied by the emission factor for the case in which all travel was on passenger railways
Category 9: Calculated using the ton-kilometer method for the transportation weight of game machines. (Bandai Namco Amusement Inc.)
Category 11: For products that use batteries, with an assumption that batteries are changed twice, product sales volume, number of batteries used, and amount of electricity consumed based on average battery lifespan are calculated and multiplied by the emission factor (BANDAI CO., LTD.)
Calculated by multiplying the annual usage time, derived from the sales quantity of game machines, power consumption, average operating hours, and number of operating days of game centers, by the emission factor. (Bandai Namco Amusement Inc.)
Category 12: Weight of sold products multiplied by the emission factor. However, for BANDAI CO., LTD. and BANDAI SPIRITS CO., LTD., the average weight of products accounting for 10% of sales for each division is used; for Bandai Namco Filmworks Inc., the average weight of the top 10 products by sales volume is used; and for Bandai Namco Amusement Inc., only game machines are considered.
Note: Categories 8, 10, 13, 14, and 15 are not applicable.

Personnel Data

Scope (FY2024.3): Bandai Namco Holdings Inc., Bandai Namco Entertainment Inc., BANDAI CO., LTD. / BANDAI SPIRITS CO., LTD., Bandai Namco Filmworks Inc., Bandai Namco Music Live Inc., Bandai Namco Amusement Inc. and BANDAI NAMCO Business Arc Inc.

Number of Employees by Type of Employment

		FY2020.3	FY2021.3	FY2022.3	FY2023.3	FY2024.3
Full-time employees	Male	2,367	2,474	2,516	2,633	**2,749**
	Female	1,136	1,236	1,287	1,396	**1,550**
	Total	3,503	3,710	3,803	4,029	**4,299**
Junior employees	Male	969	931	927	983	**1,019**
	Female	1005	998	1002	1028	**1,054**
	Total	1,974	1,929	1,929	2,011	**2,073**
Contract employees	Male	165	161	156	133	**130**
	Female	94	89	93	97	**82**
	Total	259	250	249	230	**212**
Temporary employees	Male	1,422	1,175	1,225	1,381	**1,617**
	Female	2,032	1,692	1,668	1,844	**2,004**
	Total	3,454	2,867	2,893	3,225	**3,621**
Total	Male	4,923	4,741	4,824	5,130	**5,515**
	Female	4,267	4,015	4,050	4,365	**4,690**
	Total	9,190	8,756	8,874	9,495	**10,205**

Employee Data

		FY2020.3	FY2021.3	FY2022.3	FY2023.3	FY2024.3
Number of newly hired university graduates	Male	97	98	88	80	**103**
	Female	87	71	58	60	**81**
	Total	184	169	146	140	**184**
Retention rate of newly hired university graduates (%)*1	Male	99.2	98.9	96.1	88.7	**95.2**
	Female	96.5	98.6	95.3	92.5	**96.3**
	Total	98.0	98.8	95.8	90.2	**95.6**
Number of mid-career hires	Male	61	70	45	87	**107**
	Female	53	33	43	63	**99**
	Total	114	103	88	150	**206**
Turnover*2	Male	65	53	81	90	**86**
	Female	44	23	57	46	**47**
	Total	109	76	138	136	**133**
Average years of continuous service	Male	10.3	10.4	10.7	10.4	**10.3**
	Female	7.8	7.9	8.4	8.1	**7.9**
	Total	9.5	9.6	9.9	9.6	**9.5**
Average age*3	Male	40.6	40.6	40.7	40.6	**40.4**
	Female	35.3	35.6	36.0	36.0	**35.8**
	Total	38.9	39.0	39.1	39.0	**38.7**

*1 Retention rate within three years of joining the Company from university graduation
*2 Full-time employees only; excludes mandatory retirement and permanent transfers within the Group
*3 Full-time employees only

Data on Female Managers

	FY2020.3	FY2021.3	FY2022.3	FY2023.3	FY2024.3
Number of female managers	169	174	195	216	**231**
Percentage of total (%)	18.9	19.2	21.1	22.1	**22.8**
Female executives	6	5	4	4	**5**
Percentage of total (%)	7.2	6.0	5.1	5.1	**6.6**

Annual Paid Leave Utilization Rate

	FY2020.3	FY2021.3	FY2022.3	FY2023.3	FY2024.3
Annual paid leave utilization rate (%)	76.7	56.4	70.6	70.2	**74.1**
Number of paid leave days taken	10.0	9.7	12.2	12.2	**12.9**

Other Personnel Information

		FY2020.3	FY2021.3	FY2022.3	FY2023.3	FY2024.3
Number of employees that took leave for childcare*4	Male	22	22	21	25	**73**
	Female	70	73	63	55	**62**
	Total	92	95	84	80	**135**
Childcare leave utilization rate(%)*4	Male	–	–	–	30.5	**78.5**
	Female	–	–	–	100.0	**100.0**
	Total	–	–	–	58.4	**87.1**
Rate of employees returning to work after child care leave (%)	Male	100.0	100.0	100.0	100.0	**100.0**
	Female	97.6	96.0	100.0	98.5	**93.8**
	Total	98.5	97.1	100.0	98.9	**96.7**
Number of employees using family nursing leave	Male	0	1	0	0	**0**
	Female	1	2	0	1	**0**
	Total	1	3	0	1	**0**
Employment of people with disabilities*5	People	158	169	182	189	**193**
	Percentage of total (%)	2.20	2.21	2.30	2.26	**2.21**
Number of employees covered by occupational health and safety policy	Male	4,923	4,741	4,824	5,130	**5,515**
	Female	4,267	4,015	4,050	4,365	**4,690**
	Total	9,190	8,756	8,874	9,495	**10,205**
Average monthly over time work per employee (hours)*6		–	–	17.0	18.3	**17.0**
Industrial accidents (incidents)		70	60	92	79	**82**
Health check-up participation rate (%)		–	–	99.6	99.9	**99.9**
Stress check participation rate (%)		–	–	–	98.0	**98.9**

*4 For FY2023, the figures for male recipients and utilization rate include both paternity leave and child-rearing leave. The paternity leave utilization rate for FY2023 is 62.4% for males and 77.4% for both males and females combined.
*5 For consolidated subsidiaries that use the service of special subsidiary Bandai Namco Will Inc.
*6 The average for each person calculated by deducting their prescribed working hours (1,800 hours) from their total annual working hours and dividing the resulting figure by 12 months. Excludes managers and supervisors, part-time workers, and discretionary labor system employees.

Employee Training-Related Data

		FY2020.3	FY2021.3	FY2022.3	FY2023.3	FY2024.3
Percentage of employees receiving periodic reviews for career development (%)	Male	100.0	100.0	100.0	100.0	**100.0**
	Female	100.0	100.0	100.0	100.0	**100.0**
	Total	100.0	100.0	100.0	100.0	**100.0**

Governance Data

		Total	Male	Female
Number of directors*1		14	12	2
	Number of internal directors	9	8	1
	Of whom, directors who are Audit & Supervisory Committee members	1	1	0
	Number of outside directors	5	4	1
	Of whom, number designated as independent directors	5	4	1
	Of whom, directors who are Audit & Supervisory Committee	3	2	1

*1 Figures as of June 2024

Organization	Company with an Audit and Supervisory Committee	
Term of office in governance institutions (years)	Directors	1
Number of meetings (times)*2	Board of Directors	18
	Independent Directors Committee	1
	Personnel Committee	4
Participation rate (%)*2	Board of Directors	100
	Independent Directors Committee	100
	Personnel Committee	100
Implementation status of incentive measures	Directors (excluding Audit & Supervisory Committee members and outside directors)	Implementation of performance-based bonuses and performance-based stock compensation

*2 Fiscal year ended March 31, 2024

Compliance Data

	FY2020.3	FY2021.3	FY2022.3	FY2023.3	FY2024.3
Number of employees that took leave for childcare*4	0	0	0	0	**0**
Number of employees that took leave for childcare*4	0	0	0	0	**0**

History

Note: History of Group companies before the management integration of Bandai and Namco.
Company names and place names are as of the date cited.

Bandai's History

1950s

1950 **July** • Bandaiya was founded in the Kikuyabashi section of Asakusa in Taito-ku, Tokyo (President: Naoharu Yamashina). Paid-in capital was ¥1 million. The company conducted sales of celluloid toys as well as metallic toys (passenger cars), rubber swimming rings, etc.

September • First original BANDAI product was launched: *Rhythm Ball*.

1951 **March** • Export sales commenced.

April • *B26*, the first BANDAI original metallic toy, was launched.

1953 **April** • Accompanying the expansion of export operations, shipment and warehouse facilities were newly established in Komagata, Asakusa, Taito-ku, Tokyo.

July • Product Inspection Department established to perform checks on all products.
• A research unit was established to improve the quality of BANDAI brand metallic toys and to conduct R&D in new products.
• Transport Division (predecessor of BANDAI LOGIPAL INC.) was established.

1955 **January** • Waraku Works (predecessor of BANDAI Manufacturing) was established.

June • Office building newly constructed in Komagata 2-chome, Asakusa, Taito-ku, Tokyo.
• The BC logo was created by combining the first letters in BANDAI Company.

November • A product guarantee system—an industry first—was launched in conjunction with the *Toyopet Crown* (1956 version) model car.



Toyopet Crown

1958 **July** • First TV advertisement aired with the catchphrase "The Red Box means a BC-guaranteed toy."

1959 **July** • Metal model cars were commercialized and products with the labels of car series from around the world were launched.
• Trademark (commonly known as the Banzai mark) was established to express the motto that quality is the highest priority.

1960s

1960 **March** • Direct overseas sales started.

July • Bandai Toys Company established (transferred to Bandai Overseas Supply in 1971).

1961 **June** • Name of Waraku Works was changed to BC Manufacturing. (Name was changed to BANDAI Manufacturing in May 1966.)

July • Company name was changed to BANDAI. Paid-in capital was ¥20 million.

1963 **September** • Bandai Transport was established.

November • Assigned representative to New York and began sales in the U.S.

December • Due to growth of operations, moved to new office building in Komagata 1-chome, Asakusa, Taito-ku, Tokyo.
• *Astroboy* was launched as BANDAI's first TV character toy.



Astroboy
©手塚プロダクション

1964 **January** • Remote control (RC) toy car became a major hit.

1965 **January** • *Racing Car Set* enjoyed an enormous boom in sales.

October • Toy manufacturing complex completed in Mibu, Tochigi Prefecture.

1966 **July** • *Crazy Foam* launched. Sold 2.4 million units in three months due to intensive campaign, centered on TV promotion.
• BANDAI's new trademark (the BANDAI Baby) formulated.

1967 **May** • Bandai Automobile established.
• *Water Motor* series became a hit.
• *Thunderbirds* series of electrically powered toys launched.

August • New Model Toys Department launched sales of plastic models.

1968 • *Naughty Flipper* series was a big hit, winning a gold medal at the New York International Innovative Products Exhibition.

October • Customer service center established.

1969 **November** • Acquisition of plant in Shimizu City, Shizuoka Prefecture. Start of production of plastic models, such as the *Automobile* series, *Thunderbirds 2*, and the *Beetle* series.

1970s

1970 **September** • Tonka Japan established.

1971 **May** • Bandai Models established.

July • Established Popy as a specialist character toys manufacturer.

1973 **March** • *MiniMini Fish* launched.

October • *Jumbo Machinder Mazinger Z* won the Grand Prix prize at the 4th International Trade Fair Toy Concours.

Namco's History

1950s

1955 **June** • Nakamura Manufacturing Ltd. established in Ikegami, Ota-ku, Tokyo (President: Masaya Nakamura). Capital: ¥300,000. Started in the amusement business with the installation of two children's mechanical horse rides on the rooftop of a department store in Yokohama.



Two wooden rocking-horse rides installed on the rooftop of a department store in Yokohama

1957 • Headquarters office established in Ginza, Tokyo. Started sales of amusement machines.

1959 • Reorganized to form Nakamura Manufacturing Co., Ltd. Capital: ¥5 million.

1960s

1963 • Installed the *Roadway Ride* on the rooftop of Mitsukoshi Department Store in Nihonbashi, Tokyo. Subsequently expanded business to each Mitsukoshi store.



Roadway Ride

1965 • Established the Production Department. *Periscope*, developed by the Production Department, became a major hit.

1966 • Established main production facility in Ota-ku, Tokyo. Expanded activities of development and production departments.
• Began to use Nakamura Manufacturing brand mark.



1967 • Opened Osaka office in Namba, Osaka.

1970s

1970 • Established Yaguchi plant in Yaguchi, Ota-ku, Tokyo.
• Developed *Racer*, a driving simulation game. Projection equipment using 3D models that were innovative for the time period became popular, and it became a hit machine.



Racer
©Bandai Namco Entertainment Inc.

1971 • Use of NAMCO brand name began.

1974 • Acquired Atari (Japan) Corp. from Atari Corp., of the U.S. Entered the video game business.

1975 • Began full-scale research into robot technologies. Developed *President Lincoln Robot*.



President Lincoln Robot

1976 • Developed *F-1* driving simulation game machine. Became popular in Japan and overseas.

F-1 driving simulation game machine
©Bandai Namco Entertainment Inc.

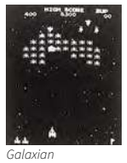
1977 • Changed company name to NAMCO LIMITED. Capital: ¥240 million.
• NAMCO ENTERPRISES ASIA LTD. established.
• Developed *Shoot Away*, a mirror-projection-type gun shooting game.

1978 **June** • Established NAMCO AMERICA INC. in California, U.S.
• Developed *Submarine*, a submarine game machine.
• Introduced *Gee-Bee*, the first original amusement machine.



Gee-Bee

1979 • Introduced *Galaxian*, a shooting game machine. Became popular, centered on young consumers, and became a major hit in Japan and overseas.
• Developed *Pitch In*, a machine that measured the speed of a pitched ball.



Galaxian
©Bandai Namco Entertainment Inc.

History

Note: History of Group companies before the management integration of Bandai and Namco.
Company names and place names are as of the date cited.

Bandai's History

1974
- *Super-alloy Mazinger Z* became a major hit.

December
- Three Group companies (BANDAI, Popy, and Tonka Japan) implemented an industry-first, full-page newspaper advertisement.


Super-alloy Mazinger Z
©ダイナミック企画

1975

January
- Trademark and logo changed. Expressed the dramatic combined worldwide growth of nine BANDAI Group companies.

October
- Alliance with Monogram, of the U.S.

1976

August
- *Jumbo Machinder* exported to Mattel, of the U.S. Became a best seller in 1977 under the name *Shogun*.

October
- Published *Ugoku E-Hon* and entered the publishing industry.

November
- Established Popy Mibu factory.

1977

April
- Started sales of capsule toys through vending machines.

June
- BANDAI (H.K.) CO., LTD., established as overseas manufacturing base in Hong Kong.
- Launch of *Mogura-Tataki Game*, which became a major hit in the following year, 1978, and was included in Nikkei's list of hit products.


Mogura-Tataki Game

1978

September
- Bandai Publishing established.
- Launch of *LSI Baseball*, which later became a hit electronic game.

October
- BANDAI AMERICA INCORPORATED established as U.S. sales base.

1979

November
- B-I Electronics and B-I Mibu established.
- *Candy-Candy Nurse's Bag* became one of the biggest-ever hit products among girls' character toys.

1980s

1980

May
- Makoto Yamashina was appointed president and representative director, and Naoharu Yamashina was appointed chairman.

July
- *Gundam* plastic models launched, starting a major boom.
- Tonka Japan changed its company name to Mameet.

November
- Celent established.


Gundam RX-78 plastic model
©創通・サンライズ

1981

January
- BANDAI FRANCE S.A. established as sales base in Europe.

March
- Entered the candy toy market.

1982

June
- BANDAI UK LTD. established in the U.K.

October
- Frontier Department established as planning and production unit for animations and films.

November
- Emotion Ltd. established. Opened Emotion video shop, the first video shop authorized by the Japan Video Software Association.

1983

March
- Absorption-type merger of seven companies—Popy, Bandai Models, Bandai Manufacturing, Bandai Overseas, Mameet, Celent, and Bandai Publishing. Capital increased to ¥711.39 million.
- Corporate identity introduced. New BANDAI philosophy established—"Dreams and Creation."

April
- *Kinnikuman* capsule toy launched; became a major hit.

August
- Apparel Department established.
- A.E. Planning established to conduct sales of visual packaged software.

December
- Launched *Darosu*, an industry-first original video animation.

1984

April
- Launched *Air Condition* series, which was created from original video software music and video.

October
- *Gundam* plastic model series surpassed 100 million units since the launch.

December
- Fuman (H.K.) Co., Ltd., established in Hong Kong.

1985

May
- Advanced into the Chinese market with the establishment of a Japan–China joint venture firm, China Fuman (Fujian) Toys Co., Ltd., in Fujian Province, China.

November
- First Famicon software, *Kinnikuman-Muscle Tag Match*, launched. Became a major hit with sales of one million units.

1986

January
- BANDAI listed on the Second Section of the Tokyo Stock Exchange. Capital: ¥240 million.

February
- *Nekonyanbo* became a major hit.

September
- Entered the movie field by cooperating in the production of *The Baby Elephant*.


Nekonyanbo

1987
- Products related to *Saint Seiya (Knights of the Zodiac)* series became hits.

March
- Joint venture firm BANDAI AND K.C. CO., LTD., established in Thailand.
- Released *Royal Space Force: The Wings of Oneamis*, a full-length original animation feature.
- *Quick Curl* launched. Entered the field of practical lifestyle sundries.

May
- Chairman Naoharu Yamashina was appointed executive advisor.
- Contract signed with The Walt Disney Company. Video products launched.

Namco's History

1980s

1980
- Introduced *PAC-MAN*. Became a major hit in Japan and overseas.
- NAMCO sponsored the *micromouse* national tournament, which was participated in by amateur robot enthusiasts.


PAC-MAN
©Bandai Namco Entertainment Inc.

- Introduced the *Nyamco* maze-solving robot.


Nyamco
©Bandai Namco Entertainment Inc.

1981
- Introduced the *Mappy* maze-solving robot.
- Established the IP Rights Department. Began full-scale initiatives to protect in-house copyrights.

1982
- Introduced the *Pole Position* racing game machine.

1983
- Introduced the *Xevious* shooting game machine. Became highly popular due to beautiful graphics and story.
- Developed robot for *Cosmo Hoshimaru*, the mascot character for the International Science Technology Exposition.


Xevious
©Bandai Namco Entertainment Inc.

1984
- Launched *Galaxian*, the first home video game for the Famicon.
- Introduced the first product in the *Tower of Druaga* series of RPG game machines.


Galaxian
©Bandai Namco Entertainment Inc.

1985
- New headquarters building completed in Ota-ku, Tokyo.
- Developed *Talking Aid*, a mobile communication device.

1986
- Capital participation in Italian Tomato Ltd.
- Established the New Technology Foundation with the objective of fostering the development of science and technology.
- Introduced *Sweet Land*, a candy prize machine.
- Launched *Professional Baseball Family Stadium*, a Famicon software.


Professional Baseball Family Stadium
©Bandai Namco Entertainment Inc.

1987
- Main sponsor of the Japan performance of the musical *Starlight Express*.
- Developed *Final Lap*, the industry's first driving game with built-in communications functions.


Final Lap
©Bandai Namco Entertainment Inc.

1988
- NAMCO stock listed on the Second Section of the Tokyo Stock Exchange. Capital: ¥5,550 million.
- Established Yokohama Future Laboratory in Yokohama City.
- Tie-up with JCGL, a computer graphics (CG) production company. Entered a wide range of CG video business areas, from acceptance of production orders to the provision of videos.
- Presented first original video product, *Mirai Ninja: Keiunkiningaiden*, at the Tokyo International Fantastic Film Festival. Also launched as an amusement machine.
- Developed *Winning Run*, the first racing game to use polygon technology.


Winning Run
©Bandai Namco Entertainment Inc.

1989
- Jointly developed *Eunos Roadstar Driving Simulator* in cooperation with Mazda Motor Corp.
- Developed the *Wani Wani Panic* action game.


Wani Wani Panic
©Bandai Namco Entertainment Inc.

1990s

1990
- NAMCO AMERICA INC. began direct sales of amusement machines in the U.S.
- NAMCO AMERICA INC. acquired Atari Operations Inc. Commenced amusement facility operations in the U.S.
- Established Namco Hometek Inc. as a U.S. base for home video games.
- At the International Garden and Greenery Exposition, exhibited and operated *Galaxian*[3] and *The Tower of Druaga*—large-scale amusement facilities based on the hyper-entertainment concept.
- Developed the *Cosmo Gangs* action game machine.

1991

September
- Stock listed on the First Section of the Tokyo Stock Exchange. Capital: ¥6,984 million.

November
- Established NAMCO EUROPE LTD., in London, U.K.
- Opened Plabo Sennichimae, a large-scale amusement facility.

History

Note: History of Group companies before the management integration of Bandai and Namco.
Company names and place names are as of the date cited.

Bandai's History

1988
- **April** • Media Department established. Made full-scale entry into the visual products business.
- **July** • Sales of *CARDDASS* started.
- **August** • BANDAI listed on the First Section of the Tokyo Stock Exchange.
- • Cooperated in the production of the musical *The Forest is Alive/Twelve Months of Nina.*

1989
- **January** • Completed head office building in Komagata, Taito-ku, Tokyo.
- **October** • Advanced into the music field (launch of the Emotion label).

1990s

1990
- **January** • Name of Shinsei Manufacturing was changed to Yutaka Co., Ltd.
- **August** • Bandai Transport registered on the over-the-counter market (currently, JASDAQ).
- • *Sally the Witch Spikatact* surpassed one million units.

1991
- **February** • Bandai (Taiwan) Co., Ltd., established as local company in Taiwan.
- **April** • *Chara-Can*, which packaged toys with drinks through a tie-up with Suntory, are a big hit.
- **October** • Tosho, Dairin, and Seiko merged to establish HAPPINET CORPORATION.

1992
- **September** • Name of Bandai Transport was changed to BANDAI LOGIPAL INC.
- **October** • BANDAI's visual products business transferred to BANDAI VISUAL CO., LTD.

1993
- • Products related to *Pretty Guardian Sailor Moon* became major hits.



Sailor Moon series
©武内直子・PNP・テレビ朝日・東映アニメーション

- • Products related to *Power Rangers* became major hits in the U.S.



Power Rangers series
©1993 SABAN INT.

1994
- **March** • SUNRISE INC. became a Group company

1995
- **July** • Technical Design Center (Tochigi) went into operation.
- **October** • Three companies established in the U.S.—BANDAI HOLDING CORP., BANDAI DIGITAL ENTERTAINMENT CORP., and BANDAI ENTERTAINMENT INC.

1996
- **March** • Launch of the *Pippin Atmark.*
- • Bandai Trading (Shanghai) Co., Ltd., established in Shanghai.
- **November** • *Tamagotchi* launched.



Tamagotchi
©BANDAI

1997
- **April** • *Hyper Yo-Yo* launched.



Hyper Yo-Yo
©BANDAI

- **June** • Launched *Tamapichi*, a PHS phone that incorporated *Tamagotchi* functions.
- • Takashi Mogi was appointed president and representative director.
- **July** • Group companies Kaken, Angel, and B-I merged to establish MegaHouse Corporation.
- **August** • HAPPINET CORPORATION offered its stock on the over-the-counter market (currently, the First Section of the Tokyo Stock Exchange).
- **October** • Founder Naoharu Yamashina passed away (October 28, age 79).

1998
- **December** • HAPPINET CORPORATION listed on the Second Section of the Tokyo Stock Exchange.

1999
- **March** • Takeo Takasu was appointed president and representative director.
- • *WonderSwan*, a new mobile game machine, launched.
- • Start of service for *Dokodemo Aso Vegas*, the first content for NTT DOCOMO's i-mode.
- • *DIGIMON ADVENTURE* became an animation.
- **May** • *Gundam* plastic models surpassed cumulative total sales of 300 million units.
- **September** • *HANA-BI*, whose production BANDAI VISUAL participated in, won the Golden Lion award at the 54th Venice International Film Festival.
- **October** • Concluded agreement with Mattel, of the U.S., regarding joint business development (contract covering the Japanese market canceled in December 2003).
- **November** • *Primo Puel* talking stuffed toys launched.

Namco's History

1992
- **February** • Opened Namco Wonder Eggs, the first urban theme park, for a limited time in Futakotamagawa, Tokyo.



Namco Wonder Eggs

- • Established Brent Leisure Ltd. to strengthen manufacturing in Europe and sales in the U.K.

1993
- • Established NAMCO OPERATIONS EUROPE LTD., in the U.K.
- • Opened Namco Wonder City Tsurumi, a comprehensive amusement facility in Tsurumi-ku, Yokohama, with NAMCO acting as developer for the first time.
- • Introduced *Ridge Racer*, a racing game machine including *System 22*, a real-time, 3D CG system board.



Ridge Racer
©Bandai Namco Entertainment Inc.

- • Acquired Aladdin's Castle, Inc., the largest amusement facility operator in the U.S.
- • Established Shanghai Namco Ltd. as a joint venture in China.
- • Opened Tamago Teikoku, which offered a land of entertainment alchemy, on a site adjacent to Namco Wonder Eggs.

1994
- • Launched *Ridge Racer* for the PlayStation at the same time as the hardware launch.
- • Opened Yokohama Creative Center, a development base, in Kanagawa-ku, Yokohama City.
- • Established NAMCO CYBERTAINMENT INC. through the merger of two NAMCO Group companies in the U.S.
- • Introduced *TEKKEN*, a polygon martial arts game using *System 11*, a 3D CG system board developed jointly with Sony Computer Entertainment Inc.



TEKKEN
©Bandai Namco Entertainment Inc.

1995
- • Developed *Alpine Racer*, an experience game machine.
- **December** • Launched *Tales of Phantasia*, the first product in the *Tales of...* series for the Super Famicon.

1996
- **July** • Opened Namco NAMJATOWN, one of Japan's largest indoor theme parks, in Ikebukuro, Tokyo.



Namco NAMJATOWN

- • Established subsidiaries in Spain, France, Germany, and Israel.
- • Opened Namco Wondertower Kyoto, an urban comprehensive amusement facility.

1997
- **January** • Capital tie-up with Nikkatsu Corporation (canceled in 2005).
- • Established XS ENTERTAINMENT INC. to manage multipurpose amusement facilities in the North American market.
- **August** • Opened Namco Station at the County Hall, a large-scale entertainment facility in a former county hall building in London, U.K.
- • Three CG works selected for prizes by SIGGRAPH, a CG conference in the U.S.

1999
- **August** • Launched *Soulcalibur*, a weapon-based fighting game for the Dreamcast.
- **October** • Established Monolith Software Inc., a home video game development company.
- **November** • Proposed barrier-free entertainment designs. Entered nursing care business with the aim of combining the themes of "play" and "welfare."
- **December** • Launched Namco Station, a mobile phone site for i-mode service. Expanded content business.
- • Began to supply LCD units for pachinko machines.

History

Note: History of Group companies before the management integration of Bandai and Namco.
Company names and place names are as of the date cited.

Bandai's History

2000s

2000

March
- HAPPINET CORPORATION listed on the First Section of the Tokyo Stock Exchange.
- BANDAI KOREA CO., LTD., established in South Korea.
- Content for i-mode became popular and surpassed one million paid subscribers.

April
- Network Department established.
- Character Research Institute established.

June
- Invested in Sotsu Agency (currently, SOTSU CO., LTD.).

September
- Network Department spun off from BANDAI to establish BANDAI NETWORKS CO., LTD.

October
- BANPRESTO CO., LTD., listed on the Second Section of the Tokyo Stock Exchange.
- Capital tie-up with Seika Note Co., Ltd.

2001

March
- BHK TRADING LTD. established.

July
- Cumulative total sales of *Gashapon HG* series surpassed 100 million units.

August
- 1/12-scale *Zaku* model (overall height: approximately 1.5 m) was exhibited at the "C3 PRE" character culture event and became a topic of conversation.



Hyper Hybrid Model MS-06F Zaku II
©創通・サンライズ

November
- BANDAI VISUAL listed on JASDAQ.

2002

March
- BANDAI CHANNEL CO., LTD., established as an on-demand online distribution company.

July
- Capital tie-up with Tsukuda Original.
- BANPRESTO listed on the First Section of the Tokyo Stock Exchange.

2003

March
- Tsukuda Original and Wakui Corporation implemented a management integration and the company name was changed to Palbox Co., Ltd.

April
- Name of Yutaka Co., Ltd., was changed to Popy Co., Ltd.
- Cumulative total shipments of original character *.hack* game software in Japan and the U.S. reached one million units.



©Project *.hack*

May
- Invested in confectionery manufacturer Tohato Inc.

July
- Opened Bandai Museum, a character museum (closed in August 2006).

August
- Entered the building block market through cooperation with Mega Bloks Inc., the world's second-largest manufacturer of toy building blocks.
- *Zatoichi*, whose production BANDAI VISUAL participated in, won the Silver Lion for Best Director award at the 60th Venice International Film Festival.

October
- Total number of BANDAI CHANNEL paid viewings surpassed three million.

December
- BANDAI NETWORKS listed on JASDAQ.
- BANDAI VISUAL listed on the Second Section of the Tokyo Stock Exchange.

2004

March
- *Kaette Kita! Tamagotchi Plus* launched.
- Cumulative total shipments of *Gundam series* home video games surpassed 20 million units.

April
- New headquarters building completed.
- Opened World Toy Museum in Karuizawa, exhibiting antique toys (closed in November 2007).
- BANPRESTO concluded basic agreement to take over the operation of the ASAKUSA HANAYASHIKI amusement park.

May
- For the film *Daremo Shiranai*, which was co-produced by BANDAI VISUAL, lead Yuya Yagira won the Best Actor award at the Cannes International Film Festival.
- Participated in the Shanghai International Character Expo, China's first character event. Over nine days, 100,000 visitors attended.
- Cumulative total shipments of *Zatchbell The Card Battle* surpassed 300 million units.



©雷句誠／小学館・フジテレビ・東映アニメーション

July
- *Steamboy* released (directed by Katsuhiro Otomo).
- Comprehensive master licensing contract concluded with Sanrio Company Ltd. for the character Cinnamoroll.

November
- *Shuku Keitai Kaitsuu! Tamagotchi Plus* launched.
- Sponsorship provided for the activities of the theater company Hikosen.

2005

April
- Palbox transferred certain operations to MegaHouse Corporation.

Namco's History

2000s

2000

March
- Launched *Ridge Racer V* for the PlayStation 2 at the same time as the hardware launch.

April
- Opened the Namco Digital Hollywood Game Lab school in collaboration with Digital Hollywood Co., Ltd.
- Established Namco Ecolotec Limited to conduct development of environmental machines.

June
- Simultaneously launched versions of the *Mr. Driller* home video game for three different platforms.



Mr. Driller
©Bandai Namco Entertainment Inc.

August
- In cooperation with Sony Computer Entertainment, jointly developed the *System 246* board, which was based on PlayStation 2 technology.

October
- Obtained license to distribute *PAC-MAN* for Sharp Corp.'s Zaurus.

December
- Opened Namco Entertainment World Tokyo Pitan City in Daiba, Tokyo.
- Opened the Chi-Kou-Raku Internet facility in Nagoya (closed in 2011).
- Launched *MotoGP* for the PlayStation 2.

2001
- Formed Team Namja, a group of producers of commercial spaces. As the first project, opened Yokohama Curry Museum (operator: Matahari Co., Ltd.).

February
- Introduced the *TAIKO: DRUM MASTER* amusement machine.



TAIKO: DRUM MASTER
©Bandai Namco Entertainment Inc.

October
- In collaboration with Benesse Corporation, opened Shima-Shima Town, a communication park for preschool children, in Kawasaki City.

2002

January
- Launched *Kotoba no Puzzle: Mojipittan*, a home video game.

February
- Business tie-up with Nintendo Co., Ltd., in the home video game business.
- Introduced *Bihada Wakusei*, a high-definition seal printing machine.



Bihada Wakusei
©Bandai Namco Entertainment Inc.

- Opened Namco Wonder Park Sapporo.

May
- Kyushiro Takagi was appointed president and representative director.

July
- Opened Ikebukuro Gyoza Stadium in Namco NAMJATOWN.



Ikebukuro Gyoza Stadium

November
- Launched *Tales of Destiny 2* for the PlayStation 2.

2003

March
- Established NAMCO TALES STUDIO LTD., a home video game development company.
- Simultaneously launched versions of the *Soulcalibur 2* home video game for three different platforms.

July
- Introduced *Big Sweet Land*, a large-size-prize game that could be played by up to six players at once.

August
- Launched *Tales of Symphonia* for the Nintendo GameCube.

November
- Opened Jiyugaoka Sweets Forest in Meguro-ku, Tokyo.

December
- Introduced *Dragon Chronicle*, a multiplayer fighting video game machine.

2004

February
- Opened Naniwa Gyoza Stadium in Umeda, Osaka.

March
- Launched *Katamari Damashii* for the PlayStation 2.
- Namco Hometek and Flagship Studios concluded a partnership agreement for the development and sales of PC games.

July
- Introduced *Wangan Midnight MAXIMUM TUNE*, a racing game machine.

October
- Opened Kaikaya day service center in Yokohama City, Kanagawa Prefecture.

December
- Opened Kobe Sweets Harbor in Kobe City, Hyogo Prefecture.

2005

February
- Opened Tokyo Panya Street in Funabashi City, Chiba Prefecture.

April
- Shigeichi Ishimura was appointed president and representative director.

History

Note: Company names and place names are as of the date cited.

Bandai Namco Group's History

From May 2005

2005

May
- The management integration of BANDAI and NAMCO was announced.

September
- Establishment of holding company NAMCO BANDAI Holdings Inc. through the management integration of BANDAI and NAMCO. Takeo Takasu became president and representative director. Establishment of the BANDAI NAMCO Group.

November
- With its 10th installment of for-sale DVDs in the series, cumulative shipment volume of *Mobile Suit Gundam SEED DESTINY* surpassed one million units.



©創通・サンライズ

December
- Through a corporate separation, a portion of BANDAI's and NAMCO's management over affiliated companies was transferred to NAMCO BANDAI Holdings.

2006
- *DATA CARDDASS,* a new card machine, became hugely popular.


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January
- North American operations were reorganized. The name of NAMCO Holding was changed to NAMCO BANDAI Holdings (USA), which became the U.S. regional holding company.
- NAMCO BANDAI Holdings made BANDAI LOGIPAL a wholly owned subsidiary.

February
- BANDAI VISUAL was listed on the First Section of the Tokyo Stock Exchange.

March
- The BANDAI Hobby Center, a production base for plastic models, was opened in Shizuoka Prefecture.
- Cumulative worldwide sales of the *Tamagotchi Plus* series surpassed 20 million units.
- The facility operation business was given to a remerged NAMCO.
- NAMCO BANDAI Games Inc. was established through the integration of BANDAI's home video game operations and NAMCO's home video game, amusement machine, and mobile phone game operations.

May
- Music company Lantis Co., Ltd., joined the Group.
- NAMCO BANDAI Will Inc. was certified as a special subsidiary as stipulated by Japan's Law for Employment, Promotion, etc., of the Disabled.

June
- NAMCO BANDAI Holdings made BANPRESTO a wholly owned subsidiary.

September
- Opened NAMCO Wonder Park Hero's Base, a large-scale facility combining amusement and character merchandising, in Kawasaki City, Kanagawa Prefecture.
- BANDAI made CCP Co., Ltd., a subsidiary.

November
- Introduced *Mobile Suit Gundam Senjo no Kizuna*, an amusement machine that was developed through a collaborative effort by NAMCO BANDAI Games and BANPRESTO.

2007

January
- In Europe, NAMCO Holdings UK LTD. was established as a regional holding company and the operating companies were reorganized.

March
- NAMCO BANDAI Holdings entered a capital and business alliance with TOEI COMPANY, LTD., TOEI ANIMATION CO., LTD., and KADOKAWA GROUP HOLDINGS INC.

April
- BANDAI started operation of Omochanomachi Bandai Museum, in Tochigi Prefecture.

May
- BANDAI, the Ishimori Group, and ITOCHU Corporation entered a capital and business tie-up.
- NAMCO BANDAI Holdings acquired part of the shares of Fujiya Co., Ltd.

August
- The movie *GLORY TO THE FILMMAKER!*, which was co-produced by BANDAI VISUAL, won the Glory to the Filmmaker Award at the 64th Venice International Film Festival.

November
- The vending machine capsule toy *Earth Capsule* won the Minister of Agriculture, Forestry and Fisheries Award in the eco-products category at the 4th Eco-products Awards.

December
- Global cumulative shipments of the *Tales of...* series of software products for home video game consoles surpassed 10 million.

2008

January
- BANDAI, TYO Productions Inc., and TSUBURAYA PRODUCTIONS Co., Ltd., formed a capital and business tie-up.

February
- BANDAI VISUAL and BANDAI NETWORKS became wholly owned subsidiaries of NAMCO BANDAI Holdings, following an exchange of shares.

April
- The home video game consoles and amusement machine operations of BANPRESTO were transferred to and integrated with the operations of NAMCO BANDAI Games. BANPRESTO focuses on prize operations, such as prizes for amusement machines.
- The administrative functions of major companies in the Group were consolidated into NAMCO BANDAI Holdings.
- Opened the Wonder Park Plus amusement facility in Hong Kong.
- BANDAI (SHENZHEN) CO., LTD., was established for the purpose of strengthening toy production control and quality assurance.

July
- Launched *Soulcalibur IV* for the PlayStation 3 and Xbox 360, and sales surpassed two million units.


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September
- Launched the *Battle Spirits* card game.

October
- Cumulative sales of BD/DVD software *CODE GEASS: Lelouch of the Rebellion* series surpassed one million units.

November
- *BEN10* character toys were hit products in markets worldwide.

Bandai Namco Group's History

2009

February
- NAMCO BANDAI Games Europe S.A.S. concluded a share purchase agreement with Atari Europe S.A.S.; a subsidiary of Infogrames Entertainment SA. relating to NAMCO BANDAI Games Europe's investment in a new game software distribution company was established by Atari Europe.

March
- Seika Co., Ltd., which conducted stationery operations, was liquidated following a capital and business alliance with SUN-STAR STATIONERY CO., LTD.
- NAMCO BANDAI Games made D3PUBLISHER INC. a subsidiary.
- NAMCO BANDAI Holdings received a fiscal 2008 Tokyo Stock Exchange Disclosure Award from the Tokyo Stock Exchange.

April
- Three-year Mid-term Plan began.
- Takeo Takasu was appointed chairman and representative director, and Shukuo Ishikawa was appointed president and representative director of NAMCO BANDAI Holdings.
- NAMCO BANDAI Games and BANDAI NETWORKS merged, with NAMCO BANDAI Games as the surviving company and BANDAI NETWORKS as the expiring company.
- BANDAI VISUAL and ANIME CHANNEL merged, with BANDAI VISUAL as the surviving company and ANIME CHANNEL as the expiring company.

July
- As part of the Green Tokyo Gundam Project, a full-size, 18-meter-high *Gundam* statue was installed in Shiokaze Park, Tokyo.


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- NAMCO BANDAI Partners S.A.S. was made a wholly owned subsidiary.

October
- NAMCO BANDAI Online Inc. was established.

December
- BANDAI CORPORACION MEXICO S.A. de C.V. was established in Mexico.

2010s

2010

February
- The BANDAI NAMCO Group Restart Plan was announced.
- *Mobile Suit Gundam UC (Unicorn) Vol. 1* implemented simultaneous global cross-media development.

April
- NAMCO BANDAI Live Creative Inc. was established.
- As the first step in character-based entertainment areas, we began to introduce *Tamagotchi Idol Park* and *Narikiri Athletic Ultra Heroes.*

November
- *NARUTO Shippuden: Ultimate Ninja Storm 2* for the PlayStation 3 and Xbox 360 sold more than one million units worldwide in the first month after its launch.

2011
- *The KAMEN RIDER* series was a major hit.


KAMEN RIDER Fourze DX Fourze Driver
©2011 石森プロ・テレビ朝日・ADK・東映

- *TIGER & BUNNY,* a TV animation from SUNRISE, was a hit.



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April
- Banpresoft Co., Ltd., and Bec Co., Ltd., merged to form B.B.STUDIO CO., LTD.

2012
- *THE IDOLM@STER* drew attention in a variety of categories, such as home video games and social games.
- Products related to *Aikatsu!*, which is an original Group IP, became major hits.


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April
- The Mid-term Plan, which included the vision "EMPOWER, GAIN MOMENTUM, AND ACCELERATE EVOLUTION," was announced.
- Shukuo Ishikawa became president and representative director of NAMCO BANDAI Holdings, and Kazunori Ueno became executive vice president and representative director.
- The Content Development Division was separated from NAMCO BANDAI Games, and NAMCO BANDAI Studios Inc. was established.
- Gundam Front Tokyo, a leading-edge entertainment space based on the *Gundam* series, was opened in Daiba, Tokyo.

September
- BANDAI PHILIPPINES INC. was established.

History

Note: Company names and place names are as of the date cited.

Bandai Namco Group's History

2013
- In visual and music content, *Love Live! School Idol Project* became popular.



©2013 プロジェクトラブライブ!

March
- NAMCO BANDAI Studios Vancouver Inc. and NAMCO BANDAI Studios Singapore Pte. Ltd. were established.

June
- In the U.S., broadcasts of *PAC-MAN and the Ghostly Adventures*, a new animation, were aired.

August
- For its 160th anniversary, ASAKUSA HANAYASHIKI implemented a commemorative year plan.

October
- BANDAI made SUN-STAR STATIONERY a subsidiary.

2014
- *Yo-kai Watch*-related products became major hits. Start of sales in Asia.

January
- *THE IDOLM@STER MOVIE*, a theatrical release, became a hit.

March
- NAMCO BANDAI Holdings was selected as a recipient of the Excellence Award at the fiscal 2013 Corporate Value Improvement Awards sponsored by the Tokyo Stock Exchange.

April
- The English-language names of 31 Group companies were changed.

June
- The English-language name of NAMCO BANDAI Holdings was changed to BANDAI NAMCO Holdings Inc.

August
- Opened Nazo Tomo Cafe, a puzzle-solving cafe.

October
- Game apps for smartphones became popular in Japan. Start of full-sale network content business initiatives overseas, including Asia.

2015
- *TEKKEN* and *Tales of...* series reached their 20th anniversaries.

January
- BANDAI NAMCO (SHANGHAI) CO., LTD., was established in Shanghai, China.

April
- Start of Mid-term Plan announcing "NEXT STAGE: EMPOWER, GAIN MOMENTUM, ACCELERATE EVOLUTION."
- Name of BANDAI NAMCO Games was changed to BANDAI NAMCO Entertainment Inc.
- Division producing IP products for children and families was separated from SUNRISE to establish BANDAI NAMCO Pictures INC.
- BANDAI NAMCO Live Creative made Grand-Slam Ltd. a subsidiary.

June
- At BANDAI NAMCO Holdings, Shukuo Ishikawa became chairman and representative director and Mitsuaki Taguchi became president and representative director.

August
- Start of distribution of *IDOLiSH7* game app for smartphones. Developed into a hit as original Group IP.

September
- BANDAI NAMCO Group reached the 10th anniversary of its establishment.
- In one week after the start of online distribution, *THE IDOLM@STER CINDERELLA GIRLS: STARLIGHT STAGE* game app for smartphones surpassed four million downloads.



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October
- BANDAI NAMCO INDIA PRIVATE LIMITED was established.

November
- BANDAI received METI Minister's Award, the highest award, at the fiscal 2015 Large Manufacturer and Importer Category of the Awards for Best Contributors to Product Safety. We were certified as the first Product Safety Contributor Gold Company in this category, in which we have won an award three times.
- *GIRLS und PANZER der Film* was released and became a long-running hit in theaters for more than a year.

December
- The idol unit μ's, which was created from *Love Live! School Idol Project*, became a hit.

2016
- *Tamagotchi* and NAMJATOWN reached their 20th anniversaries.

January
- The headquarters functions of five Group companies, including BANDAI NAMCO Holdings, were relocated to Minato-ku, Tokyo, in stages.

April
- Implemented reorganization in Asia. BANDAI NAMCO Holdings ASIA CO., LTD., became the regional headquarters.
- WiZ Co., Ltd., was made a subsidiary.
- Opened the VR ZONE Project i Can, a VR entertainment research facility, in Daiba, Tokyo, on a limited-time basis.

October
- *DRAGON BALL Z DOKKAN BATTLE*, a popular smartphone game app, surpassed 100 million downloads worldwide.



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Bandai Namco Group's History

2017

January
- Masaya Nakamura, the founder of NAMCO, passed away on January 22 at the age of 91.

March
- Shukuo Ishikawa, chairman and representative director of BANDAI NAMCO Holdings, was awarded the Legion of Honour in the rank of chevalier by the French government.

April
- Started a new system that separates the operating company function and the holding company function in Europe.
- Established BANDAI NAMCO Technica Inc.
- Opening of SPACE ATHLETIC TONDEMI, a next-generation athletic facility.

July
- Opened VR ZONE SHINJUKU, a VR entertainment facility in Shinjuku, on a limited-time basis.



©Bandai Namco Amusement Inc.

August
- THE GUNDAM BASE TOKYO, Japan's first official comprehensive facility centered on *Gundam* plastic models, opened in Daiba, Tokyo.

September
- BANDAI VISUAL made Actas Inc. a subsidiary.
- Start of exhibition of actual-size Unicorn Gundam statue in Daiba, Tokyo.

December
- Establishment of regional headquarters BANDAI NAMCO Holdings CHINA CO., LTD., in China.

2018
- The BANDAI NAMCO Group, Shueisha Inc., and TOEI ANIMATION Co., Ltd., sponsored the DRAGON BALL NORTH AMERICA TOUR, which visited seven cities in North America.

February
- BANDAI SPIRITS CO., LTD., established to take over the mature fan base business of BANDAI and the lottery-related and new businesses of BANPRESTO (businesses transferred in April).

April
- Started the Mid-term Plan with the vision of "CHANGE for the NEXT—EMPOWER, GAIN MOMENTUM, ACCELERATE EVOLUTION."
- Amusement machine business division of BANDAI NAMCO Entertainment transferred to NAMCO LIMITED. Name of NAMCO LIMITED was changed to BANDAI NAMCO Amusement Inc.
- BANDAI VISUAL merged with Lantis. Company name was changed to BANDAI NAMCO Arts Inc.
- Grand-Slam merged into BANDAI NAMCO Live Creative.
- VS PARK, a variety sports facility, opened in EXPO CITY, Osaka.

July
- Announcement of joint development of Mobile Suit *Gundam* series live-action film by SUNRISE and LEGENDARY.

September
- Equity investment by SUNRISE in Sublimation Inc., a CG production company.

October
- Establishment of BANDAI NAMCO Collectibles LLC to strengthen business in toys for the mature fan base in North America.
- Establishment of BANDAI NAMCO Network Services Inc. and BANDAI NAMCO Amusement Lab Inc.

November
- Establishment of the BANDAI NAMCO Content Fund.
- LOGIPAL EXPRESS received the Minister's Award from the Ministry of Land, Infrastructure, Transport and Tourism at the 2018 Eco-Driving Activity Contest.

2019
- Establishment of business bases in Shanghai, China, by the Toys and Hobby Business, the Real Entertainment Business, and the IP Creation Business.
- A *DRAGON BALL* event tour—DRAGON BALL WORLD ADVENTURE—was held in eight cities around the world.



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- Mobile Suit *Gundam* reached its 40th anniversary.

March
- Establishment of SUNRISE BEYOND INC., an animation production company.

April
- Implementation of absorption-type merger with BANDAI SPIRITS CO., LTD., as the surviving company and BANPRESTO CO., LTD., as the expiring company.
- Implementation of absorption-type merger with PLEX Co., Ltd., as the surviving company and WiZ Co., Ltd., as the expiring company.
- Establishment of BANDAI NAMCO Sevens Inc. and BANDAI NAMCO Research Inc.
- Company name of SUNRISE MUSIC Publishing Co., Ltd., changed to SUNRISE Music INC.
- Cumulative total shipments of *Gundam* plastic models surpassed 500 million units.

May
- Cumulative worldwide sales of *Tales of...* series home video games surpassed 20 million units.

August
- BANDAI NAMCO Holdings Inc. was selected as a component issue for the Nikkei 225.
- BANDAI NAMCO Entertainment Inc. acquired the management rights of the Shimane Susanoo Magic, a professional basketball team in the B.LEAGUE.

September
- BANDAI NAMCO Mobile S.L. was established in Spain to handle development and marketing of mobile content for Europe and the Americas.

History

Note: Company names and place names are as of the date cited.

Bandai Namco Group's History

October
- SHUEISHA BANDAI NAMCO (SHANGHAI) CO., LTD., was established as a joint venture by BANDAI NAMCO Holdings Inc. and Shueisha Inc.
- BANDAI NAMCO Holdings Inc. was selected as a component issue for the TOPIX 100.
- BANDAI made HEART CORPORATION a wholly owned subsidiary.

November
- The Lantis music label of BANDAI NAMCO Arts Inc. reached its 20th anniversary.

2020s

2020

- *PAC-MAN* and *Gundam* plastic models reached their 40th anniversaries.
- Products related to *DEMON SLAYER: Kimetsu no Yaiba* became major hits.

March
- SOTSU CO., LTD., became a wholly owned subsidiary.

May
- Cumulative worldwide sales of *DARK SOULS III*, a home video game jointly developed by Bandai Namco Entertainment Inc. and FromSoftware, Inc., surpassed 10 million units.

September
- Cumulative worldwide sales of *TEKKEN* series home video games surpassed 50 million units.

October
- Reflector Entertainment Ltd., which develops home video game titles, was made a subsidiary of BANDAI NAMCO Entertainment Europe S.A.S.

December
- Completed new building at BANDAI Hobby Center, a manufacturing base for plastic models.
- Opened GUNDAM FACTORY YOKOHAMA, which exhibits an 18 meter life-size moving Gundam, in Yamashita Futo, Yokohama.



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- Concluded partnership for *PAC-MAN* with the National Basketball Association (NBA), a men's professional basketball league in North America.
- Cumulative total sales of the *Charapaki* series of toy-related confectionery items surpassed 50 million units.

2021

February
- Opened capsule toy store "Gashapon 'no' department store" Ikebukuro Flagship Store, one of the largest capsule toy specialty stores in the world, in Ikebukuro, Tokyo. With 3,010 installed machines, the store is recognized by Guinness World Records™.



April
- Implemented reorganization from the previous five-Unit system to a three-Unit system.
- Masaru Kawaguchi became the president and representative director of BANDAI NAMCO Holdings Inc.
- Started the Gunpla Recycling Project, through which *Gundam* plastic model runners (plastic model frame sections) are collected from customers and recycled.
- Formulated the Bandai Namco Group Sustainability Policy.
- BANDAI CO., LTD., received the Commissioner of the Japan Patent Office Award in the 2021 Intellectual Property Achievement Awards.
- A life-sized Freedom Gundam statue exhibit was opened in Shanghai, China.

September
- BANDAI NAMCO Holdings France S.A.S. and BANDAI NAMCO Entertainment Europe S.A.S. merged into BANDAI NAMCO Europe S.A.S.

October
- Gundam served as PR ambassador of the Japan Pavilion at Expo 2020 Dubai.

2022

January
- BANDAI NAMCO Toys & Hobby (SHANGHAI) CO., LTD., merged into BANDAI NAMCO Entertainment (SHANGHAI) CO., LTD.

February
- Announced plan to exhibit a pavilion at Expo 2025 Osaka, Kansai, Japan.

March
- Global sales of *ELDEN RING*, a home video game jointly developed by BANDAI NAMCO Entertainment Inc. and FromSoftware, Inc., surpassed 13.4 million units as of March 31, 2022.
- Announces prospects for the Gundam Metaverse Project, the first scheme of the new IP Metaverse initiative aimed at connecting with fans through IP.
- BANDAI AMERICA INC. and BANDAI NAMCO Collectibles LLC merged and renamed as Bandai Namco Toys and Collectibles America.

April
- Established Bandai Namco's Purpose "Fun for All into the Future" as the ultimate definition of the Group and redesigned the corporate logo.

- Commenced three-year Mid-term Plan based on the Mid-term Vision of "Connect with Fans."
- SUNRISE INC. (video production company), BANDAI NAMCO Arts Inc.'s film production business, and BANDAI NAMCO Rights Marketing Inc. merged into Bandai Namco Filmworks Inc.
- Music business of BANDAI NAMCO Arts Inc. (producer of music and other live events), BANDAI NAMCO Live Creative Inc., and SUNRISE Music INC. merged into Bandai Namco Music Live Inc.
- Bandai Namco Holdings Inc. transitioned from the First Section to the Prime Market of the Tokyo Stock Exchange (TSE) due to restructuring of the TSE.

Bandai Namco Group's History

- Bandai Namco Holdings Inc. entered into a sponsorship agreement with the U.S.-based Major League Baseball franchise Los Angeles Angels.



- A life-size Gundam statue was unveiled and GUNDAM PARK FUKUOKA, a *Gundam*-themed multi-purpose entertainment complex, was opened in Fukuoka City, Fukuoka Prefecture.

June
- Bandai Namco Aces Inc. is established.

July
- Bandai Namco Cross Store, which offer in one venue products from Bandai Namco Group companies and experience-based events, opened in Yokohama and Hakata.



- *ONE PIECE Card Game* was launched and became a major hit.

October
- Bandai Namco Europe S.A.S. made Limbic Entertainment GmbH, which conducts game development, etc., into a subsidiary.
- Broadcasting commenced for *Mobile Suit Gundam THE WITCH FROM MERCURY*, a new TV anime in the *Gundam series*.



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- Bandai Namco Filmworks Inc. entered a capital participation agreement with ANIMA Inc., a computer graphics production company.

December
- BANDAI SPIRITS CO., LTD., made SUNRISE INC. (currently, Bandai Namco Nui Inc.), a manufacturer of stuffed toys, into a subsidiary.

- The no-loser character lottery *Ichibankuji* celebrates its 20th anniversary

2023

January
- TAMASHII NATIONS STORE SHANGHAI, the first overseas flagship store for TAMASHII NATIONS, an integrated brand for collectible items for the mature fan base, opened in Shanghai, China.

February
- *ELDEN RING*, a home video game jointly developed by Bandai Namco Entertainment Inc. and FromSoftware Inc., surpassed 20 million units in cumulative worldwide sales.

April
- A share split with a ratio of three shares for every one share of common stock was implemented by Bandai Namco Holdings Inc.
- namco TOKYO, an amusement complex in Tokyu Kabukicho Tower, was opened.

July
- Opened Bandai Namco Cross Store Camden,London in the United Kingdom, marking the first overseas opening of a Bandai Namco Cross Store.

September
- Bandai Namco Filmworks Inc. made echoes Inc., which produces digital contents such as vertical scrolling comics, a wholly owned subsidiary.

November
- Formulated the Bandai Namco Group Human Rights Policy, which formalizes the Group's approach and initiatives toward human rights.

2024

January
- Released film *Mobile Suit Gundam SEED FREEDOM*.



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- Bandai Co., Ltd. invests in YLAB STUDIOS, the Japanese subsidiary of South Korea-based WEBTOON Studios.

February
- MegaHouse Corporation CEO awarded the Knight's Cross, an Order of Merit of the Republic of Hungary, in recognition of efforts to increase awareness of Rubik's Cube through many years of planning and sales activities.

April
- Established Bandai Namco Base Inc., which will operate and manage concert hall facilities planned to open in Shibuya, Tokyo, in spring of 2026.
- Bandai Namco Filmworks Inc. turned Eightbit co., Ltd., an animation production company, into a wholly owned subsidiary.
- Bandai Namco Group joined in the Ministry of Economy, Trade and Industry's GX League.

June
- *SHADOW OF THE ERDTREE*, the large-scale DLC for *ELDEN RING*, a home console game published by Bandai Namco Entertainment Inc. and developed by FromSoftware, Inc., sold a total of five million copies globally in the three days following its release.