

BANDAI NAMCO Entertainment Inc.

CORPORATE PROFILE



Top Message



Delivering More Fun for Everyone in the World



We started out as a games company, but expanded our business to other forms of entertainment, and so BANDAI NAMCO Games was renamed to BANDAI NAMCO Entertainment in 2015. Our company continues to evolve to keep up with the ever-changing world.

Our newest domain of business is Real Life Entertainment, focused on various live events and merchandise representing our IP.

We're dedicated to creating a new type of fun of entertainment, made possible through cutting-edge technology and innovative ideas. Our goal is to be the company which injects fun into everyday experiences, making people all around the world happier.

"More fun for everyone" being our motto, we never stop in our quest to invent brand new ways to bring great entertainment into your life.

BANDAI NAMCO Entertainment Inc.
President and CEO





BANDAI NAMCO Entertainment Corporate Philosophy

more fun for everyone

**Do you wish to enjoy every single day to the fullest, to smile more?
What we want is for people like you to always have a reason to smile.
To bring more joy into your everyday life, and make play a natural part of it.**

**While working on this goal,
thinking hard of what new types of play we could introduce
into the lives of people all around the world,
we're having quite a lot of fun ourselves.**

BANDAI NAMCO Group Corporate Philosophy

BANDAI NAMCO Group Corporate Philosophy

Mission

Dreams, Fun and Inspiration

Dreams, Fun and Inspiration are the Engine of Happiness. Through our entertainment products and services, BANDAI NAMCO will continue to provide Dreams, Fun and Inspiration to people around the world, based on our boundless creativity and enthusiasm.

Vision

The leading innovator in global entertainment

As an entertainment leader across the ages, BANDAI NAMCO is constantly exploring new areas and heights in entertainment. We aim to be loved by people who have fun and will earn their trust as the Leading innovator in Global Entertainment.

Corporate Overview



Corporate Name	BANDAI NAMCO Entertainment Inc.
Established	June 1, 1955*
Capital	¥10.0 billion
Employees	900
Headquarters	BANDAI NAMCO Mirai-Kenkyusho 5-37-8 Shiba, Minato-ku, Tokyo, Japan 108-0014

*The date of establishment of former NAMCO LTD., the predecessor of BANDAI NAMCO Entertainment Inc.

(As of April 1, 2017)

Directors and Corporate Auditors

President & CEO	Satoshi Oshita
Managing Director	Kazuya Kiyoshima Makoto Asanuma
Director	Hiroataka Reizei Nao Udagawa Kazunori Goka Masaaki Tsuji (Part-time Director) Kazuhiro Takenaka (Part-time Director)
Corporate Auditor	Jun Higashi Masatake Yone (Part-time Director, Outside) Kei Hamada (Part-time Director, Outside)

(As of April 1, 2017)



IP Axis Strategy

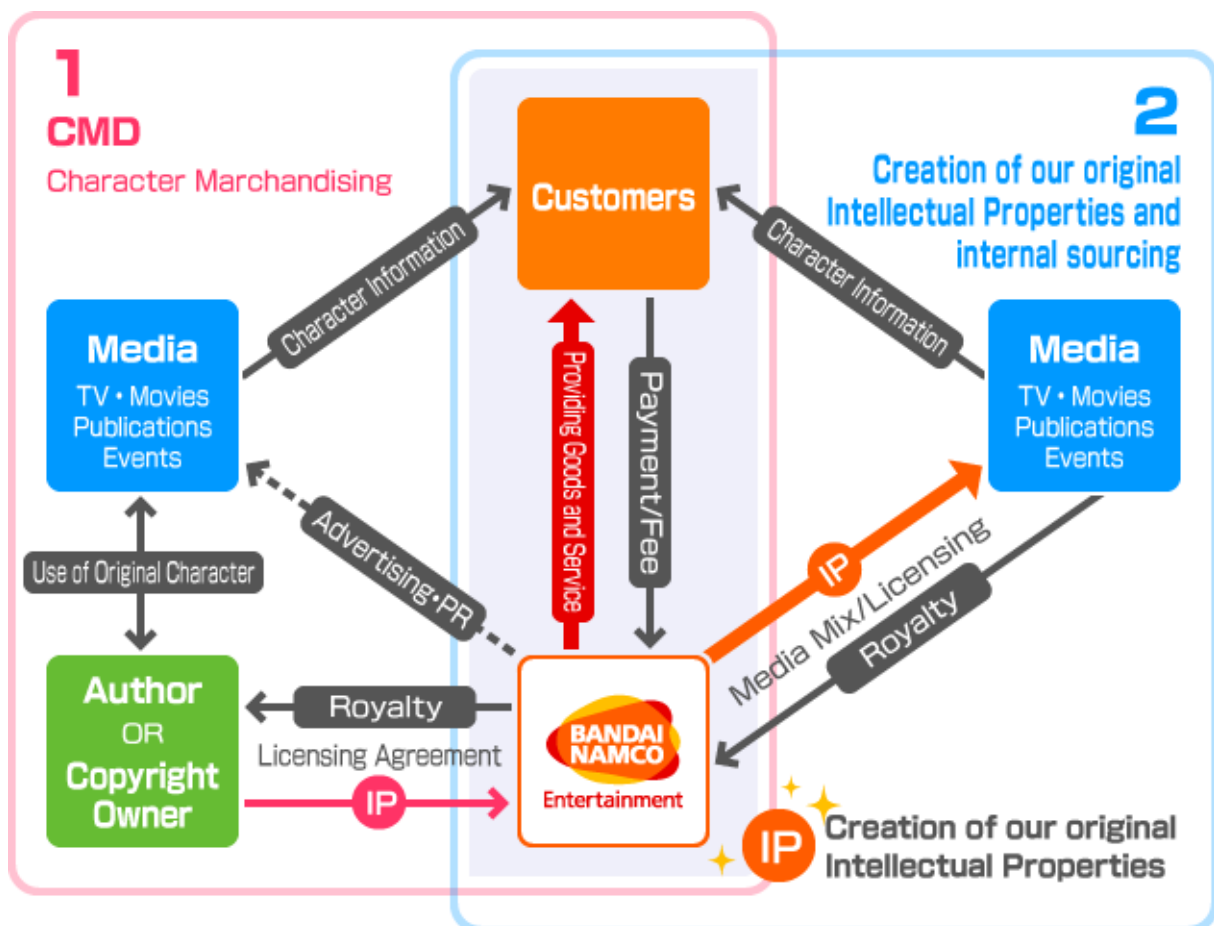
We deliver wide-ranging products catering for diversified needs by adopting the following two business models.

1. CMD(Character Marchandising)

Plan network content and games utilizing the character of Intellectual Properties (IP) licensed from copyright owners, and launch the products in a timely manner in collaboration with copyright owners and media

2. Creation of our original Intellectual Properties

Creation of our original Intellectual Properties by developing network content and games



Our Efforts at a Various Business

BANDAI NAMCO Entertainment Inc. is engaged in a wide variety of businesses as given below in addition to network content, home video game software, arcade game machines and pachinko pachislo, to name but a few:

Game Method Consulting Business

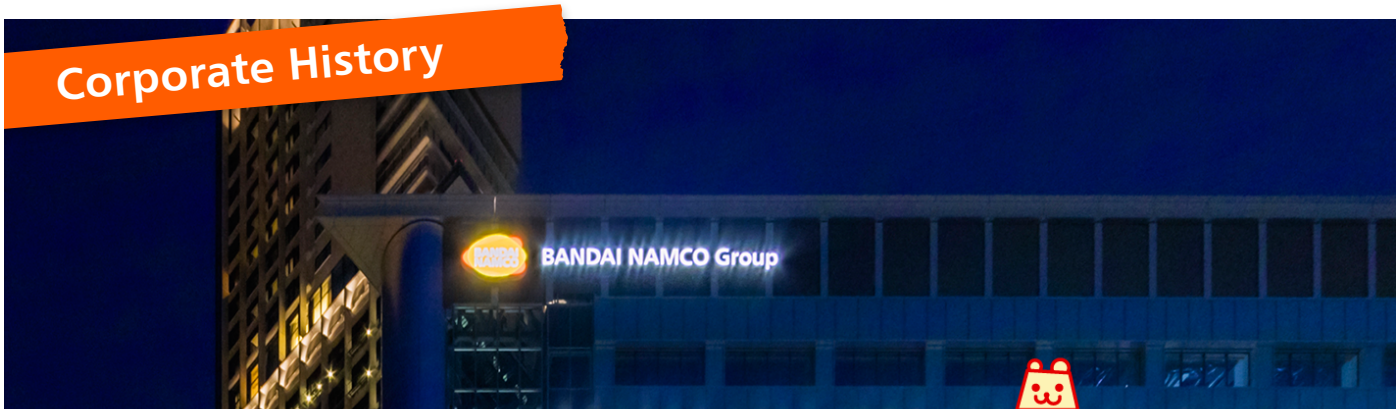
The Game Method is an idea of applying technology and know-how cultivated through developing games to products or services in other areas than games. Thanks to a wealth of experience in producing games, many of our game software applications are designed to allow users to operate them or play intuitively without reading their instruction manual. In this way, we help our customers utilize our unique expertise to make things easier to use, easier to understand, and more enjoyable to use in making products and services closely associated with people's lives available. We help develop household appliances, interfaces and services that make people feel like continuing to use.





Special Flag

If you meet certain conditions in a game developed by BANDAI NAMCO Entertainment, the Special Flag icon will appear on the screen, awarding you a bonus item or the "1 UP" privilege.



To value our creators' fun spirit, which helped add value to our games, it was adopted as the name of the team involved in this project.





2006

March		<p>March 31, 2006, BANDAI NAMCO Games Inc. established as main company in Game Contents Strategic Business Unit (SBU) in BANDAI NAMCO Group</p>	 <p>Mobile SuitGundam: Senjo No Kizuna: ©SOTSU-SUNRISE</p>
October		<p>Arcade game Mobile Suit Gundam: Senjo No Kizuna goes live</p>	
November		<p>Ridge Racer 7 and Mobile Suit Gundam: Target in Sight for PLAYSTATIONR3 (PS3) released simultaneously with PS3 game console</p>	
December		<p>Ennichi No Tatsujin, Tamagotchi no Pika Pika Daito-ryo-! and SD Gundam Scad Hammers for Wii released simultaneously with Nintendo Wii game console</p>	



2007

May		<p>Company sites integrated at one location in Higashi-shinagawa, Shinagawa, Tokyo and named Mirai-Kenkyusho</p>	 <p>ANIMAL KAISER</p>
August		<p>Deployed ANIMAL KAISER for Data Carddass machines throughout Japan</p>	





2008

January		<p>Launched We Ski for Nintendo Wii</p>	 <p>We Ski</p>
April		<p>Banpresto Co., Ltd.'s game business divisions responsible for planning and development of home-use game software and arcade game machines were transferred to BANDAI NAMCO Games</p>	
August		<p>Over 2 million Soul Calibur IV game units sold worldwide in one week</p>	 <p>Soul Calibur IV</p>
November		<p>Planning, development and sales base for mobile content moves from Yokohama to the new Park Tower office in Higashi-Shinagawa, Shinagawa Ward, Tokyo</p>	



2009

March	The Technical Center moves from Kohoku Ward, Yokohama to Katsushima, Shinagawa Ward, Tokyo, and main business bases are consolidated in Shinagawa Ward	
April	Bandai Networks integrates businesses, strengthening overall power of network business and creating new content business	
June	Start of collaboration with Capcom Co., Ltd. in amusement game machines	
July	Launch of Jewella Eye Lash, a photo sticker print machine	
October	Tekken 6 was released for PLAYSTATION 3 and Xbox 360. Over 2.5 million units had been shipped worldwide.	
December	<p>Start of distribution of ACE COMBAT Xi Skies of Incursion content for iPhone/iPod Touch</p> <p>ACE COMBAT TM Xi Skies of Incursion ©BANDAI NAMCO Entertainment Inc. ©GeoEye ©JAPAN SPACE IMAGING CORPORATION. All trademarks and copyrights associated with the manufacturers, aircraft, models, trade names, brands and visual images depicted in this game are the property of their respective owners, and used with such permissions. Powered by "CRIWARE mobile". CRIWARE is a trademark of CRI Middleware Co., Ltd.</p>	

2010

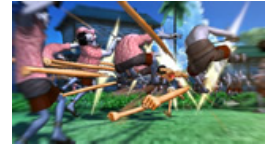
February	God Eater released for PlayStation Portable. Over 500,000 units shipped within three weeks.	
April	<p>BANDAI NAMCO Group is reorganized. The Game Contents SBU and Visual and Music Content SBU are merged to form a Content SBU centered on BANDAI NAMCO Games Co., Ltd., in charge of content from creation to sales.</p> <p>Produced 28 textbooks for elementary schools for fiscal year 2011 together with GAKKO TOSHO Co., Ltd.</p>	
May	Pac-Man, a character first appearing in an arcade game of the same name, marked its 30th anniversary.	
August	Began supplying full-scale game contents to Facebook, the social networking service (SNS).	Produced Pac-Man 30th anniversary logo
September	Cumulative domestic downloads of Taiko-no-Tatsujin for iPhone, iPod touch and iPad exceeded one million.	
October	<p>Participated as a core company in "Projects to Standardize and Promote Network Integration Control Systems" administered by the Ministry of Internal Affairs and Communications, mainly by starting a demonstration experiment of car sharing.</p> <p>Launched the arcade game Mobile Suit Gundam: Extreme Vs.</p>	Gundam Royale ©SOTSU-SUNRISE
November	<p>Cumulative global shipments NARUTO SHIPPUDEN KIZUNA DRIVE for PlayStation 3 and Xbox 360 exceeded one million.</p> <p>Gundam Royale was released for the Mobage website, a mobile-only gaming platform, and the number of registered users exceeded one million in 6 days.</p>	
December	Launched If You Love the AKB 1/48 Idol... for PlayStation Portable.	If You Love the AKB1/48 Idol... ©AKS 2010 ©BANDAI NAMCO Games Inc.

2011

February	<p>Released Ridge Racer 3D for Nintendo 3DS simultaneously with the game console hardware.</p> <p>"Taiko no Tatsujin," Japanese drum rhythm game appearing as an arcade game, marking the 10th anniversary.</p>	 <p>Taiko no Tatsujin ©BANDAI NAMCO Games Inc.</p>
June	<p>TV commercial of "Solatorobo – and Then To CODA" for Nintendo DS was recognized in the Guinness Book of Records for running 100 different commercials in eight hours.</p>	
September	<p>Began showing "Tekken BLOOD VENGEANCE" at cinemas, the first CG animated feature of the "Tekken" series.</p> <p>Began operation of "Tekken Tag Tournament 2," 3D fighting arcade game.</p> <p>Released "TALES OF XILLIA" for PlayStation 3 to commemorate the 15th anniversary of the "TALES OF" series. More than 500,000 units shipped on the initial release day.</p>	 <p>TEKKEN TM & ©BANDAI NAMCO Games Inc.</p>
October	<p>Established BDNA Inc., a joint venture of BANDAI NAMCO Games Inc. and DeNA Co., Ltd.</p> <p>*The company name was changed to BNDENA Inc. in March 2012.</p> <p>Began "Game Method Consulting," a consultant service by game creators.</p>	
December	<p>Released "Ridge Racer" and "Katamari Damacy Novita" for PlayStation Vita simultaneously with the game console hardware.</p>	

2012

March	Released "ONE PIECE Kaizoku Musou" for PlayStation 3. More than 650,000 units shipped on the initial release day.
April	Internal development division spun off into a separate company, BANDAI NAMCO Studios Inc.
June	Started distribution of "MOBILE SUIT GUNDAM: BATTLE OPERATION", the industry's first on-line exclusive game for PlayStation®3 with no basic charge.
August	Come into operations of "BIG BANG SMASH", arcade game of new air hockey experience.
November	<p>Arcade game "Fishing Spirits", a realistic fishing action medal game with a rod shaped controller goes live.</p> <p>Start of "eco amusement", a measure to display "Eco-labels" on commercial game machines that have cleared certain voluntary standards, the first such measure in the industry promoting the eco-friendly product.</p> <p>The Museum of Modern Art (MoMA) decided to permanently store "PAC-MAN" and "Katamari Damacy", the first such designation in the video game industry.</p>
December	<p>"Tales of" series recorded total shipment of 15 million videos.</p> <p>Total number of persons registered for social games distributed by BANDAI NAMCO Games Inc. exceeded 30 million.</p> <p>"THE IDOLM@STER" won the Project Award at the 54th Japan Record Awards' for its music CD sold by NIPPON COLUMBIA CO., LTD.</p> <p>"AKB 1/149 Renai Sousenkyo (Love Election)", for PlayStation® Portable, recorded a Guinness World Record as the most featured pop singer in a video game.</p>



©EIICHIRO ODA/SHUEISHA,
TOEI ANIMATION
Game ©BANDAI NAMCO Games Inc.



BANDAI NAMCO Studios




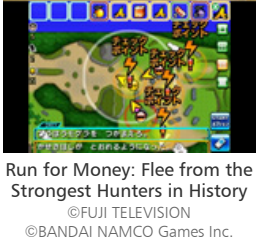


MOBILE SUIT GUNDAM:
BATTLE OPERATION
©SOTSU-SUNRISE



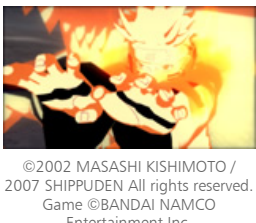

eco amusement

Eco-labels






2013

February	<p>“NARUTO Narutimate” series recorded the total shipment of 10 million in the world.</p>	
March	<p>Cumulative shipments of “Run for Money: Flee from the Strongest Hunters in History”, for Nintendo 3DS exceeded half a million.</p>	
April	<p>Established two overseas subsidiaries, BANDAI NAMCO Studios Inc. in Singapore and Vancouver, Canada.</p> <p>Over 1.2 million units of “NARUTO SHIPPUDEN: Ultimate Ninja STORM 3” had been shipped worldwide.</p>	
June	<p>A new animated TV series of “PAC-MAN and the Ghostly Adventures” started airing in North America, followed by airing in other regions. Initiated worldwide sales of character products.</p>	
August	<p>Orders for “JoJo's Bizarre Adventure: All-Star Battle” for PlayStation 3 exceeded half a million units before the start of sales.</p>	<p>©BANDAI NAMCO Games Inc.</p>



2014

January	<p>“Tsukumo (POSSESSIONS),” directed by Shuhei Morita, a segment of the anthology film titled “SHORT PEACE,” was nominated for the 86th Academy Awards in the category of Animated Short Film.</p>	
April	<p>Decided to standardized label all games as “BANDAI NAMCO Games” for the improvement of the corporate brand. Moreover, changed the words “BANDAI NAMCO” to “BANDAI NAMCO” in order to promote the “BANDAI NAMCO” brand and enhance the appeal and its value overseas, and accordingly, change the corporate name in English to “BANDAI NAMCO Games Inc.”</p>	
August	<p>“Naruto Shippuden: Ultimate Ninja Storm 3” recorded its total shipment of 2 million in the world</p>	<p>©EICHIRO ODA/SHUEISHA, TOEI ANIMATION Game ©BANDAI NAMCO Entertainment Inc.</p>
December	<p>Smartphone game “ONE PIECE TREASURE CRUISE” with more than 10 million downloads in Japan</p>	<p>©EICHIRO ODA/SHUEISHA, TOEI ANIMATION Game ©BANDAI NAMCO Entertainment Inc.</p>



2015

January	Internal development of BANDAI NAMCO SHANGHAI CO., LTD., to aim expanding and reinforcing of business in China	
April	<p>Change of company name, "BANDAI NAMCO Entertainment Inc.", to expand its business domain</p> <p>Developed the company philosophy "more fun for everyone"</p> <p>Start of "BANDAI NAMCO Classic IP Project" for a limited time celebrating 10th anniversary of BANDAI and NAMCO integration, in which 17 titles such as "PAC-MAN" and "Galaxian" are opened for creators in Japan</p>	
May	<p>Celebrating the 35th anniversary of "PAC-MAN" on May 22. PAC-MAN made its appearance in the movie "PIXELS", and the entertainment complex "LEVEL257" was opened in Chicago, Illinois, USA to widely promote the character by selling its anniversary goods</p> <p>Started to release arcade game "Star Wars: Battle Pod" for individuals in Japan, Europe and USA. "Star Wars: Battle Pod / Premium Edition" priced 12 million yen also went on sale</p>	 <p>Produced Pac-Man 35th anniversary logo</p>
September	Smartphone game "IDOLM@STER CINDERELLA GIRLS STARLIGHT STAGE" exceeded 4 million downloads in just one week, the fastest record for the company	 <p>IDOL M@STER CINDERELLA GIRLS STARLIGHT STAGE</p>
November	Smartphone game "DRAGON BALL Z Dokkan Battle" with more than 30 million downloads worldwide	
December	Held the our first official prize money tournament featuring 3D fighting arcade game "TEKKEN 7"	<p>DRAGON BALL Z Dokkan Battle ©BIRD STUDIO/SHUEISHA, TOEI ANIMATION Game ©BANDAI NAMCO Entertainment Inc.</p>

2016

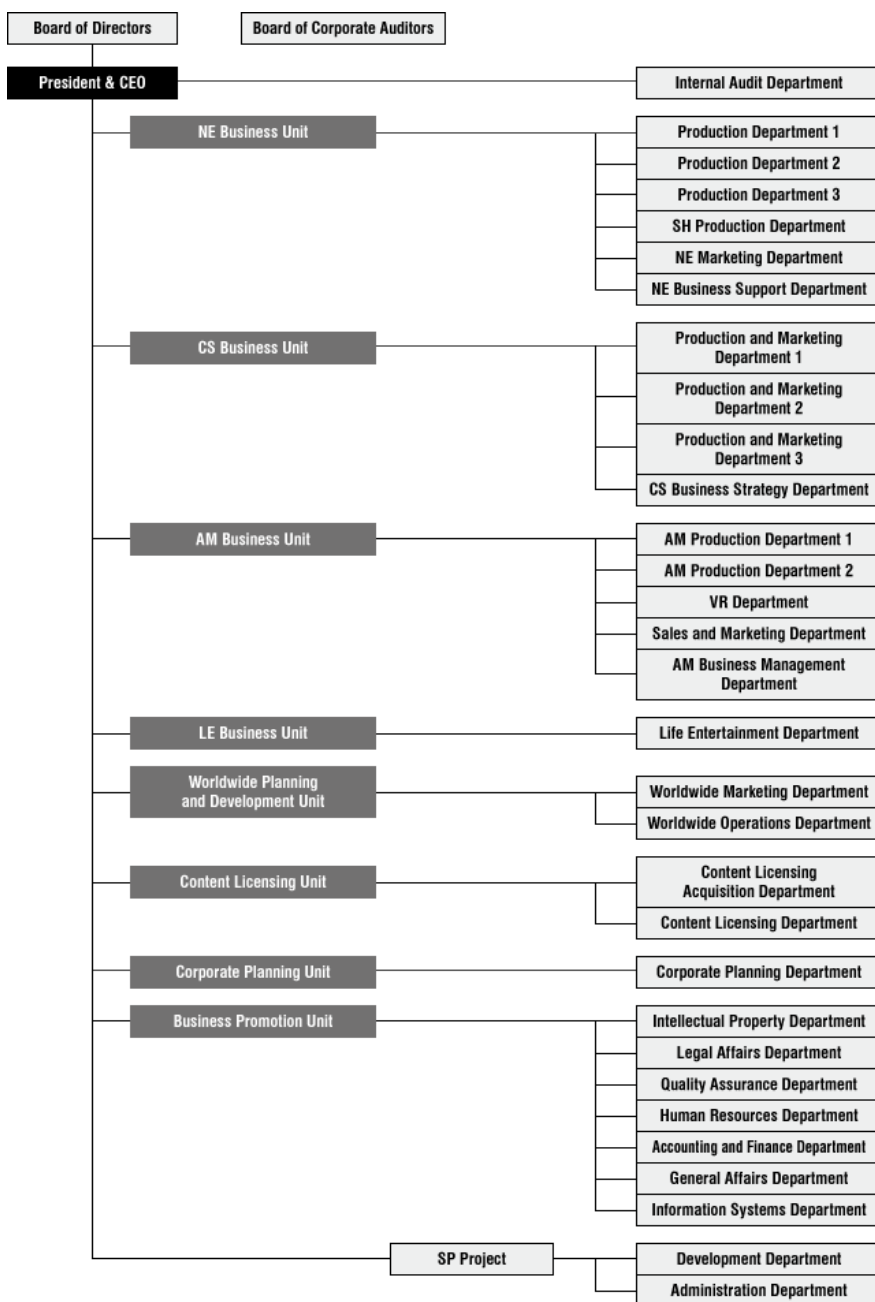
February	The headquarters office moves to Shiba, Minato-ku, Tokyo "DRAGON BALL XENOVERSE" recorded its total shipment of 3 million in the world	
April	VR Entertainment Research Facility "VR ZONE Project i Can" is to be featured at DiverCity Tokyo Plaza until October 10.	
May	"Dark Souls III" hits 3 million units sold worldwide, faster than any previous entry in the series.	 ©BANDAI NAMCO Entertainment Inc. ©2011-2016 FromSoftware, Inc.
October	Two PlayStation®VR-exclusive titles are launched: SUMMER LESSON : HIKARI M. - Seven Days Room and THE IDOLM@STER CINDERELLA GIRLS VIEWING REVOLUTION.	  Special Thanks: MAIHAMA Amphitheater
November	"DRAGON BALL Z: DOKKAN BATTLE" hits 100 million downloads worldwide. Worldwide release of a new PAC-MAN brand aimed at a new target audience, PAC-STORE, is announced.	 ©BANDAI NAMCO Entertainment Inc. collaborated with ASOBISYSTEM, TWIN PLANET

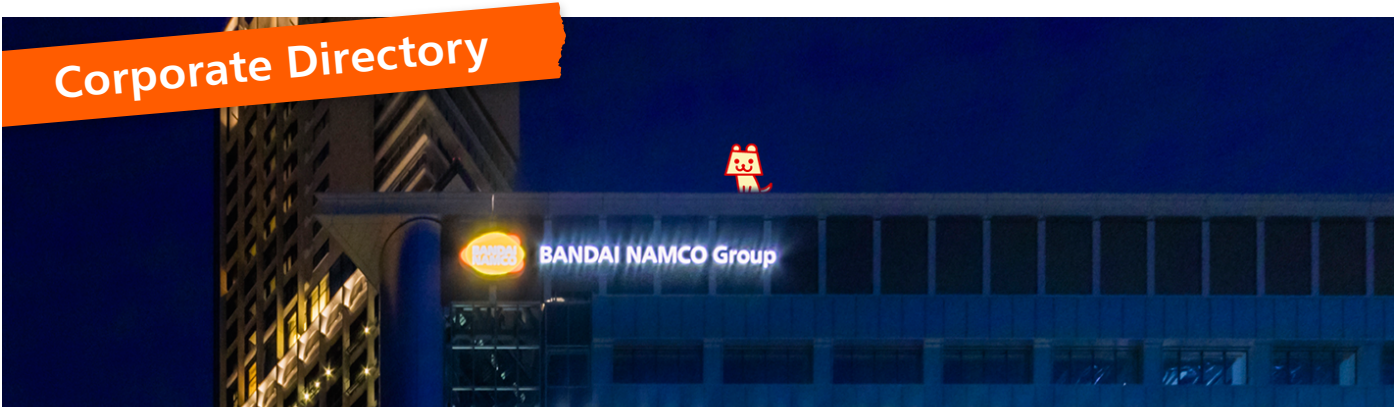
2017

January	Masaya Nakamura, the founder of Namco and our honorary advisor (senior advisor at Bandai Namco Holdings Inc.), has passed away on January 22 (Sunday) at age 91.	
April	A spin-off company dedicated to amusement machine after-sales services, BANDAI NAMCO Technica Inc., is established.	 ©BANDAI NAMCO Entertainment Inc.



As of April 1, 2017





Corporate Directory

Headquarters

BANDAI NAMCO Mirai-Kenkyusho
5-37-8 Shiba, Minato-ku
Tokyo 108-0014, Japan

[Access]

By train

- *Mita Station (Toei-Asakusa Line or Mita Line): 2-minute walk from Exit A1.
- *Tamachi Station (JR Yamanote Line or Keihin-Tohoku Line): 5-minute walk from West Exit.





BANDAI NAMCO Group focuses its initiatives on the underlying corporate concept “Fun for the future!” by promoting the corporate social responsibility (CSR) activities to provide “Dreams, Fun and Inspiration.” In addition, BANDAI NAMCO Group’s Important CSR Themes consists of four areas, “Safety and Cleanliness of Products and Services” , “Environmental Consideration” , “Impact of Content and Product Expressions on Society and Our Policy” and “Supply Chain Management” , that require special initiatives. BANDAI NAMCO Entertainment is working hard to achieve the objectives of each area.

Safety and Cleanliness of Products and Services

BANDAI NAMCO Entertainment considers it important to ensure safety of all the people ranging from those customers who actually play games to all other people who are involved in our products in the entire product cycle from manufacturing to disposal, and formulates comprehensive safety standards that encompass development, production, sales, after-sales services and environmental measures, thereby developing products that take safety into consideration.

At the 8th Ministry of Economy, Trade and Industry (METI) Awards for Best Contributors to Product Safety for fiscal 2014, we were rated highly in terms of “manufacturing and safety verification in compliance with internal standards”, “supply chain, information sharing among customers, and information provision system” and “holding of in-house exhibitions and educational activities targeting those concerned.” As a result, we were granted the Outstanding Award in the Large Manufacturing Business Operators and Importers Category, the first ever recipient of this award from the amusement industry. We will continue to strive to offer safe products and services that allow customers to enjoy with no worry so that we may uphold this recognition and honor.





Product Safety of BANDAI NAMCO Entertainment Inc.



The safety of all stakeholders involved in the product life cycle, from the manufacturing process to its disposal, is to be ensured.



Safety Verification



De-bugging (Quality Assurance)



Test Installation (empirical testing)



After-sales services



The award ceremony



In-house Exhibition
"Product Safety and Continued Quality Improvement Exhibition"

As part of our endeavour to ensure safe use of our products, we have been carrying out demonstrations at elementary schools. Children learn from fun quizzes about why products come with users' manuals and why it's important to follow them. Instructors also do a mock experiment to show what happens if a small battery like a button cell is swallowed. Public awareness campaigns like this are an important step for us to make sure our customers can rest assured that our products are safe to use.



Product health and safety demonstration

Environmental Consideration

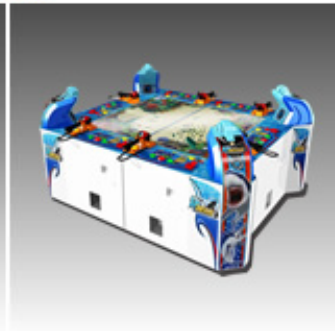
BANDAI NAMCO Entertainment issued the industry's first "Green Procurement Standard" in 2005. Since then, we have been engaged in manufacturing products of environmental consideration, and drew up "Environmental Consideration Design Guidelines" in January 2012. This system of certification has helped further advance environmental consideration design initiatives which were already in place at BANDAI NAMCO Entertainment.

<Products certified as Eco-Amusement>



TIME CRISIS 5

©BANDAI NAMCO Entertainment Inc.



Tsuru Spirits 6st

©BANDAI NAMCO Entertainment Inc.

*BANDAI NAMCO Entertainment eco label was registered in the environmental labels database of the Ministry of the Environment in 2014.

As we're committed to becoming a more environmentally-friendly company, we took part in Japan's biggest exhibition on environment and energy, EcoPro 2016.

We don't compromise on health and safety, and we also strive to make products with the least possible environmental footprint.



EcoPro 2016

Impact of Content and Product Expressions on Society and Our Policy

BANDAI NAMCO Entertainment strives to manage our expressions in our content appropriately so that they may never have an adverse impact on customers or make them feel uncomfortable. Specifically, we pay attention not only to excessive violence or sexual expressions in our games, but also to expressions associated with religion or politics, as well as accidents or incidents that have a huge impact on society.

As our business activities are wide-ranging from home video game software to arcade game machines to mobile PCs content, each business has standards of its own. Thus, while comparing the respective standards against the conditions of the times, we carefully manage and observe the standards. For instance, as for home video game software, in accordance with the rating system by age set by the Computer Entertainment Rating Organization (CERO), which recommends the target age according to the game software content, we display the mark indicating the target age bracket granted based on review on the package. Using these appropriate expressions, we are able to develop products that allow customers to have fun with.



Packages bearing the CERO rating mark

BANDAI NAMCO Entertainment Inc. joined ACCS (Association of Copyright for Computer Software) in 1996, and from 2013 we have been taking part in campaigns educating about copyrights and copyright violations, making use of our popular character Don-Chan from the Taiko Drum Master series. A Don-Chan parade float was featured at the 2016 Aomori Nebuta Festival as part of a copyrights awareness campaign.



Involving the Community Through Entertainment

ASOBI MOTTO project

The ASOBI MOTTO project took off in 2016 with the goal of bringing more fun to everyone in the world. We've since offered entertainment services across many different areas. In July 2016 we organized a puzzle-solving event Asobikirenai: Shiba Mita Nazo Nazo ("Infinite Fun: Shiba/Mita Riddles"), featuring Don-chan, the familiar character from the Taiko Drum Master series, in the neighboring Minato Ward, in cooperation with Keinaka-dori shopping district businesses.

In December 2016 we held an event featuring a PAC-MAN rickshaw in Tokyo, subsequently bringing it in March 2017 to Osaka. We wanted to make it fun for as many people as we could, not only those who got to ride the rickshaw, but also for passers-by who would chance to see it, so we focused on the major tourist spots of Asakusa in Tokyo and Tsutenkaku in Osaka.

» ASOBI MOTTO project details (in Japanese): <http://asobi.bandainamcoent.co.jp>



Prefectural Office Open Day for Children in Kasumigaseki

The prefectural office in Kasumigaseki held an open day for children to learn more about the society and the prefectural office facilities. BANDAI NAMCO Entertainment Inc. had a booth at the Strategic Headquarters for the Promotion of an Advanced Information and Telecommunications Network Society (IT Strategic Headquarters), featuring a PAC-MAN Ghost Maker as part of Open Classic IP Catalog Project. Children could create their own PAC-MAN ghosts using the Ghost Maker, and play with them. This event served to spread the awareness of our IP and to demonstrate the possibilities of information technology and electronics to children.

Supply Chain Management

Based on the belief that it is critical to properly manage the supply chain in order to maintain and enhance the quality of products, BANDAI NAMCO Entertainment has implemented the “Green Audits” to check the chemical substance management system at suppliers both at home and abroad since 2007 with the aim of eliminating the risks of toxic chemical substances contamination. We now conduct the “BNE Supplier Audit” to verify the management systems of our business partners for multiple purposes. We verify the our business partners' management systems for the purpose of maintaining and improving quality of products, as well as verifying the work environment at overseas production facilities for the purpose of maintaining a proper working environment, along with the verification of chemical substance management systems of our business partners.



Conducting a “Green Audit”



Conducting a “COC Audit”

Furthermore, for the purpose of sharing information with suppliers both at home and abroad, we hold a supplier presentation on green procurement in Japan and China. Moreover, we provide the latest information on our company standards and laws and regulations efficiently via our “Supplier Site” set up in 2009. BANDAI NAMCO Entertainment is determined to continue addressing the task of enhancing quality through concerted efforts with our suppliers.



Explanatory meeting for suppliers in Japan and China



“Supplier Site” on the homepage of the Quality Assurance Department of BANDAI NAMCO Entertainment