



BANDAI NAMCO

Fun for All into the Future

CORPORATE PROFILE 2026

**BAN
DAI**

Connect with Fans

Top message

BANDAI has adopted the corporate slogan “Dreams and Creation: The Happy Moment Creator.” We deliver a wide variety of entertainment products leveraging intellectual property (IP)*, including toys, Gashapon, cards, confectionery, food products and candy toys, as well as apparel and daily necessities, serving as the core of the Group’s business.

Over 75 years have passed since BANDAI’s founding. Adults who grew up playing with our products are now rediscovering them with their own children and, increasingly, discovering new products they appreciate themselves. Meanwhile, the current shifting media landscape has brought Japanese IP to even more fans around the world, steadily extending our products’ global reach.

With our Vision “Connect with Fans”, our Mid-term Plan, which is currently in progress, aims to leverage our IP to realize broader, deeper, and more multifaceted connections with fans around the world.

Inspired by these fan connections, we’ll continue delivering happy moments around the world while leveraging the comprehensive capabilities of our Group, which operates a wide range of businesses in the entertainment sector.

You can expect more great things from BANDAI in the future as we continue to take on new challenges.

BANDAI CO., LTD.

President & CEO

竹中 一博

Kazuhiro Takenaka



Bandai Namco Group

Purpose | Fun for All into the Future

Bandai Namco exists to share dreams,
fun and inspiration with people around the world.

Connecting people and societies in the enjoyment of uniquely entertaining
products and services, we're working to create a brighter future for everyone.

Medium- to Long-term Vision | Connect with Fans

In accordance with our purpose, and as we work toward what we aim to be,
we will strive to always meet the needs of IP fans, a wide range of business partners,
Group employees, and communities around the world, and to foster deep,
broad, multifaceted connections.

The Bandai Namco Group is
comprised of Bandai Namco
Holdings Inc., four Units, and
affiliated business companies that
support the work of the Units.

BANDAI NAMCO

Bandai Namco Holdings Inc.



Toys and Hobby Unit

Planning, development, production, and sales of toys, Gashapon, cards, confectionery, food products and candy toys, apparel and daily necessities, plastic models, figures and robots, Ichibankuji, amusement prizes, stationery, and other products.
Business Management Company: BANDAI CO., LTD.

Digital Unit

Planning, development, and distribution of home console games and network content; production and sales of entertainment content, etc.
Business Management Company: Bandai Namco Entertainment Inc.

Visual and Music Unit

Planning, production, and use of visual and music content, such as animations; management and use of copyrights; discovery and development of artists; live entertainment business.
Business Management Company: Bandai Namco Filmworks Inc.

Amusement Unit

Planning, development, production, sales, and after-service for amusement machines; planning and operation of amusement facilities, including theme parks and indoor playgrounds, etc.
Business Management Company: Bandai Namco Experience Inc.

Affiliated Business Companies

Supporting the Units in such areas as
distribution, logistics, and administrative services

BANDAI CO., LTD.

Formulates and implements business strategies as the
business management company of the Toys and Hobby Unit,
and provides a diverse range of entertainment products
and services in Japan and worldwide.



BANDAI SPIRITS CO., LTD.

Offers a wide range of products and services to fans
worldwide with the goal of achieving business growth in
global markets for products geared toward a mature fan base.



Company Slogan

Dreams and Creation

The Happy Moment Creator

The Global Leader in
Hobby Entertainment



MegaHouse Corporation

Planning, development, production,
and sales of toys, figures, and other products,
as well as contract manufacturing.



PLEX CO., LTD.

Character design, planning, and design of
BANDAI products; planning and sales of
in-house products.



SUN-STAR STATIONERY CO., LTD.

Planning, development, production, processing,
and sales of character-themed and idea stationery,
and other miscellaneous goods.



Bandai Namco Craft Inc.

Contract development and manufacture of toys,
model kits, stationery, miscellaneous merchandise, etc.
Contract operations for various types of inspecting and
testing



HEART CORPORATION

Planning, development, production,
processing, and wholesale of seasonal
special event candy and candy toys.



Bandai Namco Prize Marketing Inc.

Sales of special amusement prizes, etc.



Bandai Namco Nui Inc.

Planning, development, production,
and sales of stuffed toys, textile products,
fabric toys, sundries, and other products.



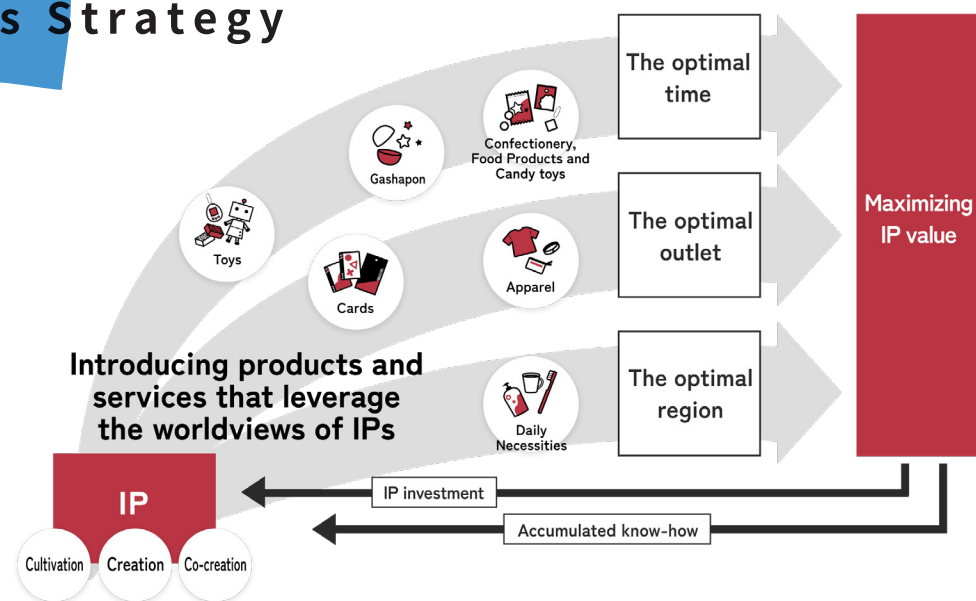
ARTPRESTO CO., LTD.

Planning, design, and printing (packages, catalogs,
posters, cards), website production, event planning,
and administration, and production of candy toys.

*Excluding non-consolidated subsidiaries (As of April 1, 2026)

Business Method

IP Axis Strategy



Our IP Axis Strategy business model leverages the essential characteristics of IP in creating products and services. By delivering our products and services to countries and regions around the world in response to demand from customers, we maximize the value of these IP.

Bandai aims to connect fans all over the world through IP, products, and services. Our wide-ranging business activities offer consumers around the globe everything from animation and manga to games, entertainment, “fancy items” with a cute or fairy tale-like aesthetic, and more.

Strengths

Strengths of Bandai

Delivering products that leverage the appeal of IP to fans around the world.

Thanks to the rapid spread of streaming services, people in any country in the world can now watch Japanese anime. Anime-based IP are growing in popularity worldwide and the global market for anime-related products and services is expanding. One of our strengths is delivering “dreams, fun, and inspiration” to anime IP fans around the world through our products and services.



Diverse IP

Diverse Areas
of Business

Global Operations

Integrated Manufacturing
and Sales Operations

Value Chain

Learn about our value chain, starting from planning and development, manufacturing, sales, and advertising, to the creation of products and services, as well as our business model for connecting with fans.



Approximately 11,900 new products designed to deliver fun and surprises to customers are sold each year!

- We work closely with copyright owners to create products that allow our customers to experience the appeal of IP. We constantly strive to plan and develop products that encapsulate the latest trends.
- We plan products to be sold not only in Japan, but also in mainland China and other Asian countries, as well as in Europe and the United States. With dedication and passion, we challenge ourselves every day to create new products and services.



From collaborations with a wide range of partner companies centered in Asia, to in-house manufacturing at locations in Thailand, the Philippines, etc.

- We've established a stable supply system by working with group companies that have manufacturing and management capabilities in mainland China, the Philippines, and Thailand, as well as with partner companies in various countries in Asia.
- We're committed to creating high-quality products everyone can safely enjoy by implementing strict quality standards, inspections, factory audits, and other measures.



Products and Services Covering All Aspects of Our Customers' Lives: Connecting Directly Through Premium Bandai

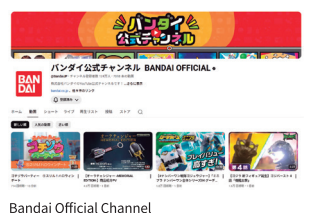
- We are expanding our distribution networks for each business category and developing a wide range of sales channels.
- Premium Bandai, our official online store, offers a wide variety of official limited-edition products and merchandise.



Cross Group store “Bandai Namco Cross Store”
Note: Operated by Bandai Namco Amusement Inc.
Note: Planning and direction by Bandai Namco Experience Inc.

From mass-marketing initiatives tailored to countries around the globe to in-person events that bring smiles to customers

- Through TV, streaming, movies, and other media, we are bringing the excitement of our products and services to people around the world.
- We hold events and open pop-up stores in Europe, the United States, Asia, China and other countries and regions, delivering “dreams, fun, and inspiration” directly to local customers through our products and services.



Bandai Official Channel

Corporate Data



BANDAI CO., LTD.



Business development

Toys, Gashapon, cards, confectionery, food products and candy toys, apparel and daily necessities



BANDAI SPIRITS CO., LTD.



Business development

Plastic models, figures and robots, Ichibankuji, amusement prizes



Toys and Hobby Unit Main Affiliated Overseas Group Companies

(including non-consolidated subsidiaries) As of April 1, 2026



Companies with sales capabilities



Companies with capabilities in manufacturing, quality inspection, etc.



ALL BANDAI NAMCO Global Expansion
We're working with Group companies worldwide to plan, produce, market, and promote our products and services globally, and delivering them to fans everywhere in the world.

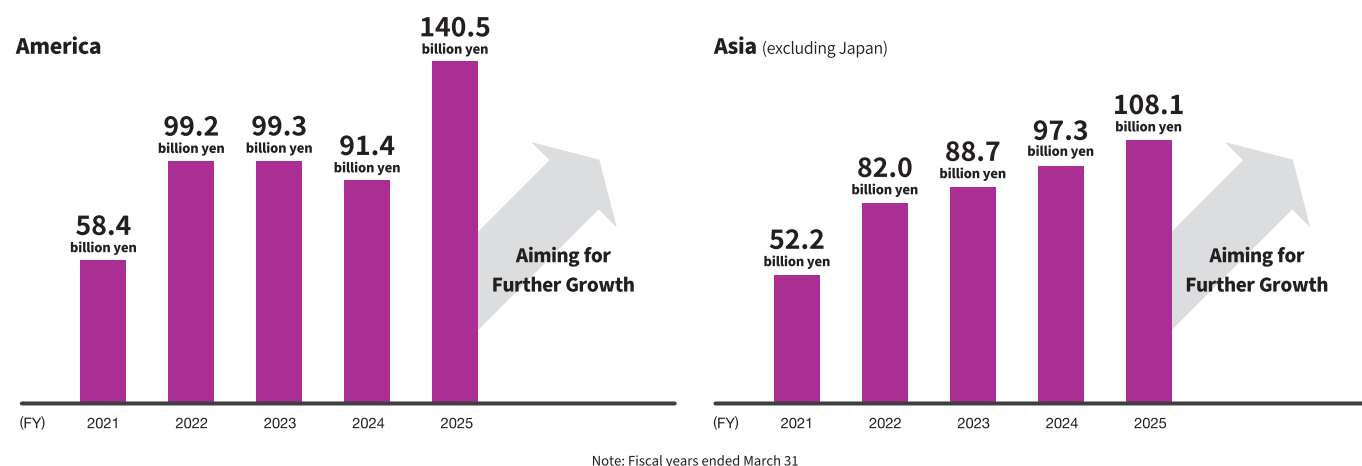


For more information,
please visit our Corporate
Website.

Overseas Results

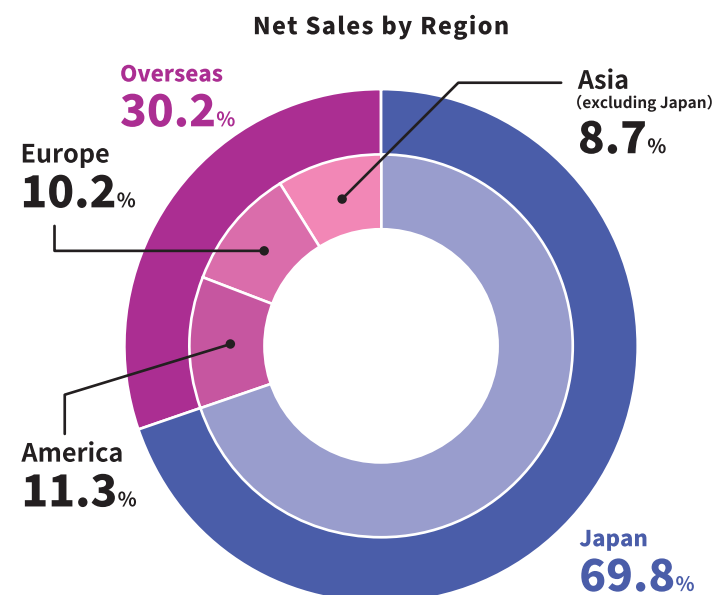
The Bandai Namco Group is strengthening its overseas expansion, focusing on North America and mainland China as key regions.

Net Sales of the Group as a Whole



Ratio of Overseas Sales

The ratio of overseas sales for the Bandai Namco Group increased to 30.2% in the fiscal year ended March 2025. This is thanks to the expansion of global business activities and the strengthening of collaboration in marketing across different business sectors. We aim to increase this figure to 50% as soon as possible.



Note 1: Bandai Namco Group (results for fiscal year ending in March 2025)
Note 2: External sales after elimination of internal transactions



Connecting with Fans around the World

Real Stores

We operate official shops for Gashapon and card games in North America, Asia, and other parts of the world. These stores serve as key touchpoints to introduce BANDAI's brands to new fans and spread excitement across the globe.



Note: Operated by Bandai Namco Amusement Europe Ltd.

E-Commerce

Selling a wide variety of products from our group companies, our official online shop Premium Bandai is a vital channel for connecting with fans in Japan and overseas. In 2025, we significantly upgraded our global e-commerce platforms. Since then, we have been expanding into more countries and regions and creating new opportunities to deliver products to fans worldwide.



Note: Operated by BANDAI SPIRITS

Events

We place great importance on hosting and participating in events around the world, as a way to connect directly with our customers and bring fans together through our IP and products.



Sustainability



Mirai and Creation

Mirai and Creation is a sustainability project that works to connect our corporate slogan “Dreams and Creation” to the future.

We’ve formulated a vision for the project to realize our aspirations of discovering new things we can enjoy and what we can achieve, as well as spreading smiles with our fans and moving together towards a sustainable future.

Sustainability with Fun & Fans

In line with this vision, we’ve issued three Mirai and Creation Declarations.

Three Declarations for Sustainability



We will provide safe and reliable products and services.



We will expand the circle of action toward coexistence with the global environment.



We will create valuable experiences to nurture the children who will lead our future.

Going forward, we will continue to engage in a wide range of activities aimed at contributing to a sustainable future.

Ensuring safety and reliability



What we value first and foremost in our product manufacturing is safety. Through strict quality standards, inspections, factory audits, and other measures, we are committed to creating products that everyone can enjoy safely and joyfully.

Proprietary Quality Standards

Every year BANDAI releases approximately 19,900 different products spanning a wide range of categories. Our toys comply with the Japanese Toy Association's Safety Toy (ST) Standard. Additionally, we've implemented some 260 quality standards of our own to ensure that children can safely enjoy our products with peace of mind.

Drop Impact Test

Conducted to verify that the toy does not break easily when dropped and that breakage does not result in parts that could pose a hazard.



Our products are designed from a comprehensive safety perspective. This includes eliminating sharp edges and corners, using soft materials, and ensuring that items worn around the neck have a release mechanism that activates when pressure is applied.



Good products flow from a good work environment

Following the BANDAI NAMCO Group's basic approach to human rights and the BANDAI NAMCO Group Code of Conduct, we declared a new “BANDAI and BANDAI SPIRITS Production Partner Code of Conduct” in March 2026. Under this declaration, we conduct the BANDAI Factory Audit (BFA), our own independent criteria, at our final packaging and product inspection plants, with the aim of realizing safe and comfortable workplace environments.



Complying with Overseas Quality Regulations

As we expand globally, BANDAI is careful to comply with safety standards in all markets where our products are sold. Additionally, we've implemented some 200 quality standards of our own to ensure that customers around the world can safely enjoy our products with peace of mind. Furthermore, quality-related documents are retained in a centrally managed system, ensuring an environment in which inquiries from each region can be handled promptly.



We share customer feedback by the following day and leverage it for further quality improvement

Data on feedback provided by customers to our Customer Service Center becomes accessible by all our employees on the day following data processing. This allows us to use it for product improvement and development of new products



We will expand the circle of action toward coexistence with the global environment.



To protect the planet and pass it on to future generations, we are actively promoting transition to electricity sourced from virtually 100% renewable energy and sustainable manufacturing.

Powering BANDAI's Head Office with Net-Zero CO2 Electricity

Since March 2023, we've switched to net-zero CO2 electricity to supply power to six of our sites in Japan, including BANDAI's Head Office in Tokyo.

Note: "Virtually 100% renewable energy" refers to energy primarily sourced from non-fossil fuel options such as waste-to-energy plants. This approach utilizes non-fossil certificates to effectively reduce CO2 emissions to zero. In this system, our waste recycling activities also contribute to achieving zero CO2 emissions for our company.

We signed a partnership agreement with Bandaimachi, Fukushima Prefecture

Inspired by the coincidence of having the same name, Bandai and Bandaimachi signed a Sustainability Partnership Agreement in 2025. We plan to implement measures such as support for nature-positive activities, aiming to preserve nature in Bandaimachi as represented by Mt. Bandai.



Toward Sustainable Manufacturing Surprise

To help protect the environment and pass it on to the next generation, BANDAI is injecting "fun" and "fans" into the four Rs--reduce, reuse, recycle, and renewable. We call this next evolution in sustainability "S x 4R", where "S" stands for "surprise"—our unique brand of sustainable manufacturing, imbued with a spirit of surprise and playfulness.

Bring a spirit of surprise and playfulness to everything

Reduce

Reduce plastic not excitement

Reuse

Make fun things that last

Recycle

Start cycles people want to be part of

Renewable

Make renewable materials fun and interesting

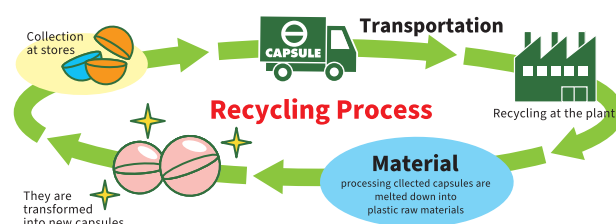
Capsule recycling project

We collect empty Gashapon capsules from locations such as our Gashapon Department Store and then recycle them into plastic pellets at our facilities. These pellets are used to create new capsules at our Gashapon manufacturing plants. We reclaim over 40 tons* of capsules annually. *Equivalent to 8 million capsules of 5 cm in diameter.

Sustainable Design at a Glance

At BANDAI, sustainability starts with product planning. The Sustainable Product Certification System is an in-house program that certifies products designed with eco-conscious features. Certified items display a green speech bubble logo on their packaging with a short description of their sustainable features. Each year, more than 1,000 items earn this recognition.

Collecting old capsules to create new ones



This product is sustainable.



Creating valuable experiences for children



BANDAI is committed to making social contributions that leverage our business's unique strengths.

Showcasing a global toy collection

The Omocha-no-Machi BANDAI MUSEUM in Tochigi Prefecture was built to provide an opportunity for visitors to create happy moments together. The museum, which is open to the general public, displays a representative selection of the approximately 35,000 pieces in its collection, ranging from Japanese toys that will thrill young and old alike to toys of historical value from around the world.



Experience Edison's inventions up close

Motivated by the desire to bring Thomas Edison's inventions closer to children and cultivate their creativity and imagination, we've transferred a selection of Edison's inventions from the Omocha-no-Machi Bandai Museum for display at the Thomas Edison Special Exhibition at Bandai's headquarters.



Exhibition at KidZania Tokyo

In March 2023, we opened a pavilion called Toys & Hobby Factory in KidZania Tokyo, a place where children can have fun while learning about how society operates.

At our pavilion, children enjoy creating Gashapon toys, an experience designed to teach them about the excitement of manufacturing and the importance of creating environmentally-responsible products.



Bandai is the Official Sponsor of KidZania Tokyo.

KidZania
Tokyo

Bandai's children support initiative during times of disaster

Recognizing a lack of support to alleviate anxiety and stress among children at disaster sites, we partnered with the nonprofit organization Save the Children Japan to design and produce original toys aimed at emotional care. Moving forward, we will actively support children in affected areas by coordinating with organizations and local governments that assist disaster-stricken communities in order to deliver help to those who need it.



History



The company name changed from BANDAI-YA to Bandai.

Capsule toy market entry with Gashapon



Whack-A-Mole arcade game
First handheld electronic game, LSI Baseball

Candy toy market entry



KINKESHI capsule toy series

Lifestyle goods market entry

PRETTY GUARDIAN SAILOR MOON merchandise



TAMAGOTCHI handheld digital pet becomes worldwide craze

Establishment of Bandai Namco Holdings to form Bandai Namco Group



The Omocha-no-Machi BANDAI MUSEUM opens

∞ (MUGEN) PUCHIPUCHI keychain toy



AIKATSUI! DATACARDDASS series

YO-KAI WATCH merchandise series



DANGOMUSHI capsule toy



GASHAPON BANDAI OFFICIAL SHOP opens

ONE PIECE CARD GAME

Tamagotchi Paradise
Tamagotchi sales exceed 100 million units



1950's

Jul 1950 Company established in Asakusa, Tokyo



1950 First original product, the Rhythm Ball

Mar 1951 Toy exports begin

1955 Industry-first quality control system established. First toy to feature a product warranty, the 1956 Toyopet Crown toy car.



1960's

Nov 1969 Plastic model production



1971 KAMEN RIDER Transformation Belt¹

1974 CHOGOKIN MAZINGER Z metal robot toy^{1,2}

1975 SUPER SENTAI merchandise series



1980's

1980 Megahit GUNDAM plastic models²



Aug 1983 Apparel market entry

Jul 1988 Playing card market entry with Carddass



1997 HYPER YO-YO

1997 Digital Monster handheld digital pet



2002 BIKKURA TAMAGO bath bombs

2004 PRETTY CURE merchandise series

2005 DATACARDDASS card vending machine



2000's

Apr 2008 Development of brands for a mature fan base

2010 Dragon Ball Heroes card arcade game



2010's

Nov 2017
Feb 2018 BANDAI SPIRITS CO., LTD. is spun off from BANDAI and BANPRESTO



CHARAPAKI series

2020 Demon Slayer: Kimetsu no Yaiba merchandise series



2021 Gashapon Capsule Recycling Project begins

2024 Development of environmentally friendly "Green Capsule" formulated with calcium carbonate



¹ Originally sold by Popy, a Group company established to create character-based toys
² Currently produced by BANDAI SPIRITS

Company Profile

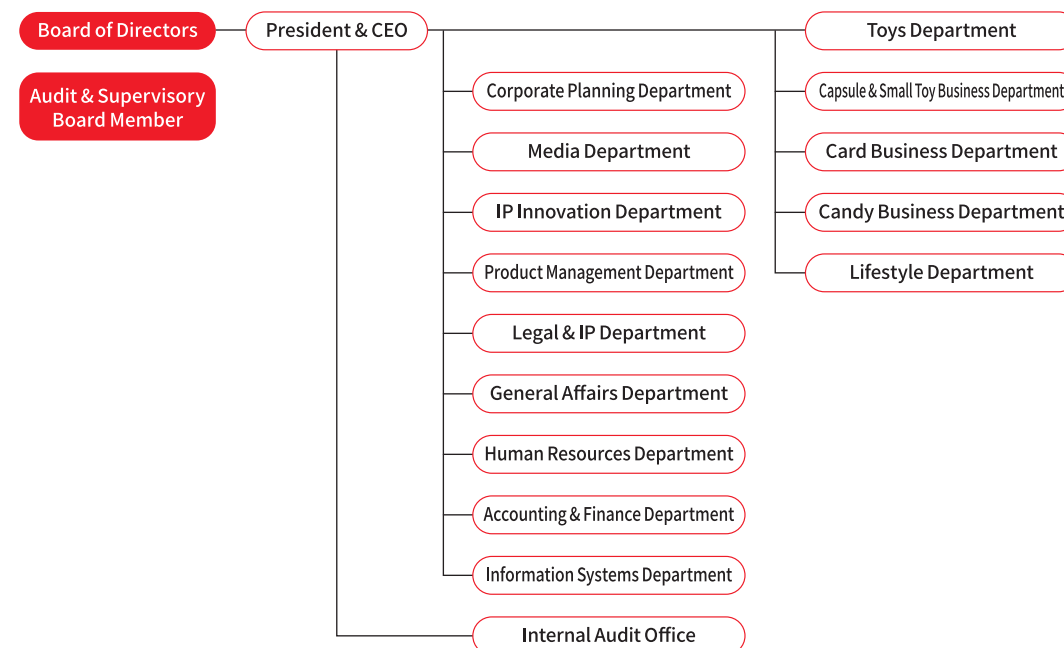
Company Profile

Company Name	BANDAI CO., LTD.
Address	1-4-8 Komagata, Taito-ku, Tokyo, 111-8081
Founded	July 5, 1950
Capital	JPY 10 billion
Number of employees	886 (as of March 1, 2026)
Fiscal Year End	March 31

Directors and Corporate Auditors

President & CEO	Kazuhiro Takenaka	Audit & Supervisory Board Member	Hidetaka Kokubo
Managing Director	Taro Tsuji	Audit & Supervisory Board Member (Part-time, Outside)	Shohei Yamamoto
Managing Director	Shinjiro Kaji	Audit & Supervisory Board Member (Part-time, Outside)	Takaatsu Sumikura
Director	Keisuke Furusawa		
Director	Kotaro Hama		
Director (Part-time)	Daiki Miyatani		
Director (Part-time)	Akira Togashi		

Organizational Structure



Accurate as of April 1, 2026

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