



**BANDAI NAMCO**

Fun for All into the Future

# **CORPORATE PROFILE 2025**



**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, to 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 new Mid-term Plan, which was launched at the beginning of the current fiscal year, aims to leverage our IP to realize broader, deeper, 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

The entire Bandai Namco Group is working to develop a variety of entertainment mediums under a four-unit structure divided according to business segment.

## Purpose | Fun for All into the Future

Bandai Namco exists to share dreams,

fun and inspiration with people around the world.

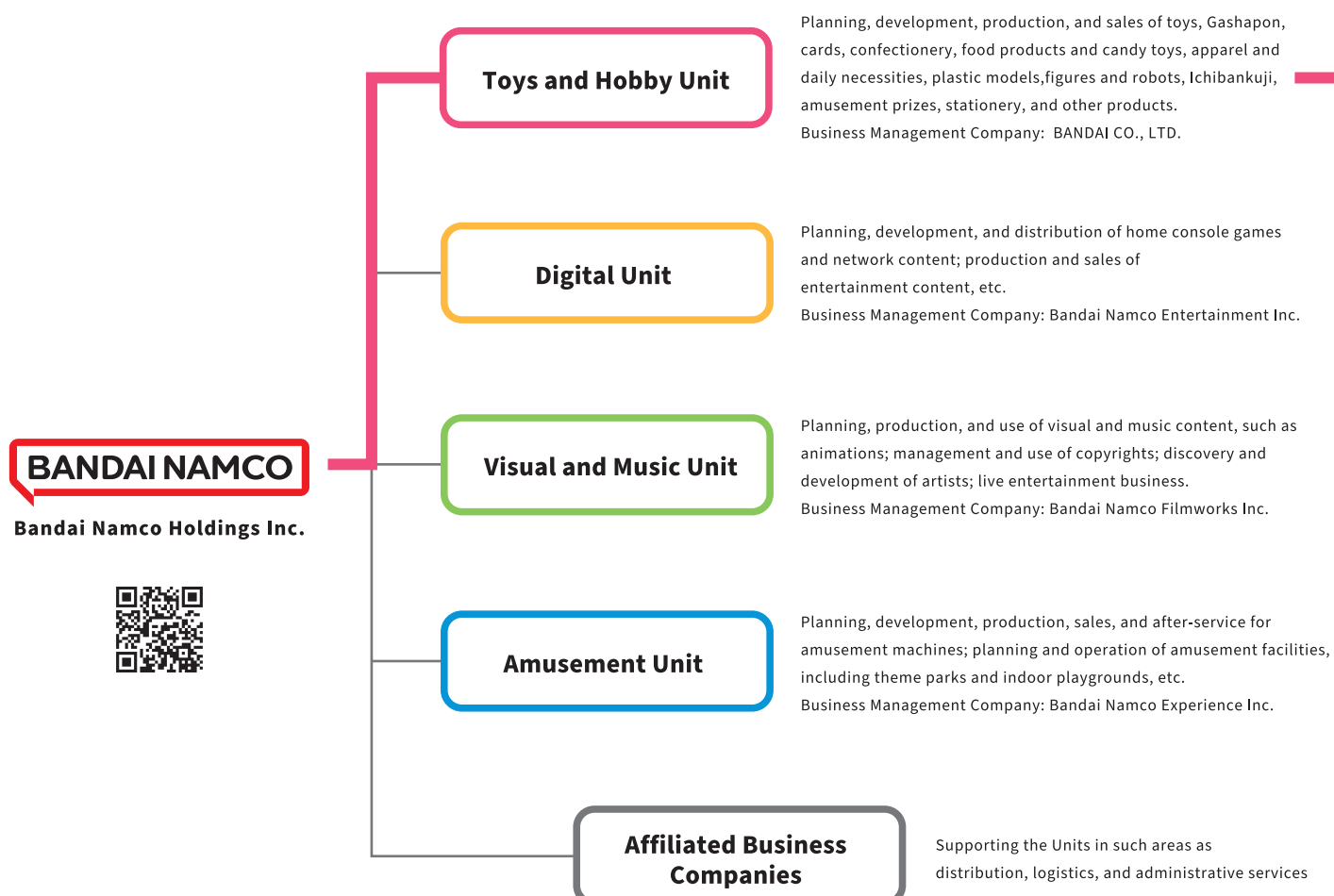
Connecting people and societies in the enjoyment of uniquely entertaining products and services, we're working to create a brighter future for everyone.

## Medium- to Long-term Vision | Connect with Fans

In accordance with our Purpose, 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.



## 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.

Planning, development, and manufacturing of toys, model kits, electronic-related equipment, 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.

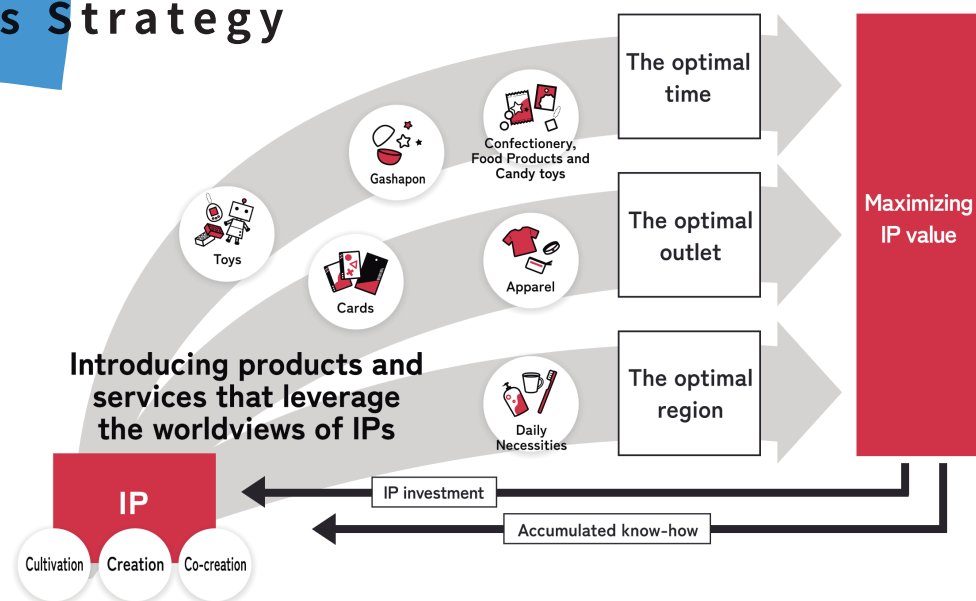
Planning, design, and printing (packages, catalogs, posters, cards); website production, event planning, and production of candy toys.

(excluding non-consolidated subsidiaries) As of April 1, 2025



# 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.



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 11,000 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 with 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

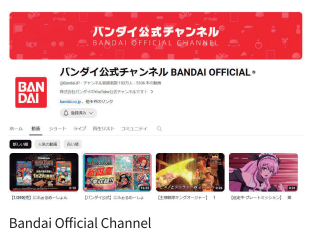
- We are expanding our distribution networks every business category and developing a wide range of sales channels.
- Premium Bandai, our official online store, offers a wide variety of official limited-edition products and goods.



Cross Group store "Bandai Namco Cross Store"  
Note: Operated by Bandai Namco Amusement 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



 Companies with sales capabilities

 Companies with capabilities in manufacturing, quality inspection, etc.



Through ALL BANDAI NAMCO, 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.

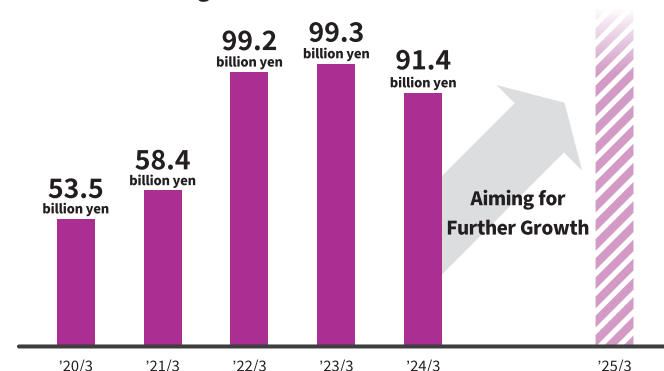


# Overseas Results

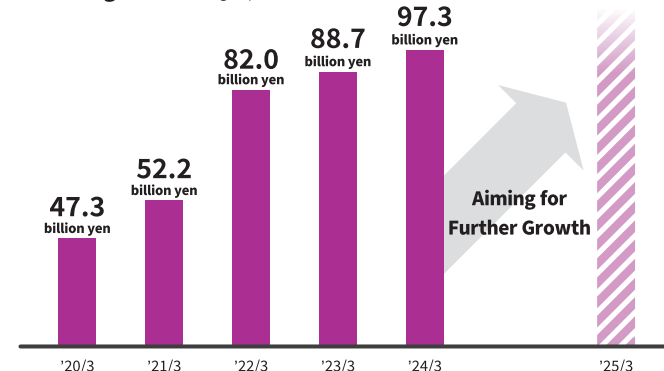
The Bandai Namco Group is strengthening its overseas expansion, focusing on North America and mainland China as key regions.

## Net Sales of the Group as a Whole

### North America Region



### Asian Region (excluding Japan)

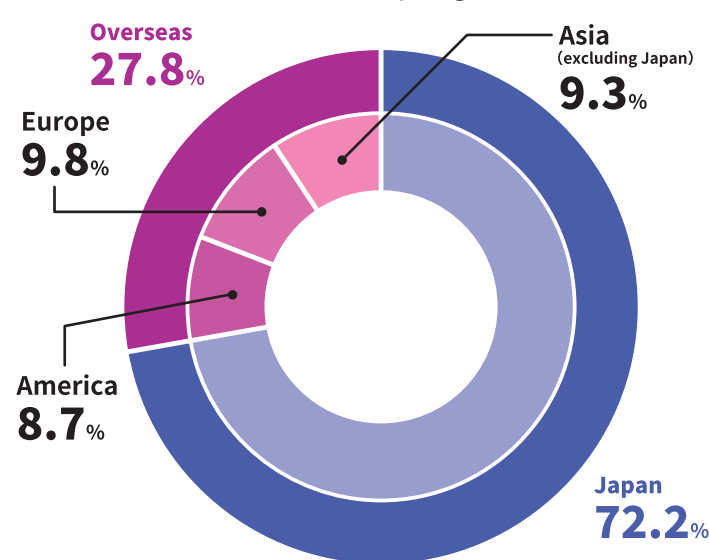


## Ratio of Overseas Sales

The ratio of overseas sales for the Bandai Namco Group increased to 27.8% in the fiscal year ending March 2024. 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.

### Net Sales by Region



Note 1: Bandai Namco Group (results for fiscal year ending in March 2024)  
Note 2: External sales after elimination of internal transactions



## Connecting 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

With 6.92 million members worldwide, Premium Bandai is becoming an increasingly vital channel for connecting with fans. In 2025, we will significantly upgrade our global e-commerce platforms and expand into more countries and regions, 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



BANDAI and BANDAI SPIRITS Sustainability Project

## 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 accomplish ourselves, 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 children, our society’s future leaders.**

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 safely enjoy.**

### Proprietary Quality Standards

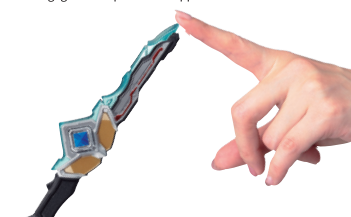
Every year BANDAI releases approximately 19,000 different products spanning a wide range of categories. Our toys comply with the Japanese Toy Association’s Safety Toy (ST) Standard. Additionally, we’ve implemented some 260 quality standards of our own, to ensure that children can safely enjoy our products 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 engages when pressure is applied.



### Good products flow from a good work environment

In accordance with the direction of the BANDAI Code of Conduct (COC) Declaration—calling for strict observance of standards concerning forced labor, child labor, working hours, wages and allowances, punitive action, and discrimination—we’ve compiled an original manual that we use to conduct BANDAI Factory Audit (BFA) at all our final packaging and inspection facilities.



### 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.

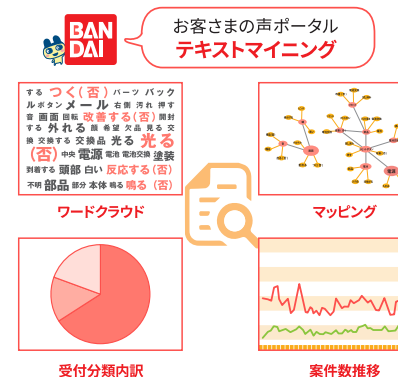
Furthermore, quality-related documents are retained in a centrally managed system, ensuring an environment in which inquiries from each region can be handled promptly.



### We leverage customer feedback for further quality improvement

At our Customer Service Center, feedback from customers is anonymized and stored in a database.

This data becomes accessible to all employees the following day, allowing us to use it for product improvement and the development of new products.



## Coexisting in harmony with the environment



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

### Powering BANDAI's Head Office with Net-Zero CO<sub>2</sub> Electricity

Since March 2023, we've switched to net-zero CO<sub>2</sub> electricity to supply power to six of our sites in Japan, including BANDAI's Head Office in Tokyo.

Note: "Virtually 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 CO<sub>2</sub> emissions to zero. In this system, our waste recycling activities also contribute to achieving zero CO<sub>2</sub> emissions for our company.

### Mirai and Creation Declaration

This declaration involves executives and employees committing to proactive measures to reduce CO<sub>2</sub> emissions, and displaying their commitments around the company.



## Toward Sustainable Manufacturing Surprise

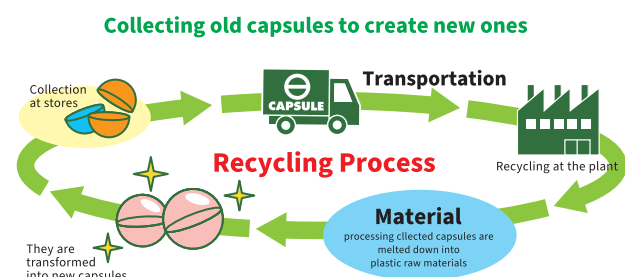
To help protect the environment and pass it on to the next generation, BANDAI is injecting "fun" and "fans" into the four Rs—reduce, reuse, recycle, and renewable. We call this next evolution in sustainability "S × 4R," where "S" stands for "surprise"—our unique brand of sustainable manufacturing, imbued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



### 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.



## 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.



### Bandai's children's 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 **Apr 1977**

Whack-A-Mole arcade game **1977**  
First handheld electronic game, LSI Baseball **1978**



Candy toy market entry **Mar 1981**

KINKESHI capsule toy series **1983**

Lifestyle goods market entry **Mar 1987**



PRETTY GUARDIAN SAILOR MOON merchandise **1993**  
TAMAGOTCHI handheld digital pet becomes worldwide craze **1996**

Establishment of Bandai Namco Holdings to form Bandai Namco Group **Sep 2005**



The Omocha-no-Machi BANDAI MUSEUM opens **2007**  
∞ (MUGEN) PUCHIPUCHI keychain toy **2007**



AIKATSU! DATACARDDASS series **2012**  
YO-KAI WATCH merchandise series **2014**



DANGOMUSHI capsule toy **2018**

BANDAI celebrates its 70th anniversary **Jul 2020**



ONE PIECE CARD GAME **Jul 2022**  
Tamagotchi Uni It was released regions simultaneously. **Jul 2023**

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

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 Belt<sup>1</sup>  
**1974** CHOGOKIN MAZINGER Z metal robot toy<sup>1,2</sup>  
**1975** SUPER SENTAI merchandise series



1970's

1980's

**1980** Megahit GUNDAM plastic models<sup>2</sup>



**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

2010's

**Apr 2008** Development of brands for a mature fan base

**2010** Dragon Ball Heroes card arcade game



**Nov 2017** CHARAPAKI series

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



**2020** Demon Slayer: Kimetsu no Yaiba merchandise series  
**2021** Gashapon Capsule Recycling Project begins



**Sep 2021** Gashapon Bandai Official Shop opens



**2024** Tamagotchi became a global hit, especially among Gen Z.

# Company Profile

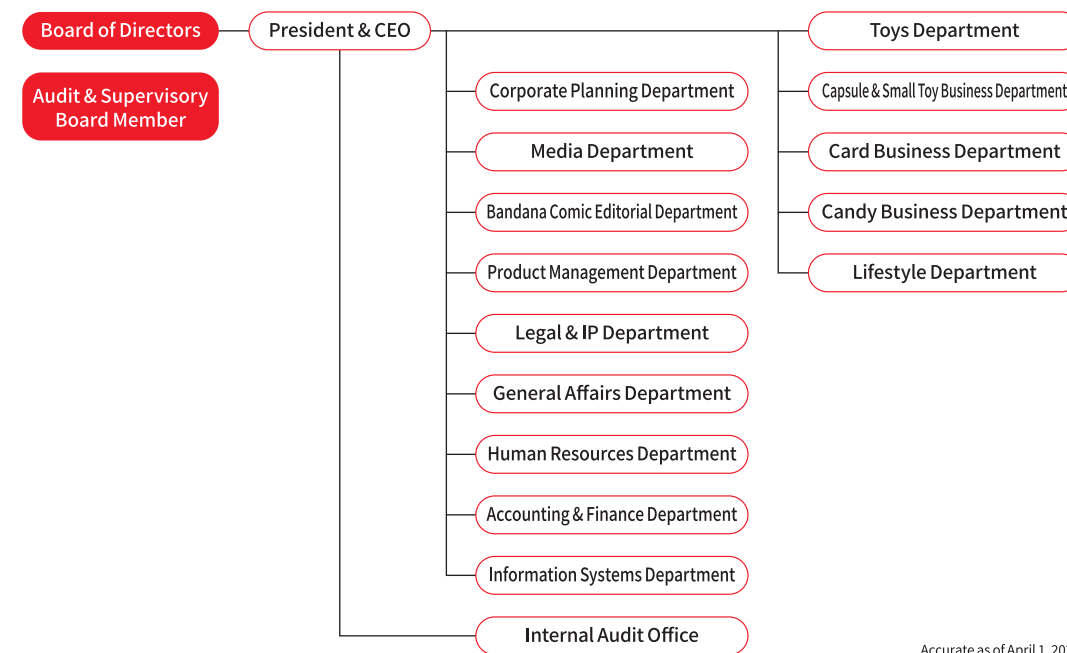
## Company Profile

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	903 (as of March 1, 2025)
Fiscal Year End	March 31

## Directors and Corporate Auditors

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

## Organizational Structure



Accurate as of April 1, 2025

©Eiichiro Oda/Shueisha ©Eiichiro Oda/Shueisha, Toei Animation  
©2020 Nintendo  
©ISHIMORI PRODUCTION INC. and TOEI COMPANY, LTD. All Rights Reserved.  
©SOTSU・SUNRISE  
©BIRD STUDIO/SHUEISHA, TOEI ANIMATION  
©TSUBURAYA PRODUCTIONS  
©USUI YOSHITO/FUTABASHA, SHIN-EI, TV ASAHI, ADK  
©Akiyoshi Hongo, Toei Animation

©Dynamic Planning・TOEI ANIMATION  
©Yudetamago, Toei Animation  
©Toei Animation. All Rights Reserved.  
©L5/YWP・TX  
©Koyoharu Gotoge / SHUEISHA, Aniplex, ufotable  
©BANDAI