

2024

*Corporate
Profile*

**BAN
DAI** BANDAI CO., LTD.

<https://www.bandai.co.jp/en>





Top Message

Connect with Fans

Founded in 1950, BANDAI has adopted the corporate slogan "Dreams and Creation: The Happy Moment Creator" as its corporate slogan. With IP at our core, BANDAI delivers entertainment that customers can enjoy at their fingertips, such as toys, Gashapon, cards, sweets, food products, and toys packaged with food products, apparel, and daily necessities.

Over 70 years have passed since our founding, and those who played with BANDAI products as children have grown up. They now play with products alongside their own children or enjoy them on their own. As a result, we now have fans around the world from a wide range of age groups, from children to adults.

Launched in the 2022 fiscal year, our Mid-term plan set forth our vision to "Connect with Fans," or in other words, to form broader and deeper relationships with fans around the world with IP at the core.

By making the most of our connections with fans, we aim to continue delivering "moments of joy" around the world while leveraging the comprehensive capabilities of our group, which operates a wide range of businesses in the entertainment sector.

Kazuhiro Takenaka, President and CEO of BANDAI CO., LTD.

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Kazuhiro Takenaka

President & CEO

BANDAI CO., LTD.

Bandai Namco Group

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

Purpose

Fun for All into the Future

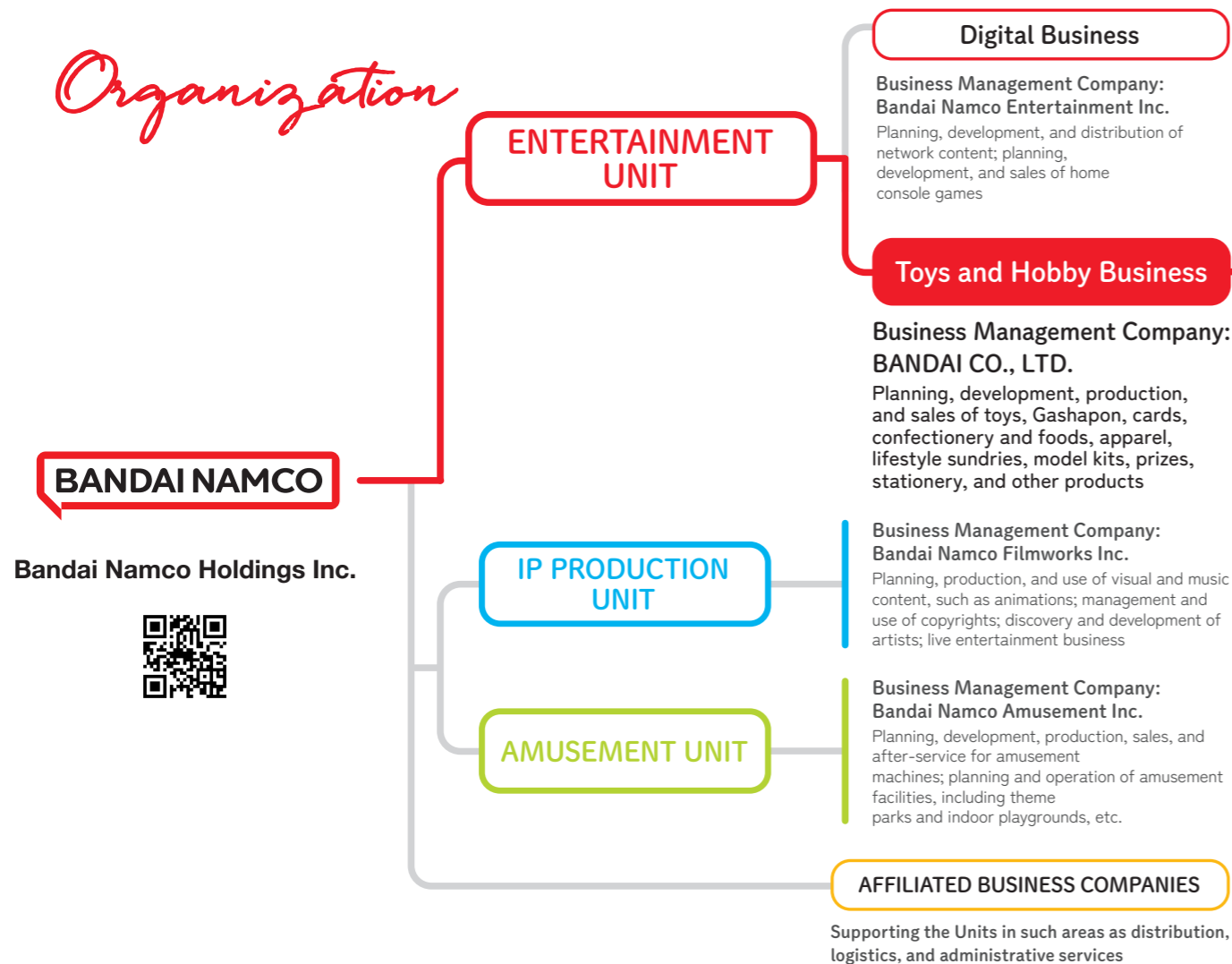
Bandai Namco exists to share dreams, fun and inspiration with people around the world.
Connecting people and societies in the enjoyment of uniquely entertaining products and services, we're working to create a brighter future for everyone.

Mid-term Vision

Connect with Fans

In accordance with the Purpose, as we work toward what we aim to be, under the Mid-term Plan 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 broad, deep, and multifaceted connections.

Organization



BANDAI CO., LTD.

As the business management company of the Toys and Hobby Business, formulates and implements business strategies 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
Sales of special amusement prizes, etc.



PLEX CO., LTD.
Character design; product design, planning, and sales



CCP CO., LTD.
Planning, development, production, and sales of consumer electronics, and sundries



Bandai Namco Craft Inc.

Bandai Namco Craft Inc.
Planning, development, and manufacturing of toys, plastic models, medical equipment, pachinko and pachislot machines, electronic-related equipment, etc.; contract operations for various types of inspecting and testing (ISO 17025-accredited testing organization)



SUN-STAR STATIONERY CO., LTD.
Planning, development, production, and sales of character stationery, fancy stationery, schoolchildren's stationery, creative stationery, premium stationery, and other sundries



Bandai Namco Prize Marketing Inc.

Bandai Namco Prize Marketing Inc.
Sales of prizes, etc., for amusement facilities



HEART CORPORATION
Planning, production, processing, and wholesale sales of seasonal special event candy and candy toys



ARTPRESTO CO., LTD.
Planning, design, and printing (packages, catalogs, posters, cards); website production, event planning, and administration



Bandai Namco Nui Inc.

Bandai Namco Nui Inc.
Planning, development, production, and sales of stuffed toys, textile products, fabric toys, sundries, and other products

(As of April 1, 2024)



BANDAI CO., LTD.

Business development

Toys, Gashapon, Cards, Sweets, Food Products, and Toys Packaged with Food Products, Apparel and Daily Necessities



BANDAI SPIRITS CO., LTD.

Business development

Plastic Models, Figures and Robots, Ichibankuji, Amusement Prizes

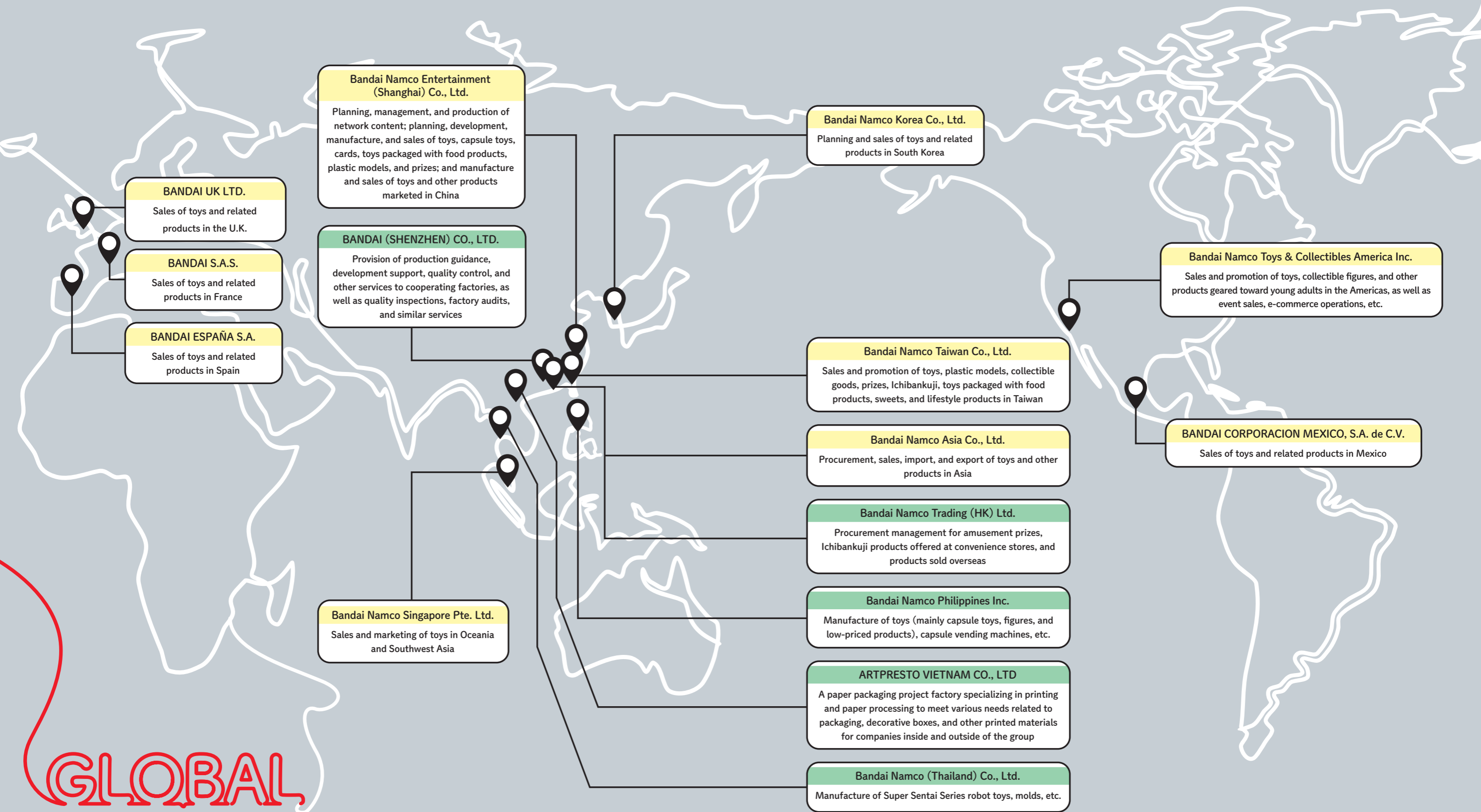


Operation of Premium Bandai, the official online store of the Bandai Namco Group

PREMIUM BANDAI
プレミアムバンダイ



Corporate Data



GLOBAL

Toys and Hobby Business Main Overseas Group Companies (including non-consolidated subsidiaries) As of April 1, 2024

Companies with sales capabilities

Companies with capabilities in manufacturing, quality inspection, etc.



For more information, please visit our Corporate Website.

HISTORY

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



1950's

Jul 1950 Company established in Asakusa, Tokyo

First original product, the Rhythm Ball **1950**
 Toy exports begin **Mar 1951**

1960's

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

The company name changed from BANDAI-YA to Bandai. **Jul 1961**

Nov 1969 Plastic model production

1970's

1971 KAMEN RIDER Transformation Belt¹
1974 CHOGOKIN MAZINGER Z metal robot toy^{1,2}
1975 SUPER SENTAII TV series

Capsule toy market entry **Apr 1977**
 Whack-A-Mole arcade game **1977**
 First handheld electronic game, LSI Baseball **1978**

1980's

1980 Megahit GUNDAM plastic models²
Aug 1983 Apparel market entry
1986 Mechanical cat's paw toy NEKONYANBOU
Jul 1988 Playing card market entry with Carddass

Candy toy market entry **Mar 1981**
 KINKESHI capsule toy series **1983**

Lifestyle goods market entry **Mar 1987**

1990's

1993 PRETTY GUARDIAN SAILOR MOON merchandise
1996 TAMAGOTCHI handheld digital pet becomes worldwide craze
1999 PRIMOPUEL interactive talking doll
1997 HYPER YO-YO
 Digital Monster handheld digital pet

PRETTY GUARDIAN SAILOR MOON merchandise **1993**
 TAMAGOTCHI handheld digital pet becomes worldwide craze **1996**
 PRIMOPUEL interactive talking doll **1999**

2000's

2002 BIKKURA TAMAGO bath bombs
2004 PRETTY CURE merchandise series
2005 DATACARDDASS card vending machine

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

Omochanomachi BANDAI MUSEUM opens ∞ (MUGEN) PUCHIPUCHI keychain toy **2007**

Apr 2008 Development of brands for a mature fan base

2010's

2010 Dragon Ball Heroes card arcade game
Nov 2017 CHARAPAKI series

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

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

2020's

2020 Demon Slayer: Kimetsu no Yaiba merchandise series
2021 Gashapon Capsule Recycling Project begins
Sep 2021 Gashapon Bandai Official Shop opens
Jul 2023 Tamagotchi Uni it was released regions simultaneously.

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

ONE PIECE CARD GAME **Jul 2022**

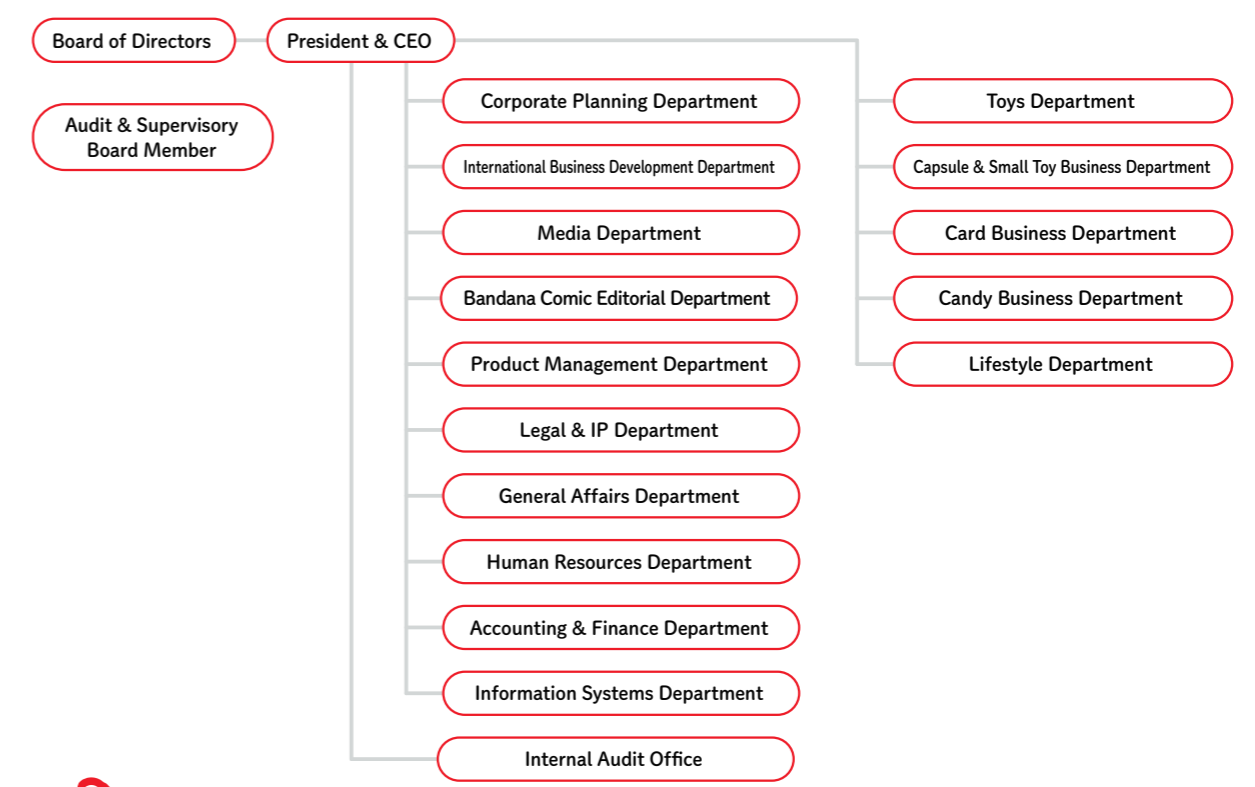
Company Profile

Company Name	BANDAI CO., LTD.
Address	1-4-8 Komagata, Taito-ku, Tokyo, 111-8081
Founded	July 5, 1950
Representative	Kazuhiro Takenaka
Capital	10 billion yen
Number of employees	904
Fiscal Year End	March 31

Directors and Corporate Auditors

President & CEO Kazuhiro Takenaka	Director Keisuke Furusawa	Auditor Hidetaka Kokubo
Managing Director Taro Tsuji	Director Noriko Fujita	Auditor (Part-time, Outside) Shohei Yamamoto
Director Shinjiro Kaji	Director (Part-time) Daiki Miyatani	Auditor (Part-time, Outside) Takaatsu Sumikura
Director Akira Togashi	Director (Part-time) Nobuhiko Momoi	

Organization Chart



(As of April 1, 2024)