



Bandai Namco Entertainment Inc.
CORPORATE PROFILE 2024

Company Profile

Company Name	Bandai Namco Entertainment Inc.
Established	June 1, 1955 ※
Capital	¥10.0 billion
No. of Employees	790 (excludes temporary employees)
HQ Address	Bandai Namco Mirai-Kenkyusho 5-37-8 Shiba, Minato-ku, Tokyo 108-0014
Business Field	Network Contents, Home Console Games, Asobi Entertainment

※The date of establishment of former NAMCO LTD., the predecessor of Bandai Namco Entertainment Inc.



Corporate logo

(As of April 1, 2024)

Bandai Namco's 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.

CEO Message

“We want to connect with our fans around the world in deeper, wider, and more complex ways.”

Under Bandai Namco Group’s Purpose, “Fun for All into the Future,” as set in the Mid-term Vision, “Connect with Fans,” Bandai Namco Entertainment aims to connect with fans around the world through our portfolio of IPs (Intellectual property, such as characters and brands).

In our first step with the new management structure last fiscal, we have formulated a strategy for medium to long term growth based on the discussions with our various stakeholders such as our fans, business partners, and employees.

We will strategically carry out the optimized title portfolio covering all aspects of the game business which will be the main pillar for this fiscal year. Furthermore, we will enhance the internal development function, and better align with external developers to build a more rigid development framework.

We believe that entertainment holds endless possibilities. Under our two basic policies of “deep and lasting, quality content” and “diverse entertainment,” we aim to deliver various forms of entertainment that exceeds the expectations of our fans.

We strive to deliver a new experience unique to Bandai Namco both digitally and physically to connect fans across the globe by taking advantage of the strengths of each Group companies.



Nao Udagawa

President & CEO
Bandai Namco Entertainment Inc.

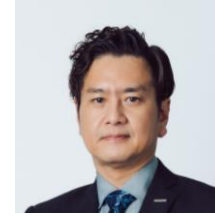
Executive Profile



Bandai Namco Entertainment Inc
President & CEO

Nao Udagawa

- Apr 1994 Joins BANDAI CO., LTD.
- Oct 2000 BANDAI NETWORKS Co., Ltd.
- Apr 2009 Bandai Namco Entertainment Inc.
- Apr 2013 Business Division 2, Division Manager
- Apr 2014 Executive Officer and Business Division 2, Assistant Manager
- Mar 2015 Executive Officer and Business Division 2, Assistant Manager and Net Service, Director and Promotion Department, General Manager
- Apr 2015 Bandai Namco Entertainment Inc., Director in charge of NE Business Department and NE Business Department, Manager
- Apr 2016 Bandai Namco Online Inc., Director
- Apr 2017 Bandai Namco Entertainment Inc., Director
- Apr 2018 Bandai Namco Entertainment Inc., Corporate Managing Director BANDAI CO., LTD., Director
- Aug 2019 Bandai Namco Mobile S.L. (current, Bandai Namco Mobile S.L.), Director
- Apr 2021 BANDAI SPIRITS CO., LTD., President & CEO (current)
- Apr 2022 Bandai Namco Entertainment, Director
- Apr 2023 Bandai Namco Entertainment Inc., President & CEO and Chief PAC-MAN Officer (current)
Bandai Namco Holdings Inc., Executive Officer
- Jun 2023 Bandai Namco Holdings Inc., Director (current)



Director

Daisuke Uchiyama

- Apr 1994 Joins BANDAI CO., LTD.
- Apr 2007 Bandai Namco Entertainment Inc.
- Apr 2013 Bandai Namco Entertainment Inc., Business Division 2, Production Department 2, General Manager
- Apr 2014 Bandai Namco Entertainment Inc., Business Division 2, Production Department 1, Division Manager
- Apr 2017 Bandai Namco Entertainment Inc., Executive Officer & CS Business Department, Manager
Bandai Namco Studios Inc., Director
- Apr 2019 Bandai Namco Entertainment Inc., Director in charge of CE Business Department & CE Business Department, Manager
- Apr 2020 Bandai Namco Entertainment Inc., Director (current)
Bandai Namco Studios Inc., President & CEO (current)
Bandai Namco Research Inc., Director (current)
- Apr 2023 Bandai Namco Research Inc., President & CEO
- Apr 2024 Bandai Namco Entertainment Inc., CE Business Division, Director (current)



Director

Toru Konno

- Apr 1995 Joins BANDAI CO., Ltd.
- Sep 2000 BANDAI NETWORKS Co., Ltd.
- Apr 2009 Bandai Namco Entertainment Inc.
- Apr 2010 Bandai Namco Entertainment Inc. No.2 studio No.2-5 Production General Manager
- Apr 2015 Bandai Namco Entertainment Inc. NE Business Department, Marketing Division Manager
- Apr 2017 Bandai Namco Entertainment Inc., Executive Officer & NE Business, Manager
- Apr 2018 Bandai Namco Entertainment Inc., Director in charge of NE Business Department and NE Business, Manager
Algraf Corporation, Outside Director (current)
- Oct 2018 Bandai Namco Network Services Inc., Director (current)
- Apr 2019 Bandai Namco Holdings Asia Co., Ltd., Director
- Aug 2019 Bandai Namco Mobile S.L., Director (current)
- Apr 2021 Bandai Namco Online Inc., Director
- Jan 2023 Bandai Namco Entertainment (Shanghai) Co., Ltd., Chairman
- Apr 2023 Bandai Namco Entertainment Inc., Director in charge of Global Marketing Division & Overseas Business Regional Strategy Department
Bandai Namco Europe S.A.S., Director
Bandai Namco Holdings China Co., Ltd., Chairman (current)
Bandai Namco Entertainment America Inc., Director (Chairman)
Bandai Namco Australia Pty. Ltd., Managing Director
Bandai Namco Mobile S.L., CEO (current)
- Apr 2024 Bandai Namco Entertainment Inc., NE Business Division, Director
Bandai Namco Nexus Inc., President & CEO (current)
Bandai Namco Online Inc., President & CEO (current)

Executive Profile



Director

Akira Togashi

- Apr 1998 Joins BANDAI CO., LTD.
- Apr 2014 BANDAI CO., LTD., Human Resources Department, General Manager
- Apr 2015 Bandai Namco Holdings Inc., Administrative Headquarters, Human Resources Department, General Manager
- Apr 2019 BANDAI CO., LTD., Corporate Strategy Office, General Manager
- Apr 2020 BANDAI CO., LTD., Director (current)
- Apr 2021 BANDAI SPIRITS Co., Ltd., Director
- Apr 2023 Bandai Namco Entertainment Inc., Director in charge of Corporate Planning Unit (current)
- Apr 2023 Bandai Namco Entertainment Inc., AE Business Division, Director (current)



Director

Masayuki Ishii

- Apr 1985 Joins BANDAI CO., LTD.
- Apr 2006 BANDAI CO., LTD., Accounting Department, General Manager
- Apr 2008 Bandai Namco Holdings Inc., Corporate Planning Department, General Manager
- Apr 2010 Bandai Namco Entertainment Inc., President's Office, General Manager
- Apr 2012 Bandai Namco Studios Inc., Director & CFO
- Apr 2018 BANPRESTO Co., Ltd., Director & CFO
- Apr 2019 BANDAI SPIRITS Co., Ltd., Audit & Supervisory Board Member
- Apr 2023 Bandai Namco Entertainment Inc., Director in charge of Corporate Administration Unit (current)
- Apr 2024 Bandai Namco Online Inc., Director (current)



Director (part-time)

Koji Fujiwara

- Apr 1998 Joins BANDAI CO., LTD.
- Apr 2016 BANDAI CO., LTD., Executive Officer & Hobby Business Department, General Manager
- Apr 2018 BANDAI SPIRITS Co., Ltd., Executive Officer & Hobby Business Department, General Manager
- Mar 2019 Evolving G Co., Director (current)
- Apr 2019 BANDAI SPIRITS Co., Ltd., Director
- Apr 2021 Bandai Namco Entertainment Inc., Corporate Managing Director in charge of IP Business Division 1 & IP Business Division 2 & Business Strategy Department and Chief GUNDAM Officer
- Apr 2022 Bandai Namco Entertainment Inc., Corporate Managing Director in charge of IP Business Division 1 & IP Business Division 2 & IP Business Division 3 & Business Strategy Department and Chief GUNDAM Officer
- Bandai Namco Filmworks Inc. Director
- Apr 2024 Bandai Namco Entertainment Inc., CE Europe and America, Director
Bandai Namco Entertainment America Inc. President & CEO (current)
Bandai Namco Europe S.A.S. Director (current)

History

Mar 2006	The gaming division within Bandai Namco Group integrates to establish “Bandai Namco Games Inc.”	Des 2020	25th anniversary of “Tales of”.
Apr 2008	Banpresto Co., Ltd.’s game business division responsible for planning and development of home console games and arcade game machines integrates.	Feb 2021	20th anniversary of “Taiko No Tatsujin”.
Apr 2009	Bandai Networks Co., Ltd. integrates under the concept of strengthening the network business and to create new contents and businesses.	May 2021	Opening of the “MIRAIKEN studio,” an xR base dedicated to the creation and distribution of the next generation in entertainment
Apr 2012	The internal development divisions are branched to establish Bandai Namco Studios Inc.	Apr 2022	Establishment of our corporate “purpose” and changes to the corporate logo mark
Jan 2015	Bandai Namco SHANGHAI Co., Ltd. established under the concept of expanding and strengthening business within China.	Apr 2022	Launching of the “Bandai Namco Entertainment 021 Fund,” a new startup investment fund seeking to build an “IP metaverse” and in creating new forms of entertainment
Apr 2015	Company name changed to “Bandai Namco Entertainment Inc.” under the concept of expanding the company’s business domain.	May 2022	Holding of the “BANDAI NAMCO ENTERTAINMENT FESTIVAL 2nd” event
Feb 2016	Headquarters move to Shiba, Minato-ku.	Jun 2022	Bandai Namco Entertainment Inc. and ILCA Inc., specializing in the field of image and art development, join forces to establish Bandai Namco Aces Inc.
Aug 2017	BXD Inc., established through a joint venture with Drecom Co., Ltd. (Company consolidated in Jan 2020 into a subsidiary company, and in Mar 2021 the company name was changed to “Bandai Namco Nexus”)	Sep 2022	Bandai Namco Entertainment Inc. establishes the new sound label, “Bandai Namco Game Music
Apr 2018	Bandai Namco Amusement Inc. inherits the company’s Amusement Machine Business Unit.	Dec 2022	“TEKKEN 7” surpasses 10 million units in sales worldwide
May 2018	Bandai Namco Network Services Inc. established to manage and operate various network services.	Dec 2022	25th anniversary of the “Klonoa” series
Apr 2019	Bandai Namco Research Inc. established as a research focused company to create new values and innovation.	Dec 2022	Holding of “THE IDOLM@STER” series first conference, “PROJECT IM@S CONFERENCE~Towards THE IDOL 3.0~”
Apr 2019	BANDAI NAMCO Sevens Inc. established as a company specializing in the field of Japanese slots and pachinko gaming machines.	Feb 2023	“ELDEN RING” sold more than 20 million units worldwide (※1, 2) (Japan published under FromSoftware, Inc. / all other regions published under Bandai Namco Entertainment)
Aug 2019	Acquired management rights to the “B.LEAGUE” professional basketball team, “Shimane Susanoo Magic”.	May 2023	"DRAGON BALL XENOVERSE 2" "DRAGON BALL FighterZ" Each shipped over 10 million copies worldwide! (※1, 3)
Sep 2019	“BANDAI NAMCO Mobile S.L.” established in Barcelona, Spain to expand and maximize outreach into the EU mobile content market.	Jul 2023	The first "IJIGEN FES," a dream collaboration event series, "IJIGEN FES THE IDOLM@STER★♥LOVELIVE! UTAGASSEN," will be held at Tokyo Dome
Des 2019	25th anniversary of “Tekken”.	Feb 2024	The Newest Installment of the 3D Fighting Game “TEKKEN” Series, “TEKKEN 8” Sells Over 2 Million Copies Worldwide in the First Month After Launch(※ 1, 4)
May 2020	40th anniversary of “PAC-MAN”.		
Jun 2020	25th anniversary of “ACE COMBAT”.		
Jul 2020	15th anniversary of “THE IDOLM@STER”.		
Oct 2020	Acquisition of Reflector Entertainment (consolidated into a subsidiary company)		



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- ※1: The total sales figure is derived from distribution figures of the package version and sales figures of the downloadable versions including those for the PC game platform “Steam.”
- ※2: Figures as of February 22, 2023.
- ※3: Figures as of May 10, 2023.
- ※4: Figures as of February 26, 2024.

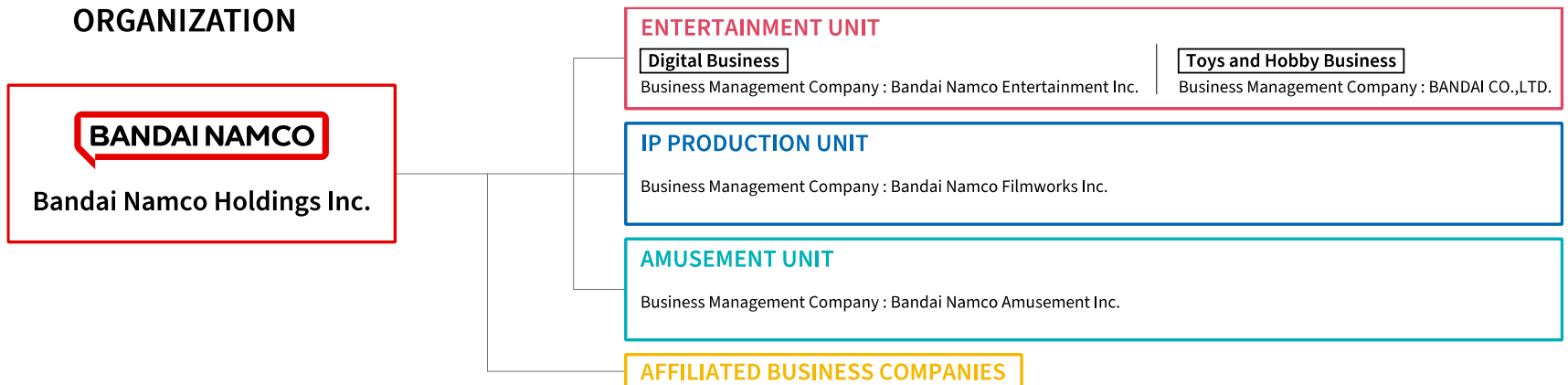
About

About Bandai Namco Group

The IP axis strategy is the greatest strength of the Bandai Namco Group, which has a diverse range of businesses and extensive know-how in the field of entertainment. It is through the IP axis strategy that the Group works to maximize IP value by leveraging IP worldviews and providing the optimal products and services in the optimal regions at the optimal times. In addition to maximizing businesses, the Bandai Namco Group is aiming to expand the potential of IP in order to maximize long-term IP value. To that end, the Group will advance, promote, and expand the IP axis strategy.



ORGANIZATION



What We Do



Home Console Games

We are actively releasing a wide variety of titles leveraging the characteristics and strengths of various home video game consoles.

We are delivering to the world a wide range of game genres based on our robust portfolio of IPs, with titles such as “Mobile Suit Gundam” and the “Tales of” series. Customers will also find many games that appeal to a broader audience, such as the Japanese drum-based rhythm game, “Taiko No Tatsujin” series, double Guinness World Records holder, the “TEKKEN” series, and the highly acclaimed, dark fantasy world of “ELDEN RING” (Japan published under FromSoftware Inc. / all other regions published under Bandai Namco Entertainment).



Network Contents

We are promoting a large portfolio of contents worldwide, utilizing the worldview of our unique and appealing IPs, such as “DRAGON BALL” and “THE IDOLM@STER” series, to be enjoyed on mobile and PC.

We are connecting fans and creating excitement that can only be found through online contents with notables such as the smartphone game app, “DRAGON BALL Z Dokkan Battle” and “ONE PIECE Bounty Rush,” both enjoyed by players around the world.

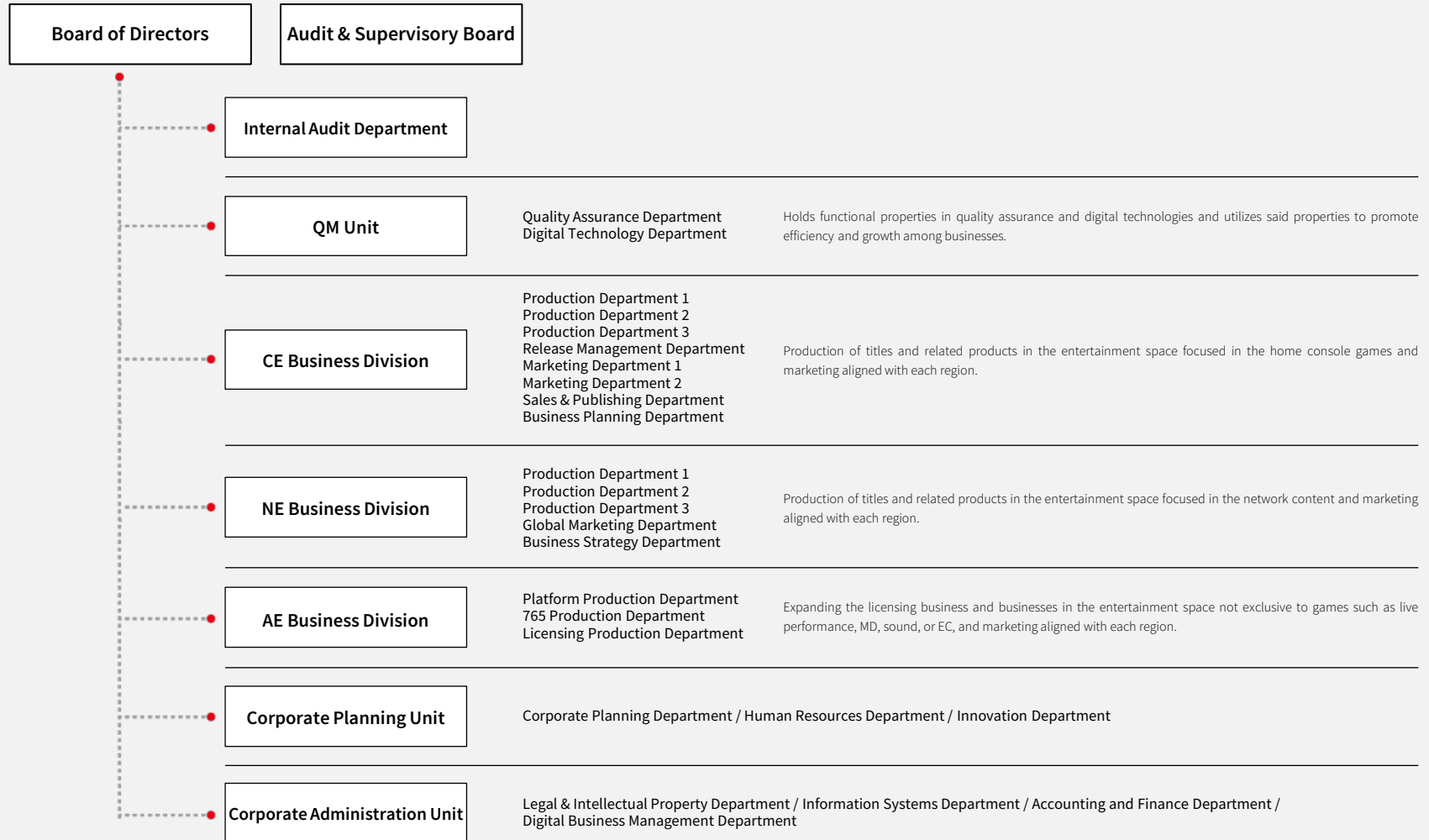


Asobi Entertainment

We are providing services that can enrich lifestyles by creating new forms of entertainment that are not limited to what is considered traditional within the game business.

We are creating digital and physical forms of entertainment using our extensive line of resources such as the “MIRAIKEN studio” where various of our IPs are brought to life through the use of xR technologies, the entertainment commerce site, “ASOBISTORE,” where we offer a robust line-up of Bandai Namco Group original products, and the live streaming platform, “ASOBISTAGE,” where we stream events and concerts of various IPs online in real-time.

Organization Chart



International Offices

19 countries worldwide, **36** locations

