



Bandai Namco Entertainment Inc.
CORPORATE PROFILE 2025

Company Profile

Company Name	Bandai Namco Entertainment Inc.
Established	June 1, 1955 ※
Capital	¥10.0 billion
No. of Employees	841 (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, Licensing Business

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



Corporate logo

(As of April 1, 2025)

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

Under Bandai Namco Group's Purpose, "Fun for All into the Future," and our Vision of "Connect with Fans," and with a focus on IP (intellectual property, such as characters and brands), Bandai Namco Entertainment is expanding the entertainment business centered around games, while cherishing the "connection" with our stakeholders, starting with our employees, and fans around the world.

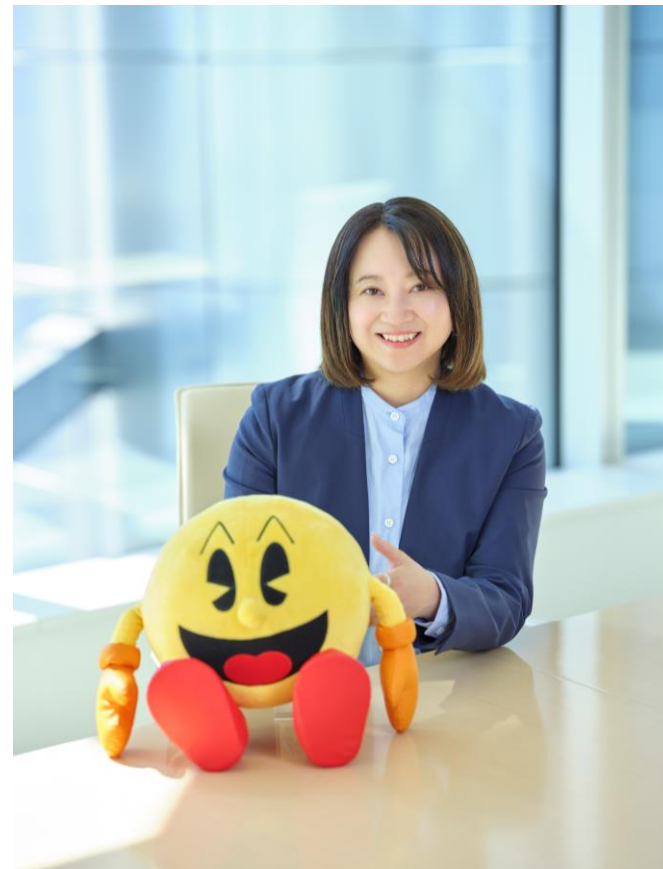
Currently, the entertainment and game industry is facing a significant turning point. We have taken initiatives on developing the title portfolio and restructured our development and sales system to focus on our strengths and enhance the infrastructure for the digital business.

This fiscal year marks the beginning of our new mid-term plan and is crucial for achieving sustainable growth as we aim to build on the ongoing measures and advance them further.

In the core game business, we are strategically developing a wide range of console, PC, and mobile game titles that take advantage of the many attractive IPs through the creation of a title portfolio. We aim to further enhance development capabilities within the Group and deepen our alignment with partner companies, leveraging each other's strengths.

We develop services that enrich lifestyles, such as live performances and events, utilizing IP created from games and other activities. We have also established a new Licensing Business Division to strengthen the IP Axis Strategy (maximizing the value of IP), which is promoted throughout our Group. We will provide a variety of entertainment content beyond the games business by leveraging our company's abundant IP assets and strengthen our licensing business together with our partner companies.

We strive to deliver an unforgettable experience to be enjoyed everyday to all our fans and business partners through the diverse forms of entertainment, starting with games, centered around IP.



Nao Udagawa

President & CEO
Bandai Namco Entertainment Inc.

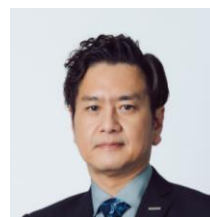
Executive Profile



Bandai Namco Entertainment Inc
President & CEO

Nao Udagawa

Apr 1994	Joins BANDAI CO., LTD.
Sep 2000	BANDAI NETWORKS Co., Ltd.
Apr 2009	Bandai Namco Entertainment Inc.
Apr 2010	Studio 2, Production Department 2-4, General Manager
Apr 2013	Business Division 2, Division Manager
Apr 2014	Executive Officer and Business Division 2, Assistant 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) Bandai Namco Australia Pty. Ltd. Managing Director(current)
Jun 2024	Bandai Namco Entertainment Asia Pte. Ltd. President & CEO(current)

Executive Profile



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
 Oct 2018 Bandai Namco Network Services Inc., Director
 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., Director (part-time) (current)
 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 (part-time) (current)
 Apr 2024 Bandai Namco Entertainment Inc., NE Business Division, Director
 Bandai Namco Nexus Inc., President & CEO (part-time) (current)
 Bandai Namco Online Inc., President & CEO
 Apr 2025 Bandai Namco Entertainment Inc., Director in charge of Licensing Business Division (current)
 Bandai Namco Network Services Inc., President & CEO (part-time)(current)
 Bandai Namco Filmworks Inc., Director (part-time) (current)



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)
 Ishimori Production Inc., Director (part-time) (current)
 Apr 2021 BANDAI SPIRITS Co., Ltd., Director
 Apr 2023 Bandai Namco Entertainment Inc., Director in charge of Corporate Planning Unit (current)
 Jan 2024 YLAB STUDIOS Inc., Director (current)
 Apr 2024 Bandai Namco Entertainment Inc., AE Business Division, Director (current)
 Bandai Namco Shimane Susanoo Magic Inc., Director (part-time) (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
 Oct 2024 Bandai Namco Entertainment Europe S.A.S. President (part-time) (current)

History

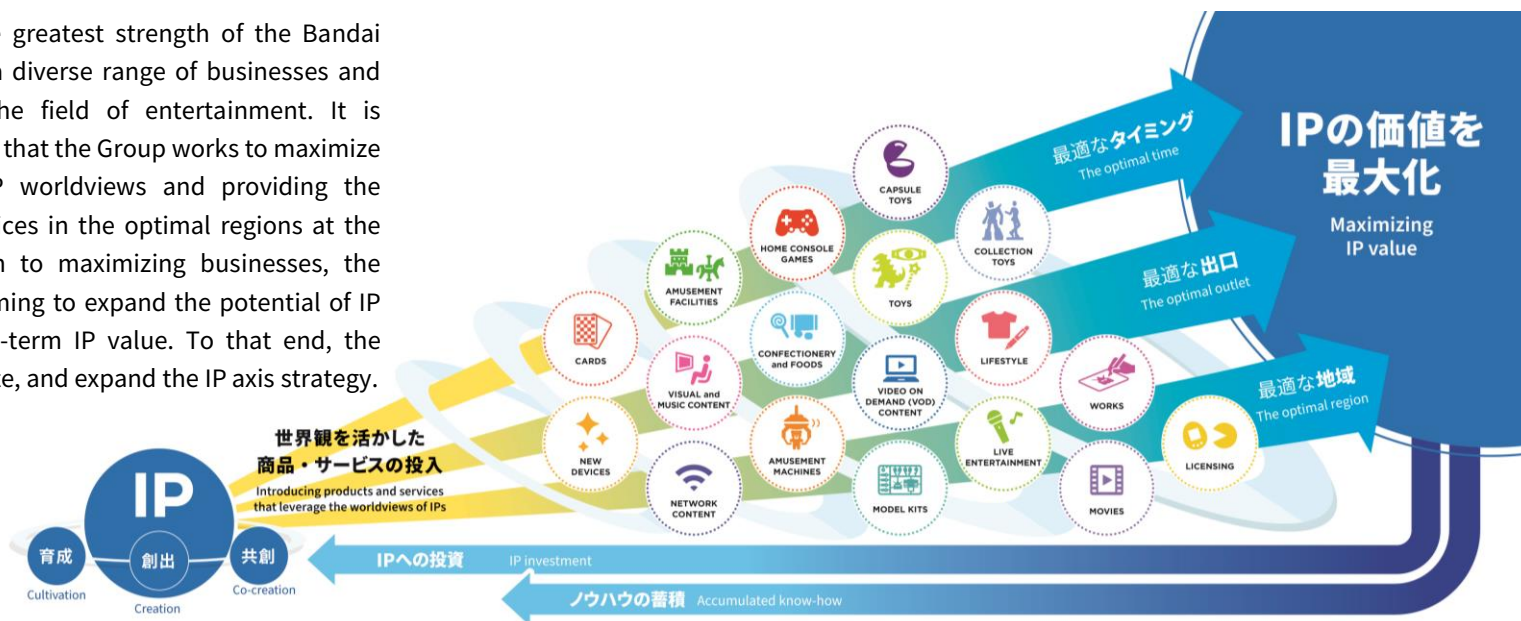
Mar 2006	The gaming division within Bandai Namco Group integrates to establish “Bandai Namco Games Inc.”	Apr 2022	Establishment of our corporate “purpose” and changes to the corporate logo mark
Apr 2008	Banpresto Co., Ltd.’s game business division responsible for planning and development of home console games and arcade game machines integrates.	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 2009	Bandai Networks Co., Ltd. integrates under the concept of strengthening the network business and to create new contents and businesses.	May 2022	Holding of the “BANDAI NAMCO ENTERTAINMENT FESTIVAL 2nd” event
Apr 2012	The internal development divisions are branched to establish Bandai Namco Studios Inc.	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.
Jan 2015	Bandai Namco SHANGHAI Co., Ltd. established under the concept of expanding and strengthening business within China.	Dec 2022	Holding of “THE IDOLM@STER” series first conference, “PROJECT IM@S CONFERENCE~Towards THE IDOL 3.0~”
Apr 2015	Company name changed to “Bandai Namco Entertainment Inc.” under the concept of expanding the company’s business domain.	Jul 2023	The first “IJIGEN FES,” a dream collaboration event series, “IJIGEN FES THE IDOLM@STER★♥LOVELIVE! UTAGASSEN,” will be held at Tokyo Dome
Feb 2016	Headquarters move to Shiba, Minato-ku.	Jun 2024	“ELDEN RING” sells over 5 million units worldwide in 3 days since release of “SHADOW OF THE ERDTREE” DLC (Domestic Publisher: FromSoftware/Global Publisher: Bandai Namco Entertainment)
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”)	Feb 2025	“DRAGON BALL Sparking! ZERO” becomes the fastest title in the “DRAGON BALL” game series to sell over 5 million units worldwide
Apr 2018	Bandai Namco Amusement Inc. inherits the company’s Amusement Machine Business Unit.		
May 2018	Bandai Namco Network Services Inc. established to manage and operate various network services.		
Apr 2019	Bandai Namco Research Inc. established as a research focused company to create new values and innovation.	Apr 2025	The Licensing Business Division is newly established to strengthen the licensing business
Apr 2019	BANDAI NAMCO Sevens Inc. established as a company specializing in the field of Japanese slots and pachinko gaming machines.	Apr 2025	Acquired Bandai Namco Online Inc. with the purpose of enhancing the business operation structure of the overall digital business
Aug 2019	Acquired management rights to the “B.LEAGUE” professional basketball team, “Shimane Susanoo Magic”.	Apr 2025	URS Games Inc. is newly established as joint venture with CREEK& RIVER Inc.
Sep 2019	“BANDAI NAMCO Mobile S.L.” established in Barcelona, Spain to expand and maximize outreach into the EU mobile content market.		
Oct 2020	Acquisition of Reflector Entertainment (consolidated into a subsidiary company)		
May 2021	Opening of the “MIRAIKEN studio,” an xR base dedicated to the creation and distribution of the next generation in entertainment		



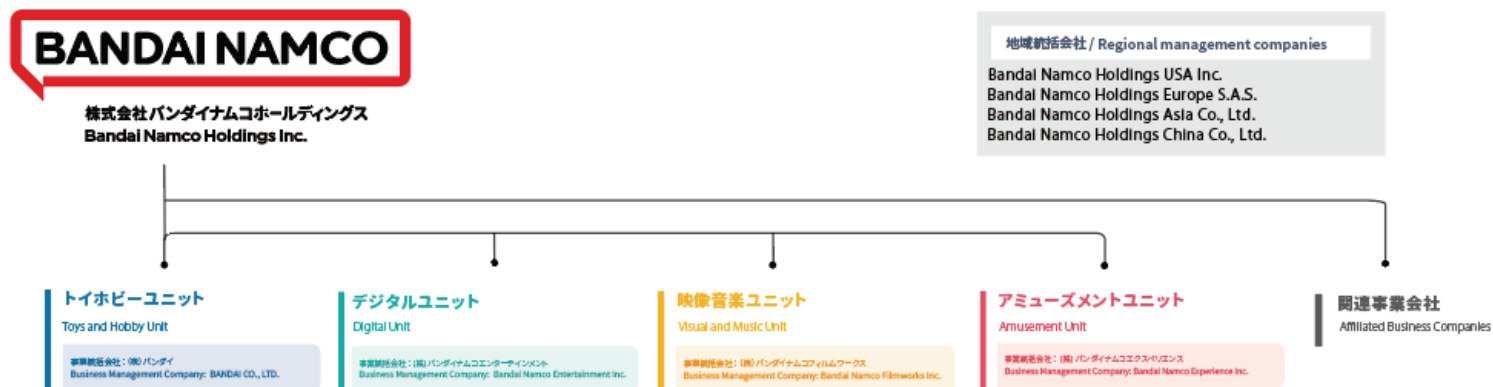
About

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



VIDEO GAME

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, the fighting game being enjoyed by fans around the world in the esports scene, 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. Also, “THE IDOLM@STER Gakuen,” the newest title of “THE IDOLM@STER” series, is loved by many fans and have received stellar reviews for the music and the gameplay in raising the many unique idols.



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.

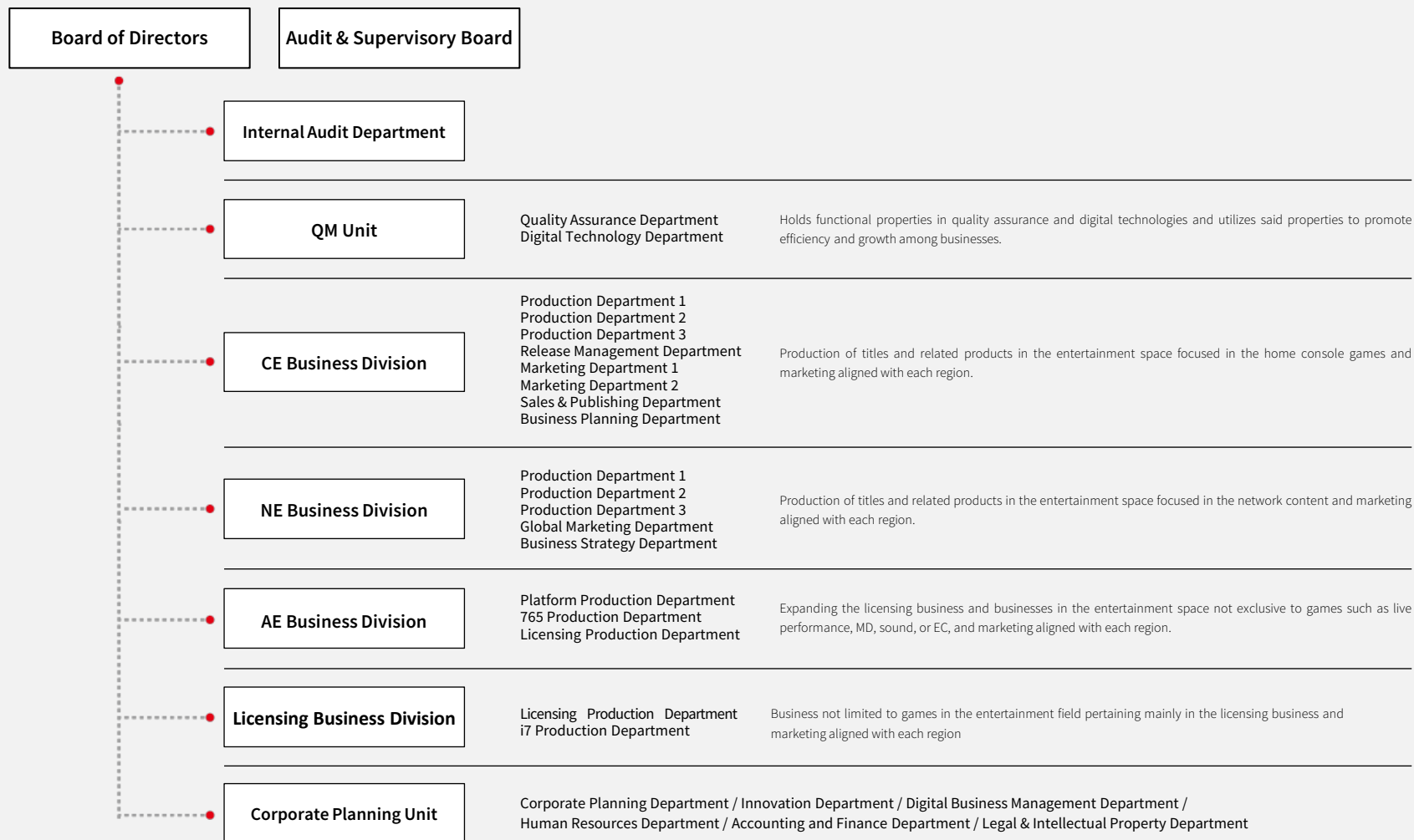
We are creating digital and physical forms of entertainment using our extensive line of resources such as the “MIRAIKEN studio” where various of our IPs are brought to life through the use of xR technologies, the music site, “Bandai Namco Game Music,” where we offer a robust line-up of Bandai Namco Group original game music along with original music developed by “ASOBINOTES,” and the live streaming platform, “ASOBI STAGE,” where we stream events and concerts of various IPs online in real-time.



LICENCE BUSINESS

We leverage the many IPs we own, such as “PAC-MAN,” “THE IDOLM@STER” series, “Taiko no Tatsujin,” “TEKKEN,” “Tales of” series, or “IDOLiSH7,” as part of our licensing business to maximize the value of the IPs and further strengthen our connection with fans around the world.

Organization Chart



International Offices

19 countries worldwide, **33** locations

