BANDAI NAMCO Group focuses its initiatives on the underlying corporate concept “Fun for the future!” by promoting the corporate social responsibility (CSR) activities to provide “Dreams, Fun and Inspiration.” In addition, BANDAI NAMCO Group’s Important CSR Themes consists of four areas, “Safety and Cleanliness of Products and Services”, “Environmental Consideration”, “Impact of Content and Product Expressions on Society and Our Policy” and “Supply Chain Management”, that require special initiatives. BANDAI NAMCO Entertainment is working hard to achieve the objectives of each area.

### Safety and Cleanliness of Products and Services

BANDAI NAMCO Entertainment considers it important to ensure safety of all the people ranging from those customers who actually play games to all other people who are involved in our products in the entire product cycle from manufacturing to disposal, and formulates comprehensive safety standards that encompass development, production, sales, after-sales services and environmental measures, thereby developing products that take safety into consideration.

At the 8th Ministry of Economy, Trade and Industry (METI) Awards for Best Contributors to Product Safety for fiscal 2014, we were rated highly in terms of “manufacturing and safety verification in compliance with internal standards”, “supply chain, information sharing among customers, and information provision system” and “holding of in-house exhibitions and educational activities targeting those concerned.” As a result, we were granted the Outstanding Award in the Large Manufacturing Business Operators and Importers Category, the first ever recipient of this award from the amusement industry. We will continue to strive to offer safe products and services that allow customers to enjoy with no worry so that we may uphold this recognition and honor.
As part of our endeavour to ensure safe use of our products, we have been carrying out demonstrations at elementary schools. Children learn from fun quizzes about why products come with users’ manuals and why it’s important to follow them. Instructors also do a mock experiment to show what happens if a small battery like a button cell is swallowed. Public awareness campaigns like this are an important step for us to make sure our customers can rest assured that our products are safe to use.
Environmental Consideration

BANDAI NAMCO Entertainment issued the industry's first “Green Procurement Standard” in 2005. Since then, we have been engaged in manufacturing products of environmental consideration, and drew up “Environmental Consideration Design Guidelines” in January 2012. This system of certification has helped further advance environmental consideration design initiatives which were already in place at BANDAI NAMCO Entertainment.

*BANDAI NAMCO Entertainment eco label was registered in the environmental labels database of the Ministry of the Environment in 2014.

As we're committed to becoming a more environmentally-friendly company, we took part in Japan's biggest exhibition on environment and energy, EcoPro 2016.

We don't compromise on health and safety, and we also strive to make products with the least possible environmental footprint.
**Impact of Content and Product Expressions on Society and Our Policy**

BANDAI NAMCO Entertainment strives to manage our expressions in our content appropriately so that they may never have an adverse impact on customers or make them feel uncomfortable. Specifically, we pay attention not only to excessive violence or sexual expressions in our games, but also to expressions associated with religion or politics, as well as accidents or incidents that have a huge impact on society.

As our business activities are wide-ranging from home video game software to arcade game machines to mobile PCs content, each business has standards of its own. Thus, while comparing the respective standards against the conditions of the times, we carefully manage and observe the standards. For instance, as for home video game software, in accordance with the rating system by age set by the Computer Entertainment Rating Organization (CERO), which recommends the target age according to the game software content, we display the mark indicating the target age bracket granted based on review on the package. Using these appropriate expressions, we are able to develop products that allow customers to have fun with.

BANDAI NAMCO Entertainment Inc. joined ACCS (Association of Copyright for Computer Software) in 1996, and from 2013 we have been taking part in campaigns educating about copyrights and copyright violations, making use of our popular character Don-Chan from the Taiko Drum Master series. A Don-Chan parade float was featured at the 2016 Aomori Nebuta Festival as part of a copyrights awareness campaign.

**Involving the Community Through Entertainment**

**ASOBI MOTTO project**

The ASOBI MOTTO project took off in 2016 with the goal of bringing more fun to everyone in the world. We’ve since offered entertainment services across many different areas. In July 2016 we organized a puzzle-solving event Asobikirenai: Shiba Mita Nazo Nazo (“Infinite Fun: Shiba/Mita Riddles”), featuring Don-chan, the familiar character from the Taiko Drum Master series, in the neighboring Minato Ward, in cooperation with Keinaka-dori shopping district businesses.

In December 2016 we held an event featuring a PAC-MAN rickshaw in Tokyo, subsequently bringing it in March 2017 to Osaka. We wanted to make it fun for as many people as we could, not only those who got to ride the rickshaw, but also for passers-by who would chance to see it, so we focused on the major tourist spots of Asakusa in Tokyo and Tsutenkaku in Osaka.

» ASOBI MOTTO project details (in Japanese): http://asobi.bandainamcoent.co.jp

**Prefectural Office Open Day for Children in Kasumigaseki**

The prefectural office in Kasumigaseki held an open day for children to learn more about the society and the prefectural office facilities. BANDAI NAMCO Entertainment Inc. had a booth at the Strategic Headquarters for the Promotion of an Advanced Information and Telecommunications Network Society (IT Strategic Headquarters), featuring a PAC-MAN Ghost Maker as part of Open Classic IP Catalog Project. Children could create their own PAC-MAN ghosts using the Ghost Maker, and play with them. This event served to spread the awareness of our IP and to demonstrate the possibilities of information technology and electronics to children.
Supply Chain Management

Based on the belief that it is critical to properly manage the supply chain in order to maintain and enhance the quality of products, BANDAI NAMCO Entertainment has implemented the “Green Audits” to check the chemical substance management system at suppliers both at home and abroad since 2007 with the aim of eliminating the risks of toxic chemical substances contamination. We now conduct the “BNE Supplier Audit” to verify the management systems of our business partners for multiple purposes. We verify the our business partners’ management systems for the purpose of maintaining and improving quality of products, as well as verifying the work environment at overseas production facilities for the purpose of maintaining a proper working environment, along with the verification of chemical substance management systems of our business partners.

Furthermore, for the purpose of sharing information with suppliers both at home and abroad, we hold a supplier presentation on green procurement in Japan and China. Moreover, we provide the latest information on our company standards and laws and regulations efficiently via our “Supplier Site” set up in 2009. BANDAI NAMCO Entertainment is determined to continue addressing the task of enhancing quality through concerted efforts with our suppliers.