

A Popular Mobile Game that Hit No. 1 on the App Store in 16 Countries and Regions

Dragon Ball Z Dokkan Battle

With over 200 Million Downloads Worldwide!

Our very first simultaneous global celebration campaign starts today!

BANDAI NAMCO Entertainment Inc. (Headquartered in Minato Ward, Tokyo. President & CEO: Satoshi Oshita) has hit 200 million downloads of Dragon Ball Z Dokkan Battle.

Dragon Ball Z Dokkan Battle is a popular mobile game that was released in 2015 and reached 100 million downloads in November 2016. It has since then been released in a further 9 additional countries, for a current total of around 50 countries worldwide. It is renowned for its speedy battles and effects that call to mind the world of Dragon Ball. Beloved by players around the world, the title has reached number 1 in sales rankings in 16 countries and regions as of July 2017. We have shown off the game at various events overseas, and even held the game's first stand-alone event in the US this July. Bringing in tons of fans for this large-scale event, we have shown the world that things will only pick up from here.

In celebration of hitting 200 million global downloads, today we are kicking off the "Worldwide Campaign! Epic Celebration!" campaign worldwide. Starting off with the "200M Global DLs Reached Dokkan Festival!" featuring past released Dokkan Festival-exclusive characters, we will also host the "Dual Dokkan Festival", featuring all new characters, and more. We hope that in addition to being a great event for current players, this will also give those who have never played before a chance to find out more about the title. Please, do look forward to what's in store.



■A word from Dragon Ball Z Dokkan Battle JP Ver. Producer, Kensho Monden

I am immensely grateful for our players across the globe who have helped us reach 200 million downloads worldwide. We are going to be rolling out things for our 200 million DL campaign that will be great not only for players who are still hooked on the game, but also for those who have perhaps let the game fall aside for some time to get the chance to come back and enjoy themselves. This summer is going to be HOT! Looking forward past this summer too, we are going to keep developing the game so that Dragon Ball fans around the world can have even more fun playing Dokkan Battle! We will have more to announce in the future so please stay tuned!

■A word from Dragon Ball Z Dokkan Battle Global Ver. Producer, Toshitaka Tachibana

Thanks to all of our fans, not only have we got to celebrate 2 years since release, but now also 200 million downloads worldwide! Thank you all so very much. The Dragon Ball Z Dokkan Battle event we had the pleasure of holding in the US in July also saw great attendance, and gave us a chance to really get another good look at how devoted and excited the fans of Dragon Ball and this title are. To make sure those sparks of fandom never go out, we have plans for all sorts of events and campaigns to be enjoyed in all versions of the game around the world. I hope you are all looking forward to them.

Content Overview

Product Name	Dragon Ball Z Dokkan Battle
Languages	Japanese, English, French, Korean, Traditional Chinese
Official Website	http://dbz-dokkan.bngames.net/en/
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