

To All Media

BANDAI NAMCO Entertainment Inc.

Entertainment Meets Exercise for Staying in Shape BANDAI NAMCO Entertainment and Astellas Pharma Collaboration Web App “Project ABC PAC-MAN Squat Challenge” Available Free for a Limited Time

BANDAI NAMCO Entertainment Inc. (headquarters: Minato-ku, Tokyo; President & CEO: Yasuo Miyakawa) has made announcement of offering free for a limited time, a web app developed in collaboration with Astellas Pharma Inc., “Project ABC PAC-MAN Squat Challenge”, starting today for four weeks.

■Astellas Pharma collaboration, “Project ABC”

The spread of the new coronavirus infection (COVID-19) has made it difficult for people to enjoy their lives outdoors, which in turn has led many to focus their attention on exercise and how to stay fit. In particular, it is important to avoid muscular weakness in the lower extremities, which can be caused by a lack of walking.

BANDAI NAMCO Entertainment and Astellas Pharma have come together to initiate “Project ABC” in an effort to provide opportunities for people to get healthy through exercise, and to create a sense of unity and to bring cheer through entertainment to overcome these challenging times.

In addition to the project, our companies have been working since October 2018 on the development of applications for smartphones and other devices to support those who are in need of daily exercise, while taking on the challenge of solving societal issues by leveraging the strengths of both companies.

■Overview of the WEB app, “Project ABC PAC-MAN Squat Challenge”

Squatting is an exercise that uses the larger muscles in the lower extremities, such as the quadriceps and gluteus maximus, and is considered an effective form of exercise for maintaining and improving muscle strength around the lower extremities.

In support, we have developed the web app “Project ABC PAC-MAN Squat Challenge” that will bring fun to exercising with squats.

Featured in the app is our ever-popular game character, “Pac-Man” who takes action in accordance to the cumulative number of squats performed so that users can casually continue their exercise at home with a sense of accomplishment.

The web app is available from today for a limited time of four weeks for everyone to enjoy. Please use this opportunity to have fun and stay fit.



■Special event to be held for the WEB app

In conjunction with the web app, “Project ABC PAC-MAN Squat Challenge”, an event will be held on January 26 from 6pm in the “THE iDOLM@STER SHINY COLORS Habataki Radio Station” corner, “Afterschool Debate Girls”, which will be distributed on our official website, “ASOBI STORE”.

In the special radio program, “Special Edition: PAC-MAN Squat Challenge”, guests will be divided into two teams to debate on subjects themed after the web app.

Listeners can choose a team they agree with, and then show their support by submitting their votes through squats. The number of squats performed equals to the number of votes submitted, so during the period, listeners can exercise with squats to cheer their team on.

Voting will be held for one week, and at the end of the period, the results will be displayed in the web app, which will be announced through the “ASOBI STORE” official Twitter account and the “THE iDOLM@STER SHINY COLORS” official Twitter account.



“Project ABC” website:

<https://abc.asobistore.jp/>

※Recommended Environment

【Recommended OS】 iOS: iOS 10 or above, Android: Android 6.0 or above

【Recommended Browser】 iOS: Latest version Safari, Android: Latest version Chrome

BANDAI NAMCO Entertainment official entertainment commerce website, ASOBI STORE:

<https://asobistore.jp/>

“THE iDOLM@STER SHINY COLORS Habataki Radio Station”:

<https://asobistore.jp/content/title/Idolmaster/shinyradio/>

※Premium membership registration required to access specific contents

“ASOBI STORE” official Twitter account:

<https://twitter.com/asobistore>

“THE iDOLM@STER SHINY COLORS” official Twitter account:

https://twitter.com/imassc_official

BANDAI NAMCO Entertainment seeks to create entertainment beyond the concept of games, while following our

corporate slogan to the word - more fun for everyone. We will strive to bring the fun to everyone throughout the world.

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