

BANDAI SPIRITS CO., LTD.



 **BANDAI SPIRITS CO., LTD.**
<https://www.bandaispirits.co.jp>

CORPORATE PROFILE 2024



TOP MESSAGE



Connecting with fans around the world by manufacturing with spirit

Bandai Spirits was established in 2018 with the goal of achieving business growth in global markets for products geared toward a mature fan base.

We are expanding our category brands globally in each business, including Gunpla and other plastic model products, Tamashii Nations figures and robots, Ichibankuji character lottery, and Banpresto amusement prizes.

We are also strengthening our system to deliver products to more customers around the world through Premium Bandai, the Group's official e-commerce website operated by Bandai Spirits.

In our Mid-term Plan, which we have been advancing since April 2022, we established our Mid-term Vision to "Connect with Fans," and we aim to connect more deeply and broadly with our fans with IP* at the core.

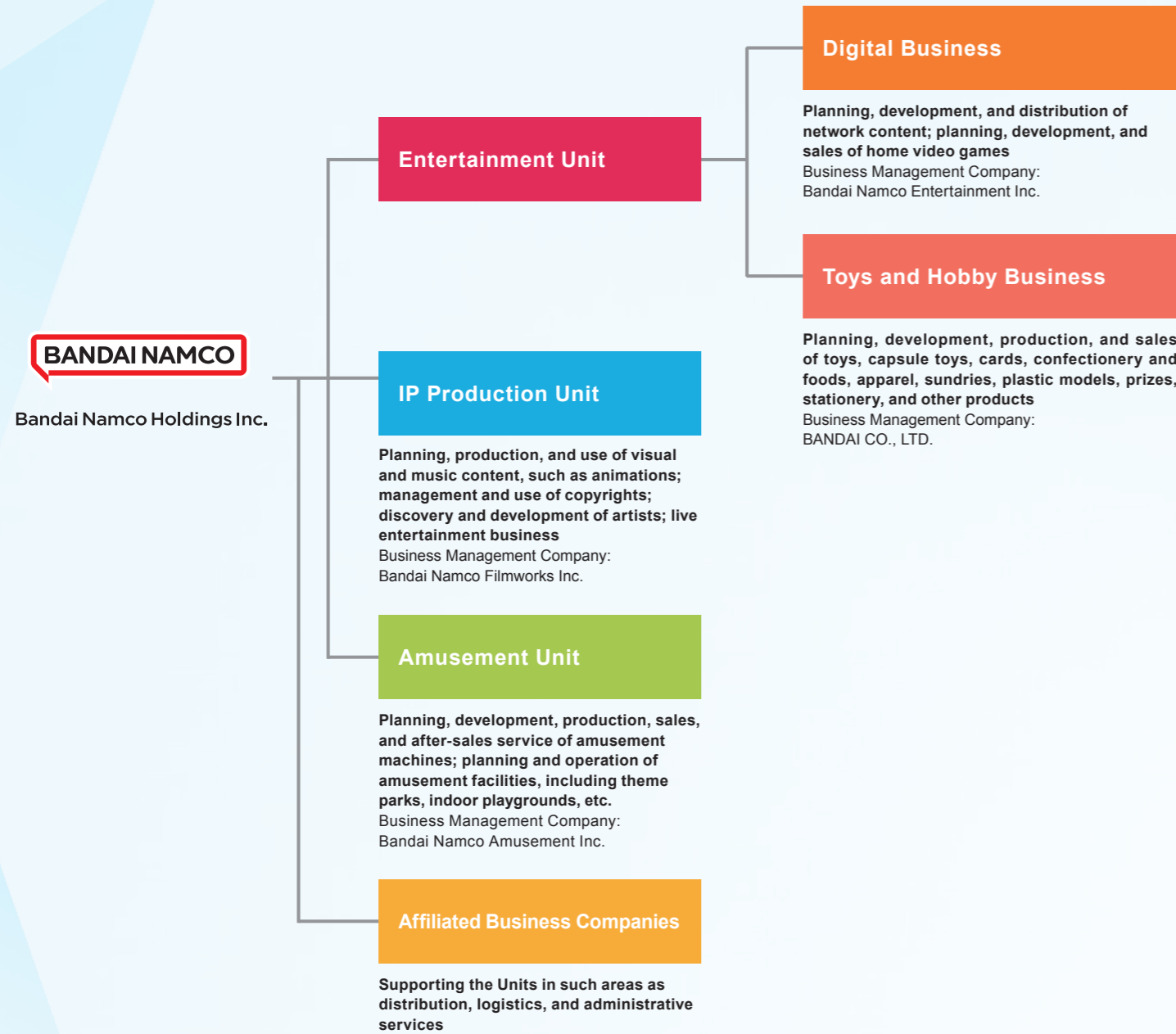
Bandai Spirits maximizes the value of IP by manufacturing with spirit (Tamashii), and by combining the strengths of each company in the Bandai Namco Group, we will connect with fans around the world and deliver exciting new experiences that transcend their imaginations.

*IP: Characters and other intellectual property

Hiroshi Sakakibara

President and Chief Executive Officer
BANDAI SPIRITS CO., LTD.

Bandai Namco Group



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.

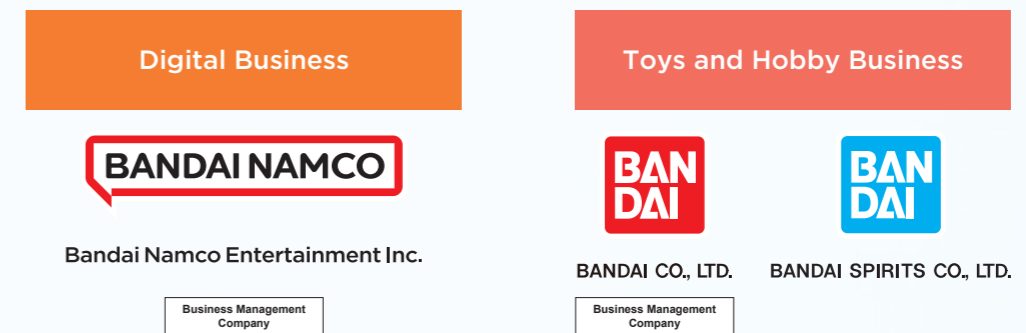
Mid-term Vision

Connect with Fans

As we work toward what we aim to be in accordance with our purpose, under our Mid-term Plan for the 2022-2024 fiscal years, we will strive to consistently meet the needs of IP fans, a wide range of business partners, Group employees, and communities around the world and to foster deep, broad, multifaceted connections.

Entertainment Unit

The Entertainment Unit comprises the Digital Business and the Toys and Hobby Business. We will work together with our Group companies in Japan and overseas, focusing on business management companies, to enhance our competitiveness in the global market by creating entertainment that meets the new values of our customers and by strengthening our digital capabilities, while mutually utilizing a wide range of outlets in a unified manner with IPs at the core.



Bandai Spirits Group



BANDAI Bandai Spirits' Business Description

At Bandai Spirits, we are expanding our category brands globally in each business, including Gunpla and other plastic model products, Tamashii Nations figures and robots, Ichibankuji character lottery in which everybody wins, and Banpresto amusement prizes. In addition, we operate Premium Bandai, the official online store of the Bandai Namco Group.

Plastic Models

Planning/manufacture/sales of plastic models



Hobby Products Division
Global Business Department/ Creation Department

Figures and Robots

Planning and sales of figures and robots for a mature fan base



Collectors Toy Department

Ichibankuji



Planning/sales of Ichibankuji, a character lottery where nobody loses



Lot & Innovation Department

Amusement Prizes

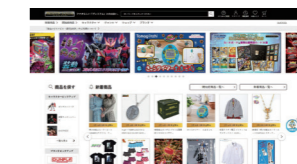
Planning/sales of prize products for amusement facilities



Banpresto Department

EC Website

Operation of Premium Bandai, the official e-commerce website for the Bandai Namco Group



E-commerce Strategy Department

Global Business Department, Hobby Products Division

PLASTIC MODELS

We are responsible for the marketing (sales, promotion, etc.) of plastic models globally in order for our customers to experience the fun of assembling plastic models and discovering new things in the process.

GUNPLA
GUNDAM PLASTIC MODEL

HG



ENTRY GRADE
エントリーグレード



MGSD
MASTER GRADE SD



SD
SD GUNDAM



ガンプラク
FUN TO BUILD GUNPLA



PLANOSAURUS
プラノサウルス



30 MINUTES
30 MINUTES BUILDING



30 MINUTES
30 MINUTES SISTERS



In order to spread the plastic model culture to more customers around the world, we sell plastic models, including those from the Gunpla series, and hold events both in person and online. We also operate THE GUNDAM BASE, an official general Gunpla facility for fans worldwide, and SIDE-F (in Gundam Park Fukuoka), which offers Gundam-related information and products. We aim to further expand our business by spreading the fun of manufacturing through plastic models, such as by branding character plastic models, including products from the Gunpla series, of which we have shipped more than 700 million units to date, as well as by taking on the challenge of creating unique IP.



Creation Department, Hobby Products Division

PLASTIC MODELS

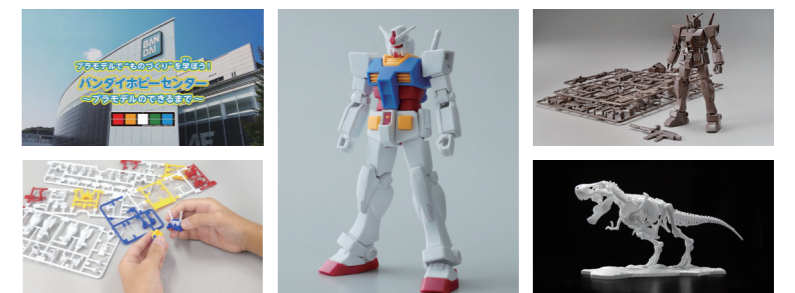
Based at the Bandai Hobby Center (Shizuoka City, Shizuoka), where plastic models are produced, we plan, develop, and manufacture products using advanced technological capabilities, with a focus on the Gunpla series, which continues to evolve through tireless technological development and the addition of new concept work.



At the Bandai Hobby Center, we pursue the overall evolution of plastic model technology, from planning to production, while at the same time undertaking various initiatives to contribute to the realization of a sustainable society. In addition to the Gunpla Recycling Project to collect the runners (plastic model frames) of Gunpla products and recycle them into new plastic models, we are also working to reuse plastic and reduce the amount we use. For some plastic models, for example, we are using new materials made primarily from limestone, eggshells, or Japanese green tea leaves. In addition, we hold Gunpla Academia* classes at elementary schools in Japan, where students can learn about the fun of manufacturing and the Gunpla production process, as well as about recycling plastic and other sustainable to global environmental issues.

*The program was held for more than 520,000 children at a total of approximately 7,100 elementary schools (cumulative totals as of October 2021).

GUNPLA
RECYCLING
PROJECT



Collectors Toy Department

FIGURES AND ROBOTS

Under the consolidated brand name Tamashii Nations, we deliver a widely varied lineup and IP developments, as well as high quality, high value-added products to customers around the world.

SHFiguarts



SHFiguarts



figuartz mini
フィギュアーツミニ



METALBUILD



超合金



ROBOT魂
THE ROBOT SPIRITS



超合金
CHOGOKIN



PROPLICA



We have developed around 60 brands, including Chogokin, S.H.Figuarts, and METAL BUILD, and we are promoting the expansion of our business on a global scale. In order to promote a deeper understanding of the appeal of our products and our passion for manufacturing, we are expanding the content on our official website, Tamashii Web. We also provide a membership service, CLUB TAMASHII MEMBERS. In addition, we have expanded both in Japan and overseas with flagship stores opened in Tokyo, Shanghai, and New York, where we are focusing on providing opportunities for customers to have hands-on experiences with the actual products.



Lot & Innovation Department

ICHIBANKUJI

We are mainly in charge of Ichibankuji, a character lottery offered at convenience stores, bookstores, hobby shops, and other locations. Ichibankuji offers customers the fun of drawing lots and the excitement of winning.

一番くじ



Products of over 80 titles are released annually for Ichibankuji. By providing a wide-ranging lineup of products, we have enabled deeper and more extensive recreations of the worlds and appeal of each IP, allowing us to develop products with high levels of customer satisfaction. Ichibankuji leads the industry with creative sales methods, such as the Last One Prize, which is obtained by drawing the last lottery ticket at a store, and the Double Chance Campaign, in which winners are selected according to the campaign number printed on the ticket. Furthermore, we operate Ichibankuji Online, where customers can enjoy the lottery online, as well as designated Ichibankuji Official Shops all over Japan. The Japan Anniversary Association has officially approved the designation of January 9 as Ichibankuji Day every year starting in 2024.



Banpresto Department

AMUSEMENT PRIZES

We plan, develop, and sell prizes that are exclusive to amusement facilities and can be won at crane games and other machines. With an emphasis on respecting the atmosphere and worlds of each IP under the Banpresto brand name, we are always striving to achieve the top customer satisfaction in the amusement industry.

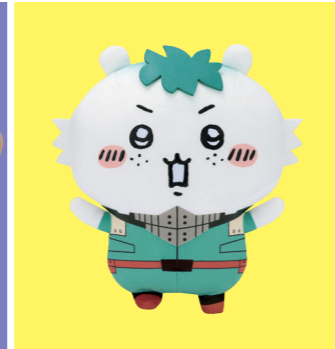
MATCH MAHERS



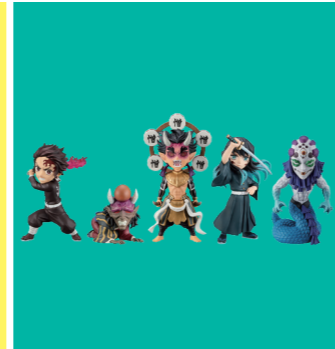
KING OF ARTIST



めちやもふつと
ぬいぐるみ



WCF



MAXIMATIC



ちびぐるみ



Qposket



MAXIMATIC



By commercializing over 1,500 figures and plush toys annually in a variety of design arrangements that can be enjoyed by a wide range of customers, we are revitalizing the market for amusement facility products by developing products in a speedy manner. In addition, online sales of Banpresto products have started at the official store e-BANPRESTO. In terms of overseas expansion, we are also focusing on expanding our business globally by customizing our product lineup for each region. We are committed to bringing Banpresto brand products into the hands of manga, anime, and game fans around the world.



BANDAI and BANDAI SPIRITS Sustainability Project

Mirai and Creation

Mirai and Creation is sustainability project that works to connect Bandai and Bandai Spirits' corporate slogan "Dreams and Creation" to the future.

Three Sustainability Targets



Reduce CO₂ emissions by 15% at Toys and Hobby business bases

2019 9,423t-CO₂
2024 8,000t-CO₂



Provide safe and secure products and services



Provide educational and experiential value to the children who will lead the future



Environmental Conservation Efforts at the Bandai Hobby Center

At the Bandai Hobby Center, we are engaged in various environmental conservation efforts. As power measures, we have installed solar panels, implemented carbon offsetting, and introduced a Power Purchase Agreement (PPA) to reduce CO₂ emissions from power to real zero. We have also installed a rainwater and groundwater recycling system that allows us to reuse 2,000 tons of water per year.



BANDAI HOBBY CENTER



Strict implementation of quality standards

In order to provide safe and reliable products and services to fans, we have established a number of quality standards related to safety, performance, and labeling, which we continue to strictly enforce. We are also actively working to implement these standards globally.



Quality Standards



Measures for Safety and Security at the Production Stage

In addition to inspections prior to mass production, we conduct inspections prior to factory shipment and product acceptance inspections at our partner plants in Japan and overseas. We strive to maintain and improve product quality by conducting multiple inspections for each process. We also conduct ongoing plant audits at the final packaging plants where our products are manufactured. In addition to maintenance work and environment checks of facilities, we conduct regular checks of a wide range of items, including management systems for equipment, products and materials, and the working environment.



Pre-shipment inspection



Verifying the operation of needle detectors



Gunpla Academia: A Teaching Resource for Elementary Schools Using Gunpla

We developed Gunpla Academia to provide a free class package for elementary schools throughout Japan to teach the fun of manufacturing and the global environment. Through the experience of assembling Gunpla and watching videos that show the Bandai Hobby Center facilities, production processes, and the work of people involved in production, students will learn about the fun of manufacturing and about sustainability initiatives aimed at addressing global environmental issues, such as plastic recycling. Gunpla Academia is also used as a career education resource for manufacturing jobs.



Hands-on Gunpla assembly kits



Gunpla assembly workshop

BAN DAI Mirai and Creation

Sustainable Activities Through Gunpla

At Bandai Spirits, we value our connections with our fans and are committed to various environmental initiatives aimed at realizing a sustainable society.

Creating Together: The Future of Gunpla Gunpla Recycling Project

GUNPLA RECYCLING PROJECT

We organized the Gunpla Recycling Project with the goal of recycling Gunpla runners (plastic model frames) and working together with fans to contribute to the development of a recycling-oriented society. We collect used runners by installing collection boxes at approximately 200 locations in Japan, including Namco locations. Bandai Logipal trucks that transport amusement prizes to facilities bring back runners on their return trips, thereby reducing the environmental impact of transportation. Thanks to the cooperation of fans, we collected approximately 30 tons during the 2023 fiscal year.



The collected runners, together with plastic waste from the plastic model production process, are partially reused as materials for demonstration experiments to realize chemical recycling, and the rest is reused through material and thermal recycling. ECOPLA, which are products made from recycled materials, are used at events to raise awareness about recycling.

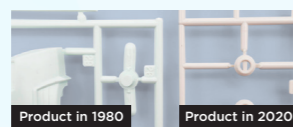


Initiatives to Reduce Material Usage Through Innovations in Plastic Model Design

We are reducing the amount of plastic materials by reducing the number of runners that are thrown away after assembly.

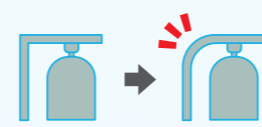
1 Reduction of runner diameters

The diameter of runners (particularly the parts of the runners that have little impact on molding) is designed to be as narrow as possible to allow the material to flow.



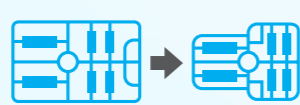
2 Corner design ingenuity

The corners of the outer frames of the runners have customarily been designed with right angles, but by removing the corners and making them round, we have been raising our material efficiency to the utmost limit.



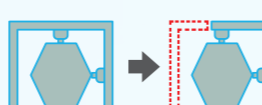
3 Tightly laid out product parts

The product parts have been laid out closer together to make the runner frame smaller, which reduces the packaging materials at the same time.

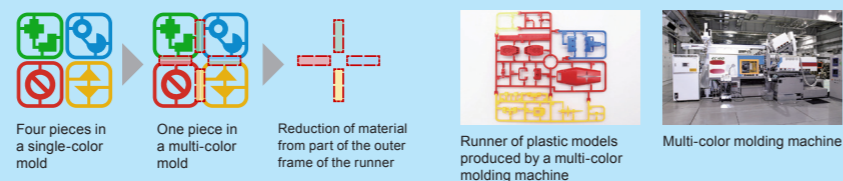


4 Removal of the outer frame of the runner

For certain products, the outer frame of the runner for part retention has been removed.



Reduction of material for outer frame of the runner through multi-color molding



Initiatives to Utilize Plastic Alternatives

For some plastic models, we have been using plastic alternatives, such as new materials made from limestone, eggshells, or Japanese green tea leaves. We will continue our efforts to reduce the use of petroleum-based plastics and contribute to the reduction of CO₂ emissions.



Limestone is used as part of the raw material

Eggshells are used as part of the raw material

Japanese green tea leaves are used as part of the raw material

*Images are for illustrative purposes only.

A Brief History of BANDAI SPIRITS

- 1950** BANDAI-YA was established in Asakusa-Kikuyabashi, T 1950 aito-ku, Tokyo.
- Rhythm Ball, our first original product, was launched.
- 1955** The industry pioneering quality control system was established and Bandai's first toy with product warranty was released.
- 1961** The company name changed from BANDAI-YA to Bandai.
- 1969** Acquire a factory in Shimizu City, Shizuoka Prefecture, to start manufacturing plastic models.
- 1974** CHOGOKIN MAZINGER Z was launched.
- 1977** SPACE BATTLESHIP YAMATO plastic model kits were launched.
- 1980** Gunpla was launched.
- 1983** Bandai adopted "Dreams and Creation" as the corporate slogan and renewed its corporate logo to the current version.
- Launching the Iropla Series, which first introduces multi-color molding technology to mold parts in four different colors on a runner sheet for Plastic Models.
- 1987** SAINT SEIYA Saint Cloth Series (Figures).
- Launch of plastic models using the snap fit method, which enables construction without adhesive.
- 1990** Launch of the High Grade (HG) Series, a 1/144 scale standard Gunpla brand.
- Banpresto Co., Ltd. (merged in 2019) launched the first game prizes for amusement facilities.
- 1995** Launch of the Master Grade (MG) Series, a 1/100 scale advanced Gunpla brand.
- 1996** Ichibankuji, the character lottery where everyone wins, is launched in the form of a wind machine lottery, Toru Toru Catcher Ichibankuji.
- 1997** SOUL OF CHOGOKIN GX-01 MAZINGER Z was launched.
- 1998** Launch of the Perfect Grade (PG) Series, the highest-grade brand that embodies the ultimate Gunpla on a scale of 1/60.
- 2003** The first branch of the comprehensive Gunpla establishment, THE GUNDAM BASE, opened in Korea.
- Sales of Ichibankuji in its current form begins at convenience stores.
- The new figures brand based on "The SAINT SEIYA Saint Cloth series" called the "Saint Cloth Myth" was launched.



First original product launched



Bandai's first toy with product warranty



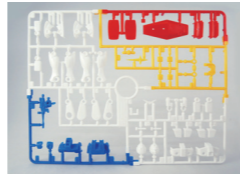
CHOGOKIN MAZINGER Z



SPACE BATTLESHIP YAMATO plastic model kits



Gunpla



IROPLA Series



SAINT SEIYA Saint Cloth Myth



The first game prizes for amusement facilities



Toru Toru Catcher Ichibankuji



SOUL OF CHOGOKIN GX-01 MAZINGER Z



- 2005** Management integration with Namco Limited. The Bandai Namco Holdings Inc. was founded and it marked the beginning of the Bandai Namco Group.
- 2006** Operation of the Bandai Hobby Center plastic model kits production plant (Shizuoka Prefecture) began.
- 2007** GUNDAM.INFO, an official portal site for GUNDAM information is released.
- 2008** "Tamashii Nations," a brand for mature fans, was launched.
- The "S.H.Figuarts" series of high quality posable character figures was launched.
- The Tamashii Nations figure exhibition event Tamashii Nations was held for the first time.
- The robot figure brand "THE ROBOT SPIRITS" for mature fans was launched.
- 2009** The World Collectible Figure series of game prizes were launched, based on the concept of palm-sized "treasures".
- Launch of Urban Material Chogokin Mazinger Z, an ultimate superalloy model made from carbon and titanium, which is produced to order.
- The official Premium Bandai shopping site opened.
- An 18-meter-high, Life-Sized Gundam Statue appears at the Odaiba Shiokaze Park in commemoration of the 30th anniversary of the airing of MOBILE SUIT GUNDAM on TV. During 52 days of exhibition, some 4.15 million people visit the park to see the statue.
- 2010** Launch of the "OTONA NO CHOGGOKIN" series, a perfectionist hobby item for mature fans, which interprets solid objects that exist (or existed) as characters and gives them an elaborate concrete form.
- Launch of the Real Grade (RG) Series, a brand that pursues a 1/144 scale Gunpla that looks realistic.
- 2011** The Ultimate Complete Robot Figure METAL BUILD Series is launched.
- The Gunpla Builders World Cup, which determines the world's No. 1 Gunpla builder, begins.
- 2012** Premium Bandai's overseas expansion began in Hong Kong.
- DX SOUL OF CHOGOKIN MAZINGER Z was launched.
- 2014** Launch of the S.H. Figuarts Series, which achieves both the presence of models and their natural mobility by molding them from their skeleton.
- The Q posket series of amusement prize product figures with large eyes that shine teary were launched.
- 2017** The first official Gunpla-themed integrated facility in Japan called THE GUNDAM BASE TOKYO was opened in Rinkai Fukutoshin.



BANDAI HOBBY CENTER



The World Collectible Figure series



OTONA NO CHOGGOKIN series



Gunpla RG Series



S.H. Figuarts Series



THE GUNDAM BASE TOKYO

2018 Bandai Spirits Co.,Ltd. was established.

- Launch of Figures-Rise Labo, a project to study expressions that have not yet been achieved by previous plastic models and evolve technology to achieve them.
- Established Tamashii Nations Quality, the logotype that globally certifies the quality of the products of Tamashii Nations, which unified brand for products for mature fans.



Bandai Spirits Co.,Ltd. was established.



TAMASHII NATIONS QUALITY

2019 Bandai Spirits Co., Ltd. and Banpresto Co., Ltd. merge. Banpresto is launched as a category brand for amusement prizes.

- Opening of TAMASHII NATIONS TOKYO, the world's first directly managed flagship shop for Tamashii Nations, a brand for mature fans, in Akihabara.

2020 Over 700 million Gunpla units shipped to date.

- The Entry Grade (EG) series of easy to assemble, high-quality plastic models is launched.
- An original electronic money service by Premium Bandai, PREBAN Pay, started.
- Construction of a new plant at the Bandai Hobby Center with the aim of bolstering plastic model production capabilities, including Gunpla.
- To cap the 40th anniversary of Gunpla, PERFECT GRADE UNLEASHED 1/60 RX-78-2 GUNDAM is released as the current mark of GUNPLA and the ultimate Gunpla leading to the future.



PERFECT GRADE UNLEASHED 1/60 RX-78-2 GUNDAM

2021 Ichibankuji ONLINE was officially launched.

- The Gunpla Recycling Project, in which Gunpla runners are collected with the aim of producing plastic model products through chemical recycling in a joint initiative with our fans, was launched.
- Gunpla Academia, educational materials that use the subject of Gunpla, was developed. We started offering lesson packages for elementary schools throughout Japan about the fun of manufacturing and the global environment.



2022 GUNDAM PARK FUKUOKA, a Gundam entertainment complex, opened at LaLaport Fukuoka.



GUNDAM PARK FUKUOKA

- TAMASHII NATIONS TOKYO reopened as TAMASHII NATIONS STORE TOKYO in Akihabara.

- The Bandai Hobby Center reduces CO₂ emissions to real zero by introducing two new power measures.



TAMASHII NATIONS STORE TOKYO

2023 Overseas Tamashii Nations flagship stores are opened in Shanghai, China and New York, USA.

- Premium Bandai surpasses 5.55 million members in Japan.



TAMASHII NATIONS STORE SHANGHAI

TAMASHII NATIONS STORE NEW YORK

2024 January 9 of every year designated as Ichibankuji Day.

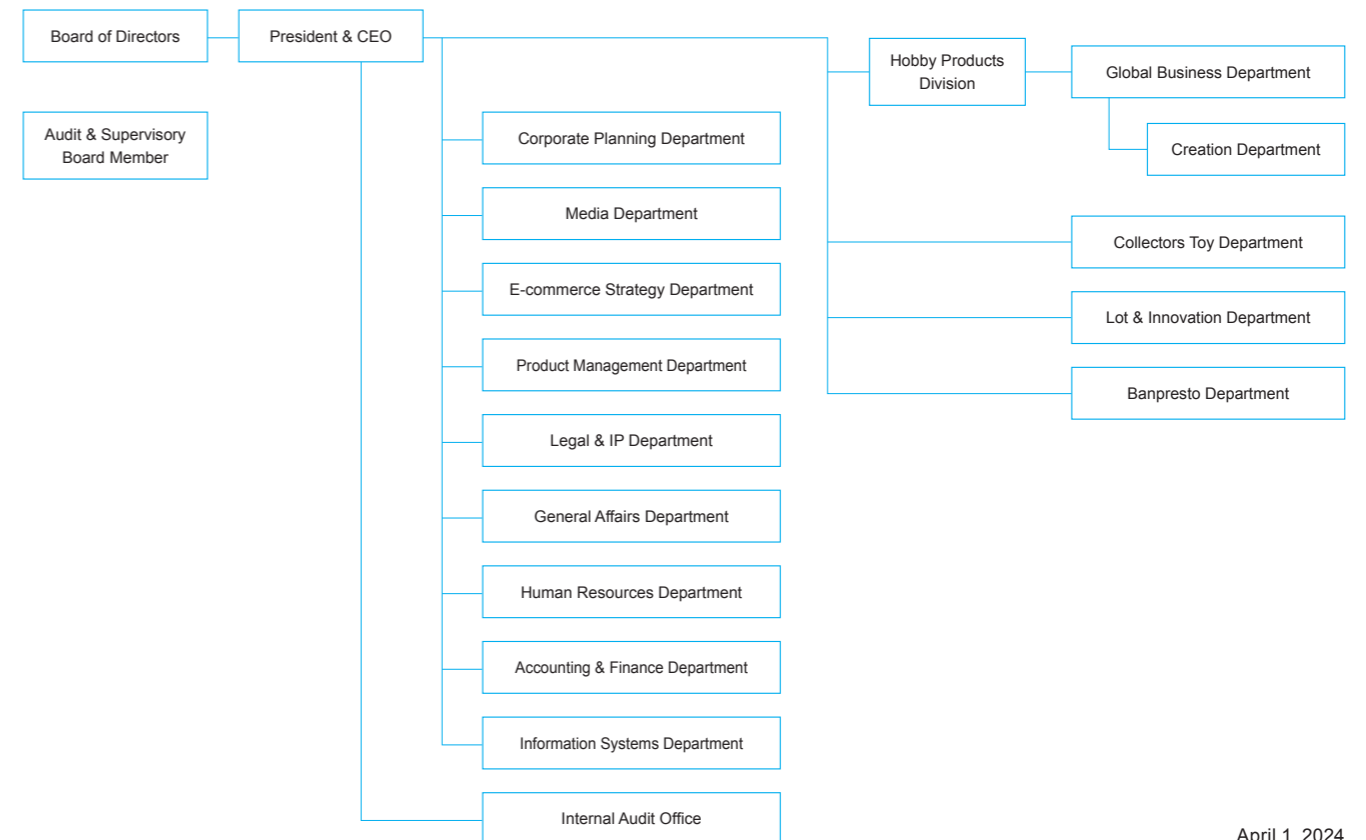
Corporate Data

Company Name	BANDAI SPIRITS CO., LTD.
Head Office	SUMITOMO FUDOSAN TOKYO MITA GARDEN TOWER 3-5-19, Mita, Minato-ku, Tokyo, 108-0073 Japan
Date of Establishment	February 15, 2018
Paid-in Capital	¥300 million
Number of Employees	694
Year-end	March 31

Directors and Corporate Auditors

President & CEO	Hiroshi Sakakibara
Director	Takahiro Mizuno
Director	Keisuke Furusawa
Director	Noriko Fujita
Director (Outside)	Kotaro Hama
Director (Outside)	Kazuhiro Takenaka
Audit & Supervisory Board Member (Outside)	Hidetaka Kokubo

Organizational Chart



April 1, 2024

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