

BANDAI SPIRITS CO., LTD.



CORPORATE PROFILE 2023



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



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.

With plastic models, toys for a mature fan base, a character lottery and amusement prizes at our core, we are expanding our category brands globally in each business, including Gunpla, TAMASHII NATIONS, Ichibankuji, and BANPRESTO.

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.





Bandai Spirits' Operations

Bandai Spirits is engaged in four main businesses.
These are the plastic model, toys for a mature fan base, character lottery, and amusement prize businesses. We also operate **PREMIUM BANDAI**, the official online shopping site of the Bandai Namco Group.

Plastic Models

Planning/manufacture/sales of plastic models



Hobby Products Division
Global Business Department/ Creation Department

Toys for a Mature Fan Base

Planning/sales of toys for a mature fan base



Collectors Toy Department

Character Lottery

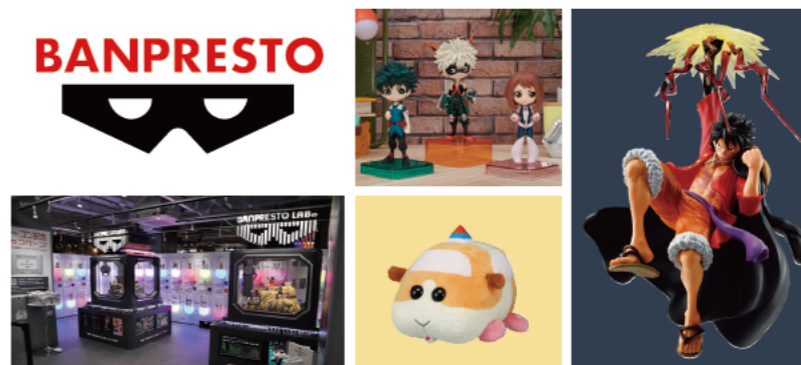
Planning/sales of Ichibankuji,
a character lottery where nobody loses



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
Hobby Grade



ENTRY GRADE
エントリーグレード



MGSD
MASTER GRADE SD



SD GUNDAM WARS
HEROES



ガンダム
GUNDAM



PLANOSAURUS
PLANOSAURUS



30 MINUTES GUNDAM



30 MINUTES GUNDAM



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

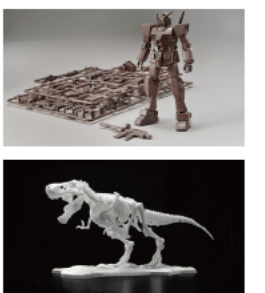
Based at the Bandai Hobby Center (Shizuoka City, Shizuoka), where plastic models are produced, we plan, develop, and manufacture products using advanced technological capabilities, with a focus on the Gunpla series, which continues to evolve through tireless technological development and the addition 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 or eggshells. 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 240,000 children at a total of approximately 3,800 elementary schools. (the cumulative total from October 2021)

**GUNPLA
RECYCLING
PROJECT**



Collectors Toy Department

TOYS FOR A MATURE FAN BASE

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



figuarts mini



METALBUILD



ROBOT魂



ROBOT魂
ANIME
of the 1st generation



PROPLICA



超合金



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 been focusing on providing customers with opportunities to have hands-on experiences with our products by hosting a world tour of TAMASHII NATION, a large-scale event that will celebrate its 15-year anniversary in 2023, as well as by opening flagship stores in Japan and overseas.



Lot & Innovation Department

CHARACTER LOTTERY

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



BT21



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, in addition to Ichibankuji Online, where customers can enjoy the lottery online, we have opened designated Ichibankuji Official Shops in Japan. Overseas, we are actively taking on the challenge of expanding our global operations, such as localizing and selling Ichibankuji in each region.



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.

Qposket

MATCH
MAHERS



WCF

Relaxtime

Relaxtime

異世界人



By commercializing over 1,000 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. As a place to connect with our customers, we have also established an exhibition space in Akihabara, Tokyo called BANPRESTO LAB, where we display our latest figures and other products. In terms of overseas expansion, we are also focusing on expanding our business globally by localizing 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.

BANPRESTO



Safety, Quality, and Environmental Initiatives to Support the Foundations of Manufacturing

At Bandai Spirits, we are committed to pursuing safety and improving quality. We are also actively promoting various initiatives for environmental conservation.

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

Verifying the management of tools and equipment

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

Initiatives to Utilize Plastic Alternatives

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



Plastic models produced with new materials made primarily from limestone (left) and eggshells (right)

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

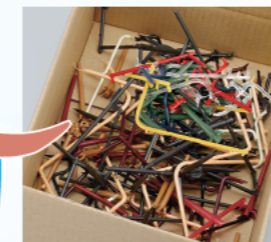
We organized the Gunpla Recycling Project with the goal of recycling Gunpla runners (plastic model frames) and working together with fans to contribute to the development of a recycling-oriented society. We collect used runners by installing collection boxes at approximately 200 locations in Japan, including 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 20 tons during the 2022 fiscal year.



Collected runners



Thermal recycling
to create new energy



Waste materials
from production



Material recycling
to create ECOPLA



Chemical recycling
to create new Gunpla

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.



ECOPLA
エコプラ

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.



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.



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.



4 Removal of the outer frame of the runner

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

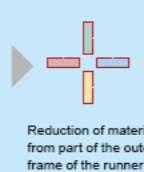


Reduction of material for outer frame of the runner through multi-color molding

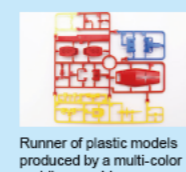


Four pieces in a single-color mold

One piece in a multi-color mold



Reduction of material from part of the outer frame of the runner



Runner of plastic models produced by a multi-color molding machine



Multi-color molding machine

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



Video viewing



Gunpla assembly workshop



Gunpla assembly workshop



An online call with the BANDAI HOBBY CENTER

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, a sure-win character prize lottery, was launched.

1997 SOUL OF CHOGOKIN GX-01 MAZINGER Z was launched.

1998 Launch of the SUPER IMAGINATIVE CHOGOKIN (SIC) Series, a brand spun off from the Chogokin Series.

- Launch of the Perfect Grade (PG) Series, the highest-grade brand that embodies the ultimate GUNPLA on a scale of 1/60.

2003 The new figures brand based on "The SAINT SEIYA Saint Cloth series" called the "Saint Cloth Myth" was launched.

- The first branch of the comprehensive Gunpla establishment, THE GUNDAM BASE, opened in Korea.



First original product launched



Bandai's first toy with product warranty



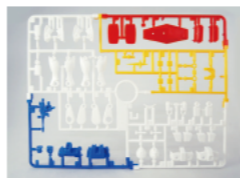
CHOGOKIN MAZINGER Z



SPACE BATTLESHIP YAMATO plastic model kits



GUNPLA



ROPLA Series



SAINT SEIYA Saint Cloth Myth



The first game prizes for amusement facilities



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 NATION 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".

- 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.

- Launch of Urban Material Chogokin Mazinger Z, an ultimate superalloy model made from carbon and titanium, which is produced to order.

2010

- Launch of the Real Grade (RG) Series, a brand that pursues a 1/144 scale GUNPLA that looks realistic.

- 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.

2011

- The Ultimate Complete Toy Brand METAL BUILD Series was 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



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



Ichibankuji
ONLINE

2019

- Bandai Spirits Co.,Ltd. and Banpresto Co.,Ltd. (amusement prize business) consolidated.
- 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.
- Construction of a new plant at the Bandai Hobby Center with the aim of bolstering plastic model production capabilities, including GUNPLA.
- An original electronic money service by PREMIUM BANDAI, PREBAN Pay, started.
- The GUNPLA Gundarium alloy model 1/144 scale RX-78-2 GUNDAM was released. Following the setup of the cartoon, Gundarium alloy is refined on earth and applied to the parts of this 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.

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.
- Commemorating Gundam's inauguration as the PR ambassador for the Japan Pavilion at Expo 2020 Dubai, HG 1/144 RX-78-2 GUNDAM [PR ambassador of the Japan Pavilion, Expo 2020 Dubai] was released.
- 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.
- BANPRESTO LAB, a figure exhibition space in Akihabara, Tokyo was launched under the BANPRESTO brand name.



HG 1/144 RX-78-2 GUNDAM
[PR ambassador of the Japan
Pavilion, Expo 2020 DUBA]



BANPRESTO LAB

2022

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



GUNDAM PARK FUKUOKA



TAMASHII NATIONS STORE
TOKYO

2023

- TAMASHII NATIONS STORE SHANGHAI, the first overseas TAMASHII NATIONS flagship store, opened in Shanghai, China.

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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	671 (April 1, 2023)
Year-end	March 31

Directors and Corporate Auditors

President & CEO	Hiroshi Sakakibara
Director	Takahiro Mizuno
Director	Keisuke Furusawa
Director	Nor ko Fujita
Director (Outside)	Kotaro Hama
Director (Outside)	Kazuhiro Takenaka
Audit & Supervisory Board Member (Outside)	Hidetaka Kokubo

Organizational Chart

