



株式会社BANDAI SPIRITS  
**CORPORATE PROFILE**  
**2026**



 株式会社BANDAI SPIRITS  
<https://www.bandaispirits.co.jp>















# 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.



Sustainable Activities Through Plastic Models

The collected runners are used as resources for chemical, material, and thermal recycling. In 2025, we introduced our first chemically recycled Gunpla products.

RX-78F00/E GUNDAM EX-001 G.L.R.S.S. Feather UNIT CHEMICAL RECYCLE Ver., composed of 44% chemically recycled resin

## 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. With the support of fans, we collected over 159 tons of used runners between April 2021 and December 2025.



## Providing Plastic Model-Based Educational Materials for Elementary Schools

We provide Gunpla Academia and CLEAN OCEAN ACADEMIA, free educational packages for elementary schools nationwide. These programs allow students to learn about the joy of manufacturing and sustainability initiatives through plastic model assembly experiences and video content. Gunpla Academia is also used as a career education resource for manufacturing jobs. Over 940,000 students across a cumulative total of 14,000 schools have participated in Gunpla Academia and CLEAN OCEAN ACADEMIA.



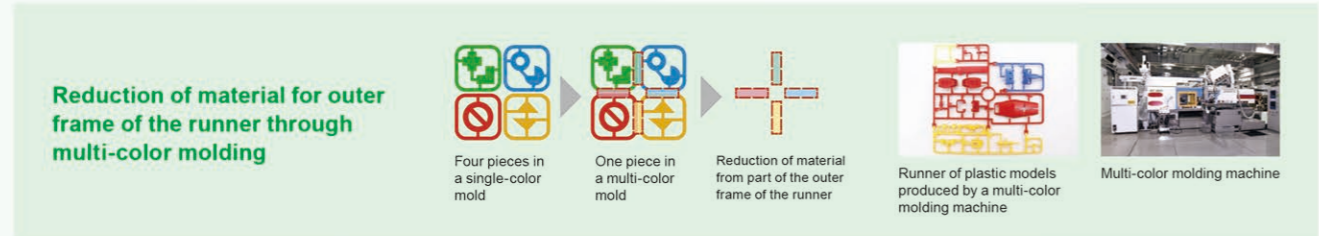
Gunpla assembly workshop

\* Gunpla Academia launched in October 2021. CLEAN OCEAN ACADEMIA began nationwide rollout in October 2025.

## 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.



## 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 CO<sub>2</sub> 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.
- 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".
- 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 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 Odaiba.
- 2018** Bandai Spirits Co.,Ltd. was established.



BANDAI HOBBY CENTER



The World Collectible Figure series



Gunpla RG Series



S.H. Figuarts Series



THE GUNDAM BASE TOKYO



株式会社BANDAI SPIRITS was established.

2018

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.



2019

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



2020

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.

2021

Ichibankuji ONLINE was officially launched.

Gunpla Recycling Project is launched with the goal of contributing to the development of a recycling-oriented society by recycling runners.

Gunpla Academia is launched as a free class package featuring Gunpla for elementary schools.



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 CO<sub>2</sub> emissions to real zero by introducing two new power measures.



GUNDAM PARK FUKUOKA

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 TOKYO

2024

January 9 of every year designated as Ichibankuji Day.

Rowtashii Noise is launched as a new comprehensive brand for collectible items for a mature fan base.

Cumulative shipments of Gunpla exceed 800 million units.

Bandai Spirits holds its first amusement prize event, BANPRESTO Crane Game Expo.



[EXPO2025 CHOGOKIN RX-78F00/E GUNDAM]

2025

Bandai Namco Holdings exhibits the GUNDAM NEXT FUTURE PAVILION at Expo 2025 Osaka, Kansai, Japan, and rolls out related products.

Operations begin at BHCPDII, a new factory for plastic model production.

Opening of a museum where visitors can experience the planning and development of plastic models.

To commemorate the 5th anniversary of Chibigurumi amusement prizes, Bandai Spirits holds its first-ever plush toy event.



[BHCPDII]

[BHCPDII MUSEUM]

2026

Release of the PG UNLEASHED 1/60 v Gundam, the culmination of the 45th anniversary of Gunpla.

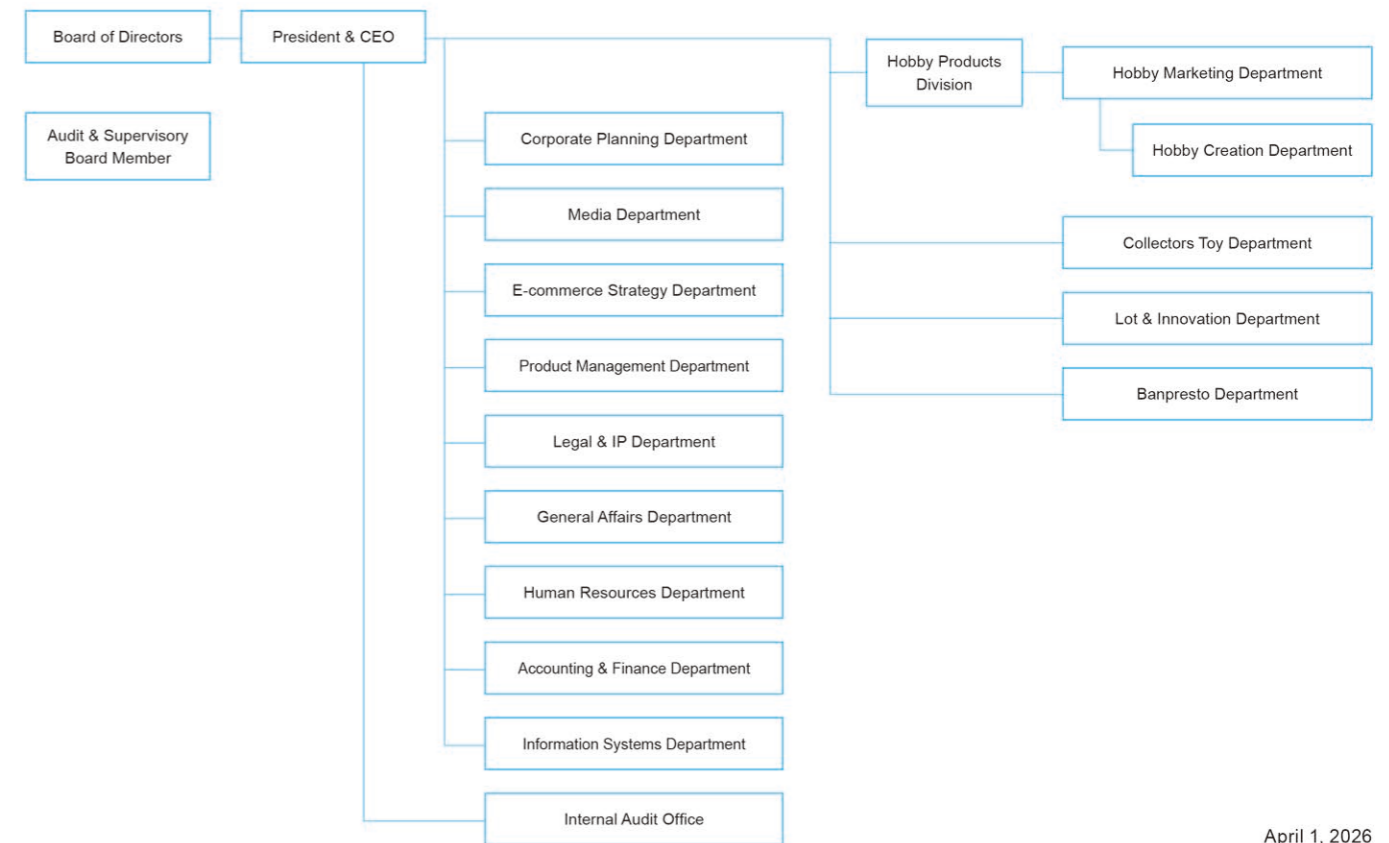
Corporate Data

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	735
Year-end	March 31

Directors and Corporate Auditors

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

Organizational Chart



April 1, 2026

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