

Delivering Dreams, Fun and Inspiration all around the world

BANDAI SPIRITS CO., LTD.

CORPORATE PROFILE



Dreams and Creation

The Global Leader in Hobby Entertainment



TOP MESSAGE

Break Out of the Box. Wow the World!

BANDAI SPIRITS CO., LTD. was established in 2018 to expand business for mature fans and substantially accelerate overseas business growth.

In April 2019, the company and BANPRESTO CO., LTD. integrated their business operations, and this marked the start of BANDAI SPIRITS under a new system as it aimed at further growth.

The company name “BANDAI SPIRITS” indicates the passion of its people, who wish to take over Bandai’s founding principle “Bandai Fueki (Eternally Unchanging): Always create products that satisfy people of all ages and pursue incessant corporate growth” and provide products and services with dreams, fun, and inspiration all around the world.

Under its vision of becoming the leading innovator in global entertainment, BANDAI SPIRITS will powerfully advance the comprehensive entertainment business with toys for mature fans, Plastic Model Kits, prizes, and sundry goods.

In addition, the company will take on new challenges as it aims to become a company that always considers its connections with customers and fans worldwide as important, and will continue to provide products and services that both transcend the conventional idea of entertainment and astonish the world.

BANDAI SPIRITS CO., LTD.
President and Chief Executive Officer(CEO)

Yusuke Fukuda



BANDAI SPIRITS Group currently consists of four companies in Japan and overseas.

We aim to establish dominating position in the world by actively developing our business not only in Japan but also into the global market.



BANDAI SPIRITS GROUP

 **BANDAI SPIRITS CO., LTD.**

Planning, development, manufacturing and sales of toys for adult customers, Plastic Model Kits, prizes, and sundry goods.

 **BANPRESTO SALES CO., LTD.**

Sale of amusement prizes to amusement machines

 **BANPRESTO (H.K.) LTD.**

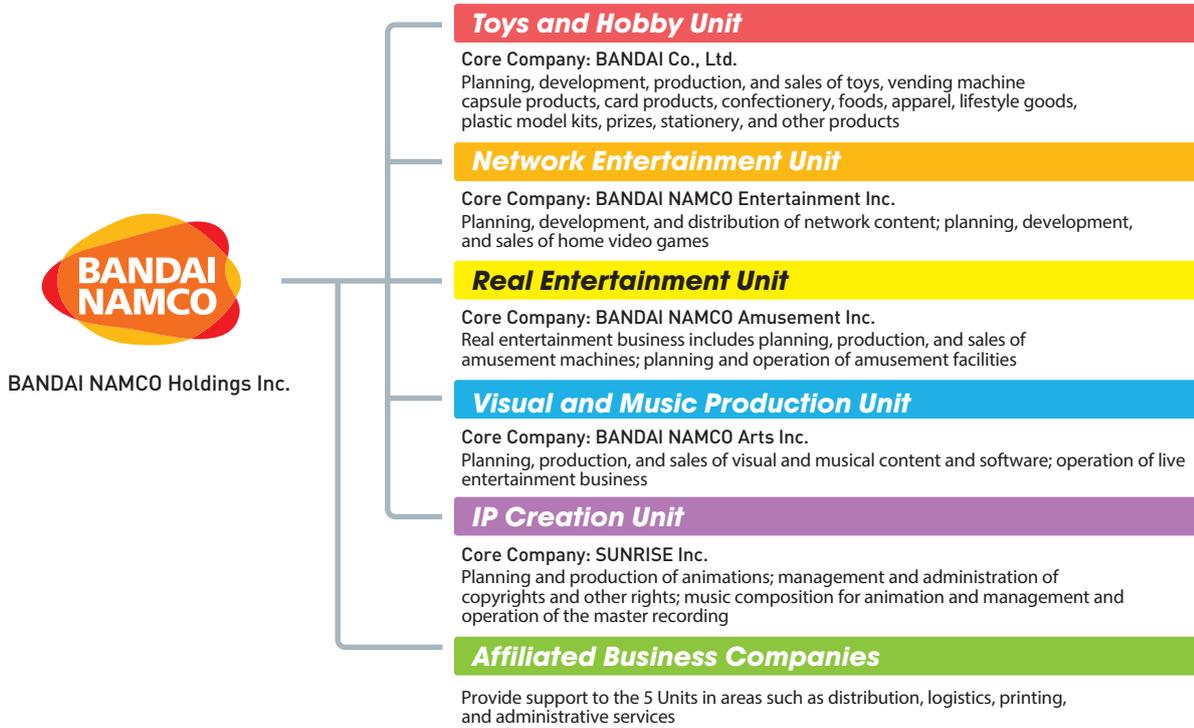
Manufacturing and production management of prizes for amusement facilities and convenience stores

 **BANDAI NAMCO Collectibles LLC**

Sales and promotion of collectible products for adult customers such as action figures.

Member of BANDAI NAMCO Group.

BANDAI NAMCO Group comprises BANDAI NAMCO Holdings Inc., five Units and affiliated business companies that support the work of the Units.



Toys and Hobby Unit



Dreamas and Creation



The Happy Moment Creator

BANDAI CO., LTD.

BANDAI is the main company of the toys and hobby unit. The Units, which encompass the operating companies in each field, formulate and implement business strategies and provide a diverse range of create products and services in Japan and overseas.

The Global Leader in Hobby Entertainment

BANDAI SPIRITS CO., LTD.

BANDAI SPIRITS CO., LTD. was established in 2018 to expand business for mature fans worldwide. In 2019, BANDAI SPIRITS CO., LTD. and BANPRESTO CO., LTD. merged.



MegaHouse Corporation

Planning, development, manufacture, and sale of toys, toy confectionery, figures, communications equipment and peripherals, etc.



SUN-STAR STATIONERY Co., Ltd.

Planning, development, manufacture, and sale of character stationery, fancy stationery, student stationery, idea stationery, premium stationery, and other sundry goods



Seeds Co., Ltd.

Planning, development, and manufacture of toys, game machines, medical devices, electronic equipment, etc. as well as the undertaking of tests and inspections on contract (Its test stations have acquired ISO17025 certification)



CCP Co., Ltd.

Planning, development, manufacture, and sale of RC toys, toys, home electric appliances, and sundry goods



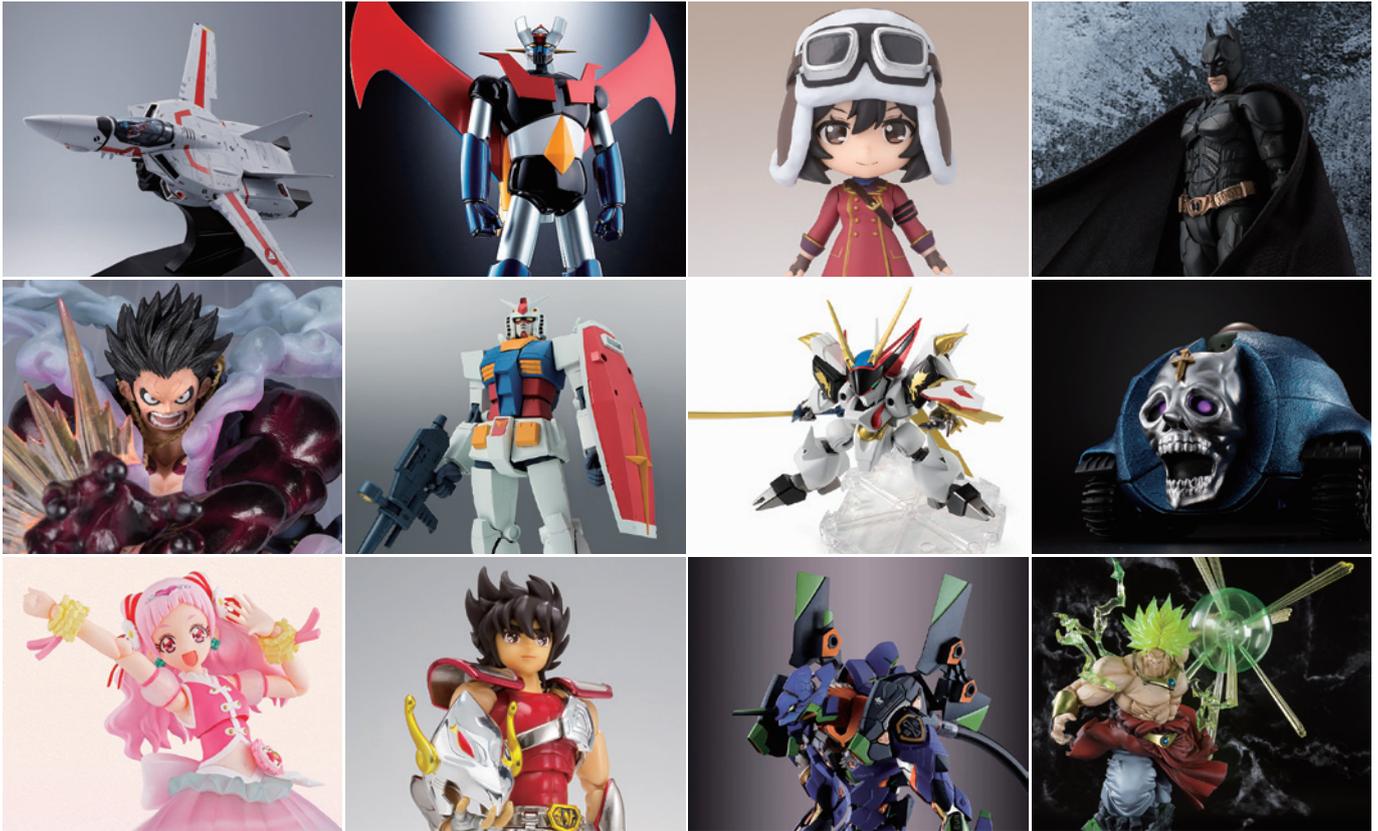
Plex Co., Ltd.

Planning, design, development, manufacture, and sale of character products



BANPRESTO SALES CO., LTD.

Sale of premiums and other products for amusement facilities



Collectors Toy Department

Collectors Toy Department, which boasts of its varied product lineups and IP-based business development, was established to provide high-quality, high-value-added products centered on figures and robots for the collectors market. TAMASHII NATIONS, a unified

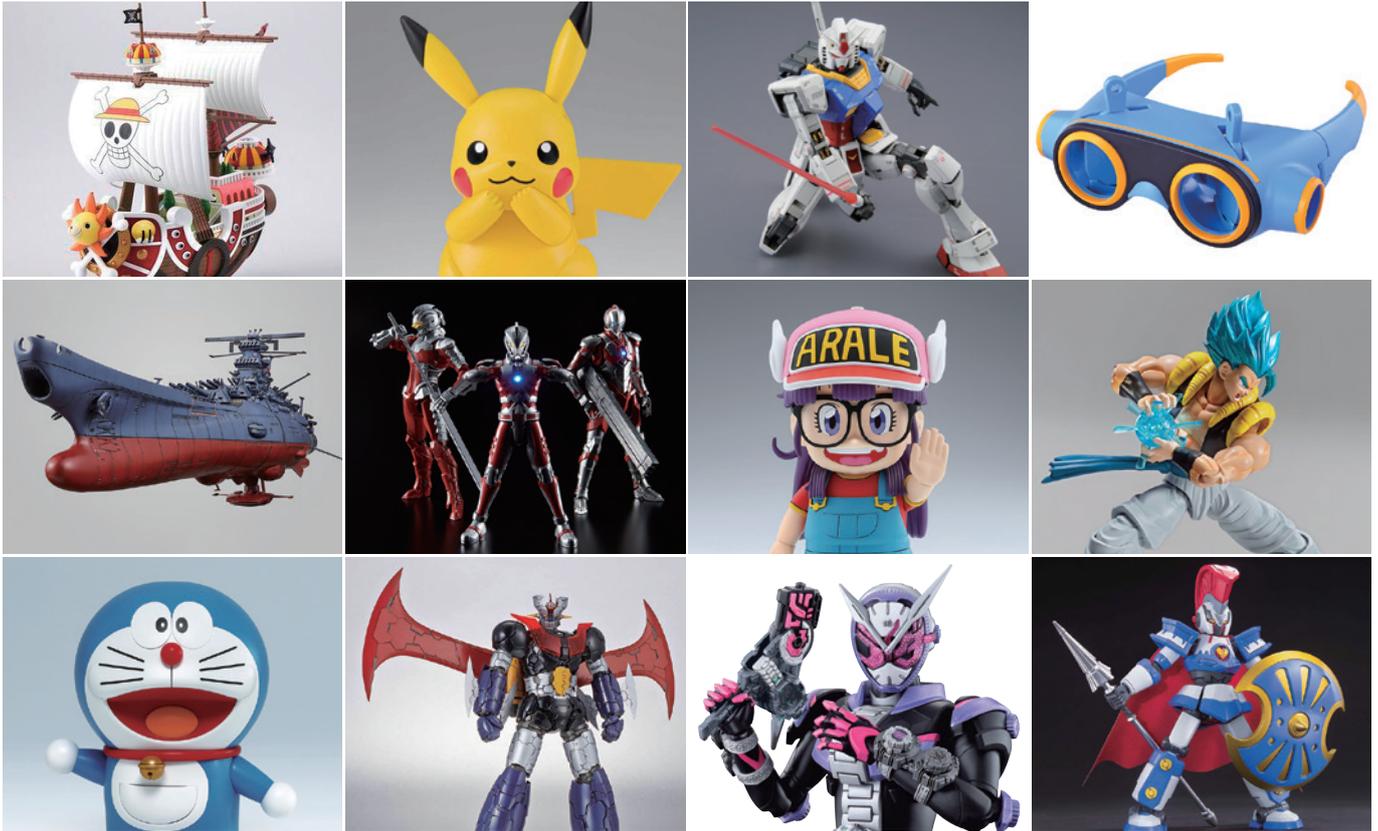
brand for all products launched in 2008, has grown to the present as a brand that is loved by all fans. Many brands, including Chogokin, S.H. Figuarts, and Metal Build, are expanding their markets throughout the world.

Business strength

BANDAI SPIRITS operates Tamashii web, an official website that provides information on its varied product lineups and product characteristics such as high quality and high added value, that explains the particular attention that it pays to its products in detail, and that is expanding commentary video distribution. In addition, by hosting large events such as TAMASHII NATIONS in Tokyo's Akihabara and World Tours and DRAGON BALL NORTH AMERICA TOURS overseas, it considers it important to provide customers with opportunities to see and touch actual products directly. BANDAI SPIRITS also focuses on overseas sales, and in 2018, it started to offer its products at T-Mall, China's No. 1 online shopping site.

In the same year, it launched a membership service called "Club Tamashii Members." On April 27, 2019, it will open TAMASHII NATIONS Tokyo, the world's first and only directly managed flagship shop, in Akihabara. The company aims to provide services into which it puts its appreciation for customers' long-standing patronage.





Hobby Products Department

Hobby Products Department is developing products making the most of high-level technological capabilities with a focus on the GUNPLA Series, which is continuing to evolve as the company pursues incessant technological development and introduces new concept works. In January 2019, it launched the new brand “Funporter.” It is taking on new challenges by actively introducing new and original content,

acquiring more target customers, and stepping up overseas business development so that plastic model culture can spread to a wider range of customers. In addition, it operates 15 directly managed GUNDAM Base shops in four regions of the world. GUNDAM Base Tokyo, which opened in August 2017, is communicating the latest GUNPLA information to the rest of the world from its location in Odaiba.

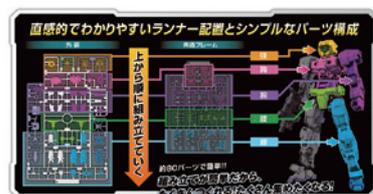
Business strength

In January 2019, in order to convey the joy of building, which is the essential pleasure of plastic models, and the joy of new discoveries, which is obtained in the process of production, the company launched Funporter, a new brand that covers all products and services in the plastic model business.

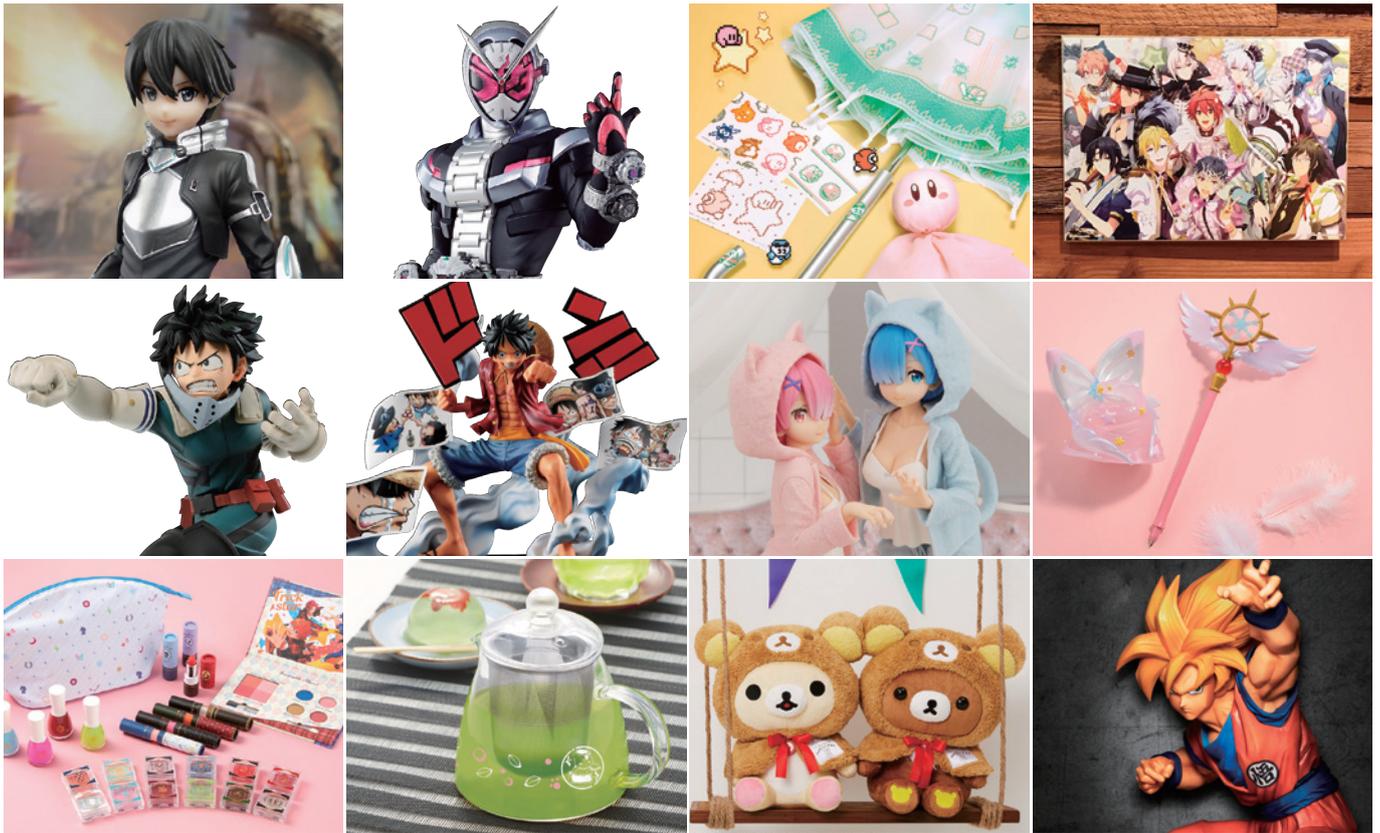
In other words, the company will convey the essential value of plastic models---the joy of building and learning more about models through their construction---to all people irrespective of nationality, gender, and age.

In June 2019, it will launch 30 Minute Missions, a new product that symbolizes the concept of Funporter. The new product uses intuitive, easy-to-understand parts arrangements and common joints that can be freely customized. It offers rich color variation lineups, which enables color coordination without painting. Thus, it is full of a unique originality and ingenuity that allows customers to easily feel the joy of building. In the future, the company will continue to work on the development of new products so that as many people as possible can experience the joy of building.

つくる喜び、発見する喜び。
FUNPORTER
 Plastic Model Kit Designed in Japan



30 MINUTES MISSIONS



Lot&Innovation Department

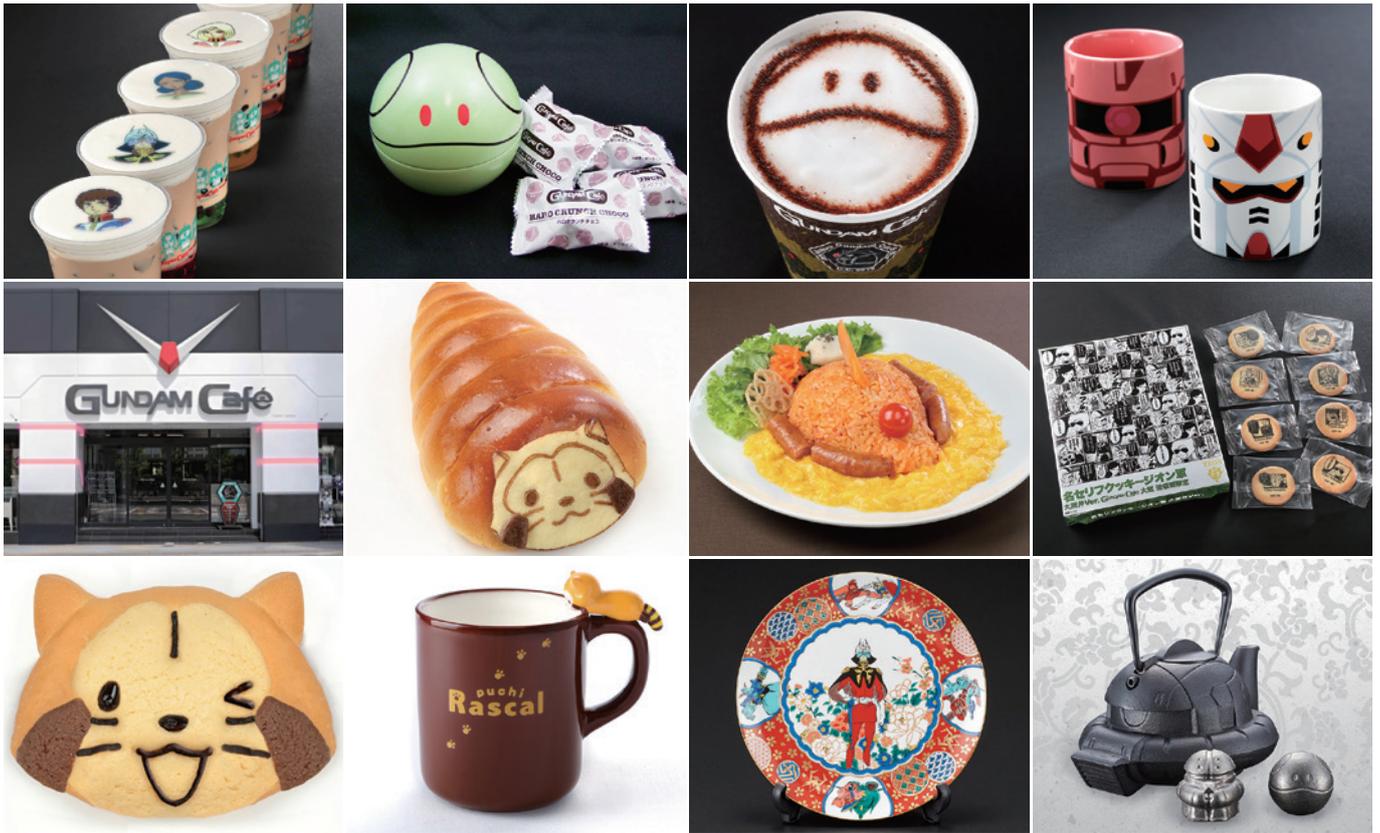
Lot&Innovation Department develops business mainly through Ichiban KUJI, which provides a wide range of customers with the enjoyment of drawing lots and the excitement of drawing prizes. Ichiban KUJI offers more than 70 products annually. BANDAI SPIRITS aims to develop products that precisely meet the needs of

various customers, who love its works. In 2019, it started to develop character nails and other businesses that target adult women, mainly based on the Mellowtrill brand, whose slogan is “As many new days as your favorites begin.”

Business strength

Ichiban KUJI sells various kinds of character goods at convenience stores---the outlets closest to daily life. It also offers products other than animation works in conjunction with convenience stores’ promotional campaigns. Ichiban KUJI simultaneously develops several materials into products, thus taking over the worldview of works and providing products that highly satisfy users. BANDAI SPIRITS’ lot business leads the industry through original sales methods such as Double Chance Campaigns and the last-one prizes. In the future, it will develop products that please not only end users but also distributors.





Food Entertainment Department

Food Entertainment Department has produced outlets such as GUNDAM Café, which is visited by many customers as a place in which all GUNDAM fans can enjoy themselves, and ROBOT KICHI-Robot Animation SAKABA, a restaurant that makes the most

of IP and imagery. It also provides restaurants, cafés, and other food service providers with enter bell, a “character” × “entertainment” label.

Business strength

The Department has evolved and developed the character food business it cultivated through GUNDAM Café, which opened in 2010. It provides not only cafés, but also taverns, dining, and various other types of businesses with services that combine characters, food and beverage, and entertainment.

By producing entertainment spaces using imagery and hands-on experience, the Department will provide enjoyable places that take fans by surprise and develop the character food business to an extent never seen before.

We will also take on the challenge of expanding overseas.



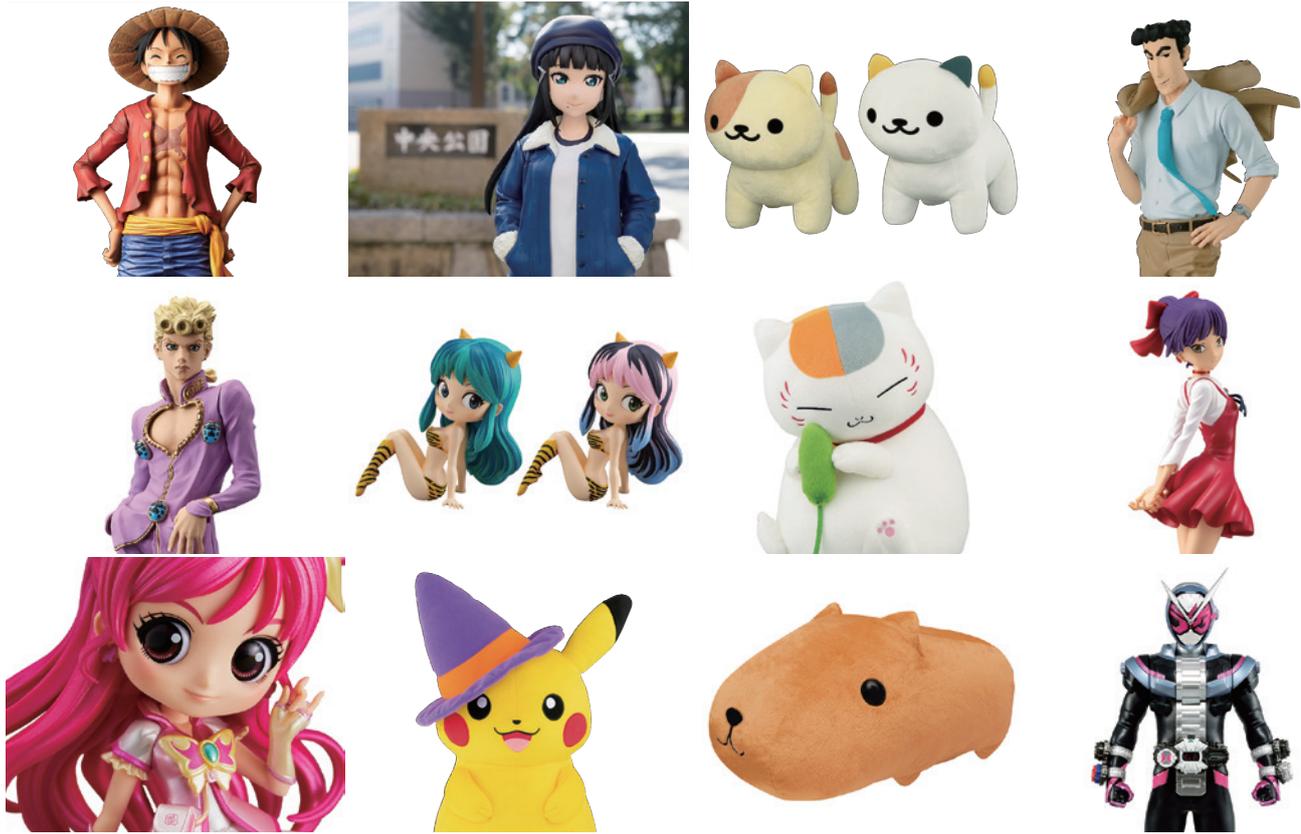
GUNDAM Cafe



BAKERY CAFE
CB
CHARABREAD
キャラクター × 빵屋



ROBOT KICHI
ROBOT ANIMATION SAKABA



Prize Department

Prize Department plans, develops, and sells premiums for Crane-type games and other amusement machines, as well as engages in sales promotions for such premiums. In product development, the Department places emphasis on valuing the images and worldviews of characters and develops products that all character lovers can enjoy irrespective of gender and age. It will deliver excitement to customers by providing the joy of getting premiums and enriching services with value added thereto.

Business strength

The Department manufactures products with the aim of achieving the highest customer satisfaction in the amusement industry by precisely identifying the needs of diverse target markets. It has offered various brands such as the Qposket Series, a deformed character brand, which represents the charm of characters to the full, the Grandista Series, which boasts of the overwhelming and delicate quality of its forms, and the EXQ Series, and has constantly developed new user needs. In order to meet the needs of a wide range of customers irrespective of age and gender, the department is developing stuffed toys through varicolored design arrangements and bringing them to the market swiftly, thus ushering in a new phase in the amusement industry.

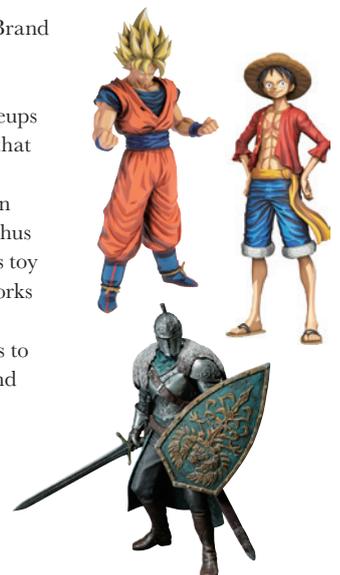


BANPRESTO Brand Global Strategy Department

BANPRESTO Brand Global Strategy Department offers prizes and Ichiban KUJI products developed in the prize and lottery businesses to toy distributors and collectors worldwide by localizing them in overseas markets. Focusing on products in the low-price range, it is striving to develop them into figure brands that garner the support of users across the world as entry brands.

Business strength

The strength of BANPRESTO Brand Global Strategy Department is working with prize and lottery businesses to localize product lineups developed in these businesses so that they suit the respective countries where BANDAI markets them. In doing so, localized products are thus made to fit the format of overseas toy and figure distribution. It also works with local sales companies and distributors to make active efforts to increase sales in new countries and acquire new customers.



Safety, quality, and environmental efforts support the foundation that sustain “Dreams, Fun and Inspiration”

BANDAI SPIRITS is working to pursue through safety and improve product quality as a responsible company that provides “Dreams, Fun and Inspiration” to people. The company is also actively engaged in various activities to protect the environment.

Initiatives for product safety

BANDAI SPIRITS, which develops products for mature fans, makes the most of the experience that have been gained at BANDAI and BANPRESTO over the years to ensure that customers can use its products appropriately with a sense of security. The company has established guidelines for information (how to assemble and use, matters to note, etc.) that allow customers to use its products safely, as well as standards for the structure of products, such as strength that does not cause problems if they are used normally, and has delivered products to customers according to such guidelines and standards.



Quality standards

Initiatives for product quality

BANDAI SPIRITS outsources the production of most of its products to partner factories in Japan and abroad. The quality of these products is confirmed by inspectors arranged by the company before they are shipped. BANDAI SPIRITS delivers products that pass various tests and inspections.



Pre-shipment inspection

Initiatives at production factories

Final packing factories, which produce BANDAI SPIRITS products, undergo not only new factory audits but also continuous factory audits. These factories periodically confirm their manufacturing systems such as countermeasures against contamination with foreign substances, continuous working hours, and the work environment, such as fire-fighting equipment inspections, thus striving to maintain and improve the level of their operation.



Confirming the operation of needle detectors



Confirming the management of tools and fixtures

Initiatives for technology and monozukuri (manufacturing)

In developing products for mature fans, BANDAI SPIRITS pursues the valuable worldview and formation of characters that fit their taste. The company is working to develop products demanded by society making free use of high-level technology and manufacturing skills such as the real reproduction of scenes from works and the subtle designs of gimmicks.



Battleship Yamato, a superalloy model for adults

Environmental Conservation at the BANDAI HOBBY CENTER

At the BANDAI HOBBY CENTER, we are carrying out a variety of strategies to promote environmental conservation. Solar panels installed on the outer walls of the HOBBY CENTER generate a total of 56,000 kWh annually, which is used to power the facility. Meanwhile, a water recycling system enables the facility to use 2,000 tons of rain and groundwater annually.



Large solar panels installed on the facility wall

A Brief History of BANDAI SPIRITS

Since its establishment in 1950, BANDAI has developed numerous hit products throughout the years. And after BANDAI SPIRITS is established in 2018, we continue to provide new products and services one after another.

1950 BANDAI-YA was established in Asakusa-Kikuyabashi, Taito-ku, Tokyo

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

1995 Launch of the Master Grade (MG) Series, a 1/100 scale advanced GUNPLA brand

1996 Ichiban KUJI, 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

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 robot figure brand "THE ROBOT SPIRITS" for mature fans was launched



2009

- 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
- The official GUNDAM Café was opened in Akihabara, Tokyo



2011

- TAMASHII NATIONS AKIBA SHOWROOM opened in Akihabara
- Launch of the Metal Build Series, the ultimate toy brand of finished products, which combines the strengths of superalloy and design arrangements befitting each work through the participation of various creators
- The GUNPLA Builders World Cup, which determines the world's No. 1 GUNPLA builder, begins
- GUNDAM.INFO, an official portal site for GUNDAM information, starts to provide information in six languages



2012

- DX SOUL OF CHOGOKIN MAZINGER Z was launched

2014

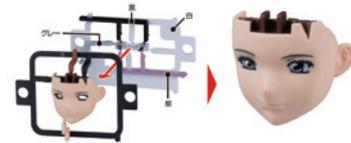
- Launch of the S.H. Figuarts Series, which achieves both the presence of models and their natural mobility by molding them from their skeleton

2015

- Launch of FRAMEROBO, an assembly robot, that includes the unnecessary frame units of plastic models as part of the product

2016

- Launch of Figure-Rise Bust, a plastic model that reproduces the face and other parts of the character elaborately by inserting four colors into a single part when it is molded



2017

- Launch of the large Human-Size GODZILLA (1991 Hokkaido version)
- The first official GUNPLA-themed integrated facility in Japan called THE GUNDAM BASE TOKYO was opened in Rinkai Fukutoshin
- A 19.7-meter-high, Life-Sized Unicorn GUNDAM Statue, which reproduces the transformation from the UNICORN to DESTROY MODE as closely as possible, appears in the Rinkai Fukutoshin (waterfront sub-city center) area



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, Bandai's unified brand for products for mature fans



2019

- Launch Funporter, a new brand that covers all products and services in the plastic model business
- Open ROBOT KICHI-Robot Animation SAKABA, a stylish bar where customers can enjoy the latest robot figures and plastic model products on display, in Ikebukuro
- BANDAI SPIRITS CO., LTD. and BANPRESTO CO., LTD. Integrate business operations
- Launch of a wide range of commemorative products in conjunction with MOBILE SUIT GUNDAM's 40th anniversary project
- Opened TAMASHII NATIONS Tokyo, the world's first directly managed flagship shop for TAMASHII NATIONS, a brand for mature fans, in Akihabara



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COMMUNICATIONS/集英社・ジョジョの奇妙な冒険GW製作委員会

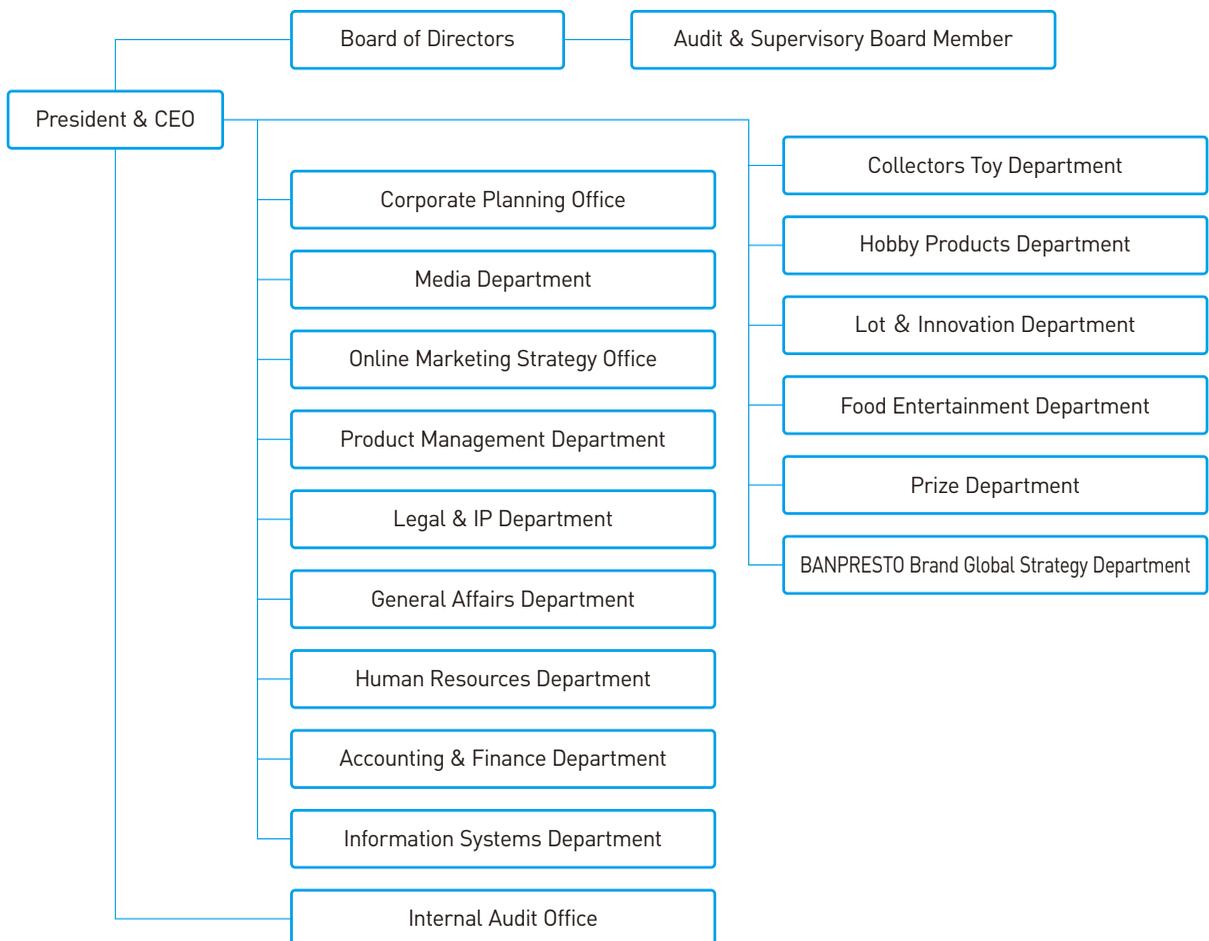
Corporate Data

Company Name	BANDAI SPIRITS CO., LTD.
Head Office	5-29-11, Shiba, Minato-ku, Tokyo, 108-0014, Japan
Date of Establishment	February 15, 2018
Paid-in Capital	¥100 million
Number of Employees	552 (As of April 1, 2019)
Year-end	March 31

Directors and Corporate Auditors

President & CEO	Yusuke Fukuda
Managing Director	Kazuhiro Takenaka
Director	Seiji Kagawa
Director	Takahiro Mizuno
Director	Koji Fujiwara
Director (Outside)	Masaru Kawaguchi
Director (Outside)	Shin Sasaki
Audit & Supervisory Board Member	Masayuki Ishii
Audit & Supervisory Board Member (Outside)	Kohei Kato

Organizational Chart





Delivering Dreams, Fun and Inspiration
all around the world



 **BANDAI SPIRITS CO., LTD.**

<https://www.bandaispirits.co.jp>