



Entertainment
Press Release

September 7, 2015

BANDAI NAMCO Entertainment Inc.

Investment in Moff, IoT Startup Engaged in Active Gamification Platform Business

~ Targeting the creation of new entertainment business ~

BANDAI NAMCO Entertainment Inc. (Headquarters: Shinagawa-ku, Tokyo; President & CEO: Satoshi Oshita) announces that it has invested in Moff Inc. (headquarters: Chiyoda-ku, Tokyo; CEO: Akinori Takahagi), an IoT (Internet of Things) startup engaged in the active gamification platform business.

With the goal of "Making human and computer relationships more natural," Moff is an IoT startup established in October 2013. The company has planned and developed its proprietary sensor device, the "Moff Band," and active gamification platform to transform actual human activities such as recreation, education, fitness, and rehabilitation into a game experience, taking advantage of its posture and gesture recognition technology and data analysis technology.

The "Moff Band" is used with a free app under the theme of "children's playtime." In March 2014, the company started crowdfunding on Kickstarter and reached its target amount in 48 hours. The company then began to sell its products in Japan and the U.S. in fall 2014, attracting a great deal of attention.

BANDAI NAMCO Entertainment changed its company name from BANDAI NAMCO Games on April 1st, 2015, striving to expand its business domains, without the limit to games. Through this investment to Moff, BANDAI NAMCO Entertainment aims to take on the challenge of creating new business, in addition to supporting Moff's business.

Overview of Moff Inc.

Company name	: Moff Inc.
Address	: Yoshida FG building 4F, 3-17 Kandajinbocho, Chiyoda-ku, Tokyo, Japan
Representative officer	: Akinori Takahagi, CEO
Established	: October 2013
Paid-in stock	: 188,750,000 yen (including capital reserves)
Line of business	: Planning and management of sensor devices and gamification platforms—utilizing posture and gesture recognition technology
URL	: http://moff.mobi

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