



Entertainment
Press Release

January 6, 2016

BANDAI NAMCO Entertainment Inc.

BANDAI NAMCO ENTERTAINMENT INC. ANNOUNCES FIRST COLLABORATION WITH IOT STARTUP, MOFF INC. TO BE LAUNCHED IN THE U.S. IN SPRING 2016

“PAC-MAN Powered by Moff,” A Gamified Fitness App Which Combines Gaming And Exercise, Will Be Unveiled For The First Time At The 2016 International CES in Las Vegas, January 6

BANDAI NAMCO Entertainment Inc. (Headquarters: Shinagawa-ku, Tokyo; President & CEO: Satoshi Oshita) announced that it will launch “PAC-MAN Powered by Moff”, a gamified fitness app using Moff Gamified Fitness Platform in the U.S. this spring. This is the first collaboration with IoT startup and active gamification platform Moff Inc. (Headquarters: Chiyoda-ku, Tokyo; CEO: Akinori Takahagi), the maker of the Moff Band, “PAC-MAN Powered by Moff” is being exhibited for the first time at the 2016 International CES in Las Vegas from January 6 to 9.

BANDAI NAMCO Entertainment invested in Moff in September 2015 to seek creation of new business opportunities, and both companies have been discussing business plans ever since. “PAC-MAN Powered by Moff” combines Moff’s cloud-based wearable technology that recognizes and analyzes users’ real-time motion behaviors with BANDAI NAMCO Entertainment’s game-developing expertise, making it a Moff Band compatible app for families to enjoy fitness activities. Starting from the launch in the U.S. market this spring, we look into rolling out the service to fitness business operators.

BANDAI NAMCO Entertainment, in collaboration with Moff, will continue to explore new business opportunities beyond the game category.

■“PAC-MAN Powered by Moff”

“PAC-MAN Powered by Moff” is an app with which players can control the PAC-MAN through hand gestures wearing the Moff Band. Thanks to the Moff Band, players can also stay fit with movement while enjoying the game. Please visit <http://pacman-moff.com> for more information.



PAC-MAN (R) & (C) BANDAI NAMCO Entertainment Inc.

Moff Overview

Moff is the maker of the award-winning Moff™ Band, the world's first wearable smart toy. The Moff Band enables kids to play sounds and games through movement. Powering the Moff Band is the Moff Gamified Fitness Platform, a cloud-based motion and position recognition platform that analyzes and learns users' real-time behaviors and patterns. In September 2015, Moff announced an investment round, including BANDAI NAMCO Entertainment. Together, they will commercially release their first collaboration in the fitness gaming category in early 2016. For more information about Moff, visit www.moff.mobi.

BANDAI NAMCO Entertainment Inc. Overview

BANDAI NAMCO Entertainment Inc., part of BANDAI NAMCO Holdings Inc., is a leading global publisher and developer of interactive content — including all major home video game softwares, contents for net work. The company is known for creating and publishing many of the industry's top video game franchises, including BANDAI NAMCO Entertainment original IPs such as PAC-MAN®, GALAGA®, TEKKEN®, SOULCALIBUR®, , RIDGE RACER®, ACE COMBAT® and other popular IPs. More information about the company and its products can be found at

<http://bandainamcoent.co.jp/english/>

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