



Bandai Namco Entertainment Inc.  
**CORPORATE PROFILE 2023**

# Company Profile

Company Name	Bandai Namco Entertainment Inc.
Established	June 1, 1955 ※
Capital	¥10.0 billion
No. of Employees	773 (excludes temporary employees)
HQ Address	Bandai Namco Mirai-Kenkyusho 5-37-8 Shiba, Minato-ku, Tokyo 108-0014
Business Field	Network Contents, Home console Games, Life Entertainment ※The date of establishment of former NAMCO LTD., the predecessor of Bandai Namco Entertainment Inc.



Corporate logo

(As of April 1, 2023)

## 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.

# CEO Message

**“We want to connect with our fans around the world in deeper, wider, and more complex ways.”**

Under Bandai Namco Group’s purpose, “Fun for All into the Future,” as set in the Mid-term Vision, “Connect with Fans,” Bandai Namco Entertainment aims to connect with fans around the world through our portfolio of IPs (Intellectual property, such as characters and brands).

We seek to become a company that will be loved from our many stakeholders through entertainment brought to life by the Bandai Namco Group. By combining the strengths of our group companies, Bandai Namco will deliver to fans a new world that has yet to be experienced that will connect fans from around the world both digitally and physically.

We believe that entertainment holds endless possibilities. In order to become an integral part of society, we will continue to deliver games that exceed the expectations of our fans through our core game business that focuses on the fundamental properties of creating and delivering “deep and lasting, quality content” and “diverse entertainment.” We will also strive to bring about a diverse market that is not bound by existing businesses or categories through new and innovative means that will not only connect our company with fans, but also bring fans together.



**Nao Udagawa**

President & CEO  
Bandai Namco Entertainment Inc.

# Executive Profile



## President & CEO

### Nao Udagawa

Apr 1994	Joins BANDAI CO., LTD.
Sep 2000	BANDAI NETWORKS Co., Ltd.
Apr 2009	Bandai Namco Entertainment Inc.
Apr 2010	Bandai Namco Entertainment Inc. No.2 studio No.2-4 Production General Manager
Apr 2013	Bandai Namco Entertainment Inc. Business Division 2, Division Manager
Apr 2014	Bandai Namco Entertainment Inc. Executive Officer and Business Division 2, Assistant Manager
Apr 2015	Bandai Namco Entertainment Inc., Director in charge of NE Business Department and NE Business Department, Manager
Apr 2016	Bandai Namco Online Inc., Director
Apr 2017	Bandai Namco Entertainment Inc., Director
Apr 2018	Bandai Namco Entertainment Inc., Corporate Managing Director BANDAI CO., LTD., Director
Aug 2019	BANDAI NAMCO Mobile S.L. (current, Bandai Namco Mobile S.L.), Director
Apr 2021	BANDAI SPIRITS CO., LTD., President & CEO
Apr 2022	Bandai Namco Entertainment, Director
Apr 2023	Bandai Namco Entertainment Inc., President & CEO and Chief PAC-MAN Officer (current) Bandai Namco Holdings Inc., Executive Officer
Jun 2023	Bandai Namco Holdings Inc., Director (current)



## Corporate Managing Director

### Koji Fujiwara

Apr 1998	Joins BANDAI Co., Ltd.
Apr 2016	BANDAI Co., Ltd., Executive Officer & Hobby Business Department, General Manager
Apr 2018	BANDAI SPIRITS Co., Ltd., Executive Officer & Hobby Business Department, General Manager
Mar 2019	Evolving G Co., Director (current)
Apr 2019	BANDAI SPIRITS Co., Ltd., Director
Apr 2021	Bandai Namco Entertainment Inc., Corporate Managing Director in charge of IP Business Division 1 & IP Business Division 2 & Business Strategy Department and Chief GUNDAM Officer
Apr 2022	Bandai Namco Entertainment Inc., Corporate Managing Director in charge of IP Business Division 1 & IP Business Division 2 & IP Business Division 3 & Business Strategy Department and Chief GUNDAM Officer (current) Bandai Namco Filmworks Inc. Director (current)



## Director

### Toru Konno

Apr 1995	Joins BANDAI Co., Ltd.
Sep 2000	BANDAI NETWORKS Co., Ltd.
Apr 2009	Bandai Namco Entertainment Inc.
Apr 2010	Bandai Namco Entertainment Inc. No.2 studio No.2-5 Production General Manager
Apr 2015	Bandai Namco Entertainment Inc. NE Business Department, Marketing Division Manager
Apr 2017	Bandai Namco Entertainment Inc., Executive Officer & NE Business, Manager
Apr 2018	Bandai Namco Entertainment Inc., Director in charge of NE Business Department and NE Business, Manager Algraf Corporation, Outside Director (current)
Oct 2018	Bandai Namco Network Services Inc., Director (current)
Apr 2019	Bandai Namco Holdings Asia Co., Ltd., Director (current)
Aug 2019	Bandai Namco Mobile S.L., Director (current)
Apr 2021	Bandai Namco Online Inc., Director (current)
Jan 2023	Bandai Namco Entertainment (Shanghai) Co., Ltd., Chairman (current)
Apr 2023	Bandai Namco Entertainment Inc., Director in charge of Global Marketing Division & Overseas Business Regional Strategy Department (current) Bandai Namco Europe S.A.S., Director (current) Bandai Namco Holdings China Co., Ltd., Chairman (current) Bandai Namco Entertainment America Inc., Director (Chairman) (current) Bandai Namco Australia Pty. Ltd., Managing Director (current) Bandai Namco Mobile S.L., CEO (current)

# Executive Profile



**Director**

## Akira Togashi

Apr 1998 Joins BANDAI Co., Ltd.  
 Apr 2014 BANDAI Co., Ltd., Human Resources Department, General Manager  
 Apr 2015 Bandai Namco Holdings Inc., Administrative Headquarters, Human Resources Department, General Manager  
 Apr 2019 BANDAI Co., Ltd., Corporate Strategy Office, General Manager  
 Apr 2020 BANDAI Co., Ltd., Director (current)  
 Apr 2021 BANDAI SPIRITS Co., Ltd., Director  
 Apr 2023 Bandai Namco Entertainment Inc., Director in charge of Corporate Planning Unit (current)



**Director**

## Masayuki Ishii

Apr 1985 Joins BANDAI Co., Ltd.  
 Apr 2006 BANDAI Co., Ltd., Accounting Department, General Manager  
 Apr 2008 Bandai Namco Holdings Inc., Corporate Planning Department, General Manager  
 Apr 2010 Bandai Namco Entertainment Inc., President's Office, General Manager  
 Apr 2012 Bandai Namco Studios Inc., Director & CFO  
 Apr 2018 BANPRESTO Co., Ltd., Director & CFO  
 Apr 2019 BANDAI SPIRITS Co., Ltd., Audit & Supervisory Board Member  
 Apr 2023 Bandai Namco Entertainment Inc., Director in charge of Corporate Administration Unit (current)



**Director (part-time)**

## Daisuke Uchiyama

Apr 1994 Joins BANDAI Co., Ltd.  
 Apr 2007 Bandai Namco Entertainment Inc.  
 Apr 2013 Bandai Namco Entertainment Inc., Business Division 2, Production Department 2, General Manager  
 Apr 2014 Bandai Namco Entertainment Inc., Business Division 2, Production Department 1, Division Manager  
 Apr 2017 Bandai Namco Entertainment Inc., Executive Officer & CS Business Department, Manager  
 Bandai Namco Studios Inc., Director  
 Apr 2019 Bandai Namco Entertainment Inc., Director in charge of CE Business Department & CE Business Department, Manager  
 Apr 2020 Bandai Namco Entertainment Inc., Director (current)  
 Bandai Namco Studios Inc., President & CEO (current)  
 Bandai Namco Research Inc., Director  
 Apr 2023 Bandai Namco Research Inc., President & CEO (current)



**Director (part-time)**

## Arnaud Muller

Jan 2010 NAMCO BANDAI Partners S.A.S.  
 (current, Bandai Namco Europe S.A.S.) Dir FP&A  
 Sep 2010 NAMCO BANDAI Partners S.A.S.  
 (current, Bandai Namco Europe S.A.S.) Financial Controller  
 Jan 2011 BANDAI NAMCO Games Europe S.A.S.  
 (current, Bandai Namco Europe S.A.S.) CFO  
 Apr 2014 BANDAI NAMCO Entertainment Europe S.A.S.  
 (current, Bandai Namco Europe S.A.S.) CFO and MD  
 Apr 2020 BANDAI NAMCO Entertainment Europe S.A.S.  
 (current, Bandai Namco Europe S.A.S.) COO  
 Apr 2022 Bandai Namco Entertainment, Director (current)  
 Bandai Namco Europe S.A.S. CEO (current)

# History

Mar 2006	The gaming division within Bandai Namco Group integrates to establish "Bandai Namco Games Inc."	Jun 2020	25th anniversary of "ACE COMBAT".
Apr 2008	Banpresto Co., Ltd.'s game business division responsible for planning and development of home console games and arcade game machines integrates.	Jul 2020	15th anniversary of "THE iDOLM@STER".
Apr 2009	Bandai Networks Co., Ltd. integrates under the concept of strengthening the network business and to create new contents and businesses.	Oct 2020	Acquisition of Reflector Entertainment (consolidated into a subsidiary company)
Apr 2012	The internal development divisions are branched to establish Bandai Namco Studios Inc.	Des 2020	25th anniversary of "Tales of".
Jan 2015	Bandai Namco SHANGHAI Co., Ltd. established under the concept of expanding and strengthening business within China.	Feb 2021	20th anniversary of "Taiko No Tatsujin".
Apr 2015	Company name changed to "Bandai Namco Entertainment Inc." under the concept of expanding the company's business domain.	May 2021	Opening of the "MIRAIKEN studio," an xR base dedicated to the creation and distribution of the next generation in entertainment
Feb 2016	Headquarters move to Shiba, Minato-ku.	Apr 2022	Establishment of our corporate "purpose" and changes to the corporate logo mark
Aug 2017	BXD Inc., established through a joint venture with Drecom Co., Ltd. (Company consolidated in Jan 2020 into a subsidiary company, and in Mar 2021 the company name was changed to "Bandai Namco Nexus")		
Apr 2018	Bandai Namco Amusement Inc. inherits the company's Amusement Machine Business Unit.	Apr 2022	Launching of the "Bandai Namco Entertainment 021 Fund," a new startup investment fund seeking to build an "IP metaverse" and in creating new forms of entertainment
May 2018	Bandai Namco Network Services Inc. established to manage and operate various network services.	May 2022	Holding of the "BANDAI NAMCO ENTERTAINMENT FESTIVAL 2nd" event
Apr 2019	Bandai Namco Research Inc. established as a research focused company to create new values and innovation.	Jun 2022	Bandai Namco Entertainment Inc. and ILCA Inc., specializing in the field of image and art development, join forces to establish Bandai Namco Aces Inc.
Apr 2019	BANDAI NAMCO Sevens Inc. established as a company specializing in the field of Japanese slots and pachinko gaming machines.	Sep 2022	Bandai Namco Entertainment Inc. establishes the new sound label, "Bandai Namco Game Music
Aug 2019	Acquired management rights to the "B.LEAGUE" professional basketball team, "Shimane Susanoo Magic".	Dec 2022	"TEKKEN 7" surpasses 10 million units in sales worldwide
Sep 2019	"BANDAI NAMCO Mobile S.L." established in Barcelona, Spain to expand and maximize outreach into the EU mobile content market.	Dec 2022	25th anniversary of the "Klonoa" series
Des 2019	25th anniversary of "Tekken".	Dec 2022	Holding of "THE IDOLM@STER" series first conference, "PROJECT IM@S CONFERENCE~Towards THE IDOL 3.0~"
May 2020	40th anniversary of "PAC-MAN".	Feb 2023	"ELDEN RING" sold more than 20 million units worldwide (※1, 2) (Japan published under FromSoftware, Inc. / all other regions published under Bandai Namco Entertainment) ※1: Figures as of February 22, 2023. ※2: The total sales figure is derived from distribution figures of the package version and sales figures of the downloadable versions including those for the PC game platform "Steam."

**BANDAI NAMCO**



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# About

## About Bandai Namco Group

The IP axis strategy is the greatest strength of the Bandai Namco Group, which has a diverse range of businesses and extensive know-how in the field of entertainment. It is through the IP axis strategy that the Group works to maximize IP value by leveraging IP worldviews and providing the optimal products and services in the optimal regions at the optimal times. In addition to maximizing businesses, the Bandai Namco Group is aiming to expand the potential of IP in order to maximize long-term IP value. To that end, the Group will advance, promote, and expand the IP axis strategy.



## ORGANIZATION



### ENTERTAINMENT UNIT

#### Digital Business

Business Management Company : Bandai Namco Entertainment Inc.

#### Toys and Hobby Business

Business Management Company : BANDAI CO.,LTD.

### IP PRODUCTION UNIT

Business Management Company : Bandai Namco Filmworks Inc.

### AMUSEMENT UNIT

Business Management Company : Bandai Namco Amusement Inc.

### AFFILIATED BUSINESS COMPANIES

# What We Do



## Network Contents

We are promoting a large portfolio of contents worldwide, utilizing the worldview of our unique and appealing IPs, such as “DRAGON BALL” and “THE IDOLM@STER” series, to be enjoyed on mobile and PC.

We are connecting fans and creating excitement that can only be found through online contents with notables such as the smartphone game app, “DRAGON BALL Z Dokkan Battle” and “ONE PIECE Bounty Rush,” both enjoyed by players around the world.



## Home Console Games

We are actively releasing a wide variety of titles leveraging the characteristics and strengths of various home video game consoles.

We are delivering to the world a wide range of game genres based on our robust portfolio of IPs, with titles such as “Mobile Suit Gundam” and the “Tales of” series. Customers will also find many games that appeal to a broader audience, such as the Japanese drum-based rhythm game, “Taiko No Tatsujin” series, double Guinness World Records holder, the “TEKKEN” series, and the highly acclaimed, dark fantasy world of “ELDEN RING” (Japan published under FromSoftware Inc. / all other regions published under Bandai Namco Entertainment).



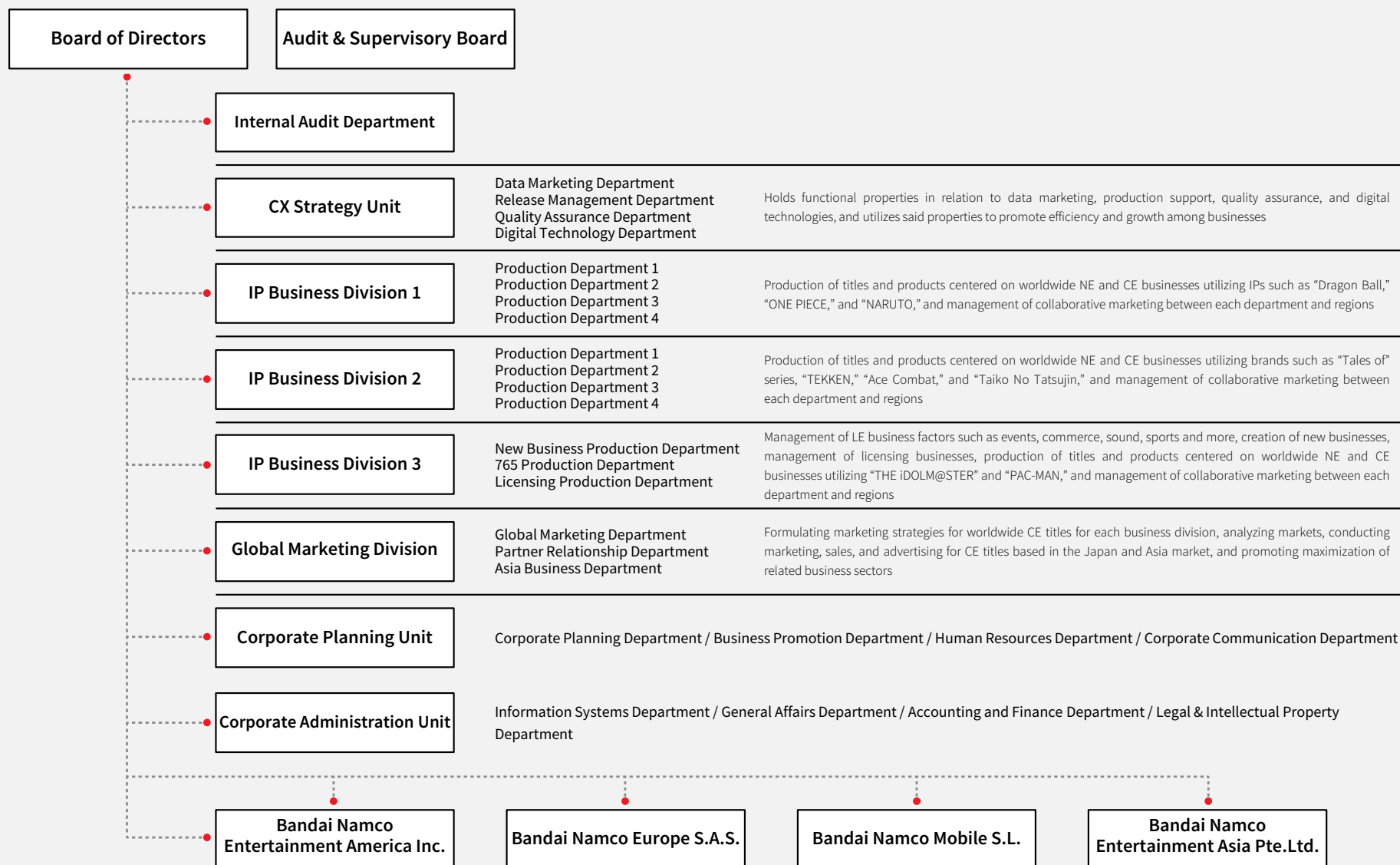
## Life Entertainment

We are providing services that can enrich lifestyles by creating new forms of entertainment that are not limited to what is considered traditional within the game business.

We are creating digital and physical forms of entertainment using our extensive line of resources such as the “MIRAIKEN studio” where our portfolio of IPs are brought into reality through use of xR technologies, the entertainment commerce site, “ASOBISTORE” where we offer a robust line-up of Bandai Namco Group original goods, and the live streaming platform, “ASOBISTAGE” where we deliver real-time events and concerts online.



# Organization Chart



# International Offices

**20** countries worldwide, **35** locations

