



Initiatives for Each Material Issues

Harmony with Nature

Sustainably Utilizing Resources and Raw Materials



Transforming Discarded Runners into New Resources: Tackling the Issue of Plastic Waste

Under the Gunpla Recycling Project, we collect runners with the cooperation of fans and transform them into new resources.

Runners are part of the framework of plastic model kits and have hitherto been discarded as household waste after the assembly of *Gundam* model kits. The disposal of runners presents an issue since their incineration emits CO₂. With demand for responses to climate change growing particularly strong in recent years, the reduction of CO₂ emissions has become a global issue. As a company that handles products made from plastic, we have examined initiatives to address this issue. Feedback from customers requesting eco-friendly products and services has also increased. Amid these circumstances, we launched the Gunpla Recycling Project in 2021.

Under the project, we have installed collection boxes at 200 locations across Japan, including amusement facilities and official



all-in-one facilities dedicated to *Gundam* model kits, into which customers deposit their used runners. The collected runners are transported by trucks that have completed their product deliveries to said facilities. With their products offloaded and their cargo spaces empty, the trucks are loaded with runners on their return trips to factories. This system eliminates the need to dispatch additional trucks to transport the runners, curbing CO₂ emissions.

Collecting More Runners with the Support of Fans: Working Together to Realize a Recycling-Oriented Society

Collected runners are amassed at the Bandai Hobby Center (Shizuoka Prefecture), a *Gundam* model kit manufacturing factory, where they undergo three forms of recycling: material, chemical, and thermal.

In material recycling, the runners are crushed, melted, and solidified into pellets, which are then melted to create new *ECOPLA* *Gundam* model kits.

Chemical recycling is a new method via which runners are chemically decomposed into their original form of petroleum, from which new plastic is made. This recycling method offers greater flexibility than material recycling, allowing discarded runners to be transformed into a variety of new products. In April 2025, we achieved the practical use of chemically recycled plastic in creating model kits.



Discarded runners are used to create new resources.

We recognize that safeguarding the environment is essential for a sustainable future for both society and businesses. We are dedicated to collaborating with our stakeholders to achieve a harmonious balance between our operations and the natural world.

Runners that are unable to be recycled either materially or chemically are utilized in thermal recycling, in which they are incinerated with waste from the Bandai Hobby Center, with the resulting heat being used to generate electricity.

The amount of runners collected has increased year on year, reaching 37 tons in FY2025.3. From the project's launch in April 2021 through March 2025, runners weighing approximately 117 tons have been collected.

To ensure more people can participate in the future, we are expanding opportunities to raise awareness of the project through social media and events such as Operation Gundam R. We will also carry on our efforts to realize a recycling-oriented society together with our fans.



ECOPLA model kit assembly event



Recycling Card Packs into Card Cases: Essential Items for Trading Card Game Fans

In 2024, Bandai Co., Ltd. launched a project to recycle the opened card packs of trading card games. Under the project, the company installed collection boxes at official *ONE PIECE Card Game* shops and event venues. The collected card packs deposited by players are crushed, melted down, and shaped into materials that are then recycled into card cases. These card cases are made from 45% recycled plastic, including plastic from collected card packs, and have been Eco Mark-certified by the Japan Environment Association while receiving our Sustainable Product Certification Mark.

We decided to recycle the card packs into card cases because they are essential items for trading card games and useful to players. We hope that this project will allow our fans to participate in recycling activities and raise their awareness of environmental issues. In addition, to raise awareness of this recycling project among players, we distributed card cases produced through the project at the 2024 Tokyo Toy Show.

Moving forward, we will continue to collect card packs under the project while aiming to create card cases composed of an even higher percentage of plastic derived from collected card packs. While maintaining an opened-card-pack collection system, we will expand our recycling projects to raise awareness of such activities among even more people.



Card case made from recycled materials



Initiatives for Each Material Issues

Safe & Responsible Products

Safety and Security of Products and Services

Implementing Quality Assurance in Toys



Ensuring the Safety and Security of Toys Through Approximately 260 Strict Inspection Items

Safety and security are essential aspects of toys. Inspections must account for all possible situations, especially since small children play with toys in ways that are unpredictable to adults. Bandai Co., Ltd. and Bandai Spirits Co., Ltd. therefore believe that toy manufacturers have a duty to achieve high levels of quality and safety.

Based on this sentiment, both companies conduct thorough quality inspections of all toys prior to shipment. For instance, Bandai has independently established a set of approximately 260 inspection items across three major categories—safety, performance, and labeling—as part of its strict quality standards that exceed those required by the ST Standards toy safety mark established by the Japan Toy Association.

Relevant items are selected from these standards according to the product’s specifications and inspected before commercialization. Both companies carry out the following three stages of inspections.

New-product inspections confirm whether prototypes have been produced in accordance with the quality standards established by Bandai. Mass production of a new product cannot begin unless it passes the inspection.

Pre-shipment inspections are conducted by factories entrusted with mass production and ascertain whether mass-produced toys match the specifications of the prototype that passed the new-product inspection.

Product-acceptance inspections are conducted after pre-shipment inspections conducted at factories. Under these inspections, Bandai checks whether mass-produced toys match the specifications of the prototype that passed the new-product inspection.

The aforementioned inspections include tests such as sharp-point tests, which check if any part of a toy is sharp enough to cause injury, and product-drop tests, which determine whether any parts of the toy could cause injury when dropped.

In addition, at all overseas final packaging plants that manufacture products for the Japanese market, both companies regularly conduct Bandai Factory Audits (BFAs), which integrate quality audits and certificate of conformity (CoC) audits, as well as audits based on third-party CoC standards.

Furthermore, since we sell many of our products globally, in addition to the standards for toys set in each region of the world, we have established approximately 200 original quality standards, thereby creating a system that enables us to deliver safe and reliable products to overseas customers. Moving forward, we will continue to heighten our conformance to regional standards.

Note: For further details on audits at BANDAI CO., LTD. and BANDAI SPIRITS CO., LTD., please see page 111.



Sharp-point test



Product-drop test



Pre-shipment inspection at a factory in Shenzhen, China

Our top priority is the safety and satisfaction of our customers. We partner with ethical suppliers to ensure that our products and services meet the highest standards of quality and responsibility.

Ensuring the Safety and Security of Amusement Facilities



Pursuing Safety of Amusement Facilities to Offer Real Physical Experience-Based Value

Bandai Namco Experience Inc. provides customers with real entertainment that brings people together in-person. “Real entertainment” refers to the various types of play offered by such locations as arcades, theme parks, and athletic and sports entertainment facilities. At said locations, safety and security are essential.

Safety and security initiatives begin at the planning stage for play equipment. Before production, we evaluate potential hazards and other concerns based on planning documents and conduct thorough checks against multiple standards, including the Japan Park Facilities Association’s Safety Standards for Play Equipment.

In addition, we check for newly arisen hazards and other concerns at the production stage. During construction and installation, a specialized department conduct strict on-site inspections based on relevant laws and regulations and the Company’s original inspection guide. Even after play equipment is available for use, we conduct regular inspections without fail. Furthermore, we perform thorough safety checks daily, adhering to laws such as the Building Standards Act, the Fire Service Act, and the Industrial Safety and Health Act, as well as various relevant standards.

As part of daily safety checks at TONDEMI, our next-generation indoor adventure parks, employees jump on the trampolines, searching for areas where someone’s foot could get stuck and inspecting landing areas for hazards such as sharp edges and areas where guests could make contact with springs. Employees will also climb the wall-climbing areas to check all climbing holds for any sharp edges and confirm that the safety harnesses are functioning properly. They likewise ensure the safety of other play equipment through strict checks adhering to inspection items.

Moving forward, Bandai Namco Experience will continue conducting regular inspections based on strict safety standards to ensure the safety of its facilities. We will continue to reevaluate and improve our safety systems to provide guests with greater real physical experience-based value that they can enjoy with peace of mind.



Our next-generation indoor adventure park TONDEMI featuring climbing, and ropewalk areas

Intellectual Property for Social Good (Key Issues and Initiatives)
<https://www.bandainamco.co.jp/en/sustainability/materiality/ip/index.html>

Fostering a Culture of Respect (Key Issues and Initiatives)
<https://www.bandainamco.co.jp/en/sustainability/materiality/workplace/index.html>

Initiatives for Each Material Issues

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Intellectual Property for Social Good



Fostering a Culture of Respect

Our intellectual property, including beloved characters and franchises, is a valuable asset. We're dedicated to protecting and using it in a way that promotes sustainable growth, social good, and innovation in the entertainment industry and beyond.

We uphold human rights and promote mutual respect among all individuals involved with Bandai Namco Group. This means creating an inclusive environment that embraces diversity, respect, and open communication.

Protection of IP

Supply Chain Management (Labor)



Making Clear Distinctions Between Genuine and IP-Infringing Products to Protect IPs and Preserve Brand Value

Coming Together as Group Companies and Business Partners to Foster a Culture of Respect

The long-beloved *Taiko no Tatsujin* series has gained many fans since its release in 2001. The series was officially released in inland China in 2023, where it has since been enjoyed by a large number of customers, particularly in amusement facilities. Unfortunately, counterfeit goods are being manufactured and sold, and this illegal activity has been observed on e-commerce sites and social media.

Counterfeit goods infringe on the Bandai Namco Group's intellectual property rights. The protection of such rights is critical in preserving corporate brand value and the trust of consumers. For this reason, the Company released a statement on its infringement countermeasures, in which it made clear distinctions between genuine and IP-infringing products. The main distinctions include the orientation and color of the patterns on the drums, the presence or absence of a camera at the top of the screen, the shape of the barcode reader, and the design of the drum stand. In addition, the Company is taking legal measures to stop the sale of IP-infringing products and calling upon all consumers to purchase genuine products.

The Bandai Namco Group will continue to strictly enforce measures against intellectual property rights infringement and endeavor to promote the widespread use of genuine products. The protection of intellectual property rights is an important issue not only in inland China but around the world. In tandem with bolstering the global roll-out of *Taiko no Tatsujin* arcade machines, we will on an ongoing basis take measures against IP-infringing products and focus on raising awareness among consumers regarding intellectual property rights.



A genuine *Taiko no Tatsujin* product

Collaborations between the Bandai Namco Group and its business partners are essential for addressing diversity, human rights, and many other difficult issues. In order to effectively advance such collaborative initiatives, we must establish a mutual understanding across the entire supply chain and build fair and highly transparent relationships with business partners.

To this end, the Group revised its existing Compliance Charter to formulate the Bandai Namco Group Code of Conduct in April 2025, which outlines the principles of conduct that should be implemented across the entire value chain for products and services created by the Group.

The Bandai Namco Group Code of Conduct comprises eight items, including "fostering a culture of respect," which it describes as follows: "We uphold human rights and promote mutual respect among all individuals involved with the Bandai Namco Group. This means creating an inclusive environment that embraces diversity, respect, and open communication."

Each Group company is carrying out various initiatives under the code. For example, in the European Union, Bandai Namco Holdings Europe S.A.S. held the DE&I Conference, an internal event, at its head office in Lyon, France, in which it conducted various workshops and activities aimed at raising employees' awareness of DE&I and gender equality.

Moving forward, we will further deepen understanding of the Bandai Namco Group Code of Conduct within the Group by holding information sessions, displaying posters, and providing educational videos. In addition, we will distribute to our business partners the Bandai Namco Group Code of Conduct and the Guidelines for Business Partners in order to promote a widespread understanding of the contents thereof and thereby strengthen our relationships with business partners into the future.



Poster for increasing Groupwide awareness of the Bandai Namco Group Code of Conduct



DE&I Conference

Building Stronger Communities (Key Issues and Initiatives)
<https://www.bandainamco.co.jp/en/sustainability/materiality/community/index.html>

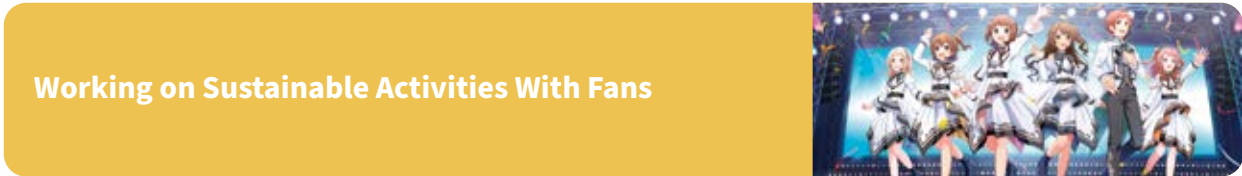


Initiatives for Each Material Issues

Building Stronger Communities

We believe in the power of community and strive to make a positive impact on the lives of our fans and neighbors. By working with local communities, we are building a brighter future where everyone can grow, learn, and succeed together.

Collaborating with Local Communities



Building the Future with Fans Through Community Vitalization, Resource Recycling, and Other Initiatives

THE IDOLM@STER series, celebrating its 20th anniversary in 2025, is connecting and working together with fans to create a brighter future. Under *THE IDOLM@STER* MANHOLE PROJECT: FUTAM@S!!!!, we have installed manhole covers in locations across Japan, including Takatsuki City, Osaka Prefecture, Matsue City, Shimane Prefecture, and Tokoname City, Aichi Prefecture, with each cover featuring an idol whose design is in close harmony with her respective location. Moving forward, our idols will continue to share the appeal of each area.

In addition, we sold recyclable glow sticks at a *THE IDOLM@STER* event held in September 2024. Over two days, we were able to collect approximately 7,780 recyclable glow sticks. Combining this figure with normal glow sticks, we collected

approximately 102,220 glow sticks. Moving forward, we will increase the percentage of recyclable glow sticks sold and collected at event venues.



Manhole cover installed in Takatsuki City, Osaka Prefecture: Yayoi Takatsuki



A glow stick with a new form for easier recycling



Holding a Game Event in China to Connect with the Local Community

In October 2024, Bandai Namco Holdings China Co., Ltd. held a game event in Shenzhen, China. At the venue, the company set up an area where visitors could play games featuring Bandai Namco's unique characters, such as *PAC-MAN* Golf, *Taiko no Tatsujin* Beanbag Fun, and the *Taiko no Tatsujin* Puzzle Game. In addition, there was a display about sustainability initiatives of the Bandai Namco Group. The event served as an opportunity for the people of China to learn about our IPs and sustainability initiatives.

The event attracted over 230,000 visitors in three days, with over 3,000 visitors playing the games and utilizing the photo spot. Moving forward, we will continue holding events in collaborations with local communities, seeking to strengthen our collaborations with said communities and raise awareness of the sustainability initiatives conducted by the Bandai Namco Group on a daily basis.



The venue on the day of the event

New Initiatives

Action 1

Launching a Sustainability Website for Children

Conveying the Importance of Sustainability to Elementary and Junior High School Students Through Videos, Quizzes, and Manga



Sustainability website for children

The Bandai Namco Group believes it vital to carry out sustainability initiatives together with its fans across the world. With the aim of increasing awareness of the Group's sustainability initiatives among elementary and junior high school students, we launched Sustaina-Land, a sustainability website for children, in April 2025.

Sustaina-Land features a corner in which children can learn about sustainability through videos, quizzes, and manga. On the website, the Bandai Namco Group's sustainability initiatives are introduced in an easy-to-understand manner. Also, the website is designed to deepen children's interest in and understanding of sustainability through their favorite IPs, such as characters. We will continue to expand the website's contents to convey the importance of sustainability to even more elementary and junior high school students.

Action 2

Carrying Out Sustainability Initiatives for Our E-Commerce Website

Strengthening Sustainability Initiatives by Enhancing the Sustainability of Our E-Commerce Website

PREMIUM BANDAI is an e-commerce website that offers merchandise for characters appearing in anime, comics, and other media, including Bandai Namco Group products exclusive to the site. PREMIUM BANDAI has put significant effort into initiatives aimed at the provision of safe & responsible products, one

of the Bandai Namco Group's material issues. In addition, in order to strengthen their responses to other issues, Bandai Spirits Co., Ltd.'s E-Commerce Strategy Department, which operates PREMIUM BANDAI, and Bandai Logipal Inc., which handles logistics, jointly established the Sustainability Project in 2023. In 2024, PREMIUM BANDAI announced SUSTAINABLE ACTION 2024-2030, under which it established four company-specific material issues adapted from those of the Group and linked them to concrete initiatives.

Moving forward, we will increase our efforts in realizing environmentally friendly logistics, promoting the sale of products with our Sustainable Product Certification Mark, and advancing personal information protection and security measures to ensure that customers can shop safely and with peace of mind.

Through premium shopping experiences, we will continue to engage in sustainability initiatives leading to a joyful, compassionate future.



PREMIUM BANDAI home page