

Bandai Namco Group Code of Conduct

Our aim is to continue creating a future where people and societies are connected by dreams, fun, and inspiration in accordance with Bandai Namco's Purpose, "Fun for All into the Future," while respecting the fundamental human rights of all individuals. In order to achieve this, we have established this Code of Conduct as the foundation for our future actions.

1 Compliance with Laws and Social Norms

We adhere to all laws and social norms with a high sense of ethics. Recognizing the unique cultures, customs, and rules of each country and region, we respect differences. As a "good corporate citizen," we contribute to cultural development through our business activities and strive to realize a rich, bright, and healthy life for all.

2 Fostering a Culture of Respect

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.

3 Harmony with Nature

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.

4 Compliance with Fair and Equitable Transactions

We conduct our business on the principles of free competition and fairness. By engaging in transparent and equitable transactions, we build mutual trust and understanding with our business partners.

5 Safe & Responsible Products

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.

6 Intellectual Property for Social Good

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.

7 Proper Disclosure of Information

We communicate with society and ensure management transparency by disclosing appropriate and reliable corporate information to all stakeholders in a timely and fair manner, without concealment.

8 Proper Management and Protection of Information and Assets

When using company assets, we distinguish between public and private use and ensure proper utilization. We fully understand the importance of customer information, personal information, and confidential information obtained through business activities, and we take measures to prevent information leakage and protect privacy. Additionally, we manage and safeguard these assets appropriately to ensure swift business recovery in the event of an emergency.

Date of Establishment: April 1, 2025