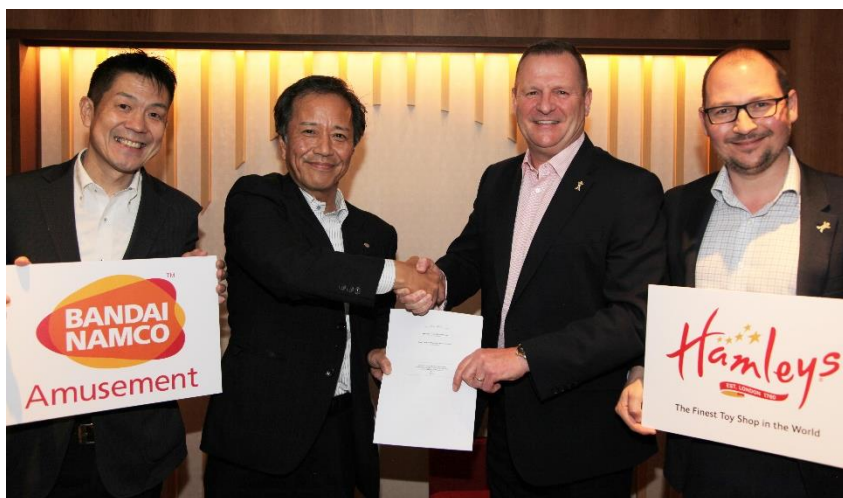


The UK's oldest toy retailer, Hamleys expands its Franchise business with entertainment innovator,
BANDAI NAMCO Amusement Inc. in Japan!
**BANDAI NAMCO Amusement's new venture integrating retail and entertainment experience
will see its first store opening at the end of this year**

We, BANDAI NAMCO Amusement Inc. (registered office in Minato-ku, Tokyo / President and CEO Hitoshi Hagiwara) operating more than 250 arcade facilities in Japan hereby announce that we entered into agreement of developing toy retail franchise business with the UK's oldest toy retailer* Hamleys (Franchising) Ltd.(registered office in London, United Kingdom / CEO Ralph Cunningham) in Japan.



Picture above from right, CFO Alex Jablonowski, CEO Ralph Cunningham of The Hamleys Group, Hitoshi Hagiwara and Haruo Iwayaguchi of BANDAI NAMCO Amusement Inc.

Hamleys is the largest and oldest toy shop in the United Kingdom founded in 1760 by William Hamleys in London. With over 258 years of experience in bringing smiles and laughter to children, Hamleys is trusted all over the world with 133 Toy Shops across 19 countries. Its unique retail experience focuses on 'bringing toys to life' by actively encouraging children to play with toys in store. It offers an interactive store design with engaging toy demonstrations and family attractions which all help advocate Hamleys as "The Finest Toy Shop in the World".

BANDAI NAMCO Amusement Inc. was originally founded in 1955 to offer children's attractions at rooftop playgrounds of department stores. It has since developed various amusement facilities throughout Japan. In recent years there has been more investment in resources developing a unique entertainment experience at real consumer touchpoints. As consumers are immersed more in virtual/online entertainment experiences, they are losing opportunities and spaces to enjoy personal, real communication. Therefore, BANDAI NAMCO Amusement aims to create unique retail-tainment malls to offer customers a space to indulge in real entertainment and personal communication. This is based on BANDAI NAMCO Amusement's expertise of developing numerous arcades, theme parks and Hamleys long established experiential customer proposition.

【Hamleys CEO : Ralph Cunningham's remarks】

"We are thrilled to be launching the Hamleys brand in Japan this year and delighted to be partnering with BANDAI NAMCO. With its extensive experience in the entertainment sector and its in-depth knowledge of the Japanese market, BANDAI NAMCO is the perfect strategic partner. Japan represents an exciting and important market and is key to Hamleys continued international growth strategy. We look forward to bringing smiles to the faces of children and families all over Japan and delivering the unique Hamleys in-store experience to this fantastic market".

【BANDAI NAMCO Amusement President and CEO : Hitoshi Hagiwara's remarks】

We are delighted and honored to introduce this exciting brand, Hamleys to our Japanese customers. We believe the experience we deliver our customers through integrating our innovative entertainment technology with Hamleys' 258 years long established brand philosophy and value will be truly unique, unparalleled and surely bring smile to them and we look forward to welcome our customers in our first store in Japan.

BANDAI NAMCO Amusement Inc. will provide our customers unparalleled entertainment that can be experienced at the opening of our first Hamleys store in Japan. Further information about the store location and Grand opening will soon be released in our next press release.

【Hamleys (Franchising) Limited Company Information】

Company Name : Hamleys (Franchising) Limited

Representative : CEO Ralph Cunningham

Registered Office : 2 Fouberts Place, London, W1F 7PA

Established : 1760

Main Business : Toy retail

Hamleys Franchise Limited is part of the Hamleys Global Holdings limited group of companies.

【BANDAI NAMCO Amusement Inc. Company Information】

Company Name : BANDAI NAMCO Amusement Incorporated.

Representative : President and CEO Hitoshi Hagiwara

Registered Office : 12th floor, Mita 43MT Bldg., 3-13-16 Mita, Minato-ku, Tokyo

Share capital : ¥10 billion (100% owned subsidiary of BANDAI NAMCO Holdings Inc.)

Number of employees : 5,058 (Full time 743) ※As of 1st of April 2018

Established : 2006 (Founded : 1955)

Main Business : Planning, development, operation, and sales of facilities, machines, and services related to real entertainment.

Former NAMCO LIMITED and Amusement Machine division of BANDAI NAMCO Entertainment Inc. merged to reestablish itself as BANDAI NAMCO Amusement Inc. on 1st of April, 2018.

*'The UK's oldest toy retailer': Information by Hamleys

Details within news release are accurate at time of publication. Please be aware that changes may be made without notice after publication.