

New initiative by Bandai Namco Studio's indie game label “GYAAR Studio”!

Announcing a contest for indie game creators, First “GYAAR Studio Indie Game Contest”!

Winners awarded a total of up to 100 million JPY in support funding!

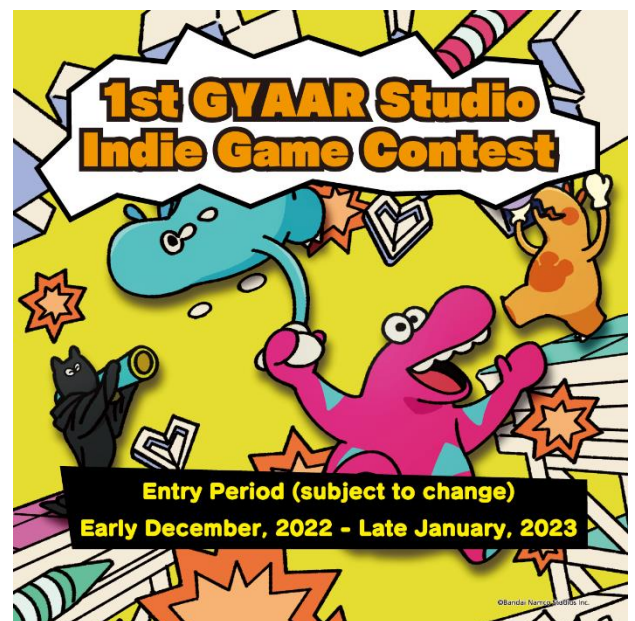
Prize bonuses also include knowledgeable development support from Bandai Namco Group and free access to the "GYAAR Studio Base" development center

▶ **Entry Period (subject to change): Early December, 2022 - Late January, 2023**

Bandai Namco Entertainment Inc. (Headquartered in Minato Ward, Tokyo. President & CEO: Yasuo Miyakawa. Hereafter Bandai Namco Entertainment) and Bandai Namco Studios Inc. (Located in Koto Ward, Tokyo. President & CEO: Daisuke Uchiyama. Hereafter Bandai Namco Studios) are announcing the first GYAAR Studio Indie Game Contest, held by Bandai Namco Studios' indie game label, "GYAAR Studio," for indie game creators outside the company!

GYAAR Studio was founded in 2021 as an indie game label meant to help foster ace game creators for Bandai Namco Studios' major global titles by allowing young talent to directly and freely express their creative ideas.

This contest will be held to allow an even wider pool of creative talent, one not limited to company employees, to take a turn at bat and have the chance to receive proactive support for their creations. By allowing a variety of games to shine brighter than ever with the proper support, the hope is to further stimulate the video game market.



This contest will select (at most) 1 Platinum Award winner + 7 other prize winners from a pool of game entries, including those in-development, and award a total of up to 100 million JPY in support funding. In addition to the prize funding, game developer Bandai Namco Studios will also offer direct development support, as well as a support program which includes access to the “GYAAR Studio Base” game development center within the Bandai Namco Studios office, publishing support, and IP (Intellectual property, such as characters and brands) co-creation support. Bandai Namco Group aims to make use of its strengths and years of acquired know-how to provide creators with a wide-range of full-fledged support!

First "GYAAR Studio Indie Game Contest" Details

■ Entry Period (subject to change)

- Early December, 2022 - Late January, 2023

*Official dates will be announced in early December.

■ Announcement of Results (subject to change)

- Winners will be revealed on March 4th (SAT), 2023 at TOKYO INDIE GAMES SUMMIT*

*An all-new indie game event hosted by Phoenixx Inc. (hereafter: Phoenixx) beginning in 2023

■ Hosted by

- Bandai Namco Entertainment Inc.

- Bandai Namco Studios Inc.

■ In collaboration with

- Phoenixx Inc.

■ Prizes

- Platinum Award: Up to 30 million JPY (2 years of funding) + Support program (*see below) – 1 possible winner

At time of reward: ... 10 million JPY

Additional 2.5 million JPY every three months after award (up to 8 times) ... up to 20 million JPY

Total ... up to 30 million JPY

*An examination will be carried out for each support payment, and further support may be cancelled based on the results.

- Award Winners: Up to 10 million JPY (2 years of funding) + Support program (*see below) - 7 possible winners

At time of reward: ... 2 million JPY

Additional 1 million JPY every three months after award (up to 8 times) ... up to 8 million JPY

Total ... up to 10 million JPY

*An examination will be carried out for each support payment, and further support may be cancelled based on the results.

■ Prize Bonus: Support program (subject to change)

- Development Support

Winners will be given development support, and will share in the know-how and technical insight of Bandai Namco Studios creators via talk sessions. Bandai Namco Entertainment will also provide marketing-focused support where necessary.

- Free access to the "GYAAR Studio Base" development center

Bandai Namco Studios (Monzennakacho) plans to establish a development center inside the company office called the "GYAAR Studio Base." Using this facility, winners will get access to

development classes and direct lines of communication with other award winners. There will also be the opportunity for social exchanges with Bandai Namco Studios' creators.

In addition, the "GYAAR Studio Base Online" will be set up for online communication with creators working remotely.

- Publishing Support

Bandai Namco Entertainment or Phoenixx will provide publishing support.

- IP Co-creation Support

Bandai Namco Entertainment, Bandai Namco Studios, and other Bandai Namco Group companies will offer support for developing IP.

■ How to Enter

- Submit application via the official website entry form

* A playable demo will be required.

* Copyrights for entries will not be transferred to the contest organizers.

■ Entry Requirements

- Details will be listed in the entry terms unveiled at the start of the entry period.

-Official Website-

URL : <https://indie.bandainamcostudios.com/en/>

-Messages from Company Reps-

■ Bandai Namco Entertainment Inc. President & CEO Yasuo Miyakawa

The indie game market is vibrant and active these days.

Bandai Namco Studios and Phoenixx have worked together to create this contest in the hope of supporting and working with upcoming game creators who are born from this lively indie game scene.

My hope is that by giving these fantastically talented game creators a chance to show off their skills, we can find and offer support to such new talent, and help a number of new games be brought to life.

We want to do all we can to help you do the things you strive for and make your dreams a reality. I look forward to all of your entries.

■ Bandai Namco Studios Inc. President & CEO Daisuke Uchiyama



Around a year ago, Bandai Namco Studios launched the GYAAR Studio label to serve as a place for our in-house creators to try new things. Now we are opening the doors to provide that opportunity to indie game creators around the world, hoping to provide an environment where ideas and creativity can be pursued to their fullest.

As a game developer ourselves, Bandai Namco Studios can offer a range of support, bringing indie creators together, introducing them to our in-house creators, providing new motivation, discoveries, and joint development opportunities. Through all this I hope we find something entirely new and never seen before would come to life. I can't wait to see what would come about.

I look forward to the outstanding, creative works you all will submit!



■ Phoenix Inc. President & CEO Kazunori Sakamoto

Since Phoenix's foundation, we have worked towards our mission of being creator-centric. We believe in the talent of the creators we work with, and are determined not only to provide support for the opportunities they present, but also to find new creators and offer the support and push them to bring the games they have in mind to life.

Today indie games are far more diverse and varied than anyone could have imagined years ago. As both someone involved in the indie game scene and a video game enthusiast myself, I am overjoyed to see how the scene now allows creators to make choices, try new things, and find fame and stardom for both themselves and their creations.

- Make the games you want to play yourself! -



I can't even begin to express how excited I am at this opportunity to provide support in the way we have continued to strive since our foundation, and aiding in a wonderful future for these game creators work alongside everyone from the Bandai Namco Group! I can't wait!

Bandai Namco Group exists under the Purpose, "Fun for All into the Future," and we continue to work to bring fun and excitement to people around the world, creating a brighter future for everyone.

* All information in this press release is valid as-of the publication date. The contents are subject to change without notice.