May 13, 2016

Company name:	Sanrio Company, Ltd.
Representative:	Shintaro Tsuji, President and CEO
Code number:	8136, TSE, 1st Section
Inquiries:	Susumu Emori, Managing Director
Tel:	+81-3-3779- 8058

Notice Concerning Change of Directors and Auditors

Sanrio Co., Ltd. hereby announces the following change of directors and auditors, which was resolved at the meeting of the Board of Directors held today, May 13, 2016.

The change of directors and auditors will be subject to the approval at the 56th Ordinary General Meeting of Shareholders to be held on June 23rd, 2016 and the subsequent Board of Directors Meeting to be held on the same day.

Change of Directors and Auditors (as of June 23, 2016)

1. Change of Directors

(1) Candidate for New Director
Tomokuni Tsuji (Executive Officer, current title)

(2) Retiring Directors
Rehito Hatoyama (Director, current title)
Haruki Satomi (External Director, current title)

(3) Candidates for Promoting Directors
1, Senior Managing Director (proposed title)
Susumu Emori (Managing Director, current title)
Kazuyoshi Fukushima (Managing Director, current title)
2, Managing Director (proposed title)
Kosho Nomura (Director, current title)
Jiro Kishimura (Director, current title)

2. Change of Auditors

(1) Candidate for New Auditor
Takemi Hiramatsu (Counsel at Nishimura & Asahi Law Firm, current title)

(2) Retiring Auditor
Michio Ishikawa (External Auditor, current title)

3. Professional Experiences of Candidates for New Director and New Auditor

(1) Professional experience of the Candidate for New Director

Name: Tomokuni Tsuji

Date of Birth: Nov 1, 1988

Experience: January 2014, Joined the Company

June 2015, Executive Officer (to present)

(2) Professional Experience of the Candidate for New Auditor

Name: Takemi Hiramatsu

Date of Birth: February 10, 1963 Registered at the Daini Tokyo Bar Association

Experience: April 1989, Registered at the New York State Bar Association

Feb. 1995, Co-Chairman, Intellectual Property and Licensing Practice Group of Pacific Rim Advisory Council

October 2007, Counsel at Nishimura & Asahi Law Firm (to present)

(Notes 1) Mr. Takemi Hiramatsu is a candidate for an Outside Auditor.

(Notes 2)The company plans to submit documentation to the Tokyo Stock Exchange, Inc. designating him as an Independent Director/Auditor.

(Reference)

Directors and Auditors (plan) after the Ordinary General Meeting of Shareholders to be held on June 23rd, 2016

Title	Name	Position and responsibilities, and Significant concurrent position
President and Chief Executive Officer	Shintaro Tsuji	
Senior Managing Director	Susumu Emori	Responsible for Corporate Planning Department, Legal Department, Internal Audit Department, and Public and Investor Relations Department
Senior Managing Director	Kazuyoshi Fukushima	Division General Manager, responsible for Product Planning & Sales Division
Managing Director	Takahide Nakaya	Responsible for Accounting Department
Managing Director	Saburo Miyauchi	Division General Manager, responsible for Sales Division
Managing Director	Kosho Nomura	Responsible for General Affairs Department, Media Communication Department, Information System Management Department, Character Creation Department, and Office to the President

Managing Director	Jiro Kishimura	Responsible for Global Business Department, and Executive Management Supervisory Department
Director	Yuko Sakiyama	General Manager, responsible for Character Design Division
Director	Yoichiro Shimomura	Division General Manager, responsible for Licensing Division
Director	Yuko Tsuji	Responsible for Global Business Department
Director	Tomokuni Tsuji	Division Assistant General Manager, responsible for Product Planning & Sales Division
External Director	Norio Kitamura	(Independent Director)
External Director	Mitsuaki Shimaguchi	Professor Emeritus, Keio University (Independent Director)
External Director	Yoshiharu Hayakawa	Certified Public Accountant (Independent Director)

Auditor	Yoshio Furuhashi	
External Auditor	Shoji Omori	Chairman of Omori & Co., Ltd
External Auditor	Yasuo Takenouchi	Certified Tax Accountant
External Auditor	Takemi Hiramatsu	Legal Counsel (Independent Director)