November 9, 2017

Company name: Sanrio Company, Ltd.
President and Chief Executive Officer: Shintaro Tsuji
Code: 8136, First Section of Tokyo Stock Exchange
Inquiries: Susumu Emori, Senior Managing Director
Tel: *81-3-3779-8058

Notice Regarding Sale of Fixed Asset by Sanrio's Consolidated Subsidiary

Sanrio, Inc., a consolidated subsidiary of Sanrio Company, Ltd., has agreed to sell its fixed asset as follows:

1. Outline of consolidated subsidiary

(1) Corporate name	Sanrio, Inc.
(2) Location	South San Francisco, California, United States
(3) Capital	US$34,412 thousand
(4) Representative	Katsumi Murakami, CEO
(5) Shareholder (equity stake)	Sanrio Company, Ltd. (100%)

2. Reason for sale

In view of the property market and the business environment, Sanrio, Inc. has reviewed its asset portfolio for better use of its management resources and enhancement of its financial conditions, and has decided to sell the fixed asset.

3. Details of asset for sale

As of March 31, 2017

Name and location	Facilities	Building and structures (¥mln)	Land (¥mln) (Area)	Total amount (¥mln)
Head office building 570 Eccles Avenue, South San Francisco, CA 94080	Head office building, storage, and facility for rent	595	1,346 (62,664m^2)	1,971

4. Outline of transaction

This transaction will be a sale-and-leaseback arrangement. The property will be sold to a global provider that manages logistic facilities, but its details will not be disclosed due to confidentiality requirement. There is no special item of note concerning capital, personal, trading relationship, and status of interested parties between the buyer and Sanrio Company, Ltd. or Sanrio Inc.

5. Schedule

(1) Property sale contract date	October 26, 2017
(2) Fixed date for sale value	December 19, 2017 (plan)
(3) Property delivery date	December 19, 2017 (plan)

6. Impact on earnings outlook

Impact of this fixed asset sale on consolidated earnings forecasts will be promptly disclosed upon determination of sale value.

End