May 22, 2019

To Whom It May Concern

Company Name: Sanrio Company, Ltd.
President and Chief Executive Officer: Shintaro Tsuji
Securities Code: 8136, First Section of Tokyo Stock Exchange
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Notice of Changes in Representatives at Consolidated Subsidiary

Sanrio Co., Ltd. announces the following changes in representatives at its consolidated subsidiary Sanrio Entertainment Co., Ltd., based on the resolution made at a meeting held yesterday by the Board of Directors of Sanrio Entertainment Co., Ltd. A formal decision is to be made at the meeting of the Board of Directors after the upcoming General Meeting of Shareholders of Sanrio Entertainment Co., Ltd., to be held on June 28, 2019.

1. Sanrio Entertainment Company Ltd.

Effective June 28, 2019

Name	New Position	Current Position	Significant Concurrent Position
Shintaro Tsuji	Chairman and CEO	Chairman,President and CEO	President and CEO of Sanrio Co.,Ltd.
Aya Komaki	President and CEO	Director	—

Note: A resolution was also made to appoint Managing Director Kosho Nomura to the position of Vice-Chairman of Sanrio Entertainment Co., Ltd.