July 10, 2019

To Whom It May Concern

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Regarding the decision in the European Commission's antitrust investigation

Sanrio announces that on 9 July 2019, it has received notification of a decision by the European Commission imposing a fine of [6,222,000] euros (approximately [790] million yen) in relation to the Commission's antitrust investigation into Sanrio's licensing practices in Europe.

Sanrio has cooperated with the Commission throughout the investigation, and this decision, based on a settlement process, concludes the investigation.

The amount of the fine will be recorded as extraordinary loss in the consolidated first quarter financial statements for the year ending 31 March 2020.

Sanrio will announce the expected net profit attributable to the shareholders of the parent company for the year ending 31 March 2020 once the figures are confirmed.

Sanrio fully accepts the European Commission's decision and remains committed to enforcing and enhancing our compliance program across the group, in the interests of retaining the trust of all stakeholders.