October 31, 2019

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 Concerning Own-Share Repurchase

(Own-share repurchase under the provisions of the Articles of Incorporation pursuant to paragraph 1, Article 459 of the Companies Act of Japan)

The Board of Directors of Sanrio Co., Ltd. adopted a resolution on October 31, 2019 concerning implementation of an own-share repurchase in accordance with the provisions of its Articles of Incorporation pursuant to paragraph 1, Article 459 of the Companies Act of Japan. Details are below.

1. Purpose of the repurchase

It is intended to raise capital efficiency, to enhance returns to shareholders, and to carry out dynamic capital strategies.

2. Details concerning the repurchase

(1)	Type of shares to be repurchased	Common stock
(2)	Total number of shares to be repurchased	Up to 1,000,000 shares (Ratio against the total outstanding shares excluding treasury stock: 1.2%)
(3)	Total amount of repurchase price	Up to 2 billion yen
(4)	Repurchase period	From November 1, 2019 to January 31, 2020

(Reference) Status of treasury stock as of September 30, 2019.

	(Common stock)
Total number of shares outstanding excluding treasury stock	84,856,718 Shares
Total number of treasury stock	4,208,583 Shares