January 6, 2020

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 Progress on 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)

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, which was adopted a resolution on October 31, 2019 by the Board of Directors of Sanrio Co., Ltd., we report progress on stock purchase with following details.

1. Type of shares: Common stock of Sanrio Co., Ltd.
2. Number of shares repurchased: 38,500 shares
3. Cost of acquisition: 83,911,100 yen
4. Period: From December 1, 2019 to December 31, 2019
5. Repurchase method: Auction market on Tokyo Stock Exchange

(Reference)

1. Details concerning the repurchase

(1)	Type of shares to be repurchased	Common stock of Sanrio Co., Ltd.
(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

2. Accumulated total of stock repurchase until December 31, 2019 pursuant to the above resolution

(1)	Total number of shares repurchased	38,500 shares
(2)	Total amount of repurchase price	83,911,100 yen