May 29, 2020

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President and Chief Executive Officer: Shintaro Tsuji
Securities Code: 8136, First Section of Tokyo Stock Exchange
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Notice Concerning Postponement of the 60th Ordinary General Meeting of Shareholders and Designation of Record Date for Meeting Convocation

At a meeting held today, the Sanrio Co., Ltd. board of directors resolved to delay the company's 60th Ordinary General Meeting of Shareholders from the end of June to the end of August. We apologize to our shareholders, investors, and other interested parties for the inconvenience caused by this postponement.

Reasons for postponing the 60th Ordinary General Meeting of Shareholders

As noted in Notice Concerning Postponement of Announcement of Consolidated Financial Results for the Fiscal Year Ended March 31, 2020 published on May 8, 2020, certain overseas consolidated subsidiaries have experienced a delay in account closing and audit procedures due to the outbreak of Novel Coronavirus (COVID-19). Therefore, we made the decision to postpone our announcement of consolidated financial results for the fiscal year ended March 31, 2020. As of today, we still require more time to complete audit procedures at our UK subsidiary, and we have not yet determined a date for our financial results announcement.

Given these circumstances, at a meeting held today, our board of directors resolved to postpone our general meeting of shareholders, originally scheduled for the end of June, to the end of August. In conjunction with this decision, the board has established June 30, 2020 as the record date for voting rights at the general meeting of shareholders, rather than the normal date of March 31. Shareholders of record as of June 30, 2020 will be eligible to exercise voting rights at the 60th Ordinary General Meeting of Shareholders. We will provide more particulars about the meeting at a later date.

1. Record date designated for the ordinary general meeting of shareholders
(1) Record date: June 30, 2020
(2) Scheduled notification date: June 15, 2020
(3) Notification method: Publication in the Nihon Keizai Shimbun

2. Year-end dividends
As announced today in Notice Concerning Year-end Dividend from Retained Earnings, the company has designated the traditional date of March 31, 2020 to be the date of record for year-end dividends.