June 12, 2020

Company Name: Sanrio Company, Ltd.
President and Chief Executive Officer: Shintaro Tsuji
Securities Code: 8136, First Section of Tokyo Stock Exchange
Inquiries: Susumu Emori, Senior Managing Director
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Notice Regarding Reports in the Media

This notice is in regards to certain media reports about the changes of Directors of Sanrio Company., Ltd.. Please understand that these reports do not constitute official announcements by Sanrio Company.

The personnel affairs of the directors will be discussed in the Board of Directors meeting which will be held today. Soon after it is resolved, the company shall announce it promptly.