June 12, 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 the date of the 60th Ordinary General Meeting of Shareholders

Sanrio Co., Ltd. (the Company) announces that the Company has decided the place and date of the 60th Ordinary General Meeting of Shareholders as follows. This announcement is the update of the Notice Concerning Postponement of the 60th ordinary General Meeting of Shareholders and Designation of Record Date for Meeting Convocation which was released on May 29, 2020.

Date, Time and Place of the 60th Ordinary General Meeting of Shareholders.

1. Date and Time: Wednesday, August 26, 2020 at 2 p.m.
2. Place: Grand Prince Hotel Takanawa (Prince Room)
   3-13-1, Takanawa, Minato-ku Tokyo.

We extend our deepest apologies to all of our stakeholders for any inconvenience and concern caused as a result of these delays.