November 4, 2020

Company Name: Sanrio Company, Ltd.
President and Chief Executive Officer: Tomokuni Tsuji
Securities Code: 8136, First Section of Tokyo Stock Exchange
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Notice Regarding Acquisition of Treasury Stock and Purchase of Treasury Stock Through the Off-Auction Own Share Repurchase Trading System (ToSTNeT-3)

(Acquisition of Treasury Stock Pursuant to the Stipulations of the Articles of Incorporation Governed by Article 459, Paragraph 1 of the Companies Act, and Purchase of Treasury Stock Through the Off-Auction Own Share Repurchase Trading System (ToSTNeT-3))

The Company hereby announces that a decision was reached with regard to the acquisition of treasury stock under Article 7 of the Company's Articles of Incorporation, based on Article 459, Paragraph 1, of the Companies Act at the meeting of the Board of Directors held today.
Details are as follows.

1. Purpose of the repurchase

   A major shareholder has informed us of its intention to sell some of its common stock of the Company. We have decided therefore to acquire said common stock of the Company as it enables improved capital efficiency and flexible capital policies. We have further decided to acquire this treasury stock through the Off-Auction Own Share Repurchase Trading System (ToSTNeT-3) in order to avoid influencing stock market supply and demand.

2. Repurchase method

   We will commission purchase through the Tokyo Stock Exchange Off-Auction Own Share Repurchase Trading System (ToSTNeT-3) at today's (November 4, 2020) closing price (including final special quote) of 1,769 yen at 8:45 am on November 5, 2020 (there will be no other change to transaction system or time). The buy order will only be valid for the stated time.

3. 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 3,391,700 shares (Percentage of total number of shares issued and outstanding (excluding treasury stock) = 4.04%)
(3)	Total amount of repurchase price	Up to 6 billion yen
(4)	Repurchase period	November 5, 2020
(5)	Announcement of Acquisition Result	We will announce the results of this acquisition after conclusion of the transaction at 8:45 am.

(Note 1) There are no changes to the number of relevant shares. Some or all of the transaction may not occur due to market trends, etc.
(Note 2) The purchase will be conducted through a sell order for the number of shares to be acquired.

(Reference) Status of treasury stock as September 30, 2020 (common stock)

Total number of shares outstanding excluding treasury stock	83,933,255 shares
Total number of treasury stock	5,132,046 shares

4. Other

The major shareholders of the company may change as a result of this acquisition of treasury stock. We will notify shareholders as soon as possible in the event that any changes arise.