November 4, 2020

Company Name: Sanrio Company, Ltd.
President and Chief Executive Officer: Tomokuni Tsuji
Securities Code: 8136, First Section of Tokyo Stock Exchange
Inquiries: Jiro Kishimura, Managing Director
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Notice Regarding Change of Principal Shareholders and Our Top Shareholder

We hereby provide notice of a change of principal shareholders and our top shareholder on November 4, 2020.

1. Change of Principal Shareholders and Top Shareholder

(1) Events Leading to Change

SEGA SAMMY HOLDINGS INC. informed us that it had sold 3,510,000 shares of its common stock of the Company, which resulted in a change of principal shareholders and our top shareholder. Details are as follows.

(2) Outline of Change of Shareholders

1.	Name	SEGA SAMMY HOLDINGS INC.
2.	Address	1-1-1 Nishi-Shinagawa, Shinagawa-ku, Tokyo
3.	Representative	President and Group COO, Representative Director Haruki Satomi
4.	Principal business	Group Administration and Incidental Tasks as a Holding Company for a Comprehensive Entertainment Corporate Group

(3) Number of Voting Rights (Number of Shares) and Proportion of Total Voting Rights Held After the Change

	Number of Voting Rights (Number of Shares Held)	Proportion of Total Voting Rights	Ranking Among Major Shareholders
Before Change (As of September 30, 2020)	94,568 votes 9,456,800 shares	11.27%	First
After Change (As of November 4, 2020)	59,468 votes 5,946,800 shares	7.09%	Second

(note1) The proportion of voting rights is calculated based on 83,904,700 shares (839,047 votes), which was reached by deducting 5,132,000 shares of treasury stock (as of September 30, 2020) and 28,601 shares amounting to less than one unit (including treasury stock) from the total number of shares issued and outstanding.

(note2) The proportion of the total voting rights is rounded to the third decimal place.

2. Outlook

There is nothing of note to report.