November 5, 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 Completion and Results of Acquisition of Treasury Stock Through the Off-Auction Own Share Repurchase Trading System (ToSTNET-3)

With regard to the acquisition of treasury stock referred to in "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))," we conducted the following purchase today. Details are as follows. We have thereby completed the acquisition pursuant to the November 4, 2020 resolution of the Board of Directors.

Result of Treasury Stock Acquisition

1. Reason for Treasury Stock Acquisition

A major shareholder, SEGA SAMMY HOLDINGS INC., has informed us of its intention to sell some of its common stock of the Company. We have therefore decided to acquire said common stock of the Company from SEGA SAMMY HOLDINGS INC. to enable improved capital efficiency and flexible capital policies. We have acquired said treasury stock through the Off-Auction Own Share Repurchase Trading System (ToSTNET-3) in order to avoid influencing stock market supply and demand.

2. Details concerning the repurchase

(1)	Type of shares repurchased	Common stock of Sanrio Co., Ltd.
(2)	Total number of shares repurchased	3,391,700 shares
(3)	Total amount of repurchase price	5,999,917,300 yen
(4)	Date of Acquisition	November 5, 2020
(5)	Announcement of Acquisition Result	Purchase of Treasury Stock Through the Tokyo Stock Exchange Off-Auction Own Share Repurchase Trading System (ToSTNeT-3)

(Reference)

Content of resolution concerning acquisition of treasury stock (as released on November 4, 2020)

(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