March 12, 2021

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 Newly Appointed Managing Executive Officer

Sanrio Co., Ltd. announced at its Board of Directors Meeting held on March 12, 2021, the appointment of a new managing executive officer. The details of this appointment are as follows.

Appointment of a New Managing Executive Officer

Name (Date of Birth)	Biography	
Kiyoshi Saito (May 30,1966)	Mar. 1990	Graduated from Osaka Prefecture University, Faculty of Economics, Department of Economics
	Apr. 1990	Joined Sony Corporation
	Jun. 2005	M.B.A., London Business School, University of London
	Jul. 2005	Appointed general manager of marketing intelligence, SoftBank Mobile Corp. (currently SoftBank Corp.)
	Dec. 2006	Appointed assistant to the CEO and senior executive vice president of corporate development, McDonald's Company (Japan)
	Dec. 2010	Appointed vice president of food division planning, Walmart Japan Holdings, K.K
	Aug. 2014	Appointed executive officer and chief marketing officer, Dell Japan, Inc.
	Aug. 2015	Appointed country manager and general manager, Aimia Japan, Inc.
	Jul. 2017	Appointed managing executive officer/advisor, transcosmos, inc.
	Apr. 2018	Appointed representative director, president, and CEO, NAMCO USA, Inc.
	Mar. 2021	Joined Sanrio Company Appointed CEO, Sanrio Inc (a subsidiary in the USA) (current) and head of overseas business division, Sanrio Company (current).