May 25, 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 and Retiring Director

Sanrio Company, Ltd. announced the appointment of new managing executive officers at its Board of Directors Meeting held on May 24, 2021. The details of this appointment are as follows.

1. Appointment of New Managing Executive Officers

(1) Name and biography of newly appointed managing executive officers

Name (Date of Birth)	Biography	
Yasuyuki Otsuka (June 14, 1973)	Mar. 1997	Graduated from School of Humanities and Social Sciences, Waseda University
	Apr. 1997	Joined The Daiei, Inc.
	Mar. 2004	Graduated from Graduate School of Business （MBA）, Waseda University
	Jun. 2004	Joined Tohmatsu Consulting LLC (current Deloitte Tohmatsu Consulting LLC)
	Oct. 2012	Seconded to Deloitte Consulting Ltd. (Thailand)
	Jun. 2015	Returned to Deloitte Tohmatsu Consulting LLC
	Jun. 2020	Appointed executive officer (partner) of Deloitte Tohmatsu Consulting LLC (retired May 2021)

Name (Date of Birth)	Biography	
Wataru Nakatsuka (January 17, 1983)	Mar. 2005	Graduated from Faculty of Policy Management, Keio University
	Apr. 2005	Joined Oriental Land Co., Ltd.
	Jan. 2009	Joined A.T. Kearney
	Oct. 2016	COO, KOKOTEL (THAILAND) CO., LTD.
	Dec. 2018	Graduated from IE Business School Graduated from Singapore Management University-Lee Kong Chian School of Business
	Jan. 2019	Joined Boston Consulting Group

(2) Proposed Date of Appointment

June 1, 2021.

2. Retiring Director

(1) Retiring Director

Saburo Miyauchi (Currently Managing Director)

(2) Proposed Date of Retirement

Retirement to take place at the Company's 61st Ordinary General Meeting of Shareholders scheduled for June 24, 2021.