July 14, 2021

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 Newly Appointed Managing Executive Officer

Sanrio Co., Ltd. announced at its Board of Directors Meeting held on July 14, 2021, the appointment of a new managing executive officer. The details of this appointment are as follows.

1. Name and biography of newly appointed managing executive officer

Name (Date of Birth)	Biography	
Saori Watanabe (May 7,1969)	Mar. 1992	Graduated from Musashino Art University, Department of Visual Communication Design
	Apr. 1992	Joined DENTSU INC. Creative Direction Department Division1 Copywriter
	Jan. 1998	Communication Design Center Creative Producer
	Apr. 2014	Creative Direction Department Division3 Creative Director
	Jan. 2015	Promotion Produce Department Communication Director
	Jan. 2016	Business Development Department Chief Solution Director

2. Proposed Date of Appointment
August 1, 2021.