August 2, 2024

Company Name: Sanrio Company, Ltd.
President and Chief Executive Officer: Tomokuni Tsuji
Securities Code: 8136, TSE Prime Section
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# Notice Regarding Decisions on Details for Long-term Ownership Program

Sanrio Company, Ltd. (the "Company") announced in its timely disclosure, "Changes to the Shareholder Benefits Plan," dated May 14, 2024, that it would change its shareholder benefits plan ("Benefits Plan") and establish a new long-term ownership program. The Board of Directors of the Company, at its meeting held today, decided on the details of the long-term ownership program under consideration, as described below.

The Long-term Ownership Program offers new benefits, in addition to the complimentary theme park entry passes and shareholder benefit coupons, to shareholders who have held 300 or more shares of the Company on an ongoing basis for at least three years. This Long-term Ownership Program will come into effect from the fiscal year ending on March 31, 2025, and will be retroactively applied as far back as the shareholder registry for the fiscal year ended March 31, 2022.

| Number of shares owned and benefit details | Complimentary Theme Park Entry Pass | Shareholder Benefit coupons | Long-term Ownership Program (only for fiscal year-end) |
|---|---|---|---|
| 100 shares or more | 1 coupon | ¥1,000 coupon × 1 | None |
| 300 shares or more | 3 coupons | ¥1,000 coupon × 1 | - Acrylic stand only for shareholders |
| 1,500 shares or more | 6 coupons | ¥1,000 coupon × 1 | - Acrylic stand only for shareholders |
| 3,000 shares or more | 9 coupons | ¥1,000 coupon × 2 | - Acrylic stand only for shareholders<br>- Plush toys only for shareholders |
| 6,000 shares or more | 12 coupons | ¥1,000 coupon × 2 | - Acrylic stand only for shareholders<br>- Plush toys only for shareholders<br>- Online social gathering for shareholders or individual online greeting (to be implemented from September 2025) |

(Note 1)
"Shareholders who have held shares of the Company on an ongoing basis for at least three years" is defined as those shareholders who were recorded in the shareholder registry as of March 31 and September 30 of each year for seven or more consecutive times with the same shareholder number and whose shareholdings never fell short of the minimum number of shares in any of these time periods (300 shares, 1,500 shares, 3,000 shares, or 6,000 shares) on all of the record dates (March 31 and September 30).

(Note 2)
Please note that the shareholder number may change if a stock lending service is used, shares are inherited or gifted, and/or the securities company changes, among other circumstances, which could interrupt the continuity of the shareholder number.

(Note 3)
The shareholder benefits in the Long-term Ownership Program are sent once a year at the end of the fiscal year.

(Note 4)
The design of the limited-edition items and details on the online social gatherings for shareholders or individual online greetings will be provided on the Company's website once they have been finalized.