



July 28, 2025

Company Name: Sanrio Company, Ltd.
President and Chief Executive Officer: Tomokuni Tsuji
Securities Code: 8136, TSE Prime Section
Inquiries: Seiichiro Matsumoto, Managing Executive Officer
Tel.: +81-3-3779-8058

Notice Regarding the Acquisition of Shares of Gugenka Inc. (to Make It a Subsidiary)

Sanrio Company, Ltd. has acquired shares in Gugenka Inc. ("Gugenka") and make it a subsidiary. The details are described below.

◆Reason for acquisition of shares

With the announcement of our 10-year long-term vision of *Lighting the Way to Bring Smiles to All*, we have declared a goal of becoming a global IP platformer. Gugenka handles the planning and production of the "Sanrio Virtual Festival," which is hosted by Sanrio and is one of the world's biggest metaverse events, and has built a strong reputation in the IP/XR field in Japan. This share acquisition represents one of a series of targeted investments in "touchpoints" aimed at realizing our 10-year long-term vision. We believe that it will equip us with production and sales functions in the digital domain for delivering XR and other content, mutually strengthen both companies' business development capabilities for IP holders, and facilitate the cross-selling of real and digital offerings. Going forward, we intend to continue making proactive investments to achieve our objective of becoming an IP platformer that can support the promotion of both our own and other companies' IP.

◆Impact of this transaction on operating performance

The impact on our performance will be minimal, and there will be no change to our performance forecasts.

Gugenka Inc.

Company name:	Gugenka Inc.
Representative:	Masafumi Mikami, CEO
URL:	https://gugenka.jp/company
Business activities:	Production and sale of Japanese anime-related digital goods using advanced technologies such as XR (i.e., VR, AR, and MR), and planning and production of content and events fusing the real with the virtual and the technological
Established:	2005
Capital:	Three million yen (as of July 14, 2025)
Head office address:	1-10-7 Minami-Dekijima, Chuo-ku, Niigata City