November 6, 2026

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

Notice Regarding Adjustment of Conversion Price for Zero Coupon Convertible Bonds due 2028

Sanrio Company, Ltd. (the Company) hereby announces that the conversion price for its Zero Coupon Convertible Bonds due 2028 has been adjusted as set forth below.

1. Adjustment of Conversion Price

Name of issue	Conversion price prior to the adjustment	Conversion price after the adjustment
Zero Coupon Convertible Bonds due 2028	¥504.1	¥502.1

2. Effective Date
On and after October 1, 2026 (Japan time)

3. Reason for Adjustment
At a meeting of the Board of Directors held on November 6, 2026, the Company approved an interim dividend of ¥8 per share. Accordingly, the conversion price has been adjusted in accordance with the conversion price adjustment provisions of the terms and conditions of the Bonds due 2028.

END

Note: This document has been translated from the Japanese original for reference purposes only. In the event of any discrepancy between this translated document and the Japanese original, the original shall prevail.