



October 15, 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 Application for Selection of Prime Market in Tokyo Stock Exchange New Market Segments

Sanrio Company, Limited (the “Company”) received the results of its initial assessment from the Tokyo Stock Exchange (the “TSE”) on July 9, 2021, confirming that the Company complied with continued listing requirements for the Prime Market in the new market segments.

Based on the results, the Board of Directors of the Company held on October 15, 2021 has resolved at its meeting to select and apply for listing on the Prime Market of TSE.

Henceforth, the Company will follow the prescribed procedures related to the application for the selection of the new market segment in accordance with the schedule set by the TSE.