



March 15, 2022

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 Representative Director and Director Reassignments, and Officer Personnel Matters

Sanrio Company, Ltd. ("Sanrio") is pleased to announce that the meeting of the Board of Directors held on March 15, 2022, passed a resolution concerning the reassignment of the representative director and directors, as well as officer personnel matters scheduled for June 2022, and the resignation of officers scheduled for March 31, 2022. Details are as follows.

Regarding the reassignment of officers in June 2022, formal resolutions will be passed by the 62nd Ordinary General Meeting of Shareholders to be held in late June 2022 and the meeting of the Board of Directors to be held thereafter.

1. Changes to Representative Director

(1) Purpose of the change

Reformed operating framework to promote the Mid-term Management Plan

(2) Details of change

New Title	Name	Current Title
Founder and Honorary Chairman	Shintaro Tsuji	Founder and Chairman

Proposed Date of Appointment

This change is to take place after the 62nd Ordinary General Meeting of Shareholders scheduled for late June 2022. Resolution is to be passed by the meeting of the Board of Directors to be held thereafter.

2. Changes to Directors

Details of changes

New Title	Name	Current Title
Senior Managing Director	Kosho Nomura	Managing Director
Senior Managing Director	Jiro Kishimura	Managing Director

Proposed Date of Appointment

Resolutions are to be passed by the meeting of the Board of Directors to be held after the 62nd Ordinary General Meeting of Shareholders scheduled for late June 2022.

3. Candidates for new directors

New Title	Name	Current Title
Managing Director	Yasuyuki Otsuka	Managing Executive Officer
Managing Director	Wataru Nakatsuka	Managing Executive Officer
Managing Director	Kiyoshi Saito	Managing Executive Officer

Proposed Date of Appointment

Resolutions are to be passed by the 62nd Ordinary General Meeting of Shareholders scheduled for late June 2022.

4. Directors to resign/retire

(1) Resigning Director

1. Kazuyoshi Fukushima (Currently Senior Managing Director)
2. Proposed Date of Resignation: March 31, 2022
3. Reason for Resignation: Personal reasons
4. Others: The number of directors required by laws and the Articles of Incorporation will be maintained, even after the relevant resignations.

(2) Retiring Director

1. Takahide Nakaya (Currently Managing Director, Appointed to Advisor)
2. Proposed Date of Retirement: Retirement is to take place after the meeting of the Board of Directors to be held after the 62nd Ordinary General Meeting of Shareholders scheduled for late June 2022.

5. Candidate for new Managing Executive Officer

Name and profile of newly appointed managing executive officer

Name (Date of Birth)	Profile	
Sadanori Shibata (October 19, 1972)	March 1996	BA from the Faculty of Letters, Keio University
	April 1996	Joined Dai Nippon Printing Co., Ltd.
	May 2000	Joined Sony Communication Network Corporation (Currently Sony Network Communications Inc.)
	March 2005	Joined LinkShare Japan K.K. (Currently a consolidated subsidiary of Rakuten Group, Inc.)
	May 2007	Joined Hakuhodo DY Media Partners Inc.
	April 2018	Joined Handy Marketing Inc. (Seconded from Hakuhodo DY Media Partners Inc.)
	April 2020	Reassigned to Hakuhodo DY Media Partners Inc.
	August 2021	Joined Sanrio Company, Ltd. Executive Officer, Office to the President

Proposed Date of Appointment

Appointment is to take place after the meeting of the Board of Directors to be held after the 62nd Ordinary General Meeting of Shareholders scheduled for late June 2022.

6. Retiring Managing Executive Officers

Yuko Sakiyama (Currently Managing Executive Officer, Appointed to Advisor)

Yoichiro Shimomura (Currently Managing Executive Officer)

Proposed Date of Retirement

Retirement is to take place after the meeting of the Board of Directors to be held after the 62nd Ordinary General Meeting of Shareholders scheduled for late June 2022.