



August 17, 2023

Company Name: Sanrio Company, Ltd.  
President and Chief Executive Officer: Tomokuni Tsuji  
Securities Code: 8136, TSE Prime Section  
Inquiries: Jiro Kishimura, Senior Managing Director  
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## Notice Regarding Newly Appointed Managing Executive Officer

Sanrio Co., Ltd. announced at its Board of Directors Meeting held on August 17, 2023, the appointment of a new managing executive officer. The details of this appointment are as follows.

### 1. Name and biography of newly appointed managing executive officer

Name (Date of Birth)	Biography	
Yuko Akiyama (April 3, 1977)	Mar. 2000	Graduated from Keio University, Faculty of Law, Department of Political Science
	Apr. 2000	Joined Hakuodo Inc.
	Jun. 2006	Joined Wieden+Kennedy Tokyo
	Oct. 2011	Joined Google Japan
	Nov. 2017	Head of Device Marketing Japan, Google Japan
	Jan. 2020	Head of APAC Product Planning, Google Nest

### 2. Proposed Date of Appointment August 21, 2023.