



January 18, 2024

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 Newly Appointed Managing Executive Officer

Sanrio Company, Ltd. announced the appointment of new managing executive officers at its Board of Directors Meeting held on January 24, 2024. The details of this appointment are as follows.

Name and biography of newly Appointment of Managing Executive Officers

Name	Biography	
Seiichiro Matsumoto	Mar. 2006	Graduated from Department of Administration Engineering (currently Department of Industrial and Systems Engineering), Faculty of Science and Technology, Keio University
	Apr. 2006	Joined Mizuho Securities Co., Ltd.
	Jan. 2022	Joined coconala Inc.
	Apr. 2022	Appointed Executive Officer and CFO

Name	Biography	
Kanakano Miyoshi	Mar. 1997	Graduated from Faculty of Economics, Kyoto University
	Apr. 1997	Joined Mitsubishi Corporation
	Jun. 2007	Completed Master of Business Administration (MBA) at Harvard Business School
	Jul. 2007	Joined Coach, Inc. (currently Tapestry, Inc.)
	Sep. 2008	Joined McKinsey & Company Japan
	Apr. 2010	Joined Russell Reynolds Associates Japan
	May 2013	Joined Pfizer Japan Inc.
	Jan. 2019	Joined BizReach, Inc.
	Feb. 2020	Joined Visional, Inc.
		Appointed Executive Officer of Visional, Inc.
		Appointed Executive Officer of BizReach, Inc. (concurrent position)
	Jun. 2023	Joined Panasonic Energy Co., Ltd.
Jul. 2023	Appointed Director of Cultural Change Office, Human Resources & General Affairs Center	

(2) Proposed Date of Appointment
 February 1, 2024.