



February 14, 2024

Company Name: Sanrio Company, Ltd.
President and Chief Executive Officer: Tomokuni Tsuji
Securities Code: 8136, First Section of Tokyo Stock Exchange
Inquiries: Jiro Kishimura, Senior Managing Director
Ph: +81-3-3779-8058

Notice Regarding Stock Split and Associated Amendments to the Articles of Incorporation

At the meeting of the Board of Directors today, Sanrio Company, Ltd. (the “Company”) resolved to implement a stock split and , as described below.

1. Purpose of the Stock Split

The stock split is aimed at expanding the range of potential investors and enhancing the liquidity of the Company’s shares by lowering the monetary amount needed to invest in each trading unit and creating an environment that facilitates investment by all investors, thus resulting in the appropriate valuation of the Company’s intrinsic worth in equity markets.

2. Overview of the Stock Split

(1). Method

Each share of the Company’s common stock held by shareholders listed or recorded in the shareholder registry as of March 31, 2024, the record date (effectively as of Friday, March 29, 2024, as March 31, 2024, is not a business day for the administrator of the shareholder registry) will be split into three shares.

(2). Increase in the Number of Shares Due to the Stock Split (Note)

Number of outstanding shares before the stock split	Common shares	85,136,101 shares
Increase in the number of shares due to the stock split	Common shares	170,272,202 shares
Number of outstanding shares after the stock split	Common shares	255,408,303 shares
Number of authorized shares after the stock split		930,000,000 shares

(Note) The number of outstanding shares before the stock split represents the number after the cancellation of treasury stock planned for February 29, 2024. The increase in the number of shares due to the stock split and the number of outstanding shares after the stock split are also calculated based on this number.

(3). Stock split schedule

Public notice of the record date (planned)	March 15 , 2024
Record date	March 31 , 2024
Effective date	April 1 , 2024

(4). Other

There will be no change in capital due to this stock split.

3. Amendments to the Articles of Incorporation

(1). Reason for the Amendments

Part of the Company's Articles of Incorporation will be amended pursuant to the stock split described above, effective April 1, 2024, based on the provisions of Article 184, Paragraph 2 of the Companies Act.

(2). Details of the Amendments to the Articles of Incorporation

The details of the amendments are shown below. (The amended portions are underlined.)

Articles of Incorporation before amendment	Articles of Incorporation after amendment
(Number of Authorized Shares) Article 6 The total number of shares authorized to be issued by the Company shall be 310,000,000 shares.	(Number of Authorized Shares) Article 6 The total number of shares authorized to be issued by the Company shall be <u>930,000,000</u> shares.

(3). Amendment Schedule

Effective date of the amendments to the Articles of Incorporation: Monday, April 1, 2024

4. Changes to the Shareholder Benefit Gifts

The Company presents shareholder benefit gifts to shareholders recorded in the shareholder registry as of March 31, each year, in accordance with the number of shares they have held. The Company plans to change this shareholder benefit gifts pursuant to the stock split with an effective date of April 1, 2024, resolved at today's meeting of the Board of Directors.

The new shareholders' special benefits plan pursuant to this stock split will apply from the presentation of benefits to shareholders recorded in the shareholder registry as of September 30, 2024. The Company is currently considering the details of this plan and will provide notice promptly when the specific details are decided.

5. Year-end Dividend

The effective date of this stock split will be April 1, 2024. The year-end dividend for the fiscal year ending March 31, 2024, which has a record date of March 31, 2024, will be paid based on the number of shares before the stock split.