



March 15, 2024

Company Name: Sanrio Company, Ltd.
President and Chief Executive Officer: Tomokuni Tsuji
Securities Code: 8136, TSE Prime Section
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Notice of Changes to Officers and Organizational Changes

At the meeting of the Board of Directors held today, Sanrio Company, Ltd. (the “Company”) resolved to informally appoint officers as of the date of the ordinary general meeting of shareholders scheduled to be held in June 2024. We would also like to inform you of our managing executive officers and organizational structure for the fiscal year ending March 2025.

1. Key points of organizational changes

(1) Strengthen global strategy and control functions in the next medium-term management plan

- The “Global Strategy Department” was newly established as an organization directly under the president to promote global investments and projects.
- Our businesses were previously divided between the Domestic Sales Division and the Global Business Division; however, our businesses in the Asian region are now integrated into the new “Asia Business Division,” and our businesses in the European and American regions are integrated into the “Europe & Americas Business Division.”

(2) Expansion of digital business

- The “Game Business Department” and “Digital Design Department” were newly established within the Business Strategy Division.
- “Digital Licensing Division” was newly established to strengthen our company structure.

(3) Strengthening of corporate structure

- The “Brand Strategy and Operations Department” was newly established within the Global Digital & Marketing Division to handle global character branding strategy and management. Additionally, the Global Digital & Marketing Division was renamed as the “Global Brand Management Division.”
- The DX Promotion Section was newly established within the Corporate Planning Department to strengthen the Digital Transformation (DX) operations. Also, the Data & Technology Department was newly established within the Global Brand Management Division.
- The “Human Resources Planning Department” was newly established within the General Affairs Division to strengthen the human resources function that is the backbone of global management. Additionally, the General Affairs Division was renamed as the “Human Resources & General Affairs Division.”

3. Retiring Director

Effective March 31, 2024

New Title	Current Title	Name
	Senior Managing Director Responsible for General Affairs Division	Kosho Nomura

Retiring on March 31, 2024 and appointed to Advisor from April 1.

Outside Auditor

New Title	Current Title	Name
	Outside Auditor	Takemi Hiramatsu

(2) Changes to Managing Executive Officers

1. New Executive Officers

(Effective after the meeting of the board of directors held after ordinary General Shareholders Meeting)

New Title	Current Title	Name
<u>Managing Executive Officer</u> Responsible for Corporate Management Division, Corporate Planning Department	Executive Officer Responsible for Corporate Management Division, Corporate Planning Department	Eiji Fukuda
<u>Managing Executive Officer</u> <u>Deputy Executive Manager</u> <u>Responsible for Asia Business</u> <u>Division</u>	Executive Officer Responsible for Domestic Sales Division	Tatsuya Yamashita

2. Retiring Executive Officer

(Retiring on June 30, 2024)

New Title	Current Title	Name
	Managing Executive Officer	Saori Watanabe

Appendix

Biographies of new candidates

Director

Name	Biography	
Yuko Akiyama	March 2000	Graduated from Keio University, Faculty of Law, Department of Political Science
	April 2000	Joined Hakuhodo Inc.
	June 2006	Joined Wieden+Kennedy Tokyo
	October 2011	Joined Google Japan
	November 2017	Head of Device Marketing Japan, Google Japan
	January 2020	Head of APAC Product Planning, Google Nest
	January 2023	Joined the Company Managing Executive Officer, Executive Manager, Responsible for Global Digital & Marketing Division (to present)

Outside Director

Name	Biography	
Shizuko Kamoda	March 2004	Graduated from Chuo University, Faculty of Law, Department of Law
	March 2007	Chuo University, Graduate School of Law, Completed
	November 2008	Supreme Court Judicial Research Institute, Completed
	December 2008	https://www.cao.go.jp/en/pmf/pmf_21.pdf
	April 2009	Lecturer at Chuo University Graduate School of Law (concurrent position)
	April 2013	Secretariat of Supervisory Commission for Public-Private and Private-Private Competitive Tenderings, Cabinet Office (part-time)
	June 2018	Representative of RITA Law Office
	May 2019	External Director, S Foods Corporation (current position)
	October 2019	Graduate School of Business Administration, Kobe University (MBA) Completed
	April 2020	Member of Administrative Appeal Committee, Kokubunji City (to present)
	March 2023	Member of the Audit Committee of Daisei every24 Corporation (to present)

Outside Auditor

Name	Biography	
Kiyoko Morikawa	April 1992	Graduated from Chuo University, Faculty of Law, Department of Law
	October 2001	Admitted to Daini Tokyo Bar Association Joined Masuda & Ejiri Law Office (currently Nishimura & Asahi Law Office)
	October 2010	Representative, Morikawa Law Office
	December 2014	Auditor, TOYO Corporation (to present)
	September 2015	Auditor, TEMONA. Inc.
	June 2020	Auditor, INFOCOM CORPORATION (to present)
	December 2022	Outside Director, TEMONA. Inc., Member of the Audit Committee (to present)

Executive Officers

Name	Biography	
Eiji Fukuda	April 1988	Joined the Company
	April 2013	General Manager, Executive Management Department
	April 2015	Executive Officer, Executive Management Department
	April 2017	Executive Officer, Global Business Department
	April 2020	Executive Officer, Global Business Division and Corporate Planning Department
	April 2022	Executive Officer, Corporate Planning Department
	April 2023	Executive Officer, Corporate Planning Department (to present)

Name	Biography	
Tatsuya Yamashita	Apr. 1990	Joined the Company
	Apr. 2013	General Manager, Product Planning Department
	Apr. 2021	General Manager, Sales Management Department
	Apr. 2022	Executive Officer, Product Sales Division