



May 14, 2024

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Changes to the Shareholder Benefits Plan

Sanrio Company, Ltd. (the “Company”) announced in its timely disclosure, “Notice Regarding Stock Split and Associated Amendments to the Articles of Incorporation,” dated February 14, 2024, that it will change its shareholder benefits plan (“Benefits Plan”). The Board of Directors of the Company, at its meeting held today, decided the details of the changes to the Benefits Plan as described below.

1. Reason for the Change

In order to thank our shareholders for their continued support and to increase the value of investing in the Company's shares and to encourage more people to hold them, each year the Company presented benefit gifts to shareholders of record in the shareholder registry on September 30 and March 31, in accordance with the number of shares held. In conjunction with the stock split that took effect on April 1, 2024, the Company has expanded the scope of the Benefits Plan, in order to encourage more shareholders to continue to hold our shares over the medium to long term and to further deepen their understanding of the Group's business through their experiences with our services.

2. Details of the Change

(1) Current Benefits Plan *Number of shares before stock split

Number of shares owned and benefit details	Complimentary Theme Park Entry Pass	Shareholder Benefit coupons
100 shares or more	3 coupons	¥1,000 coupon × 1
500 shares or more	6 coupons	
1,000 shares or more	8 coupons	¥1,000 coupon × 2
4,000 shares or more	10 coupons	
10,000 shares or more	12 coupons	
50,000 shares or more	15 coupons	
100,000 shares or more	20 coupons	

(2) After the change

Number of shares owned and benefit details <small>Figures in parentheses indicate the number of shares before stock split.</small>	Complimentary Theme Park Entry Pass	Shareholder Benefit coupons	New Long-term Ownership Program available
100 shares or more (33 shares)	1 coupon	¥1,000 coupon x 1	No
300 shares or more (100 shares)	3 coupons	¥1,000 coupon x 1	Yes
1,500 shares or more (500 shares)	6 coupons	¥1,000 coupon x 1	Yes
3,000 shares or more (1,000 shares)	9 coupons	¥2,000 coupon x 1	Yes
6,000 shares or more (2,000 shares)	12 coupons	¥2,000 coupon x 1	Yes

(Note) New benefit under new Long-term Ownership Program

The Company has decided to introduce “Long-term Ownership Program,” which offers a new benefit, in addition to the complimentary theme park entry passes and shareholder benefit coupons, to shareholders who have held 300 or more shares of the Company on an ongoing basis for at least three years. Details of the new benefit are currently under consideration and will be announced promptly as they are finalized.

3. Date of the Change

These changes will take effect beginning with benefits to shareholders of record in the shareholder registry on September 30, 2024.

The benefits under the new Long-term Ownership Program will come into effect for those shareholders of record in the shareholder registry who will have held 300 shares or more on an ongoing basis for at least three years on March 31, 2025.