



May 27, 2024

Company Name: Sanrio Company, Ltd.  
 President and Chief Executive Officer: Tomokuni Tsuji  
 Securities Code: 8136, TSE Prime Section  
 Inquiries: Seiichiro Matsumoto, Managing Executive Officer  
 Tel.: +81-3-3779-8058

**[Delayed][Updated]**

**Partial Amendment to the Timely Disclosure "Changes to the Shareholder Benefits Plan"**

Sanrio Company, Ltd. (the "Company") has made the following corrections to the "Notice Regarding Stock Split and Associated Amendments to the Articles of Incorporation," released on May 14, 2024, due to corrections to some of the contents. The amended parts are underlined.

1. Reason for the Correction

When the relevant departments confirmed the contents of the disclosure, the persons in charge of confirming the information were unable to detect the error in question.

2. Corrections

<BEFORE CORRECTIONS>

(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	<u>¥2,000 coupon x 1</u>	Yes
6,000 shares or more (2,000 shares)	12 coupons	<u>¥2,000 coupon x 1</u>	Yes

<AFTER CORRECTIONS>

(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	<u>¥1,000 coupon x 2</u>	Yes
6,000 shares or more (2,000 shares)	12 coupons	<u>¥1,000 coupon x 2</u>	Yes