



December 1, 2025

Company Name: Sanrio Company, Ltd.
President and CEO: Tomokuni Tsuji
Securities Code: 8136, Prime Section of Tokyo Stock Exchange
Contact: Seiichiro Matsumoto, Managing Executive Officer
Tel.: +81-3-3779-8058

Notice Concerning Progress on Repurchase of Own Shares

Concerning implementation of repurchase of own shares in accordance with the provisions of its Articles of Incorporation pursuant to paragraph 1, Article 459 of the Companies Act of Japan, which was adopted a resolution on November 20, 2025 by the Board of Directors of Sanrio Co., Ltd., we report progress on stock purchase with following details.

1. Status of progress on repurchase of own shares as of November 2025
 - (1) Type of repurchased shares Shares of common stock
 - (2) Total number of repurchased shares 655,800 shares
 - (3) Total amount of repurchase price 3,576,832,300 yen
 - (4) Repurchase period From November 21, 2025 to November 30, 2025 (based on trade execution)
2. Cumulative amount of own shares acquired
 - (1) Type of shares to be repurchased Shares of common stock
 - (2) Total number of repurchased shares 655,800 shares
 - (3) Total amount of repurchase price 3,576,832,300 yen
 - (4) Repurchase period From November 21, 2025 to November 30, 2025 (based on trade execution)

(For reference)

1. Resolution adopted at the Board of Directors meeting held on 20 November 2025
 - (1) Type of shares to be repurchased Shares of common stock
 - (2) Total number of shares to be repurchased Up to 3,300,000 shares (Ratio to the issued shares excluding treasury stock: 1.34%)
 - (3) Total amount of repurchase price Up to 15 billion yen
 - (4) Repurchase period From November 21, 2025 to February 10, 2026
 - (5) Repurchase method Market purchases through the Tokyo Stock Exchange