August 10, 2026

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President and Chief Executive Officer: Tomokuni Tsuji
Securities Code: 8136, TSE Prime Market Section
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Notice Regarding the Determination of the Timing and Method of Share Acquisition in Connection with the Introduction of a Performance Equity Compensation (PEC) Plan

At a meeting of the Board of Directors held on August 10, 2026, Sanrio Company, Ltd. (the "Company") resolved the details of the introduction of a performance-based equity compensation plan (hereinafter referred to as "the Plan"), including the timing and method for acquiring these Company's shares.

The introduction of the Plan was approved at the 66th Annual General Meeting of Shareholders held on June 25, 2026. For details regarding the Plan, please refer to the "Notice Regarding the Introduction of a Performance Equity Compensation (PEC) Plan" dated May 29, 2026.

1. The Timing and Method of Share Acquisition in Connection with the Introduction of the Plan

i.	Share acquisition period	From August 18 (planned) to August 31, 2026 (planned)
ii.	Share acquisition method	Acquisition from the stock market
iii.	Upper limit of trust funds	600 million yen (planned) (including trust fees and trust expenses)

[Details of the Trust Agreement]

(1) Type of Trust	A money trust other than a specified individually operated money trust (trust for the benefit of a third party)
(2) Purpose of Trust	To provide incentives to Eligible Directors
(3) Settlor	The Company
(4) Trustee	Mitsubishi UFJ Trust and Banking Corporation (Co-trustee: The Master Trust Bank of Japan, Ltd.)
(5) Beneficiaries	Persons who have retired as directors and satisfy the beneficiary requirements
(6) Trust administrator	A third party with no conflict of interest with the Company (certified public accountant)
(7) Trust agreement date	August 13, 2026 (planned)
(8) Trust period	From August 13, 2026 (planned) to August 31, 2029 (planned)
(9) Plan commencement date	August 13, 2026 (planned)
(10) Exercise of voting rights	Voting rights will not be exercised
(11) Type of acquired shares	Common shares of the Company
(12) Share acquisition period	From August 18 (planned) to August 31, 2026 (planned)
(13) Share acquisition method	Acquisition from the stock market
(14) Residual asset beneficiary	The Company

(15) Residual assets	Residual assets receivable by the Company as the residual asset beneficiary will be limited to the amount of the Trust Retained Funds.

(Note) The timing set forth above may be changed to an appropriate timing in light of applicable laws and regulations and other relevant considerations.

End

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