

Company Name: Sanrio Company, Ltd.
President and Chief Executive Officer: Tomokuni Tsuji
Securities Code: 8136, TSE Prime Section
Inquiries: Jiro Kishimura, Senior Managing Director

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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."



Department	Division
Office to the President	
Corporate Branding Department	
Legal Affairs Department	
Edutainment Department	Distriction
	Business Strategy
Digital Business Development Department	
Game Business Department	
Digital Design Department	
Global Sustainability Department	
Global Strategy Department	
Europe & Americas Department	Europe & Americas Business Division
Game Licensing Department	Division
Animation & Movie Licensing Department	Digital Licensing
Accounting Department	
Corporate Planning Department	Division
Investor Relations Department	
Human Resources Planning Department	
Organizational Development Department	General Affairs Division
General Affairs Department	Human Resources &
Office to the Chairman	
Internal Auditing Department	
Compliance Department	Internal Control Division
Brand Strategy and Operations Department	
Brand Communication Department	
Character Management Department	
Design Management Department	
Character Product Design Department	Management Division
License Design Production Department	Global Brand
License Design Management Department	
Data & Technology Department	
Fan-based Marketing Department	
Animation & Movie Production Department	
Domestic Sales Department	
Domestic Sales Management Department	
Asia Department	
1st Licensing Sales Department	
2nd Licensing Sales Department	
3rd Licensing Sales Department	
Live Performances & Show Sales Department	
Collaborative IP Sales Department	Asia Business Division
EC Sales Department	
Direct-to-Consumer Sales Department	
1st Distribution Accounts Department	
Greeting Cards & Publications Sales Department	
Merchandise Department	
Planning Department	
Distribution Center	

2. Organization changes

- (1) Changes to the Board of Directors
- 1. New appointments

New Candidate for Director

New Title	Current Title	Name
<u>Director</u>	Managing Executive Officer	
Responsible for Global Brand	Responsible for Global Digital &	Yuko Akivama
Management Division	Marketing Division	,

New Candidate for Outside Director

New Title	Current Title	Name
Outside Director		Shizuko Kamoda

New Candidate for Outside Auditor

New Title	Current Title	Name
Outside Auditor		Kiyo Morikawa

2. Change to Title and Division in Charge

New Title	Current Title	Name
Senior Managing Director	Managing Director	
Responsible for Business Strategy	Responsible for Business Strategy	Wataru Nakatsuka
Division, Corporate Management	Division	
Division, General Affairs Division		
Senior Managing Director	Managing Director	
Responsible for Asia Business	Responsible for Domestic Sales	Yasuyuki Otsuka
Division	Division	, ,
Senior Managing Director	Senior Managing Director	
Responsible for Internal Control	Responsible for Corporate	Jiro Kishimura
Division	Management Division	
Managing Director	Managing Director	
Responsible for Europe & Americas	Responsible for Global Business	Kiyoshi Saito
Business Division, and	Division	,
Digital Licensing 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
Managing Executive Officer	Executive Officer	
Responsible for Corporate	Responsible for Corporate	Eiji Fukuda
Management Division, Corporate	Management Division, Corporate	
Planning Department	Planning Department	
Managing Executive Officer	Executive Officer	
Deputy Executive Manager	Responsible for Domestic Sales	Tatsuya Yamashita
Responsible for Asia Business	Division	
<u>Division</u>		

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	
	March 2000	Graduated from Keio University, Faculty of Law,
		Department of Political Science
	April 2000	Joined Hakuhodo Inc.
	June 2006	Joined Wieden+Kennedy Tokyo
Yuko	October 2011	Joined Google Japan
Akiyama	November 2017	Head of Device Marketing Japan, Google Japan
Akiyaiiia	January 2020	Head of APAC Product Planning, Google Nest
		Joined the Company
	lonuory 2022	Managing Executive Officer, Executive Manager,
	January 2023	Responsible for Global Digital & Marketing Division (to
		present)

Outside Director

Outside Director		
Name	Biography	
	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 2000	Lecturer at Chuo University Graduate School of Law
	April 2009	(concurrent position)
		Secretariat of Supervisory Commission for Public-Private
Shizuko	April 2013	and Private-Private Competitive Tenderings, Cabinet
Kamoda		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
	October 2019	University (MBA) Completed
	April 2020	Member of Administrative Appeal Committee, Kokubunji
	April 2020	City (to present)
	March 2023	Member of the Audit Committee of Daisei every24
	IVIAICII 2023	Corporation (to present)

Outside Auditor

Name	Biography		
	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	
Vivo		(currently Nishimura & Asahi Law Office)	
Kiyo Morikawa	October 2010	Representative, Morikawa Law Office	
MONKAWA	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	
	December 2022	Committee (to present)	

Executive Officers

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

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