



November 5, 2025

Company Name: Sanrio Company, Ltd.
President and Chief Executive Officer: Tomokuni Tsuji
Securities Code: 8136, TSE Prime Section Market
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Notice Regarding Adjustment of Conversion Price for Zero Coupon Convertible Bonds due 2028

Sanrio Company, Ltd. (the Company) hereby announces the adjustment of the conversion price for its Zero Coupon Convertible Bonds due 2028 (the "Bonds").

1. Adjustment of Conversion Price

Name of issue	Conversion price prior to the adjustment	Conversion price after the adjustment
Zero Coupon Convertible Bonds due 2028	2,545.2 yen	2,539.4 yen

2. Effective Date

On and after October 1, 2025 (Japan time)

3. Reason for the adjustment

The Board of Directors of the Company approved a resolution on November 5, 2025 to pay an interim dividend of 31 yen. The conversion price is being adjusted in accordance with the conversion price adjustment clauses related to the convertible bonds due 2028.