



February 12, 2026

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	2,539.4 yen	507.9 yen

### 2. Effective Date

On and after April 1 , 2026 (Japan time)

### 3. Reason for the adjustment

The Board of Directors of the Company adopted a resolution on February 12, 2026 concerning implementation of a stock split. Each share of the Company's common stock held by shareholders listed or recorded in the shareholder registry as of March 31, 2026, the record date, will be split into five shares. The conversion price is being adjusted in accordance with the conversion price adjustment clauses related to the convertible bonds due 2028.