



February 12, 2026

Company Name: Sanrio Company, Ltd.
President and Chief Executive Officer: Tomokuni Tsuji
Securities Code: 8136, TSE Prime Section Market
Inquiries: Seiichiro Matsumoto, Managing Executive Officer
Tel.: +81-3-3779-8058

Notice Regarding Stock Split and Associated Amendments to the Articles of Incorporation

At the meeting of the Board of Directors today, Sanrio Company, Ltd. (the “Company”) resolved to implement a stock split and associated amendments to the Articles of Incorporation as described below.

1. Purpose of the Stock Split

The minimum monetary amount required to invest in one trading unit of the Company’s shares has remained at around the 500,000 yen level. This level significantly exceeds the 100,000 yen investment unit desired by individual investors, as indicated in the Tokyo Stock Exchange’s “Study Group Report on the Ideal Structure of Small-Lot Investments.” The stock split is aimed at reducing the monetary amount required to invest in each trading unit and creating an environment that facilitates investment by a broader range of investors. Through this initiative, the Company aims to broaden its investor base.

2. Overview of the Stock Split

(1). Method

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.

(2). Increase in the Number of Shares Due to the Stock Split

Number of outstanding shares before the stock split	Common shares	255,408,303 shares
Increase in the number of shares due to the stock split	Common shares	1,021,633,212 shares
Number of outstanding shares after the stock split	Common shares	1,277,041,515 shares
Number of authorized shares after the stock split		4,650,000,000 shares

(3). Stock split schedule

Public notice of the record date (planned)	March 13 , 2026
Record date	March 31 , 2026
Effective date	April 1 , 2026

(4). Other

There will be no change in the amount of capital due to this stock split.

3. Amendments to the Articles of Incorporation

(1). Reason for the Amendments

Part of the Company's Articles of Incorporation will be amended pursuant to the stock split described above, effective April 1, 2026, based on the provisions of Article 184, Paragraph 2 of the Companies Act.

(2). Details of the Amendments to the Articles of Incorporation

The details of the amendments are shown below. (The amended portions are underlined.)

Articles of Incorporation before amendment	Articles of Incorporation after amendment
(Number of Authorized Shares) Article 6 The total number of shares authorized to be issued by the Company shall be 930,000,000 shares.	(Number of Authorized Shares) Article 6 The total number of shares authorized to be issued by the Company shall be <u>4,650,000,000 shares.</u>

(3). Amendment Schedule

Effective date of the amendments to the Articles of Incorporation: April 1, 2026

4. Year-end Dividend

The effective date of this stock split will be April 1, 2026. The year-end dividend for the fiscal year ending March 31, 2026, which has a record date of March 31, 2026, will be paid based on the number of shares before the stock split.

*Notes to the Readers: In case of any discrepancies, the original Japanese version shall prevail.