



April 16, 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
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Notice Regarding Executive Personnel Changes

Sanrio Co., Ltd. hereby announces the following change of Directors, which was resolved at the meeting of the Board of Directors held on April 16, 2026.

The change of Directors will be subject to approval at the 66th Ordinary General Meeting of Shareholders to be held in June 2026.

1. Change of Directors (as of June, 2026)

- (1). Candidate for Outside Director, Audit and Supervisory Committee Member
Mayumi Umezawa
- (2). Retiring Director
Kiyoshi Saito
- (3). Retiring Outside Director, Audit and Supervisory Committee Member
Kazuo Ohashi

2. Professional Experience of Candidate for Outside Director, Audit and Supervisory Committee Member

March 2001	Graduated from Faculty of Agriculture, Kyoto University.
October 2002	Joined Tokyo Office, Tohmatsu & Co. (currently Deloitte Touche Tohmatsu LLC)
May 2006	Registered as certified public accountant
July 2006	Opened Umezawa Accountant Office (currently Mayumi Umezawa CPA Office) Director of Umezawa Accountant Office (to present)
May 2007	Joined McDonald's Holdings Company (Japan), Ltd.
February 2012	Joined the Walt Disney Company (Japan), Ltd. Finance Manager, Disney Store Department
July 2016	Founded Accounting Labo (currently Accounting Labo Co., Ltd.)
April 2025	Representative Director of Accounting Labo Co., Ltd. (to present)

[Reference] Company structure and personnel FY3/2027

: New

: Reorganized

Division	Corporate Strategy Division	Global Business Division	Corporate Management Division	Human Resources Division	Internal Control Division	Global Brand Management Division	Design Division	Digital Business Division	Sales Division	Global Product Sales Division
Department	Office to the President DX Department Data & Technology Department Contact Center Global Sustainability Department Corporate Branding Department Legal Affairs Department LBE Business Department Investment Strategy Department Global Strategy Department Global Partnerships Department Financial Planning Department Accounting Department Investor Relations Department General Affairs Department Human Resources Planning Department Organizational Development Department Internal Auditing Department Compliance Department Brand Strategy & Operations Department 1st IP Management Department 2nd IP Management Department 3rd IP Management Department Film & Video Contents Department Design Management Department Creative Planning Department 1st Character Product Design Department 2nd Character Product Design Department 1st Licensing Design Department 2nd Licensing Design Department Digital Design Department Digital Business Development Department Digital Licensing Department Game Business Department Domestic Sales Management Department Domestic Sales Department Domestic Marketing Strategy Department 1st Domestic IP Production Department 2nd Domestic IP Production Department 1st Licensing Sales Department 2nd Licensing Sales Department 3rd Licensing Sales Department 4th Licensing Sales Department 5th Licensing Sales Department JP Development & Sales Department JP Development & Sales Department EC Sales Department Direct-to-Consumer Sales Department 1st Distribution Accounts Department 2nd Distribution Accounts Department Distribution Center Entertainment Department Product Planning & Sales Department Global Product Sales Department Global Product Sales Department Global SCM Department Global Merchandise & Manufacturing Department									

Responsibilities of Directors

Title	Name	Responsibilities
President and Chief Executive Officer	Tomokuni Tsuji	
Senior Managing Director	Wataru Nakatsuka	Executive Manager, Corporate Strategy Division Executive Manager, Global Business Division Executive Manager, Global Brand Management Division
Senior Managing Director	Yasuyuki Otsuka	Executive Manager, Sales Division Officer in Charge of Global Product Sales Division
Outside Director	Yu Sasamoto	
Outside Director	Masae Yamanaka	
Outside Director	Shizuko Kamoda	
Director, Audit and Supervisory Committee Member	Shinichi Okumura	
Outside Director, Audit and Supervisory Committee Member	Kiyo Morikawa	
Outside Director, Audit and Supervisory Committee Member	Mayumi Umezawa	

Responsibilities of Managing Executive Officers

Title	Name	Responsibilities
Managing Executive Officer	Yuko Tsuji	Officer in Charge of Global Sustainability Department within the Corporate Strategy Division
Managing Executive Officer	Seiichiro Matsumoto	Executive Manager, Corporate Management Division
Managing Executive Officer	Kanako Miyoshi	Executive Manager, Human Resources Division Executive Manager, Internal Control Division
Managing Executive Officer	Eiji Fukuda	Deputy Executive Manager, Corporate Strategy Division

Managing Executive Officer	Tatsuya Yamashita	Deputy Executive Manager, Sales Division Executive Manager, Global Product Sales Division
Managing Executive Officer	Kosuke Hamasaki	Executive Manager, Digital Business Division Deputy Executive Manager, Global Brand Management Division Officer in Charge of 1st Domestic IP Production Department / 2nd Domestic IP Production Department of Sales Division

Responsibilities of Executive Officers

Title	Name	Responsibilities
Executive Officer	Hideki Morita	Officer in Charge of Accounting Department within the Corporate Management Division
Executive Officer	Shuhei Yamada	Executive Manager, Design Division
Executive Officer	Kazunari Kagomi	Officer in Charge of Domestic Sales Management Department / Domestic Marketing Strategy Department within the Sales Division
Executive Officer	Yoshinao Hiroki	Officer in Charge of EC Sales Department / Direct-to-Consumer Sales Department / 1st Distribution Accounts Department / 2nd Distribution Accounts Department / Greeting Cards & Publications Sales Department within the Sales Division
Executive Officer	Takashi Honda	Officer in Charge of 1st Licensing Sales Department / 4th Licensing Sales Department / 5th Licensing Sales Department within the Sales Division
Executive Officer	Hideyuki Saito	Officer in Charge of 2nd Licensing Sales Department / 3rd Licensing Sales Department / Collaborative IP Sales Department / IP Development & Sales Department within the Sales Division
Executive Officer	Taro Yamamoto	Officer in Charge of Global Partnerships Department within the Global Business Division Officer in Charge of Digital Licensing Department within the Digital Business Division
Executive Officer	Kazumi Fujita	Officer in Charge of LBE Business Department within the Corporate Strategy Division
Executive Officer	Aya Kurata	Officer in Charge of Strategy Department within the Global Business Division
Executive Officer	Shinya Arita	Officer in Charge of Investment Strategy Department within the Corporate Strategy Division
Executive Officer	Naomi Fujito	Officer in Charge of 1st Character Product Design Department / 2nd Character Product Design Department within the Design Division
Executive Officer	Yosuke Miyamoto	Officer in Charge of Global Product Strategy Department / Global Product Sales Department / Global SCM Department / Global Merchandise & Manufacturing Department / Global Planning Department within the Global Product Sales Division
Executive Officer	Takaaki Nakazawa	Officer in Charge of 1st IP Management Department / 2nd IP Management Department / Film & Video Contents Department within the Global Brand Management Division