June 23, 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 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 2038.

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	￥507.9	￥504.1

2. Effective Date
On and after April 1, 2026 (Japan time)

3. Reason for the adjustment
The Board of Directors of the Company approved a resolution on June 23, 2026 to pay a year-end dividend of 38 yen. The conversion price is being adjusted in accordance with the conversion price adjustment clauses related to the convertible bonds due 2028.

(Note)
The Company split each share of its common stock held by shareholders listed or recorded in the shareholder registry into five shares on March 31, 2026, the record date. The stock split came into effect on April 1, 2026. The year-end dividend for the fiscal year ended March 31, 2026 with a record date of March 31, 2026 will be paid based on the number of shares before the stock split. Accordingly, the dividend per share stated in the above notice is the amount calculated based on the number of shares before the stock split.

END

Note : This document has been translated from the Japanese original for reference purposes only. In the event of any discrepancy between this translated document and the Japanese original, the original shall prevail.