



June 12, 2020

Company Name: Sanrio Company, Ltd.
 President and Chief Executive Officer: Shintaro Tsuji
 Securities Code: 8136, First Section of Tokyo Stock Exchange
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Notice of Changes to Representative Directors and Executive Structure

Sanrio Co., Ltd. hereby announces the following change to the representative directors, which was resolved at the meeting of the Board of Directors held today, June 12, 2020. The new executive structure will be officially decided after the 60th Ordinary General Meeting of Shareholders scheduled for August 26, 2020 and the resolution of the Board of Directors.

1. Changes to Representative Directors

① The purpose of the change
 Management enhancement.

② The Detail about the change

New Title(s)	Name	Current Title(s)
Founder and Chairman	Shintaro Tsuji	President and CEO
President and CEO	Tomokuni Tsuji	Senior Managing Director

③ Professional experience of New President and CEO

New Title	President and CEO	
Name	Tomokuni Tsuji	
Date of Birth	Nov. 1, 1988	
Education	Mar. 2011	BA from the Faculty of Letters, Keio University
Experience	Jan. 2014	Joined the Company
	Jun. 2015	Executive Officer, Responsible for Product Planning & Sales Division
	Jun. 2016	Director
	Jun. 2017	Senior Managing Director (to present)
Number of shares of the company held	132 thousand (as of March 31, 2020)	

④ Effective day of the change

July 1, 2020.

2. Organization Changes

① Purpose of the changes

It was determined that there is a need to improve the efficiency of decision-making processes and build a management framework that can respond swiftly to changes in the surrounding landscape.

(1) Changes to the Board of Directors

The number of directors will be reduced from 14 to 9 in order to speed up decision making.

In the future, we aim to further increase the ratio of independent directors and strive for diversity management.

(2) Establishing division of roles between directors and executive officers

In a bid to enhance the efficiency of management and clarify executive roles, Directors will make decisions on important management matters and policies and oversee executive officers regarding those decisions. Executive officers carry out business in accordance with management decision-making and policies made by Directors.

② New Executive Structure (Effective August 26, 2020)

(1) Directors

Founder and Chairman	Shintaro Tsuji
President and CEO	Tomokuni Tsuji
Director	Kazuyoshi Fukushima
Director	Takahide Nakaya
Director	Saburo Miyauchi
Director	Kosho Nomura
Director	Jiro Kishimura
Outside Director (Independent)	Norio Kitamura
Outside Director (Independent)	Mitsuaki Shimaguchi

(2) Auditors

Corporate Auditor	Yoshio Furuhashi
Outside Corporate Auditor	Shoji Omori
Outside Corporate Auditor (Independent)	Takemi Hiramatsu
Outside Corporate Auditor	Kazuo Ohashi

(3) Executive Officers (*Also serving as Directors)

Founder and Chairman *		Shintaro Tsuji
President and CEO*		Tomokuni Tsuji
Senior Managing Executive Officer *	Division General Manager for License Business Division	Kazuyoshi Fukushima
Managing Executive Officer *	Responsible for Accounting Department	Takahide Nakaya
Managing Executive Officer *	Division General Manager for Product Sales Division	Saburo Miyauchi
Managing Executive Officer *	Responsible for General Affairs Department, Information Systems Management Department, Internal Auditing Department, and the Office to the Chairman	Kosho Nomura
Managing Executive Officer *	Responsible for Global Business Department, Corporate Planning Department, Investor Relations Department, and Legal Department	Jiro Kishimura

Managing Executive Officer	General Manager for Character Design Department	Yuko Sakiyama
Managing Executive Officer	Division General Manager for Entertainment Business Division. Responsible for Film Coordination Department, and Marketing Division	Yoichiro Shimomura
Managing Executive Officer	Responsible for Global Business Department	Yuko Tsuji
Managing Executive Officer	Division Assistant General Manager for License Business Division	Kazuaki Tanimura

Executive Officer	Division General Manager for Greeting Card Division	Satoru Shimizu
Executive Officer	General Manager for Character Creation Department	Miyuki Okumura
Executive Officer	General Manager for Global Business Department, and Corporate Planning Department	Eiji Fukuda
Executive Officer	General Manager for the Office to the President	Kanji Tokuda
Executive Officer	Department Manager for License Sales Department	Yoichiro Kadomoto
Executive Officer (Newly appointed)	Department Manager for License Sales Department	Akihiro Tamura
Executive Officer (Newly appointed)	General Manager for General Affairs Department	Kazuhide Yoneyama
Executive Officer (Newly appointed)	Responsible for domestic product sales, Product Sales Department	Seiichiro Mine
Executive Officer (Newly appointed)	General Manager for Accounting Department	Hideki Morita

(4) Retiring Director (Effective August 26, 2020)

Susumu Emori (Currently Senior Managing Director, Appointed to Advisor)