



March 12, 2021

Company Name: Sanrio Company, Ltd.
President and Chief Executive Officer: Tomokuni Tsuji
Securities Code: 8136, First Section of Tokyo Stock Exchange
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Notice Regarding Election of Candidates for Outside Directors

At a meeting held March 12, 2021, the Sanrio Co., Ltd. board of directors resolved to finalize candidates for outside directors to be proposed for election at the 61st Ordinary General Meeting of Shareholders, scheduled for late June 2021.

1. Appointment of Candidates for Outside Directors

The company intends to appoint three new outside directors to strengthen governance and promote diversity.

Name	Position
Yu Sasamoto	New *
Masae Yamanaka	New *
David Bennett	New *

* This individual is an outside director as provided in Article 2-15 of the Companies Act, as well as an independent director as provided by the Tokyo Stock Exchange.

2. Brief Biographies of the Three Candidates for Newly Appointed Outside Directors

(1) Biography of Yu Sasamoto

Name (Date of Birth)	Biography	
Yu Sasamoto (Sep. 4, 1964)	Mar. 1988	B.A. In Law, Dokkyo University;
	Apr. 1988	Joined Recruit Co., Ltd.
	May 1995	M.B.A., New York University
	Dec. 2002	Appointed representative director, president, and CEO, MTV Japan Inc. (currently Viacom Networks Japan, K.K.)
	Jan. 2007	Appointed executive officer, Microsoft Corporation
	Feb. 2009	Appointed managing executive officer, Microsoft Corporation
	Feb. 2014	Appointed representative director, Twitter, Japan. (current)
	Jan. 2017	Appointed vice president of client solutions, Twitter, Inc. (current)

(2) Biography of Masae Yamanaka

Name (Date of Birth)	Biography	
Masae Yamanaka (Sep.30, 1963)	Mar. 1987	Graduated from Keio University, Faculty of Letters
	Apr. 1987	Joined IBM Japan, Ltd.
	Jul. 2009	Appointed executive officer, Microsoft Japan Co., Ltd.
	Jul. 2014	Appointed executive officer, LIXIL Corporation
	Jul. 2017	Appointed managing director, Connected Solutions Company, Panasonic Corporation (current)
	Oct. 2017	Appointed director and vice president, Panasonic System Solutions Japan Co., Ltd. (current)

(3) Biography of David Bennett

Name (Date of Birth)	Biography	
David Bennett (Nov.9, 1979) (Canadian citizen)	Jun. 2004	Graduated from the University of Toronto, Canada
	Aug. 2004	Served in Kagawa Prefecture as Ministry of Education, Culture, Sports, Science and Technology Coordinator for International Relations
	Nov. 2006	Joined Wall Street Associates, Inc. (currently en world Japan K.K.)
	Nov. 2007	Joined Advanced Micro Devices, Inc.
	May 2018	Joined the Lenovo Group; appointed vice president and representative director and president of Lenovo Japan (current) Appointed representative director and president, NEC Personal Computers, Ltd. (current)
	Dec. 2018	Visiting professor, Yamagata University

3. Retiring Outside Directors

(1) Retiring Outside Directors

Name	Current Title
Norio Kitamura	Outside Director
Mitsuaki Shimaguchi	Outside Director

(2) Scheduled Date of Retirement

This individual is scheduled to retire as of the conclusion of the 61st Ordinary General Meeting of Shareholders to be held in late June 2021.