

Statement regarding the UK Modern Slavery Act

Sanrio Company, Ltd. (the "**Company**") hereby publishes this slavery and human trafficking statement (this "**Statement**") made pursuant to Section 54 of the Modern Slavery Act 2015 enacted in the UK and covering our commitment and implementation during the period from 1 April 2025 to 31 March 2026 (this "**Fiscal Year**").

1 Organisation Structure, Business and Supply Chains

The Sanrio Group consists of the Company and its domestic and overseas affiliates/subsidiaries and operates (i) a social communication and gift business that, among other activities, sells Hello Kitty and other character-related products and licenses the merchandising rights of such characters, (ii) a theme park business (whereby parks are operated by the Company's subsidiaries or third parties other than the Sanrio Group companies) and (iii) certain other businesses including the operation of restaurants, robot leasing, and motor vehicle leasing.

The products that use the Company's character designs consist of the products sold by the Company and the products sold by licensees (the "**Licensees**"), which obtain licenses for the use of character designs from the Sanrio Group companies. Regarding the Company's supply chain, since the Company does not own its own manufacturing plant facilities, the products sold by the Company are supplied to the Company by manufacturing partners (i.e., manufacturers) (the "**Manufacturers**") on an OEM basis and the products sold by the Licensees are manufactured and sold by the Licensees based on licenses for the use of character designs by the Company.

For further information regarding the Sanrio Group, please refer to the [Company Profile](#) page on the Company's website.

2 Policies related to Slavery and Human Trafficking

The Company is committed to maintaining and expanding upon its policies and procedures to prevent any and all slavery and human trafficking in its supply chains.

Since its establishment, the Company has utilized characters such as Hello Kitty to

build a social communication business founded on the basic philosophy that social communication is vital for people of the world to coexist in harmony. The Company has conducted business according to principles mandating that "we will not steal from others", "we will not engage in violence of any kind", "we will not lie", "we will abide by the law" and that "our employees will help each other and build friendly relationships."

The Company enacted [the Sanrio Compliance Charter](#) on 1 October 2004. The Charter serves as a universal model to be implemented and adhered to by all Company and Sanrio Group executives and employees in the execution of Sanrio Group business activities. The Sanrio Compliance Charter expressly states that Group companies should respect human rights in its business operations.

On 12 February 2026, the Company enacted the Sanrio Code of Conduct, which provides specific guidance based on the principles of conduct set forth in the Sanrio Compliance Charter.

The Sanrio Group conducts self-inspection compliance checks for its executives and employees on an annual basis and endeavours to familiarise them with the above core philosophy and principles.

3 Due Diligence, Risk Appraisal and Management, and Effectiveness of Procedures related to Slavery and Human Trafficking

The Company, in order to avoid slavery and human trafficking in our supply chain, established the "Sanrio Supplier/Licensee Code of Conduct" and requires our Manufacturers and Licensees to comply with their human rights obligations in their contracts with us that include provisions requiring counterparties to prohibit child labour, forced labour and discrimination, and to ensure safe, appropriate labour conditions.

We encourage the Manufacturers to understand the importance of social communication (as described in Sanrio's Compliance Charter), which we have upheld since our founding, and want to enable them to put that belief into practice.

We conduct Self-Assessment Questionnaires (SAQs) with our Manufacturers to confirm compliance with the Sanrio Supplier/Licensee Code of Conduct. In addition, for

new business partners, we request adherence to requirements relating to working conditions and other relevant matters through our written pledge. During this Fiscal Year, we continued to implement these measures and endeavoured to identify and mitigate human rights risks within our supply chain.

Furthermore, during this Fiscal Year, we conducted a third-party assessment of supply chain management practices relating to overseas Licensees. This assessment reviewed compliance with the Sanrio Supplier/Licensee Code of Conduct, as well as the implementation of self-assessments, third-party audits and corrective measures.

4 Employee Training and Awareness related to Slavery and Human Trafficking

The Company provides information and guidance within the Group on relevant laws and regulations and respect for human rights to promote understanding of forced labour and human trafficking.

In September 2025, the Company provided information to the internal control officers across the Sanrio Group and requested that they share it with the relevant departments within their respective companies. In addition, the Group works to promote understanding and awareness of its basic philosophy and principles of conduct through compliance self-inspections and other initiatives.

This Statement was approved by the Company's Board of Directors at its board meeting held on 19 August 2026.

19 August 2026



Tomokuni Tsuji
President and Chief Executive Officer
Sanrio Company, Ltd.