

Sanrio Publishes *Sanrio Integrated Report 2026* and Launches Video for Kids

Introducing Sanrio's growth strategy for spreading smiles around the world

Tokyo, Japan — October 7, 2026 – Sanrio Co., Ltd. is pleased to announce that it has published the Sanrio Integrated Report 2026. The report covers the progress of the 10-year long-term vision and medium-term management plan announced in 2025, as well as Sanrio's value creation story centered on its non-financial target, "Sanrio Time." It also highlights the initiatives and growth strategies Sanrio is pursuing as it moves toward its next stage of growth, with the aim of promoting communication and engagement with stakeholders.

In addition, to make Sanrio's ideas and initiatives more accessible and engaging for children, Sanrio has released "Sanrio Integrated Report Quest 2026 for Kids" on the Sanrio characters YouTube channel. This year's video takes the form of a game quest, allowing children to have fun learning about the contents of the report together with Sanrio characters.



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PDF Version of the Integrated Report

English version: <https://corporate.sanrio.co.jp/en/ir/library/integrated-report/>

Japanese version: <https://corporate.sanrio.co.jp/ir/library/integrated-report/>

Video (Sanrio characters YouTube Channel)

English version: https://sanrio.site/ir_kids_movie_EN_2026

Japanese version: https://sanrio.site/ir_kids_movie_JP_2026

Key Highlights of the Sanrio Integrated Report 2026

Message from the President

To realize the "Global IP Platform Provider" vision outlined in last year's long-term vision, the report introduces Sanrio's strategy for deepening engagement with fans across a wide range of areas, including merchandise, digital content, gaming, experiences, and education, all centered around its characters. It also highlights the action plans based on the medium-term management plan, as well as Sanrio's value creation story centered on "Sanrio Time," sharing the company's ongoing efforts to spread smiles around the world.

Sanrio Time

The report introduces initiatives to create "Sanrio Time" together with fans through the Sanrio Group's shared membership service, Sanrio+, collaborations with IP owners and other companies, and "Charaforio," a creative platform that connects official IP owners with fans.

Other Features

The Roundtable Discussion with an Analyst offers insights from an investor's perspective into Sanrio's strengths and the evolution of its management as it pursues its long-term vision.

The report also highlights Sanrio's value creation initiatives through a discussion with F1 Academy, the racing series established by Formula 1 to develop and support female drivers, and introduces Sanrio's growth strategy in the sports sector.



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For more information, visit <https://corporate.sanrio.co.jp/en/>