

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 2024 to 31 March 2025 (this "**Fiscal Year**").

1 Organisation Structure, Business and Supply Chains

The Sanrio Group, which consists of the Company and 20 subsidiaries, has operated (i) a social communication and gift business that, among other activities, sells Hello Kitty and other character-related products and licenses the merchandising right 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 vehicles 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.

Please visit the Company Information page of the Company's website for a further description of the Sanrio Group.

https://corporate.sanrio.co.jp/en/about_sanrio/profile/

2 Policy 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 the Company should respect human rights in its business operations. The Sanrio Group has conducted self-inspection compliance checks for its executives and employees on an annual basis and has endeavoured to familiarise them with the above core philosophy and principles. In addition, the Company has prepared the Sanrio Group Compliance Manual, which embodies the Sanrio Compliance Charter and sets out the codes of conduct that the Sanrio Group executives and employees should comply with when they carry out everyday tasks.

The Sanrio Compliance Charter

1 . Core Philosophy

We, through our social communication business that utilizes Hello Kitty and other characters, are committed to building a society where the importance of social communication is recognised and people can live safely and in harmony.

2. Principles

In order to help create a safe and harmonious society where social communication is cherished, Sanrio shall conduct operations based on the below general principles.

(1) We will not steal from others.

(i) Corporate assets (including intangible assets) that form the basis of any business, shall be correctly and properly used and protected.

(ii) We shall protect all personal information, third-party intellectual property rights, confidential information relating to business, etc., in a reasonable and appropriate

manner, and shall not engage in the misuse or leaking of such information.

(2) We will not engage in violent activities (against people, nature, or the environment, neither physically nor psychologically).

(i) We will provide products and services that take safety, quality, and the environment into consideration.

(ii) Sanrio places value on the basic human right of equality among people, and Sanrio will not discriminate against anyone or place any individual at a disadvantage for any reason including the social or employment status, age, gender, place of birth, ancestry, nationality, race, the existence of a disability, religion, ideology or marital status.

(iii) A firm and uncompromising stance will be taken towards antisocial forces.

(3) We will not lie.

(i) Sanrio will share its corporate information in a fair and reasonable manner, further improving operational transparency as it interacts with society on a broad scale.

(ii) Sanrio will provide appropriate and honest information to consumers and customers regarding its products and services.

(4) We will abide by the law.

(i) Sanrio will undertake corporate activities in a fair and reasonable manner, adhering to international and domestic law as well as societal rules and provisions.

(5) Employees will help each other and foster friendly relationships.

(I) Based on the general concept that people are the core of business, Sanrio strives to create a safe, healthy and pleasant working environment where people can work with peace of mind.

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 require our Manufacturers and Licensees to comply with their human rights obligations in their contracts with us that include provisions requiring counterparties to prohibit child labor, forced labor and discrimination, and to ensure safe, appropriate labor conditions.

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

In FY2023, we conducted a Self-Assessment Questionnaire (SAQ) with 74 existing partner manufacturers to confirm whether the working conditions at the factories involved in producing our products comply with our Sanrio Supplier/Licensee Code of Conduct.

For manufacturers with whom we commenced business thereafter, we have also requested adherence to the labor standards and other relevant provisions outlined in our written pledge. We will continue to engage with all partners to ensure ongoing compliance.

4 Employee Training related to Slavery and Human Trafficking

In February 2025, the Company conducted efforts to heighten understanding and awareness among senior staff about requirements related to slavery and human trafficking.

This Statement was approved by the Company's board of directors at its board meeting held on 18 July 2025.

18 July 2025

A handwritten signature in black ink, appearing to read 'Tomokuni Tsuji', is written over a solid horizontal line.

Tomokuni Tsuji
President and CEO
Sanrio Company, Ltd.