

June 17, 2025

Company Name: Sanrio Company, Ltd.  
President and Chief Executive Officer: Tomokuni Tsuji  
Securities Code: 8136, TSE Prime Market  
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## **Notice Regarding Capital and Business Alliance With IG Port, Inc.**

At the meeting of the Board of Directors held today, Sanrio Company, Ltd. ("Sanrio") resolved and entered into a capital alliance with IG Port, Inc. ("IG Port").

Sanrio will invest in IG Port by acquiring a total of 1,008,000 shares (equivalent to 4.98% of outstanding IG Port shares.) through a third-party allotment scheduled for July 3, 2025, and a private transaction with IG Port President and CEO Mitsuhiro Ishikawa, an existing shareholder, and his asset management company.

Sanrio is a global entertainment company possessing a diverse intellectual property (IP) portfolio centered on globally beloved characters. The company operates under its vision of *One World, Connecting Smiles* under the company unchanging philosophy of "*Minna Nakayoku, Getting Along Togher*". Sanrio business activities span merchandise, licensing, theme parks, and new ventures, including games, and other digital services. Sanrio has expanded its global licensing operations by increasing fan engagement through various touchpoints, including retail stores, theme parks, and social media. As a global IP platform company, Sanrio aims to build a broad portfolio of IP and reducing volatility to ensure stable growth.

IG Port, guided by the philosophy of *Continuously Creating Works That Move and Delight*, has sought not only to enhance its own corporate and brand value through its business activities, but also to contribute to the global content market by producing anime and manga as part of Japanese culture. The company operates as a content production group focused on publishing original comics and adapting them into animation, centering its business strategy on four key processes to generate stable medium- to long-term cash flow: (1) developing original comic content in-house, (2) expanding animated content into multimedia formats, (3) building ongoing series around core content, and (4) selling NFT-based products and original character merchandise in overseas markets. These efforts have created a virtuous cycle that supports continued investment and growth of the company.

### **◆Objective of Capital Alliance**

The two companies will explore the following areas of potential collaboration through this capital alliance.

- (1) Develop animated content based on Sanrio character IP and support the growth of creators through that process

Sanrio will work with the IG Port Group to develop animated content and anime based on Sanrio-owned character IP. The content will be produced and distributed using IG Port Group's strengths in video production and its distribution network. This collaboration will allow the two companies to expand awareness of Sanrio IP not only in Japan but also in overseas markets, particularly in North America and Europe, while also deepening character brand value and storytelling.

In producing animated content, rather than focusing solely on designs optimized for merchandising, both companies will treat design that creates value through animation as the

creative goal. Sanrio creators (designers) will work directly with IG Port directors, screenwriters, and producers to build a collaborative framework that achieves mutual growth. Sanrio will make timely disclosures as appropriate once specific production plans and release dates are finalized.

(2) Jointly create business opportunities that leverage characters from works produced by the IG Port Group

Sanrio will leverage IG Port Group video production capabilities alongside the Sanrio business foundation to create new business opportunities through media mix development using characters featured in IG Port Group productions. This development includes merchandising, game development, and other forms of secondary IP commercialization. Through these efforts, both companies aim to generate new business opportunities by expanding fan bases and creating additional value around IG Port Group titles.

(3) Jointly create, develop, acquire, and nurture new IP

Sanrio aims to broaden its target audience and advance business globalization through joint projects with IG Port Group. These projects will focus on creating new IP or redesigning and co-investing in existing IP to meet the needs of consumers in Japan and abroad. Plans under consideration include producing video content tailored to overseas market needs, particularly North America, as a foundation for developing new IP-based businesses. To support the creation, acquisition, and growth of high-quality IP, Sanrio intends to leverage the unique video production capabilities of IG Portal Group and the company's distribution channels in Japan and Asia, along with Sanrio's own design expertise and global business platform.

◆Overview of Capital Participation

Effective July 3, 2025, Sanrio will acquire shares under the following terms:

Number of shares to be acquired	Percentage of total outstanding shares	Assignment amount
1,008,000 shares	4.98%	Approx. 1.76 billion yen

◆Comments

Comments from Tomokuni Tsuji, Sanrio Company, Ltd. President and CEO:

We announced *Lighting the Way to Bring Smiles to All- Roadmap to a World of Smiles* -, our 10-year long-term vision, in which we aim to become a global IP platformer. To achieve this vision, it is essential to build a global video production function and invest in other key touchpoints that deepen customer engagement. We aim for this type of investment to maintain our business foundation, maintain stable growth, and ultimately bring more smiles to people around the world. Our decision to invest in IG Port, one of the world's leading animation production companies, aligns perfectly with this vision. Collaborating with their team will enhance our video capabilities and create new ways to share our IP centering on visual content. This partnership also opens up possibilities to commercialize IP tied to IG Port works and co-create new titles that help us reach new fans worldwide. I believe this step represents major progress for both of our companies. We will continue to make proactive investments as we work toward building a platform that supports not only our own IP but also the IP of our partners.

Comments from Mitsuhsa Ishikawa, IG Port, Inc. President and CEO:

IG Port Group has long created and shared Japan-originated IP with the world through animation and comics. Sanrio characters have a long history and strong global recognition, have become an established global brand, and continue to be loved across generations and regions. I hold deep respect for Sanrio and believe there is much to learn from their journey. I expect this capital alliance to

bring together the strength of Sanrio characters and the IG Port Group content creation capabilities to broaden the global reach of character culture, as well as anime and manga culture.

**IG Port Corporation**

Company name:	IG Port, Inc.
Representative:	Mitsuhisa Ishikawa, President and CEO
URL:	<a href="https://www.igport.co.jp/en/">https://www.igport.co.jp/en/</a>
Business activities:	Management of IG Port Group companies. The IG Port Group serves as a content provider handling everything from planning to production of high-quality animation and comics, combining storylines, visuals, and music, and delivers these works to markets worldwide.
Established:	December 1987
Capital:	781 million yen (as of February 28, 2025)
Head office address:	2-1-9 Nakamachi, Musashino-shi, Tokyo