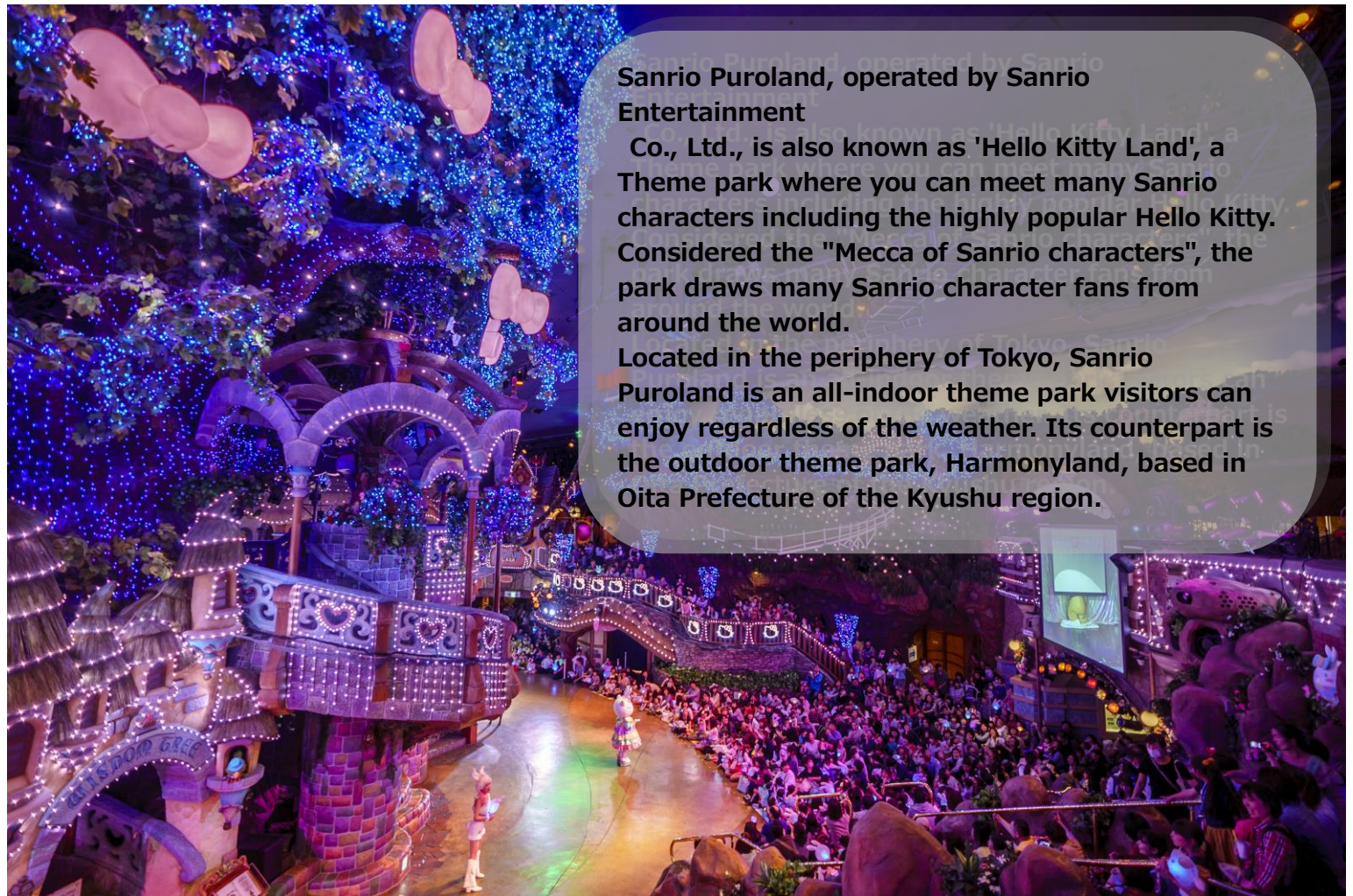




**Sanrio Entertainment Co., Ltd. FACT**

\* as of Dec, 2018





Sanrio Puroland, operated by Sanrio Entertainment

Co., Ltd., is also known as 'Hello Kitty Land', a Theme park where you can meet many Sanrio characters including the highly popular Hello Kitty. Considered the "Mecca of Sanrio characters", the park draws many Sanrio character fans from around the world.

Located in the periphery of Tokyo, Sanrio Puroland is an all-indoor theme park visitors can enjoy regardless of the weather. Its counterpart is the outdoor theme park, Harmonyland, based in Oita Prefecture of the Kyushu region.

## ■ Company Overview

Company Name	Sanrio Entertainment Co.,Ltd.
Representative	Chairman, President,and Chief Executive Officer of Sanrio Entertainment Co.,Ltd
Established	July 1, 2009
Capital	100 million yen
Associated Company subsidiary)	Sanrio Company, Ltd. (Established in 1960: Totally-held
Employees	330 (excluding part-time employees, performers)
Location	1-31 Ochiai, Tama-shi, Tokyo 206-8588
Main Phone Number	+81-3-42-372-6500
Principal Business Activities	Theme Park Operation

### Business Establishments

- Sanrio Entertainment Co.,Ltd.

<http://www.sanrio-entertainment.co.jp/> [JP only]

- Sanrio Puroland : 1-31 Ochiai, Tama-shi, Tokyo

<http://www.puroland.jp/> [EN/CH(Traditional / Simplified )/TH/IDN/KR]

- Harmonyland : Fujiwara 5933, Oaza, Hijimachi, Hayami-gun, Oita-ken

<http://www.harmonyland.jp/>[EN/CH(Traditional / Simplified )/TH/IDN/KR]

\*Overseas development through licensing

Established businesses in Malaysia (2012), Korea (2013), United Kingdom (2014), and China (2015). Most recently, we are aiming to open a Hello Kitty theme park in Vietnam (2018).



## ■ SNS Account

LINE: @purolandjp [JP only]



Facebook : @purolandjp  
[EN/CH(Traditional / Simplified )/TH/IDN/KR]



Instagram: @puroland\_global [EN only]



Twitter : @purolandjp [JP only]

YouTube : @purolandjp



## ■ History

- 1987. 11. Sanrio Communication World Co., Ltd. Established as the operating company for Sanrio Puroland.
- 1988. 10. Sanrio participates in the establishment of Harmonyland Co., Ltd. as operating company for Harmonyland with Hijimachi, Oita Prefecture and neighboring companies.
- 1990. 12. Sanrio Puroland theme park opens (Metropolitan Tokyo)
- 1991. 04. Harmonyland theme park opens (Oita Prefecture)
- 1999. 08. Company name changed from Sanrio Communication World Co., Ltd. to Sanrio Puroland Co.,Ltd.
- 2009. 07. Sanrio Entertainment Co., Ltd. was established due to merging of theme park business.





Puroland is a great in-door theme park where you can comfortably enjoy events regardless of the season and weather. Children can enjoy the park completely carefree. Popular events are held each season with new themes every year.



## Summer Festival

At Puroland, a summer festival where you can meet many Sanrio characters is held annually. This year, in 2018, at "Puro Summer Festival 2018" has 3 points. Even it's indoor theme park, "Puro island" is there at entertainment hall with well sunburned Hello Kitty and Daniel. "Ike-men Fes" provides many kinds of ramen and pasta which is imaged Sanrio Characters. "Dance" is collaboration with Japanese traditional festival and todays modern music.

## Halloween

A "Halloween Party" is held from September to October every year. In addition to characters in costume that come and greet you, there many fun Halloween themed events planned.







## Christmas & New Year

Enjoy Puroland during its winter season. Comfortably have fun in the in-door facility even on a cold winter day. A Christmas event, where you can enjoy the popular Christmas show with snow and illumination, is held every year.

## Easter

Every year from March to June we are celebrating "Puro Easter".

You are very welcome to join in the "My Melody and Wish Me Mell's mystery Egg Hunt" and watch the "Wish Me Mell's Easter Celebration" parade.



## ■ Services for Tourists

- Credit cards, Alipay, and WeChatPay accepted (some corners accept cash only)
  - Tax-free counter
  - Currency exchange machine (3F)
  - Free Wi-Fi
  - Fully accessible in wheelchair
  - The baby Center has children's toilets, children's tables and more.
  - Baby food, baby formula and paper diapers are sold at the Information Counter[1F]
  - Smart tablet video interpretation service (12 languages) providing a 3-way communication service between guests, staff and interpretation operator via TV phone.
- [Locations] 1F information desk, 3F information desk, 4F duty-free counter





# Popular Attractions

## Cinamoroll Fuwa Moko Town

15th anniversary event for  
CINNAMOROLL.  
Enjoy the world of CINNAMOROLL  
at "Cinamoroll Dream Cafe",  
the "Photo Spot", and  
"Cinamoroll Anniversary Shop".



## Gudetama Land

All new 'Gudetama' Land!  
Enjoy this hands-on attraction  
that showcases the word of  
Gudetama.



## Märchen Theater

2018.3.10 Start

Launch of a new type of musical showcasing a collaboration of “kawaii” Sanrio characters and traditional Japanese kabuki theatre. Based on the story of ‘Momotaro’ the new programme will incorporate spectacular acrobatics and video shows.



## Lady Kitty House

Meet and greet the super star 'Hello Kitty'! You can also experience Kitty's life style here. She welcomes her friends and Kitty fans all over the world in Lady Kitty House.

## Miracle Gift Parade

The Parade features 'Hello Kitty' and 'Daniel' arriving from the Strawberry Kingdom, along with 'My Melody' and other Sanrio characters who move through the park on colorful floats. It will allow you to escape into a fairytale world where dreams come true!







## Entrance Shop

The largest shopping area in Puroland.  
Full of original goods and sweets,  
I deal for souvenirs.



## Puroland Original Goods

Limited goods that can only be acquired  
in Puroland are highly popular.  
You will find your favorite goods.



## Sanrio World Rainbow Restaurant

This Restaurant is cute, popular,  
and the theme of a rainbow  
(The world of the popular Sanrio 7 characters).  
You can enjoy a great variety of dishes on the menu  
in each Sanrio characters' counters.  
(Sanrio characters send the messages in the counters.)

# Popular Goods, Shops, &

Duty Free  
Currency Exchange  
Wi-Fi available.

## Character Food Court

This restaurant serving up Puroland's original treats and character-themed menus!  
Every year from July to September,  
a popularity poll is held for unique curries of cute characters!

## WeChatPay

Account Name : 东京 hello Kitty 乐园.





## ■ Ticket Price

### Weekdays Passport:

Adult (18 years and over)	3,300 JPY
Child (3-17 years)	2,500 JPY

### Holidays Passport:

Adult (18 years and over)	3,800 JPY
Child (3-17 years)	2,700 JPY

- Including 8% tax fee.
- Kids under 2 years are free to entrance.
- Holidays include weekends, public holidays and school holidays defined by Sanrio Puroland.
- Advance tickets and coupons are available.
- The mobile site was newly opened on June 20, 2017.

You can acquire tickets through this site.

## ■ Operation Schedule

<https://en.puroland.jp/homeen/calendaren/>

\* Operating days and hours may change without prior notice. Please kindly check our homepage before you arrive. Thanks for your understanding and cooperation.

## ■ Contact Details for the Media

Please contact us via Email ([SET@bluemoonmarketing.jp](mailto:SET@bluemoonmarketing.jp)) first. (English or Japanese)

We also accept requests for coverage throughout the year.

Sanrio Entertainment Co., Ltd. Overseas PR Agency

(Contact personnel: Ayako Noda, Maaya Kinoshita)

Bluemoon Marketing Inc.

E-mail: [SET@bluemoonmarketing.jp](mailto:SET@bluemoonmarketing.jp)

+81-3-6880-9121 (Mon-Fri: 9:00-18:00 / JST) \*English Available

©1979, 2009 SANRIO CO., LTD.

©2013, 2018 SANRIO CO., LTD. S/D・G

©2017, 2018 SANRIO/SHOCHIKU

©1976, 1979, 1988, 1990, 1991, 1993, 1996, 1999, 2001, 2005, 2010, 2018 SANRIO CO., LTD.