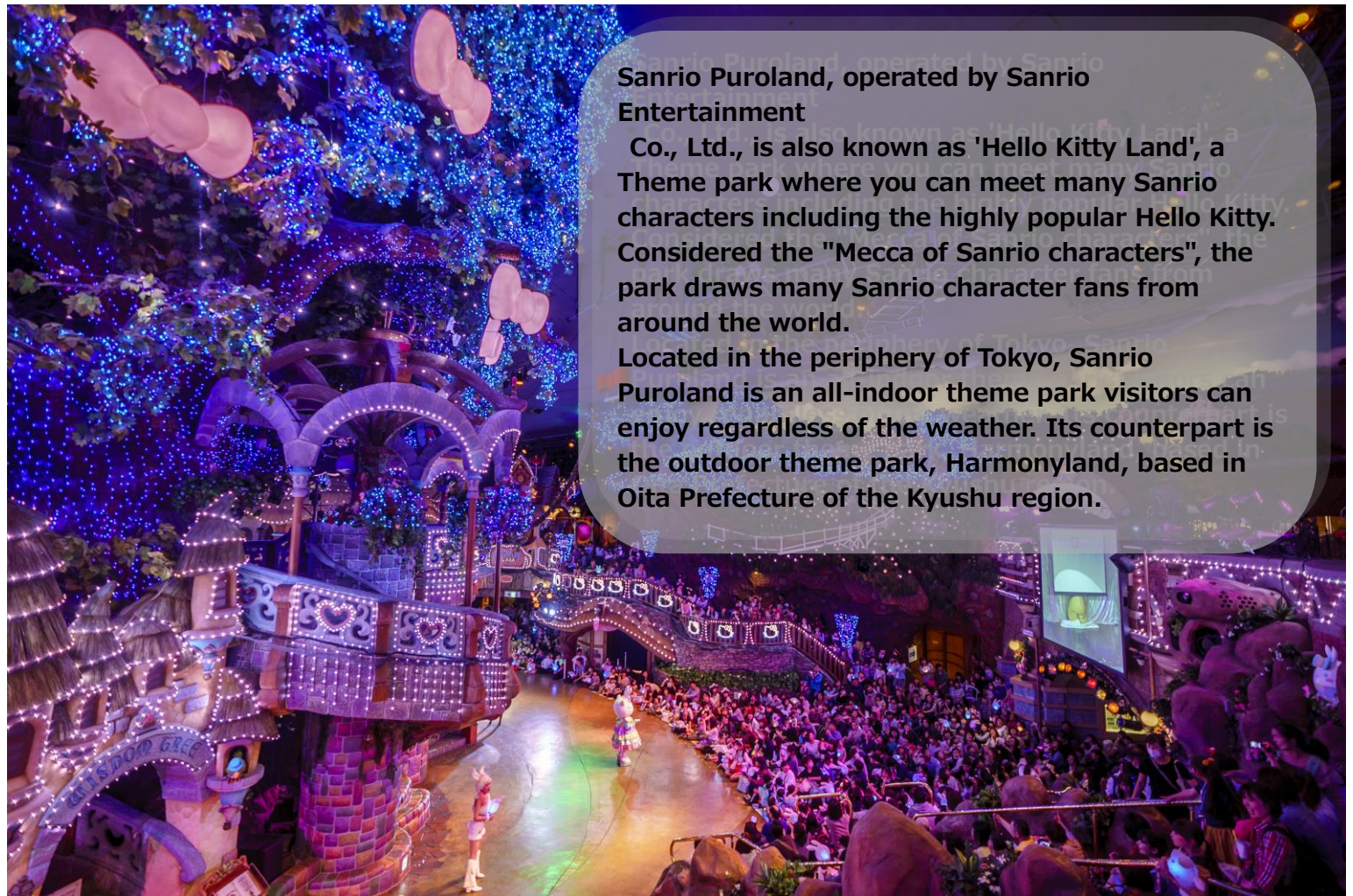




Sanrio Entertainment Co., Ltd. FACT

* as of October. 2019



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.



POPULAR ANNUAL EVENTS (PARTIAL)

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, at "Puro Summer Festival 2019" has 3 points. "The music festival", incorporates different music styles, namely Rock, Hip-hop, Techno, and Disco & Soul and stages live performances. And even its indoor theme park, "KAWAII" (cute) and colorful beach festival" at entertainment hall with glowing sun tan Hello Kitty and Daniel and "food and desserts festival" also holds at the same time.

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". Under the motto of "Egg'n'Roll Easter" visitors are invited to join its new show featuring American oldies including classic & popular songs.



■ 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!





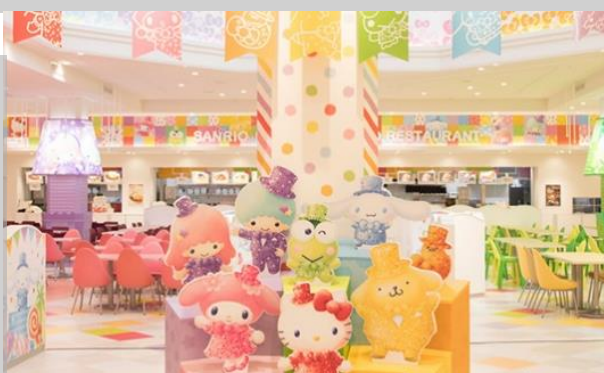
Entrance Shop

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, & Restaurants

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!

Yakata Restaurant

main buffet restaurant to meet some of the most popular Hello Kitty Land characters.

WeChatPay

Account Name : 东京 hello Kitty 乐园.



■ Language Support

OMOTENASHI GUIDE

The App is supported in multiple languages with subtitles in English, Chinese and Korean.

Download the application and the game dialogue will be displayed on your mobile device in the language of your choice.



*How to use

1. Open the application when an announcement is being played in a Supported spot.
2. The contents of the announcement will be displayed.

App name : OMOTENASHI GUIDE
Supported languages : differs by spot
Supported environments : supports iOS 8.0 and up / Android 4.4 and up
Price : free

DL Link for iOS

<https://itunes.apple.com/app/id980596965>

DL Link for Android

<https://play.google.com/store/apps/details?id=jp.co.yamaha.omotenashiguide>

This OMOTENASHI GUIDE is available at Märchen Theater and Fairly Land Theater.

* At Märchen Theater

"KAWAII KABUKI - Momotaro by the Hello Kitty Troupe" started from 2018.3.10
https://en.puroland.jp/special/kawaiikabuki_lang/index_en.html

*At Fairly Land Theater

New Show "MEMORY BOYS: The Shop Selling Memories" starts from 2018.6.30
My Melody tells the story of the "MEMORY BOYS," a heart-touching musical that conveys the importance of memories which is written by Shintaro Tsuji who's a founder of Sanrio.

https://en.puroland.jp/parade/memoryboys_en/

■ Ticket Price

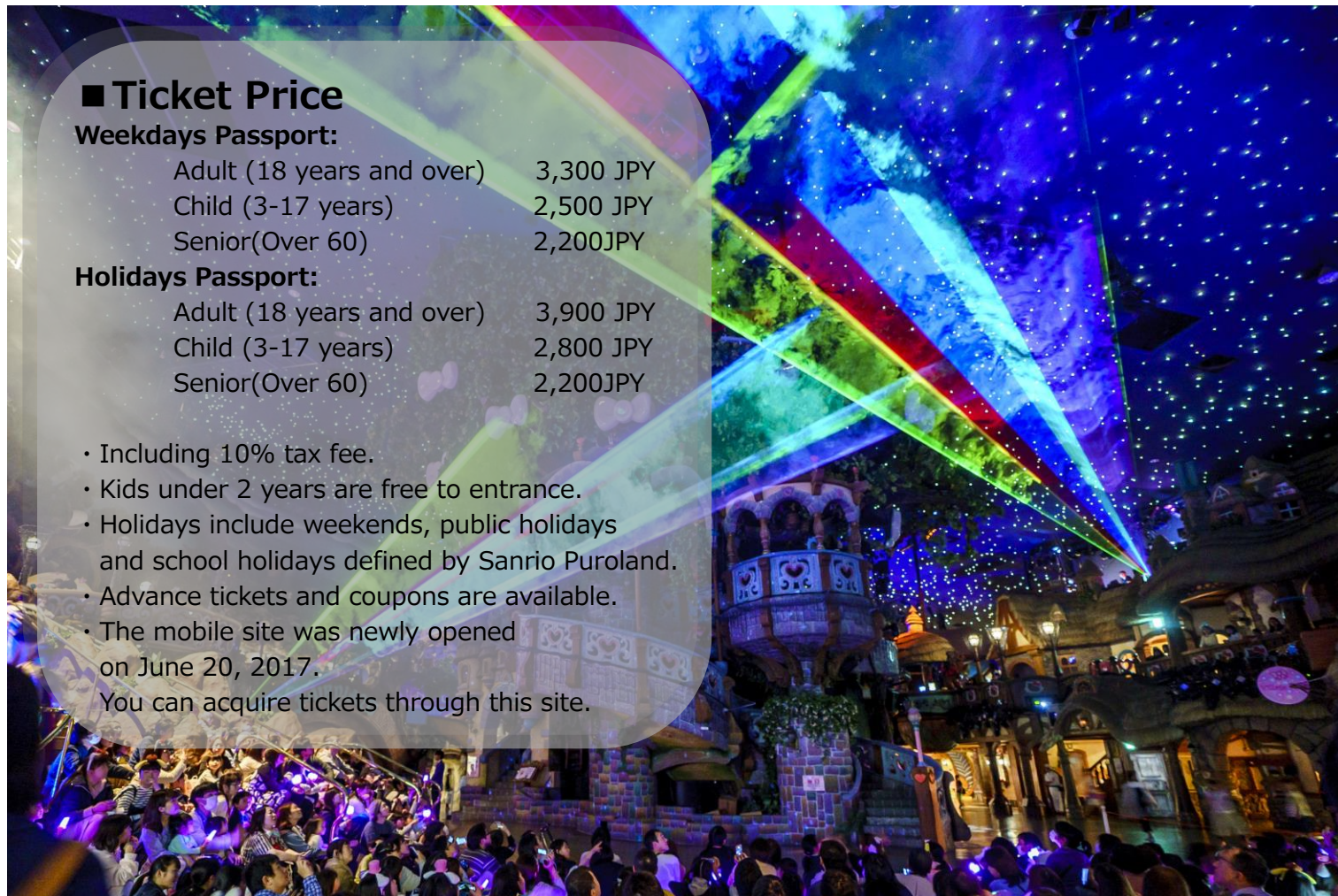
Weekdays Passport:

| | |
|---------------------------|-----------|
| Adult (18 years and over) | 3,300 JPY |
| Child (3-17 years) | 2,500 JPY |
| Senior(Over 60) | 2,200JPY |

Holidays Passport:

| | |
|---------------------------|-----------|
| Adult (18 years and over) | 3,900 JPY |
| Child (3-17 years) | 2,800 JPY |
| Senior(Over 60) | 2,200JPY |

- Including 10% 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) 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

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

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