*EMBARGOED UNTIL 11:00 (JST), APRIL 11, 2023 Samio

PRESS RELEASE

Feel the thrills with the Sanrio characters! Enjoy this popularity contest which only happens once a year!

Voting Kicks Off for the **2023 Sanrio Character Ranking**

Voting period: April 11 (Tue.) – May 26 (Fri.) Results announced: June 11 (Sun.)

Voting site: https://ranking.sanrio.co.jp/

April 11, 2023 (Tokyo, Japan)—Sanrio Company, Ltd. (Headquartered in Shinagawa-ku, Tokyo; President: Tomokuni Tsuji; hereinafter referred to as "Sanrio") is delighted to announce that it is holding the 38th annual popularity contest for Sanrio characters, the 2023 Sanrio Character Ranking, that will kick off on April 11 (Tue), 2023.



2023 Sanrio Character Ranking Key Visual

Launched in 1986 in the Strawberry Newspaper, Sanrio's monthly newspaper published in Japan, the Sanrio Character Ranking is an event in which many characters that are selected from over 450 of Sanrio's characters are entered and ranked according to the number of votes they receive. This year, the total number of entered characters is 90 characters!

The Theme of 2023 is "Be Part of the Fun & Thrills!"

This year's theme is "Be Part of the Fun & Thrills!", which portrays our hope that fans can feel the excitement of seeing their favorite characters moving up the ranks of the Sanrio Character Ranking, as well as feel the thrill of being part of the daily fun by casting votes, engaging with social media posts, and participating in events associated with the Ranking.

This year's key visual is designed in a comic style that tells the story of the characters feeling excited and with playful smiles on their faces in the leadup to the Sanrio Character Ranking.

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Overview	
Title:	2023 Sanrio Character Ranking
Schedule:	 Voting period: Tuesday, April 11 - Friday, May 26 *Online voting will be open from April 11 (Tue.) at 11:00 a.m. to May 26 (Fri.) at 17:00 p.m. Initial results (1st to 10th place): Thursday, April 13, 1:00 p.m. Interim results (1st to 20th place): Thursday, May 11, 1:00 p.m. (*1st to 10th place for other country rankings) Results (1st to 90th) Sunday, June 11, afternoon (*1st to 10th place for other country rankings) Each announcement time is subject to change. All times are in Japan Standard Time.
Character Entries:	90 characters

How to Vote

Online voting

Voting site URL: <u>https://ranking.sanrio.co.jp</u>

Reference

Results from the 2022 Sanrio Character Ranking

Total number of votes cast: 26,467,259 (Record high) Voting period: Friday, April 8, 2022 - Monday, May 23, 2022

2022 Final Ranking Results							
Rank	Character Name	Number of votes	Interim#	Initial#	Prev.#		
1	Cinnamoroll	2,896,171	1	1	1		
2	Pompompurin	2,351,265	2	2	2		
3	KUROMI 💓	1,954,948	4	4	5		
4	Pochacco	1,947,297	3	3	3		
5	My Melody	1,700,858	5	6	4		
6	Hello Kitty	1,471,242	6	5	6		
7	Little Twin Stars	1,020,516	9	9	7		
8	Hangyodon	996,854	7	7	13		
9	Cogimyun	931,628	11	-	10		
10	Tuxedosam	903,566	8	8	9		
11	Kerokerokeroppi	-	10	-	15		
12	BAD BADTZ-MARU	-	12	10	14		
13	WISH ME MELL	-	13	-	12		
14	SHOW BY ROCK!!	-	18	-	8		
15	GUDETAMA 🏼 🍛	-	15	-	16		
16		-	16	-	17		
17	yoshikitty 🧐	-	14	-	11		
18	MY SWEET PIANO	-	19	-	18		
19	KIRIMICHAN.	-	17	-	19		
20	COROCOROKURIRIN 🤗	-	20	-	20		

2023 Sanrio Character Ranking—Total of 90 Character Entries

Sanrio character ranking @ Entry 90 Characte	JFS I
Cinnamoroli Pompompurin KUROMI Pochacco My Melody Helio Kitty Little Twin Stars Hangyodon Cogimyun Tuxedosam Kerokerokeroppi BAD BADTZ-MARU WISH ME MELL SHOW BY ROCKII 16 17 18 19 19 19 19 19 19 19 19 19 19	GUDETAMA
AHRUNOPEKKE yoshikitty MYSWEET PANO KIRIMICHAN. CORCOROKURIN MARUNOtubion MARRONCREAM U-SA-HA-NA Dear Daniel ILLOROMANNIC kabukinyantaro HELLO MIMMY MINNANOTABO Charmmykitty 31 32 33 34 35 35 36 36 37 37 38 39 40 41 40 41 41 41 41 41 41 41 41 41 41 41 41 41	JEWELPET
Littleforestfeliow Mewkledreamy SUGARBUNNES meningungenoor BONBONRIBBON CHEERY CHUMS PATTY&JIMMY OSARUNONKKH Hagurumanstyle Aggretsuko Tiny Chum PataPataPeppy PAUPIPO Methodingungenoor 55 55 55 55 55 55 55 55 55 55 55 55 55	GOROPIKADON
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Puwawa NORANEKOLAND Umeya Zakkan SUGARMINUET Shinkaizoku THE RUADOULEDUD Sugarcrampuf Winkipinki LEOSUKE RURURUAKUEN Bosanimal Seen Sily Dwarf Pannapitta THE RUNABOUTS 76 73 73 79 60 61 63 65 61 61 <t< td=""><td>90</td></t<>	90
sportingbears LittleJovin DREAMTALEXIBER NYOKKI & PENNE CHERINACHERINE TINY POEM TARMAMANUMORY TENORIKUMA BUTTON NOSE MELLOTUNE GAOPOWERROD Kumamilen Pokkyokuten Adorozatorumary © '23 SANRIO © '23 SANRIO/SEGATOYS © '23 SANRIO/SHOCHIKU © '23 JMA Co., Ltd. CHOCOLATE JAPANCD PC MMP,TX S/D-G S/F-G SP-M S/T-F D	JOCHUM Sawric