Sanrio Entertainment Co., Ltd. Fact Book

Sarrie Puroland



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 Sanrio Company, Ltd. (Established in 1960: Totally-held

subsidiary)

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/

Sanrio Puroland http://www.puroland.jp/

1-31 Ochiai, Tama-shi, Tokyo

Harmonyland http://www.harmonyland.jp/

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

*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).





Sanrio Puroland Image

Harmonyland Image

■ SNS Account

Twitter: https://twitter.com/purolandjp

Facebook: https://www.facebook.com/purolandjp/ Instagram: https://www.instagram.com/purolandjp/

LINE: https://www.puroland.jp/line/

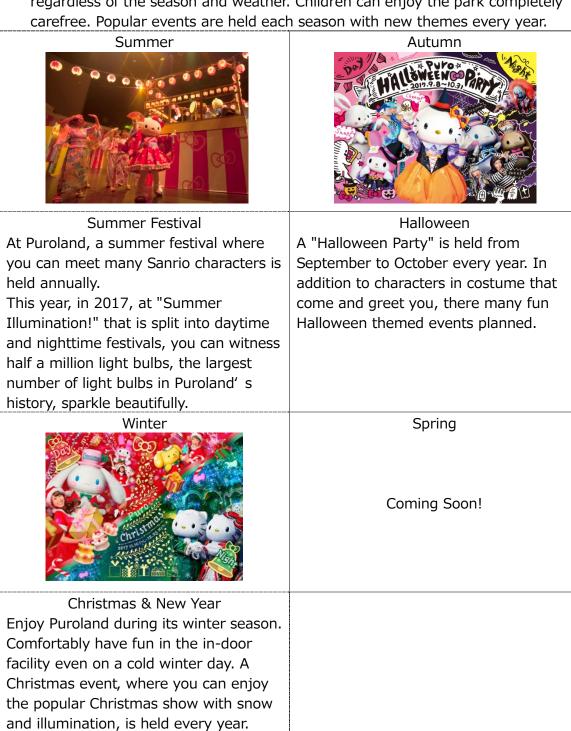
YouTube: https://www.youtube.com/user/purolandJP

■ History

November	Sanrio Communication World Co., Ltd. established as the operating
1987	company for Sanrio Puroland
October 1988	Sanrio participates in the establishment of Harmonyland Co., Ltd.
	as operating company for Harmonyland with Hijimachi, Oita
	Prefecture and neighboring companies
December	Sanrio Puroland theme park opens (Metropolitan Tokyo)
1990	
April 1991	Harmonyland theme park opens (Oita Prefecture)
August 1999	Company name changed from Sanrio Communication World Co.,
	Ltd. to Sanrio Puroland Co.,Ltd.
July 2009	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.



■ Popular Attractions

Cinamoroll Fuwa Moko Town



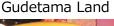
2017.2.10 Open 15th anniversary event for CINNAMOROLL. Enjoy the world of CINNAMOROLL at "Cinnamoroll Dream Cafe", the "Photo Spot", and "Cinnamoroll Anniversary Shop".

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.

Miracle Gift Parade





2016.7.16 Open All new 'Gudetama' Land! Enjoy this hands-on attraction that showcases the word of Gudetama.

Lady Kitty House



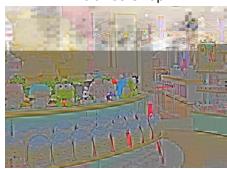
Meet and greet the super star 'Hello Kitty'! You can also experience Kitty's life style here. She welcomes her friends and Kitty fans all over the world in Lady Kitty House.



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!

■ Popular Goods, Shops, & Restaurants

Entrance Shop



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

* Duty Free, Currency Exchange, Wi-Fi available

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.)

Puroland Original Goods



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

*Products in the photo may change or be cancelled without prior notice.

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!

■ 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.

■ Services for Tourists

- Credit cards accepted (some corners accept cash only)
- Duty free counter
- Currency exchange machine (3F)
- Free Wi-Fi
- 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 [Languages] English, French, Portuguese, Spanish, Chinese, Korean, Thai, Vietnamese, Tagalog, Nepalese, Hindi, Russian

Contact Details for the Media:

Please contact us via Email (<u>SET@bluemoonmarketing.jp</u>) first. (English or Japanese) We also accept requests for coverage throughout the year.

Sanrio Entertainment Co., Ltd. Overseas PR Agency

(Contact personnel: Ayako Noda)

Bluemoon Marketing Inc.

E-mail: SET@bluemoonmarketing.jp

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

©1976,1979,1988,1990,1996,1999,2001,2005,2009,2010,2012,2013,2018 SANRIO CO., LTD.