May 31, 2016

Company Name: Sanrio Company, Ltd.
CEO: Shintaro Tsuji
Code: No.8136, TSE Section 1
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Announcement Regarding Year-end Dividend from Retained Earnings

The Board of Directors of Sanrio Company, Ltd. approved a resolution on May 31, 2016 to pay a dividend from retained earnings as follows with a record date of March 31, 2016.

1. Details of payment of dividends

Common shares

	Payment of dividends	Most recent dividend forecasts (announced on May 15, 2015)	Payment of dividends for the fiscal year ended March 31, 2015
Record date	March 31, 2016	Same as on the left	March 31, 2016
Dividend per share	40.00 yen	Same as on the left	40.00 yen
Total amount of payment	3,393 million yen	—	3,486 million yen
Effective date	June 7, 2016	—	June 9, 2015
Source of payment	Retained earnings	—	Retained earnings

2. Policy Regarding Profit Distribution and Dividends

We consider distributing earnings to shareholders to be one of the Sanrio Group's highest priorities, and we pay dividends that reflect the consolidated performance. We set dividend payments on the basic premise of a payout ratio of at least 30%.

Regarding dividends, the decline in sales and profits continued to show no signs of bottoming out in Europe and Americas, but in Japan domestic business, especially theme parks, thrived. The Asian region also did well, outperforming the plan, and we are cultivating new markets for Gudetama and other characters that are proving popular. Accordingly, we are distributing a year-end dividend of 40 yen per share in line with our initial plan. Together with the 40 yen dividend paid out at the end of the second quarter, this amounts to an annual dividend of 80 yen, equal to the figure for the previous fiscal year.

For the next fiscal year ending March 31, 2017, we plan to exceed the surplus of the current fiscal year and to offer the same annual dividend of 80 yen per share including interim and year-end dividends of 40 yen per share each.