May 31, 2017

Company Name: Sanrio Company, Ltd.
CEO: Shintaro Tsuji
Code: No.8136, TSE Section 1
Inquiries: Susumu Emori
Senior Managing Director
Tel: +81-3-3779-8058

Announcement Regarding Year-end Dividend from Retained Earnings

The Board of Directors of Sanrio Company, Ltd. approved a resolution on May 31, 2017 to pay a dividend from retained earnings as follows with a record date of March 31, 2017.

1. Details of payment of dividends

Common shares

	Payment of dividends	Most recent dividend forecasts (announced on May 12, 2017)	Payment of dividends for the fiscal year ended March 31, 2016
Record date	March 31, 2017	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	—	3,393 million yen
Effective date	June 6, 2017	—	June 7, 2016
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.

Regarding dividends, business results in the fiscal year under review significantly underperformed those of the initial plan but there was a carry-over surplus accumulated at the time of good performance in the European business. 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.