May 31, 2018

Company Name: Sanrio Company, Ltd.
CEO: Shintaro Tsuji
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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, 2018 to pay a dividend from retained earnings as follows with a record date of March 31, 2018.

1. Details of payment of dividends

	Payment of dividends	Most recent dividend forecasts (announced on May 11, 2018)	Payment of dividends for the fiscal year ended March 31, 2017
Record date	March 31, 2018	Same as on the left	March 31, 2017
Dividend per share	15.00 yen	Same as on the left	40.00 yen
Total amount of payment	1,272 million yen	—	3,393 million yen
Effective date	June 12, 2018	—	June 6, 2017
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. More specifically, on the premise of implementing stable dividends, we will base our policy on adding to dividends according to consolidated results when circumstances permit. Regarding the dividend for the fiscal year under review, operating results significantly underperformed the profit planned at the beginning of the fiscal year and the dividend payout ratio exceeded 100%, so, the year-end dividend, very regrettably, will be 15 yen per share as announced on May 11, 2018.

（Reference）Detail of annual dividends

	Dividend per share(JP Yen)		
Record date	Interim-end	Year-end	total
March 31, 2018	40.00	15.00	55.00
March 31, 2017	40.00	40.00	80.00