February 12, 2021

Company Name: Sanrio Company, Ltd.
President and Chief Executive Officer: Tomokuni Tsuji
Securities Code: 8136, First Section of Tokyo Stock Exchange
Inquiries: Jiro Kishimura, Managing Director
Tel.: +81-3-3779-8058

Notice Regarding Revision of Consolidated Earnings Forecast for the Fiscal Year Ending March 31, 2021 (FY2020)

Given recent business performance trends, Sanrio Company, Ltd. has revised its consolidated earnings forecast for the fiscal year ending March 2021 as follows. This revision amends the earnings forecast as published originally on October 30, 2020.

1. Forecast for the FY2020

(1) Forecast for the FY2020 (April 1, 2020 to March 31, 2021)

	Sales	Operating Profit	Ordinary Profit	Net Profit Attributable to Owners of parent	Net Profit per Share
	(million yen)	(million yen)	(million yen)	(million yen)	(yen)
Prior Forecasts (A) (Published on Oct 30, 2020)	39,700	(4,600)	(3,700)	(4,600)	(54.81)
Revised Forecast (B)	40,200	(4,000)	(3,100)	(3,600)	(43.57)
Difference (B-A)	500	600	600	1,000	—
Difference (%)	1.3	—	—	—	—
(Reference) Results for the FY2019	55,261	2,106	3,274	191	2.26

(2) Reasons for Revision of Forecast

Although it remains unclear when the COVID-19 pandemic will be over, both sales and profits exceeded our plan as a result of increased sales owing to a recovery in domestic demand, and SG&A expenses being lower than expected in the third-quarter accounting period. As a result, we will amend our full-year consolidated results forecast for the fiscal year ending March 2021, released on October 30, 2020.

(Notes)

The above results forecasts are created based on information obtainable by the Sanrio Company as of this moment. Actual results may differ from forecast figures due to a number of factors in the future.