May 14, 2021

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Securities Code: 8136, First Section of Tokyo Stock Exchange
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Notice Regarding Difference between Forecasts and Results for the Fiscal Year

Sanrio Company Ltd. announces the differences between the forecasts for the fiscal year ended March 2021 released on February 12, 2021 and the actual results in today's announcement.

Differences between the forecasts and the results for the Fiscal Year 3/2021

(1) Differences between the forecasts and the results (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 Feb 12,2021	40,200	(4,000)	(3,100)	(3,600)	(43.57)
Actual Results (B)	41,053	(3,280)	(1,731)	(3,960)	(47.93)
Differences (B-A)	853	719	1,369	(360)	
Differences (%)	2.1	-	-	-	
(Reference) Results for the Fiscal Year Ended 03/2020	55,261	2,106	3,274	191	2.26

(2) Reasons for the differences

Sales increased by 0.8 billion yen due primarily to the Company's royalty income and other and a stronger-than-expected performance by a US subsidiary's e-commerce business. Operating loss fell by 0.7 billion yen as a result of higher income attributable to sales growth, as well as reductions in selling, general and administrative expenses by Sanrio Entertainment Co., Ltd., among other factors. Ordinary loss declined by 1.3 billion yen, attributable mainly to a reduction in the operating loss and gains on investments in partnership in a US subsidiary, which are posted as non-operating profit, that were higher than expected. However, net loss attributable to owner of parent increased by 0.3 billion yen due to the posting of impairment losses by a US subsidiary and an increase in income taxes – deferred for the Company, as well as other factors.