Aug 2, 2024

Company Name: Sanrio Company, Ltd.
President and Chief Executive Officer: Tomokuni Tsuji
Securities Code: 8136, TSE Prime Section
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Notice Regarding Revisions to Dividend Forecasts

In light of recent performance trends, we have revised our dividend forecasts, announced on May 14, 2024, as noted below.

1. Revisions to Dividend Forecasts

	Dividend per Share				
	1Q-end	2Q-end	3Q-end	Year-end	Total
	yen	yen	Yen	Yen	Yen
Prior Forecasts (A) Published on May 14, 2024	—	13.50	—	13.50	27.00
Revised Forecasts (B)	—	18.50	—	18.50	37.00
Differences (B-A)	—	5.00	—	5.00	10.00
(Reference) Results for the Fiscal Year Ended 3/2024	—	22.50	—	43.50	66.00

Note:
The Company conducted a 3-for-1 common stock split effective on April 1, 2024. Dividends per share for or the fiscal year ended 3/2024 are the actual amounts before the stock split. Dividends per share for the fiscal year ended 3/2025 (forecast) have been adjusted to reflect the stock split.

2. Reasons for Revisions to Dividend Forecasts

We believe that returning profits to shareholders is an important management issue.
We have raised our earnings forecasts in light of recent trends in our business performance. As a result, we expect to post 16.1 billion yen in net profit attributable to owners of parent in the first half of the fiscal year and 28.7 billion yen in net profit attributable to owners of parent for the full year. Accordingly, we have also raised our interim dividends for the first half by 5 yen, from our previous forecast of 13.5 yen per share to 18.5 yen per share, likewise increasing our year-end dividends by 5 yen from our previous forecast of 13.5 yen per share to 18.5 yen per share. As a result, we plan to pay annual dividends per share of 37 yen, a 10-yen increase from our previous forecast of 27 yen per share.

We will continue striving to improve earnings in order to continue returning profits to shareholders, and ask for your ongoing support.

The above forecasts are based on the information available to the Company at this point and on certain assumptions deemed reasonable, and are not a guarantee that such results will be achieved. Actual results may differ significantly due to a variety of factors.