



February 14, 2025

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Notice Regarding Revisions to Full year Forecasts for the Fiscal Year Ending March 31, 2025

We have revised our business forecasts for the full year for the fiscal year ending on March 31, 2025 announced on November 1, 2024, as noted below.

1. Revisions to Forecasts for Full Year for the Fiscal Year Ending March 31, 2025 (April 1, 2024 to March 31, 2025)

	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 November 1, 2024	130,600	41,000	41,800	31,100	131.66
Revised Forecasts (B) Published on February 14, 2025	140,500	51,200	52,900	40,500	171.46
Differences (B-A)	9,900	10,200	11,100	9,400	—
Differences (%)	7.6	24.9	26.6	30.2	—
(Reference) Results for the Fiscal Year Ended March 31, 2024	99,981	26,952	28,265	17,584	73.08

Note: The Company conducted a 3-for-1 common stock split effective on April 1, 2024. Net profit per share is calculated as if this stock split had taken place at the beginning of the previous fiscal year.

2. Reasons for Revisions to Forecasts for Full Year for the Fiscal Year Ending March 31, 2025

In the first nine months of the current fiscal year, sales increased significantly, thanks to measures related to the 50th anniversary of Hello Kitty and the strategy of developing products with a wide range of Sanrio characters, with the License business in North America and China the key driver of our ongoing strong performance. Now into the fourth quarter, the 50th anniversary of Hello Kitty is still contributing to raising awareness of other characters, and with celebrations of the My Melody 50th and Kuromi 20th anniversaries, the strong performance trend is continuing. We therefore expect full-year overseas and domestic sales to hold firm, and have revised our previously announced sales forecast upward by 9.9 billion yen, to 140.5 billion yen. Operating profit exceeded the full-year forecast as of the third quarter, driven by an increase in highly profitable licensing revenue and lower-than-planned SG&A expenses. As this strong trend is expected to continue in the fourth quarter, we have revised our full-year forecast upward by 10.2 billion yen to 51.2 billion yen from the previously announced projection. Primarily as a result of our higher operating profit, we have also upwardly revised our ordinary profit forecast by 11.1 billion yen, to 52.9 billion yen. Reflecting this higher ordinary profit forecast, we have revised upward our projection for net profit attributable to owners of parent by 9.4 billion yen, to 40.5 billion yen.

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.