



February 14, 2025

Company Name: Sanrio Company, Ltd.
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Notice Regarding Revisions to the Year-end Dividend Forecast

At the meeting of the Board of Directors held on February 14, 2025, Sanrio Company, Ltd. (the “Company”) resolved to revise the year-end dividend with a record date of March 31, 2025, as described below.

1. Revisions to the Year-end Dividend Forecast

Fiscal Year ending March 31, 2025 (April 1, 2024 to March 31, 2025)

	Dividend per Share		
	2Q-end	Year-end	Total
	Yen	Yen	Yen
Prior Forecasts Published on November 1, 2024	20.00	20.00	40.00
Revised Forecasts Published on February 14, 2025	—	32.00	52.00
Results for the Fiscal Year under review	20.00	—	—
(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 the fiscal year ended March 31, 2024 are the actual amounts before the stock split. Dividends per share for the fiscal year ended March 31, 2025 have been adjusted to reflect the stock split.

2. Reasons for Revisions to the Year-end Dividend Forecast

The Company considers distributing earnings to shareholders to be one of the Sanrio Group's highest priorities, and in our Medium-Term Management Plan, formulated in May 2024, we committed to a dividend payout ratio of 30% or higher.

We have revised earnings forecasts upward for the full year due to the positive performance for the nine months which exceeded the forecast figures for the full-year. As a result, the Company plans to record 40,500 million yen as net profit attributable to owners of parent. Accordingly, the Company has revised the forecast dividend of surplus (year-end dividend) with a record date of March 31, 2025 to 32 yen per share, up 12 yen from the previous forecast of 20 yen per share. Together with the interim dividend of 20 yen per share paid with a record date of September 30, 2024, the annual dividends for the fiscal year ending March 31, 2025, will be 52 yen per share, up 12 yen from the previous forecast of 40 yen per share.

We will continue striving to improve business performance in order to consistently return profits to our shareholders, and we ask for your continued 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.