



May 13, 2025

Company Name: Sanrio Company, Ltd.
President and Chief Executive Officer: Tomokuni Tsuji
Securities Code: 8136, TSE Prime Section Market
Inquiries: Seiichiro Matsumoto, Managing Executive Officer
Tel.: +81-3-3779-8058

Notice Regarding Year-end Dividend from Retained Earnings

The Board of Directors of Sanrio Company, Ltd. approved a resolution on May 13, 2025 to pay a dividend from retained earnings as follows with a record date of March 31, 2025. The Company's Articles of Incorporation stipulate that matters concerning the distribution of retained earnings as stated in Article 459, Paragraph 1 of the Companies Act shall be decided by a resolution of the Board of Directors.

1. Details of payment of dividends

	Payment of dividends	Most recent dividend forecasts (announced on February 14, 2025)	Payment of dividend for the fiscal year ended March 31, 2024
Record date	March 31, 2025	Same as on the left	March 31, 2024
Dividend per share	33.0 yen	32.0 yen	43.5 yen (Ordinary dividend 33.5 yen) (Commemorative dividend 10.0 yen)
Total amount of payment	7,830 million yen	—	3,424 million yen
Effective date	June 10, 2025	—	June 11, 2024
Source of payment	Retained earnings	—	Retained earnings

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.

2. Policy Regarding Profit Distribution and Dividends

We consider returning profits to shareholders to be one of the Sanrio Group's highest priorities, and in our Medium-Term Management Plan, ending March 31, 2027, we committed to a dividend payout ratio of 30% or higher.

Net profit attributable to owners of parent was 41.7 billion yen for the fiscal year ended March 31, 2025, as a result of the implementation of various measures in line with the medium-term management plan. We intend to pay an ordinary dividend of 33.0 yen per share at year-end, up 1.00 yen from the previous forecast of 32.0 yen per share. Together with the interim dividend of 20.0 yen per share paid with a record date of September 30, 2024, the annual dividends for the fiscal year under review will be 53.0 yen per share, up 1.0 yen from the previous forecast of 52.0 yen per share.