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Notice Regarding Revisions to Forecasts for First Half and Full Year for the Fiscal Year Ending March 31, 2026

In light of recent performance trends, we have revised our earnings forecasts for the first half and full year for the Fiscal Year Ending March 31, 2026 and dividend forecasts, announced on May 13, 2025, as noted below.

1. Revision to the forecasts for first half of FY3/2026 (April 1, 2025 to September 30, 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 May 13, 2025	75,200	27,500	27,800	19,100	80.49
Revised Forecasts (B)	83,600	35,000	35,400	24,700	103.86
Differences (B-A)	8,400	7,500	7,600	5,600	
Differences (%)	11.2	27.3	27.3	29.3	
(Reference) Results for the First Half Results of Fiscal Year Ended 3/2025	62,807	23,591	24,196	19,076	80.77

2. Revision to the forecasts for full FY3/2026 (April 1, 2025 to March 31, 2026)

	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 May 13, 2025	162,200	60,000	60,700	42,000	177.00
Revised Forecasts (B)	168,800	67,300	68,000	47,500	199.38
Differences (B-A)	6,600	7,300	7,300	5,500	
Differences (%)	4.1	12.2	12.0	13.1	
(Reference) Results for the Fiscal Year Ended 3/2025	144,904	51,806	53,453	41,731	176.62

3. Reasons for Revisions to Forecasts for First Half and Full Year for the Fiscal Year Ending March 31, 2026

(1) Reasons for Revisions to forecasts for first half of the Fiscal Year Ending March 31, 2026

In the first quarter of the current fiscal year, domestic stores and theme parks saw an increase in the number of foreign tourists and domestic customers, contributing to higher sales, amid the growing popularity of Sanrio characters globally and the success of various initiatives. The licensing business, both in Japan and overseas, also grew substantially across all regions, particularly in North America and China, due to the continued strong performance of the strategy for a wide range of Sanrio characters. As a result of these factors, operating profit rose significantly and profit attributable to owners of parent was above the initial plan.

In the second quarter of the fiscal year, sales are expected to continue growing and profits to remain strong. Accordingly, we have revised the consolidated earnings forecast for the first half announced on May 13, 2025.

(2) Reasons for revisions to forecasts for the full fiscal year ending on March 31, 2026

We have incorporated the upwards revision of the first-half forecast into the full-year forecast and have revised the full-year consolidated earnings forecast. From the third quarter onward, the figures reflect adjustments based on changes to the assumed exchange rate and consolidated accounting assumptions, as announced on May 13, 2025.

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.