



Nov 2, 2023

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

## Notice Regarding Differences Between Consolidated Forecasts and Results of Operations for the First Half of the Fiscal Year Ending March 31, 2024 and Revisions to Full-year Forecasts

Differences existed between the consolidated earnings forecasts announced on August 2, 2023 by Sanrio Company, Ltd. (the "Company") for the first half of the fiscal year ending March 31, 2024, and the actual financial results announced today. The Company also announced revisions to its consolidated earnings forecasts for the fiscal year ending March 31, 2024.

### 1. Differences Between Consolidated Earnings Forecasts and Financial Results for the First Half of the Fiscal Year Ending March 31, 2024 (April 1, 2023 to September 30, 2023)

	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 Aug 2, 2023	40,800	10,300	11,000	8,500	105.40
Results (B)	43,930	13,307	14,201	10,506	130.27
Differences (B-A)	3,130	3,007	3,201	2,006	—
Differences (%)	7.7	29.2	29.1	23.6	—
(Reference) Results for 1H of the Fiscal Year Ended 3/2023	30,630	5,346	5,608	3,010	37.37

### 2. Revisions to Forecasts for Full Year for the Fiscal Year Ending March 31, 2024 (April 1, 2023 to March 31, 2024)

	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 Aug 2, 2023	84,100	17,000	18,000	12,000	148.81
Revised Forecasts (B)	89,300	18,800	20,200	14,400	178.51
Differences (B-A)	5,200	1,800	2,200	2,400	—
Differences (%)	6.2	10.6	12.2	20.0	—
(Reference) Results for the Fiscal Year Ended 3/2023	72,624	13,247	13,724	8,158	101.22

### 3. Reasons for the Differences and Revisions

#### (1) Reasons for the Differences between the Consolidated Earnings Forecasts and Financial Results for the First Half

In the first half of the consolidated fiscal year, brick-and-mortar store and theme park sales exceeded our initial earnings forecasts at the beginning of the fiscal year thanks to the steady progress of internal measures and a significant increase in customer numbers due to the brisk flow of both domestic customers and foreign tourists. Also, in the License business, strategic measures, such as development of products and services featuring a wide range of Sanrio characters, continued to be successful in Japan and overseas, and the royalty sales surpassed the initial forecasts. As a result, sales were 3.1 billion yen higher on a consolidated basis. In addition to the progress in both domestic and overseas sales, which far exceeded the initial forecasts, profitability improved due to the implementation of various structural reform measures in line with the medium-term management plan and the control of operating expenses. As a result, operating profit was 3.0 billion yen higher. Ordinary profit was 3.2 billion yen higher, due mainly to higher operating profit. Net profit attributable to owners of parent was 2.0 billion yen higher due to higher ordinary profit.

#### (2) Reasons for revisions to forecasts for the full fiscal year ending on March 31, 2024

In the first half of the fiscal year ending March 31, 2024, the outlook for the external environment remained uncertain due to the prolonged conflict in Europe, rising prices, supply constraints, fluctuations in the financial and capital markets, etc. However, as our consolidated financial results exceeded forecasts, we have incorporated these factors into our full-year consolidated business forecasts. At the same time, we have reviewed our forecasts for the third quarter and beyond, and as a result have revised our consolidated earnings forecast for the fiscal year ending March 31, 2024.

*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.*