



February 14, 2024

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Notice Regarding Revisions to the Year-end Dividend Forecast and the Payment of a Hello Kitty 50th Anniversary Commemorative Dividend

At the meeting of the Board of Directors held on February 14, 2024, Sanrio Company, Ltd. (the “Company”) resolved to revise the year-end dividend with a record date of March 31, 2024, as described below. The Company also plans to pay a special dividend to commemorate the 50th Anniversary Year of Hello Kitty this year, at the same time as the payment of the dividend of surplus with a record date of March 31, 2024 (the year-end dividend).

1. Revisions to the Year-end Dividend Forecast (April 1, 2023 to March 31, 2024)

	Dividend per Share		
	2Q-end	Year-end	Total
	Yen	Yen	Yen
Prior Forecasts Published on November 2, 2023	22.50	22.50	45.00
Revised Forecasts Published on February 14, 2024	—	42.50 (Ordinary dividend 32.50) (Commemorative dividend 10.00)	65.00 (Ordinary dividend 55.00) (Commemorative dividend 10.00)
Results for the Fiscal Year under review	22.50	—	—
(Reference) Results for the Fiscal Year Ended 3/2023	15.00	20.00	35.00

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

The Company believes that returning profits to shareholders is an important management issue.

Earnings in the first nine months exceeded the figures in the full-year forecast. As a result of the upward revision of the earnings forecasts for the full year, net profit attributable to owners of parent amounting to 17,400 million yen is now expected to be recorded. The Company has revised the normal dividends payable at year-end to 32.5 yen per share, up 10.0 yen from the previous forecast of 22.5 yen per share. In addition, the Company plans to pay a special dividend of 10.0 yen per share to commemorate the 50th Anniversary Year of Hello Kitty. As a result, the total forecast dividend of surplus (year-end dividend) with a record date of March 31, 2024, will be 42.5 yen per share. Together with the interim dividend of 22.5 yen per share paid with a record date of September 30, 2023, the annual

dividends for the fiscal year ending March 31, 2024, will be 65.0 yen per share, up 20.0 yen from the previous forecast of 45.0 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.