



May 14, 2024

Company Name: Sanrio Company, Ltd.  
 President and Chief Executive Officer: Tomokuni Tsuji  
 Securities Code: 8136, TSE Prime Section  
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## Notice Regarding Year-end Dividend from Retained Earnings

The Board of Directors of Sanrio Company, Ltd. approved a resolution on May 14, 2024 to pay a dividend from retained earnings as follows with a record date of March 31, 2024. The Company's Articles of Incorporation stipulate that matters concerning the distribution of retained earnings as stipulated 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, 2024)	Payment of dividend for the fiscal year ended March 31, 2023
Record date	March 31, 2024	Same as on the left	March 31, 2023
Dividend per share	43.50 yen (Ordinary dividend 33.50 yen) (Commemorative dividend 10.00 yen)	42.50 yen (Ordinary dividend 32.50 yen) (Commemorative dividend 10.00 yen)	20.00 yen
Total amount of payment	3,424 million yen	—	1,612 million yen
Effective date	June 11, 2024	—	June 7, 2023
Source of payment	Retained earnings	—	Retained earnings

### 2. Policy Regarding Profit Distribution and Dividends

We consider returning profits to shareholders to be one of the Sanrio Group's highest priorities.

Net profit attributable to owners of parent was 17.5 billion yen for the fiscal year ended March 31, 2024, 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 33.5 yen per share at year-end, up 1.00 yen from the previous forecast of 32.5 yen per share, taking into account our recent performance and business environment and our policy on shareholder returns, among other factors. In addition, we decided to distribute a special dividend of 10.0 yen per share to commemorate the 50th Anniversary Year of Hello Kitty. As a result, the total dividend of surplus (year-end dividend) with a record date of March 31, 2024, will be 43.5 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 under review will be 66.0 yen per share, up 1.0 yen from

the previous forecast of 65.0 yen per share.

(Reference) Detail of annual dividends

Record date	Dividend per share		
	Interim-end	Year-end	Total
	Yen	Yen	Yen
March 31, 2024	22.50	43.50 (Ordinary dividend 33.50) (Commemorative dividend 10.00)	66.00 (Ordinary dividend 56.00) (Commemorative dividend 10.00)
March 31, 2023	15.00	20.00	35.00

(Note) Treatment of the amount of dividend per share as a result of the stock split

As announced in “Notice Regarding Stock Split and Associated Amendments to the Articles of Incorporation” dated February 14, 2024, we split each share of its common stock held by shareholders listed or recorded in the shareholder registry into three shares on March 31, 2024, the record date (effective Friday, March 29, 2024, as March 31, 2024 is not a business day for the administrator of the shareholder registry). The stock split came into effect on April 1, 2024. The year-end dividend for the fiscal year ended March 31, 2024 with a record date of March 31, 2024 will be paid based on the number of shares before the stock split. Accordingly, the dividend per share stated in the above notice is the amount calculated based on the number of shares before the stock split.