



November 5, 2025

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# Notice Regarding Revisions to Full year Forecasts for the Fiscal Year Ending March 31, 2026

We have revised our consolidated earnings forecasts for the full year for the fiscal year ending March 31, 2026 announced on August 8, 2025, as noted below.

## 1. Revisions to Full year Forecasts for the Fiscal Year Ending March 31, 2026 (April 1, 2025 to March 31, 2026)

	Net Sales	Operating Profit	Operating Profit before Consolidation Adjustments due to Differences in Fiscal Year-ends of Consolidated Subsidiaries	Ordinary Profit
	(million yen)	(million yen)	(million yen)	(million yen)
Previous Forecasts (A) Announced on August 8, 2025)	168,800	67,300	-	68,000
Revised Forecasts (B)	184,300	70,200	69,600	71,300
Change (B-A)	15,500	2,900		3,300
Change (%)	9.2	4.3		4.9
(Reference) Results for the Fiscal Year Ended March 31, 2025	144,904	51,806		53,453

	Profit Attributable to Owners of Parent	Earnings per Share
	(million yen)	(yen)
Previous Forecasts (A) Announced on August 8, 2025)	47,500	199.38
Revised Forecasts (B)	49,400	204.26
Change (B-A)	1,900	
Change (%)	4.0	
(Reference) Results for the Fiscal Year Ended March 31, 2025	41,731	176.62

\*Operating profit before consolidation adjustments due to differences in fiscal year-ends of consolidated subsidiaries” refers to figures based on the official financial statements of the subsidiaries before making the necessary adjustments for significant discrepancies in intercompany transactions arising from differences in fiscal year-ends.

## 2. Reasons for Revisions to Forecasts for Full Year for the Fiscal Year Ending March 31, 2026

Our performance during the first half of the fiscal year under review exceeded our plans, driven by the successful execution of our global strategy for a wide range of Sanrio characters and other initiatives as well as the growing popularity of our characters, including Hello Kitty. Based on these strong results and the expectation of robust sales continuing into the third quarter and beyond, we have revised our full-year consolidated earnings forecast upward. The revision also considers potential downside risks to the overall character market due to the impact of U.S. tariff policies, as well as strategic increases in SG&A expenses to drive growth.

\*The above forecasts are based on information currently available to the Company and on certain assumptions it considers reasonable. They are not intended as a guarantee of achievement. Actual results may differ materially due to various factors.