

Summary of Consolidated Financial Results

for the year ended March 31, 2004

Sanrio Company, Ltd. (8136)
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1. Consolidated Financial Results for the Fiscal 2003 (from April 1, 2003 to March 31, 2004)

(1) Consolidated Operating Results

(rounded down)

	Net Sales	year-on year change	Operating Profit	year-on year change	Ordinary Profit	year-on year change
	¥million	%	¥million	%	¥million	%
Fiscal 2003	103,989	(△5.1)	4,325	(108.4)	2,486	-
Fiscal 2002	109,566	(△13.7)	2,075	(△67.0)	△953	-

	Net Income	year-on year change	Net Income per share	Fully diluted net income per share
	¥million	%	¥	¥
Fiscal 2003	5,357	-	69.81	-
Fiscal 2002	△19,378	-	△252.51	-

	Return on Equity (ROE)	Return on Assets (ROA)	Return on Sales
	%	%	%
Fiscal 2003	28.6	2.2	2.4
Fiscal 2002	△74.3	△0.7	△0.9

Notes: 1) Gain (loss) on equity method investments
 fiscal 2003 : -
 fiscal 2002 : -
 2) Average number of outstanding shares
 fiscal 2003 : 76,744,585 shares
 fiscal 2002 : 76,745,008 shares
 3) Changes in accounting procedures : none

(2) Consolidated Financial Position

(rounded down)

	Total Assets	Shareholders' Equity	Shareholders' Equity to Total Assets	Shareholders' Equity per Share
	¥million	¥million	%	¥
Fiscal 2003	108,173	21,923	20.3	285.66
Fiscal 2002	113,293	15,576	13.7	202.96

Note: Number of issued and outstanding shares at the end of period
 fiscal 2003 : 76,744,477 shares
 fiscal 2002 : 76,744,752 shares

(3) Consolidated Cash Flows

(rounded down)

	Cash Flows from Operating Activities	Cash Flows from Investing Activities	Cash Flows from Financing Activities	Cash and Cash Equivalents at the End of Period
	¥million	¥million	¥million	¥million
Fiscal 2003	7,062	3,129	△10,549	7,662
Fiscal 2002	6,083	5,761	△12,957	7,960

(4) Scope of Consolidation and Application of Equity method

Number of consolidated subsidiaries : 11
 Number of unconsolidated subsidiaries accounted for by Equity method : 0
 Number of affiliates accounted for by Equity method : 0

(5) Changes in Scope of Consolidation and Application of Equity method

Consolidation :
 Newly Consolidated : 1
 Excluded : 0
 Equity Method :
 Newly Applied : 0
 Excluded : 0

2. Consolidated Earnings Forecast for the Fiscal 2004 (from April 1, 2004 to March 31, 2005)

	Net Sales	Ordinary Profit	Net Income
	¥million	¥million	¥million
First Half of Fiscal 2004	47,500	1,300	1,400
Fiscal 2004	104,300	4,200	3,700

Note: Estimated Net Income per Share for the Fiscal 2004 : 48.21 yen

Cautionary Statement:

These statements are based on information currently available to the management but subject to changes. Actual financial results might differ due to a number of factors, not limited to but, general global economy and stock markets.