

Summary of Consolidated Financial Results

for the year ended March 31, 2005

Sanrio Company, Ltd. (8136)

(URL : <http://www.sanrio.co.jp/english/ir/>)

Head Office: 1-6-1 Osaki, Shinagawa-ku, Tokyo

President, Chief Executive Officer : Shintaro Tsuji

For inquiries Susumu Emori

Managing Director

tel: (03) 3779-8065

1. Consolidated Financial Results for the Fiscal 2004 (from April 1, 2004 to March 31, 2005)

(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 2004 | 101,101 | (△ 2.8) | 6,155 | 42.3 | 4,490 | 80.6 |
| Fiscal 2003 | 103,989 | (△ 5.1) | 4,325 | 108.4 | 2,486 | - |

| | Net Income | year-on year change | Net Income per share | Fully diluted net income per share |
|-------------|---------------|------------------------|----------------------|---------------------------------------|
| | ¥million | % | ¥ | ¥ |
| Fiscal 2004 | (15,840) | - | (206.56) | - |
| Fiscal 2003 | 5,357 | - | 69.81 | - |

| | Return on Equity (ROE) | Return on Assets (ROA) | Return on Sales |
|-------------|--------------------------|--------------------------|-----------------|
| | % | % | % |
| Fiscal 2004 | (67.1) | 4.5 | 4.4 |
| Fiscal 2003 | 28.6 | 2.2 | 2.4 |

Notes: 1) Gain (loss) on equity method investments

fiscal 2004 : -

fiscal 2003 : -

2) Average number of outstanding shares

| | first quarter of fiscal 2005 | first quarter of fiscal 2004 | fiscal 2004 |
|---------------------------|------------------------------|------------------------------|-------------|
| Common stocks | 77,266,758 | 76,744,344 | 76,757,049 |
| Series A preferred stocks | 236,849 | - | 23,425 |
| Series B preferred stocks | 249,316 | - | 24,658 |

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 2004 | 93,520 | 25,265 | 27.0 | 74.61 |
| Fiscal 2003 | 108,173 | 21,923 | 20.3 | 285.66 |

Note: Number of issued and outstanding shares at the end of period

| | first quarter of fiscal 2005 | first quarter of fiscal 2004 | fiscal 2004 |
|---------------------------|------------------------------|------------------------------|-------------|
| Common stocks | 77,266,731 | 76,744,262 | 77,266,810 |
| Series A preferred stocks | 950,000 | - | 950,000 |
| Series B preferred stocks | 1,000,000 | - | 1,000,000 |

(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 2004 | 8,175 | (1,177) | 205 | 14,937 |
| Fiscal 2003 | 7,062 | 3,129 | (10,549) | 7,662 |

(4) Scope of Consolidation and Application of Equity method

| | |
|--|------|
| Number of consolidated subsidiaries | : 10 |
| 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 2005 | 47,400 | 2,800 | 1,600 |
| Fiscal 2005 | 102,400 | 7,800 | 4,700 |

Note: Estimated Net Income per Share for the Fiscal 2003 : 53.07 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.