

Summary of Consolidated Financial Results

for the six months ended September 30, 2005

Sanrio Company, Ltd. (8136)

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

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1. Consolidated Financial Results for the First Half of Fiscal 2005 (from April 1, 2005 to September 30, 2005)

(1) Consolidated Operating Results

	Net Sales	year-on year change	Operating Profit	year-on year change	Ordinary Profit	year-on year change
	¥million	%	¥million	%	¥million	%
First Half of Fiscal 2005	46,699	0.5	3,452	54.4	3,120	93.7
First Half of Fiscal 2004	46,475	(3.4)	2,235	53.5	1,610	176.9
Fiscal 2004	101,101		6,155		4,490	

	Net Income	year-on year change	Net Income per share	Fully diluted net income per share
	¥million	%	¥	¥
First Half of Fiscal 2005	2,401	-	27.18	-
First Half of Fiscal 2004	(18,523)	-	(241.37)	-
Fiscal 2004	(15,840)		(206.56)	-

Notes:

1) Investment Profit (loss) on equity method

first half of fiscal 2005 : -

first half of fiscal 2004 : -

fiscal 2004 : -

2) Average number of

• outstanding common stocks : 77,266,744 stocks

• outstanding class A preferred stocks : 950,000 stocks

• outstanding class B preferred stocks : 1,000,000 stocks

first half of fiscal 2005 : 77,266,744 stocks

first half of fiscal 2004 : 76,744,296 stocks

fiscal 2004 : 76,757,049 stocks

23,425 stocks : 24,658 stocks

3) Changes in accounting procedures : No

(2) Consolidated Financial Position

	Total Assets	Shareholders' Equity	Shareholders' Equity to Total Assets	Shareholders' Equity per Share
	¥million	¥million	%	¥
First Half of Fiscal 2005	92,943	28,429	30.6	115.56
First Half of Fiscal 2004	87,021	2,707	3.1	35.28
Fiscal 2004	93,520	25,265	27.0	74.61

Note:

Number of

• outstanding common stocks : 77,266,731 stocks

• outstanding class A preferred stocks : 950,000 stocks

• outstanding series B class stocks : 1,000,000 stocks

first half of fiscal 2005 : 77,266,731 stocks

first half of fiscal 2004 : 76,744,216 stocks

fiscal 2004 : 77,266,810 stocks

(3) Consolidated Cash Flows

	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
First Half of Fiscal 2005	2,118	(516)	(2,495)	14,153
First Half of Fiscal 2004	1,286	256	(2,435)	6,851
Fiscal 2004	8,175	(1,177)	205	14,937

(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 : 2

Excluded : 1

Equity Method :

Newly Applied : 0

Excluded : 0

2. Consolidated Earnings Forecast for the Fiscal 2005 (from April 1, 2005 to March 31, 2006)

	Net Sales	Ordinary Profit	Net Income
	¥million	¥million	¥million
Fiscal 2005	101,800	8,300	5,500

Note: Estimated Net Income per Share for the Fiscal 2005 : (63.41)

Cautionary Statement:

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