

Summary of Consolidated Financial Results for the first quarter of Fiscal Year 2003

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: Tetsuo Uohashi
 Managing Director
 tel: (03)3779-8071

1. Matters related to the preparation of financial results

- (1) Changes in accounting principles : None
 (2) Changes in scope of consolidation
 Newly consolidated : 1 (Sanrio GmbH)
 (3) This is the first term for quarterly disclosure.
 Therefore the previous year's comparison data is not available.
 (4) Financial information presented herein was not audited by independent public accountants.

2. Consolidated Financial Results for the first quarter (from April 1 to June 30, 2003) of Fiscal 2003

(1) Consolidated Operating Results

	Net Sales	Operating Profit	Ordinary Profit
First Quarter of Fiscal 2003	¥million 23,774	¥million 901	¥million 744
Fiscal 2002	109,566	2,075	△953

	Net Income	Net Income per share	Fully diluted net income per share
First Quarter of Fiscal 2003	¥million 231	¥ 3.02	¥ -
Fiscal 2002	△19,378	△252.51	-

Notes: Average number of outstanding shares
 first quarter of fiscal 2003 : 76,744,744 shares
 fiscal 2002 : 76,745,008 shares

(2) Consolidated Financial Position

	Total Assets	Shareholders' Equity	Shareholders' Equity to Total Assets	Shareholders' Equity per Share
First Quarter of Fiscal 2003	¥million 109,737	¥million 16,061	% 14.6	¥ 209.28
Fiscal 2002	113,293	15,576	13.7	202.96

Note: Number of issued and outstanding shares at the end of period
 first quarter of fiscal 2003 : 76,744,735 shares
 fiscal 2002 : 76,744,752 shares

3. Consolidated Earnings Forecast for the first half (from April 1 to september 30, 2003) of Fiscal 2003 [Revised]

	Net Sales	Ordinary Profit	Net Income
First Half of Fiscal 2003	¥million 48,900	¥million 1,100	¥million 600

Forecasts in Ordinary Profit and Net Income are revised upward, although forecast in Net Sales is revised downward, from the previous forecasts announced on May 26, 2003.

Note: These forecasts are based on the best information currently available.
 Actual results may differ materially from forecasts herein,
 due to various factors beginning from trend of personal consumption in and out of Japan.