



海外Update



Main Topic



Small Gift Mobile Pop-up Tour



MOBILE POP-UP SHOP TOUR COMING TO SAN FRANCISCO!

SMALL GIFT

Sanrio's Nationwide 50th Anniversary Celebration

Featuring **50** specially selected must have products!

- Character appearances!
- Photo ops!
- Free goody bags to the first 50 shoppers!
- Free snacks, stickers, coupons and goodies!
- Chance to play the Sanrio spin wheel for prizes!



SAN FRANCISCO
JUSTIN HERMAN
PLAZA

Saturday
October 23, 2010
11:00 am - 7:00 pm

sanrio.com/smallgift

SMALL GIFT

SAN FRANCISCO
PIER 39

Sunday
October 24, 2010
11:30 am - 7:30 pm

sanrio.com/smallgift

SMALL GIFT







ロサンゼルス バーカーハンガーにて

VIPパーティー: 11月11日(木)

一般公開: 11月12日(金)~21日(日)

参加予定人数: 10万人



日本の夏祭りとアメリカのカーニバルをテーマに50名のアーティストによる作品の展覧および観覧車、ミニチュアゴルフ、巨大風船、ゲーム、工作、屋台、ギフトショップを10日間展開します。



Celebrity Coverage



左上より時計回り: Hayden Panettiere, Miley & Noah Cyrus, Katie Holmes & Suri Cruise, Taylor Swift, Kimora Lee Simmons & daughters, Dakota Fanning, Alessandra Torresani, Heidi Klum & son, Matt Damon & daughter)



Morocco/Casablanca





Media Coverage

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JUL 13 2010
0220 PM ET
Comments (47)

Lady Gaga Gets Covered in Hello Kitties

Lady Gaga is no stranger to fusing fashion and fuzzy creatures, famously rocking an animal skirt last year. But it looks like the outrageous singer is trading in her Muppets for another childhood favorite: Hello Kitty! On Tuesday night's episode of Bravo's *Doubt! Enclosure*, Lady Gaga took Hello Kitty to a sexy new level while shooting the 35th Anniversary campaign for the character. At the London shoot, the songstress dons this gown adorned with stuffed Hello Kitty dolls—and that's not all. From stiletto-high Hello Kitty-covered pumps to a bedazzled Kitty belt, Gaga adds her own sexy touch to the girly cat. Check out this sneak peek clip of Lady Gaga's Hello Kitty suit. Tell us: What do you think of Gaga's new

Markus Klinko and Ingrid Isakovic
Exxon, Hello Kitty? Do you prefer the Muppets?—Andrea DeSimone

POP September 2010 HOLLYWOOD

Picture PERFECT! Forget a car. These celebs love their bikes!

Miranda COSGROVE Plans to lead the fall. She's back on her bike with a new goal: lead the fall. She's back on her bike with a new goal: lead the fall.

Miley & Liam Miley and Liam are back on their bikes. Miley and Liam are back on their bikes.

Nick JONAS Nick Jonas is back on his bike. Nick Jonas is back on his bike.



BRAND LICENSING EUROPE PREVIEW
AUGUST 2010 VOLUME 11 NUMBER 8
GLOBAL
License!
LICENSINGMAG.COM THE SOURCE FOR LICENSING INTELLIGENCE

Sanrio Keeps on Smiling

Plus: MAGIC Moment Fashion Licensing and High

Sanrio's 50th Anniversary

As this global lifestyle and brand licensing company celebrates its 50th anniversary, Sanrio has ambitious growth plans to expand characters worldwide and continue to stay true to its founder's timeless philosophy, "Small Gift, Big Smile."

Sharon Tse, CEO
Photo: © Sanrio

US WEEKLY OFFICIAL PHOTOS CHELSEA'S WEDDING!

Gadgets for Girls

Sanrio 50th Anniversary

Flower Power!

HUDSON'S CHILDRENSWEAR REVIEW AUGUST 2010

Golden Anniversary for Fun and Friendship

Sanrio was founded on a simple dream of bringing smiles to people's faces. Now 50 years later, "Small Gift, Big Smile" continues to be our mission. As we create contemporary and unique licensing collections we stay true to the vision.

FUN-FILLED COLLABORATIONS

Sanrio has a great relationship with the fashion industry. We've collaborated with brands like Hudson's Bay, and we're excited to announce our new collaboration with Hudson's Bay. We've created a collection of fun and fashionable items that are perfect for the back-to-school season.

SANRIO KICKS OFF YEAR-LONG BIRTHDAY PARTY FOR THE WORLD!

Sanrio is celebrating its 50th anniversary with a year-long birthday party for the world. We're excited to share our love for Sanrio with everyone. We've created a collection of fun and fashionable items that are perfect for the back-to-school season.

CREATED BY GIRLS FOR GIRLS POPULARITY GIRLS SPEAK OUT!

Sanrio 50th Anniversary

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Sanrio Keeps on Smiling

As this global lifestyle and brand licensing company celebrates its 50th anniversary, it has ambitious growth plans to expand its characters worldwide and continue to stay true to its founder's timeless philosophy, "Small Gift, Big Smile."

Sharon Tse, CEO

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海外ライセンスUpdate



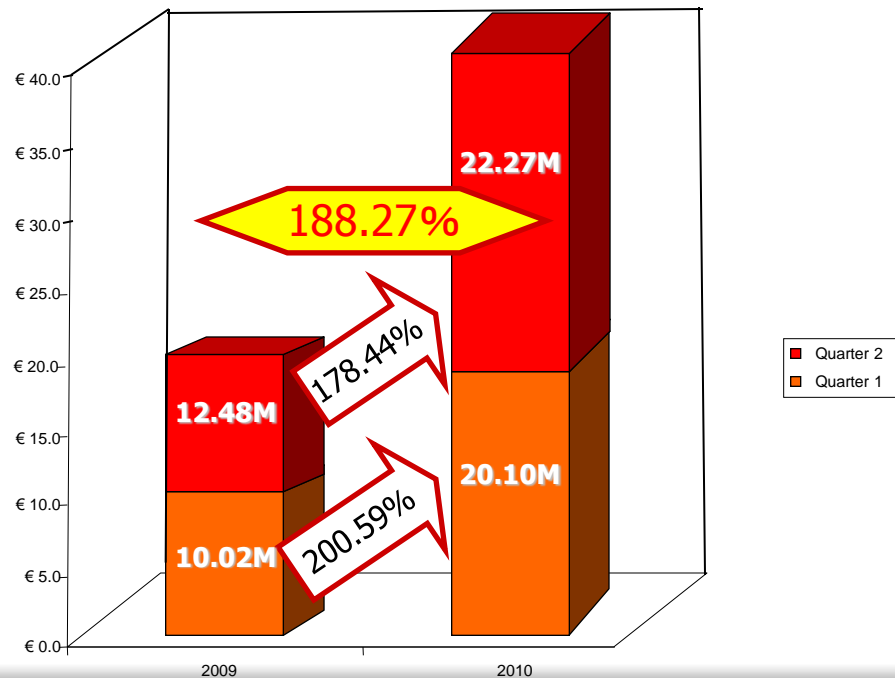
欧州 ライセンス事業



《欧州市場-2010》ライセンス部門の売上推移

ライセンス事業... Q1/Q2で高成長を継続

- 上半期が前期比188.27% (Q1/200.59%、Q2/178.44%)
- 上位ライセンス先が増加傾向
- Hello Kitty以外のキャラクターのライセンスが増加
- 契約数が2010年Q1からQ2にかけて140.36%



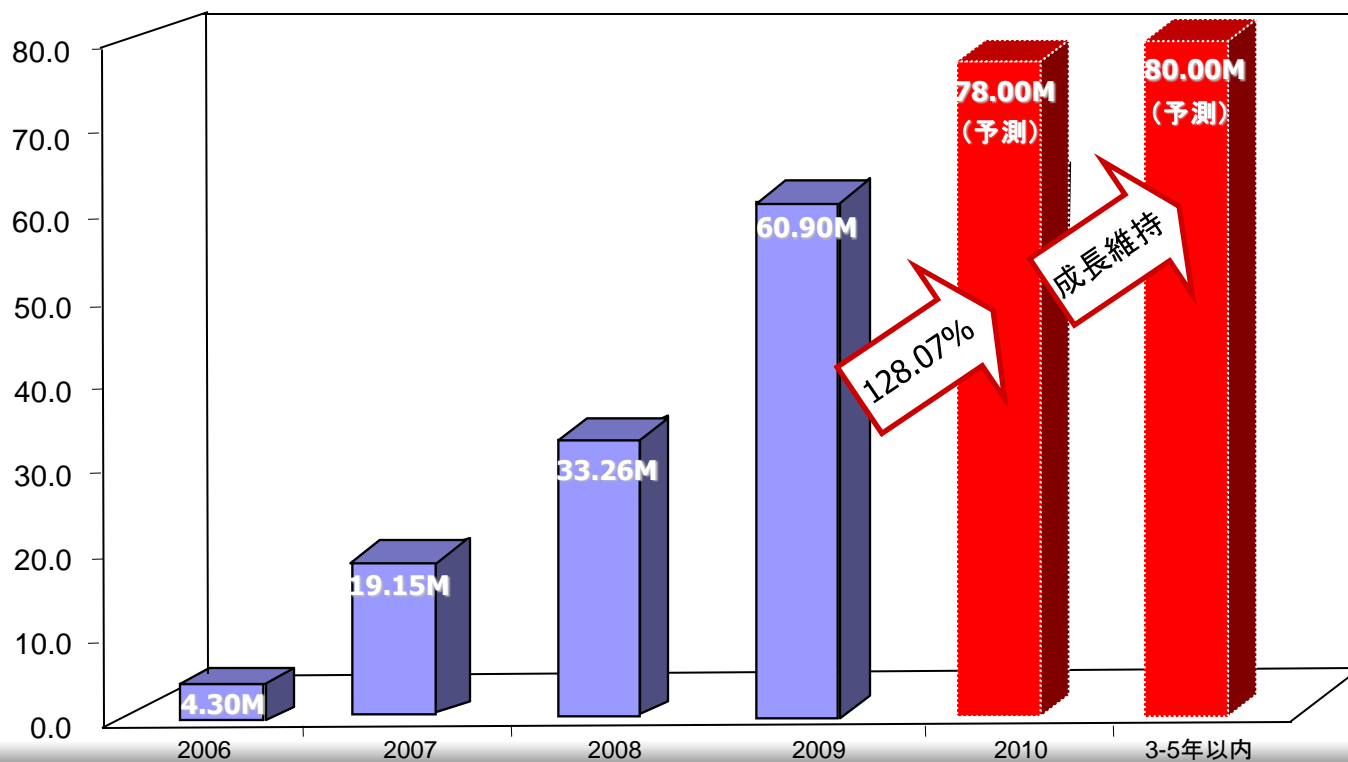
*現地通貨 (EURO) ベース/million



《欧州市場-2010》ライセンス部門の売上推移予想

ライセンス事業の高成長

- 欧州でのライセンスカテゴリ数、国数、ライセンシー数の増加
- 新規ライセンス・大型案件獲得の継続
- マーケティングブランディングの強化、営業体制の強化に成果



*現地通貨 (EURO) ベース/million/数値は案件発生ベース(決算ベースとは若干異なる)



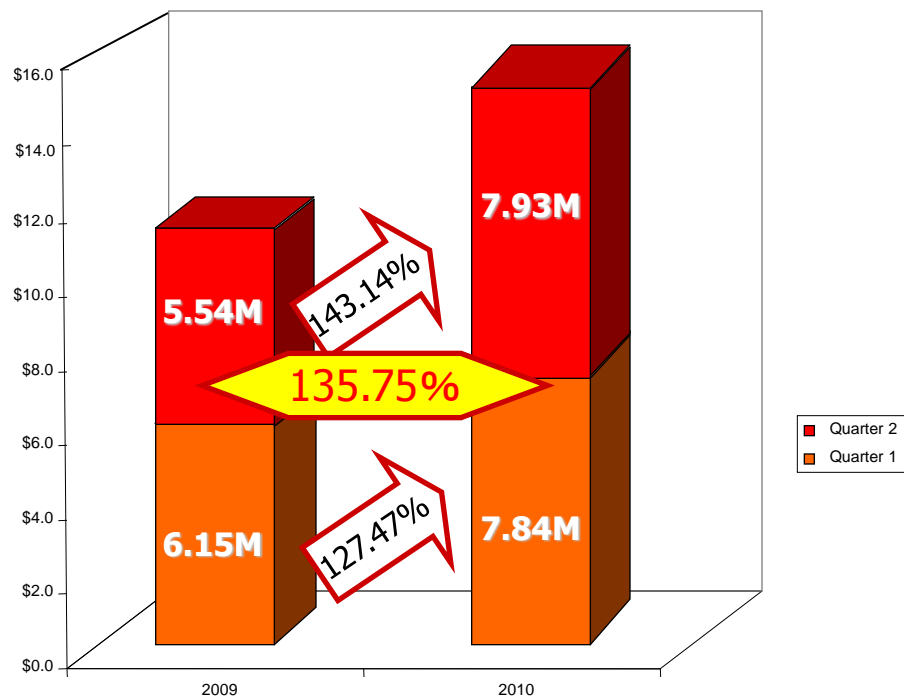
米国 ライセンス事業



《米国市場-2010》ライセンス部門の売上推移予想

ライセンス事業... Q1/Q2で高成長を継続

- 半期前期比135.75%増(Q1/127.47%、Q2/143.14%)
- 上位ライセンス先が増加傾向
- ベビー、ペット用品等、新カテゴリーへの参入



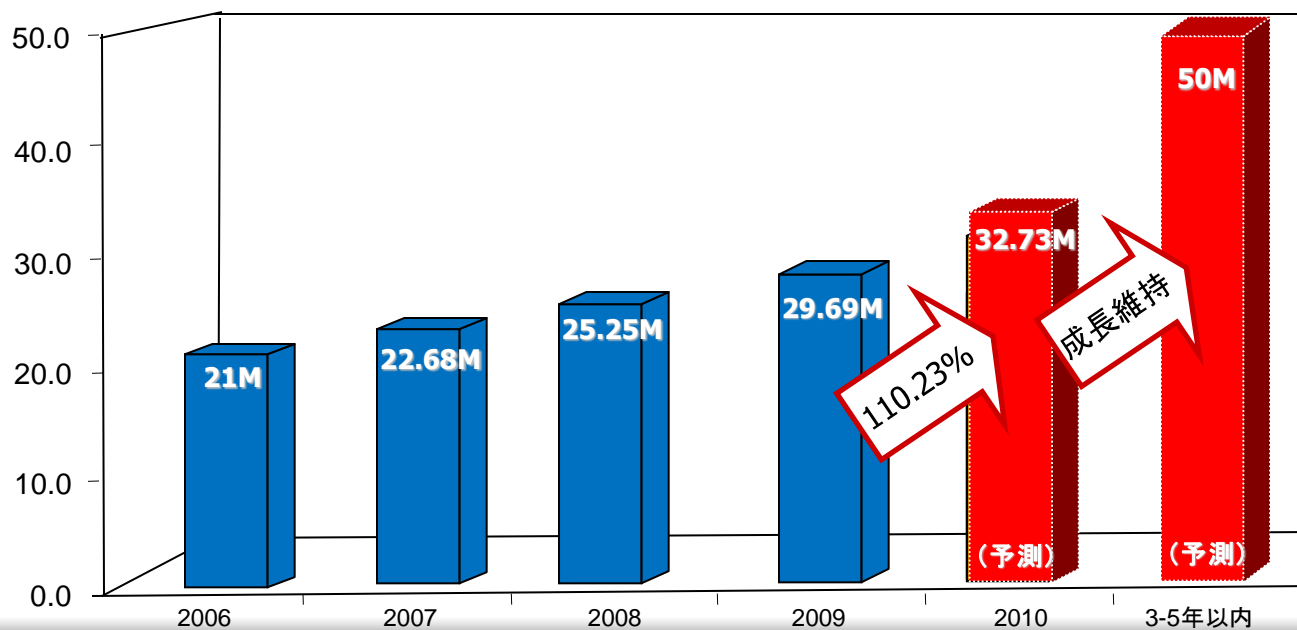
*現地通貨 (Us\$) ベース/million



《米国市場-2010》ライセンス部門の売上推移予想

ライセンス業界低迷の中、Hello Kittyの強さが光る

- カテゴリー、販路ごとのライセンシー数増加
- 創業50周年を機にHello Kitty以外のキャラクターライセンス営業強化
- 新規ライセンス・大型案件獲得の継続
- Distribution網/Retailer網の開拓



*現地通貨 (Us\$) ベース/million)

*2006年(4月-3月)、2007年(4月-3月)、2008年(1月-12月)、2009年(1月-12月)



Thank You!