



# **Sanrio's Global Strategy Update**

November 5, 2010  
Sanrio Co., Ltd.



# Main Topics

- Small Gift Mobile Pop-up Tour 3
- Overseas Licensing Update 10
  - Licensing Business in Europe 11
  - Licensing Business in the U.S 14



# **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](http://sanrio.com/smallgift)

SMALL GIFT

SAN FRANCISCO  
PIER 39

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

[sanrio.com/smallgift](http://sanrio.com/smallgift)

SMALL GIFT







**At Barker Hangar in Los Angeles**

**VIP party: Thursday, Nov. 11**

**Open to the public: Friday, Nov. 12 to Sunday, Nov. 21**

**Estimated number of participants: 100,000**



**Under the themes of the Japanese summer festival and the American carnival, 50 artists exhibit their works, and a Ferris wheel, miniature golf, giant balloons, games, crafting, stalls, and gift shops are operated for 10 days.**



# Celebrity Coverage



Clockwise from top left: 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

**People** HOT TOPICS: Couples Watch | PEOPLE Pets | Angelina Jolie  
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### 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 *Double Exposure*, Lady Gaga took Hello Kitty to a sassy 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 sky-high Hello Kitty-covered pumps to a belted Hello 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  
Exton, 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**  
Photos from the film *Braveheart* reveal what a star girl like her can do on a bike!

**Miley & Liam**  
Miley and Liam's love for their bikes is revealed!

**Nick JONAS**  
Nick Jonas is a bike rider!



BRAND LICENSING EUROPE PREVIEW  
AUGUST 2010 VOLUME 11 NUMBER 8

# License!

LICENSEMAG.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 Inc.

**US WEEKLY** OFFICIAL PHOTOS CHELSEA'S WEDDING!

### Gadgets for Girls

Sanrio's 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 colorful and fun-loving clothing collections that are sure to bring a smile.

**FUN-FILLED COLLABORATIONS**

Sanrio's 50th Anniversary celebration is a time to celebrate the fun and friendship that has defined the brand for over five decades. Hudson's is proud to be a part of this celebration, offering a collection of fun and fashionable clothing for girls that is sure to bring a smile to their faces.

**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. The celebration includes a variety of events, including a Sanrio Fashion Show, a Sanrio Fashion Show, and a Sanrio Fashion Show.

CREATED BY GIRLS FOR GIRLS POPULARITY GIRLS SPEAK OUT!

### Sanrio

Sanrio's 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

Sanrio's 50th Anniversary

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# Overseas Licensing Update



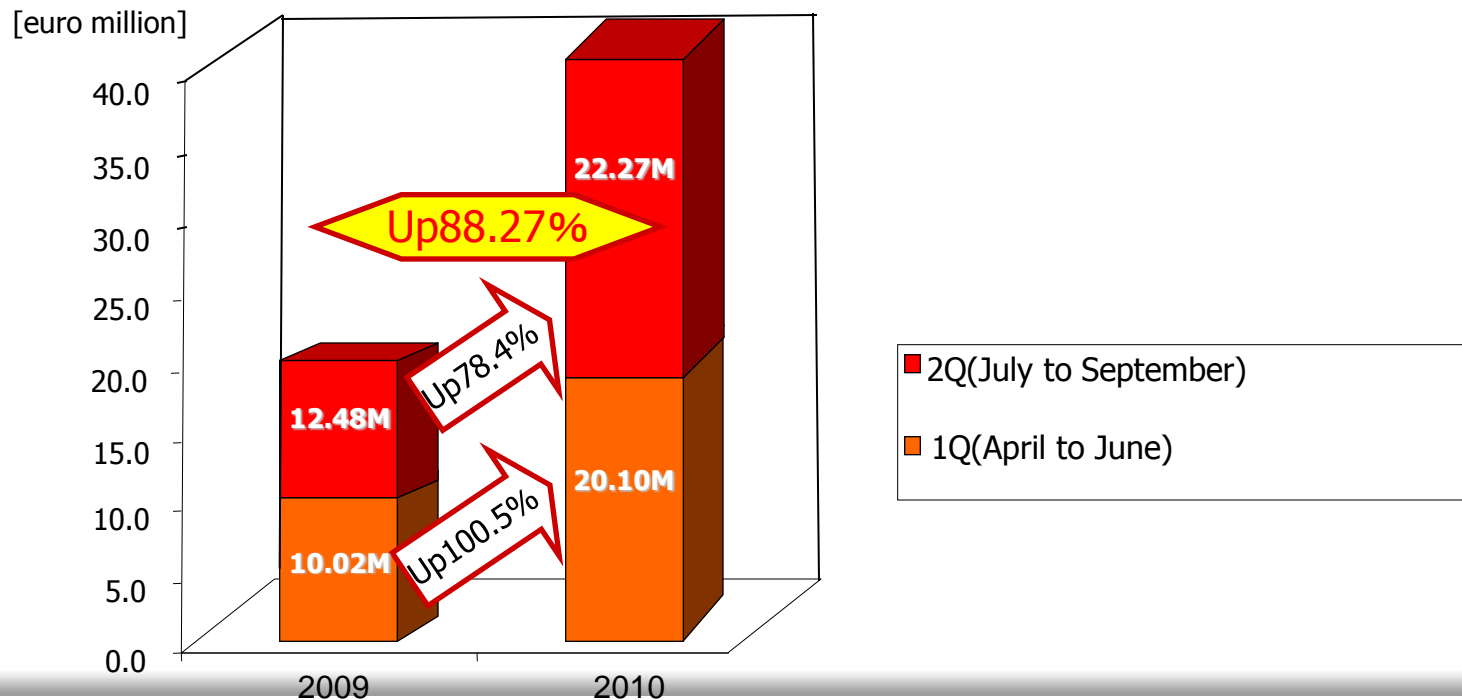
# Licensing Business in Europe



## 《European market-2010》 First Half Sales of the Licensing Section

### *Licensing business: Sales surged from 1Q to 2Q*

- Sales for the first half of FY03/2011 increased by 88.2% y-o-y. (1Q: +100.5%, 2 Q: +78.4%)
- Sales of top licensees were on the increase.
- Revenue from licenses of characters other than Hello Kitty increased.
- The number of contracts increased +40.36% from 1Q to 2Q in FY03/2011.

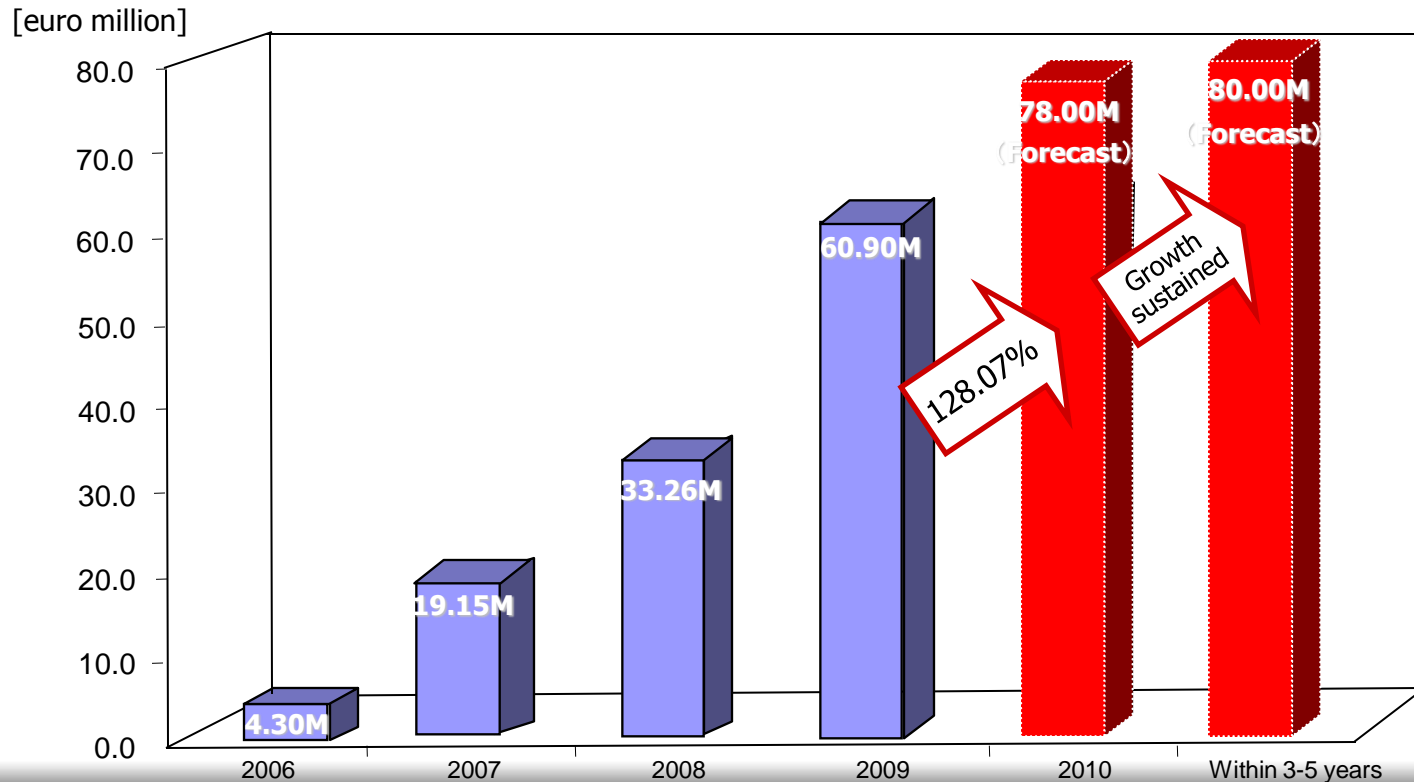




## 《European market-2010》 Full-year Sales of the Licensing section

### *Licensing business recorded strong growth*

- The number of Licensing categories, target countries, and licensees in Europe are on an uptrend.
- Acquisition of new licenses and large-scale transactions are pursued.
- The strengthened marketing, branding, and sales systems turned out to be effective.



\* In local currency (euro); million; The values are based on the number of purchase orders (which is slightly different from the financial results).



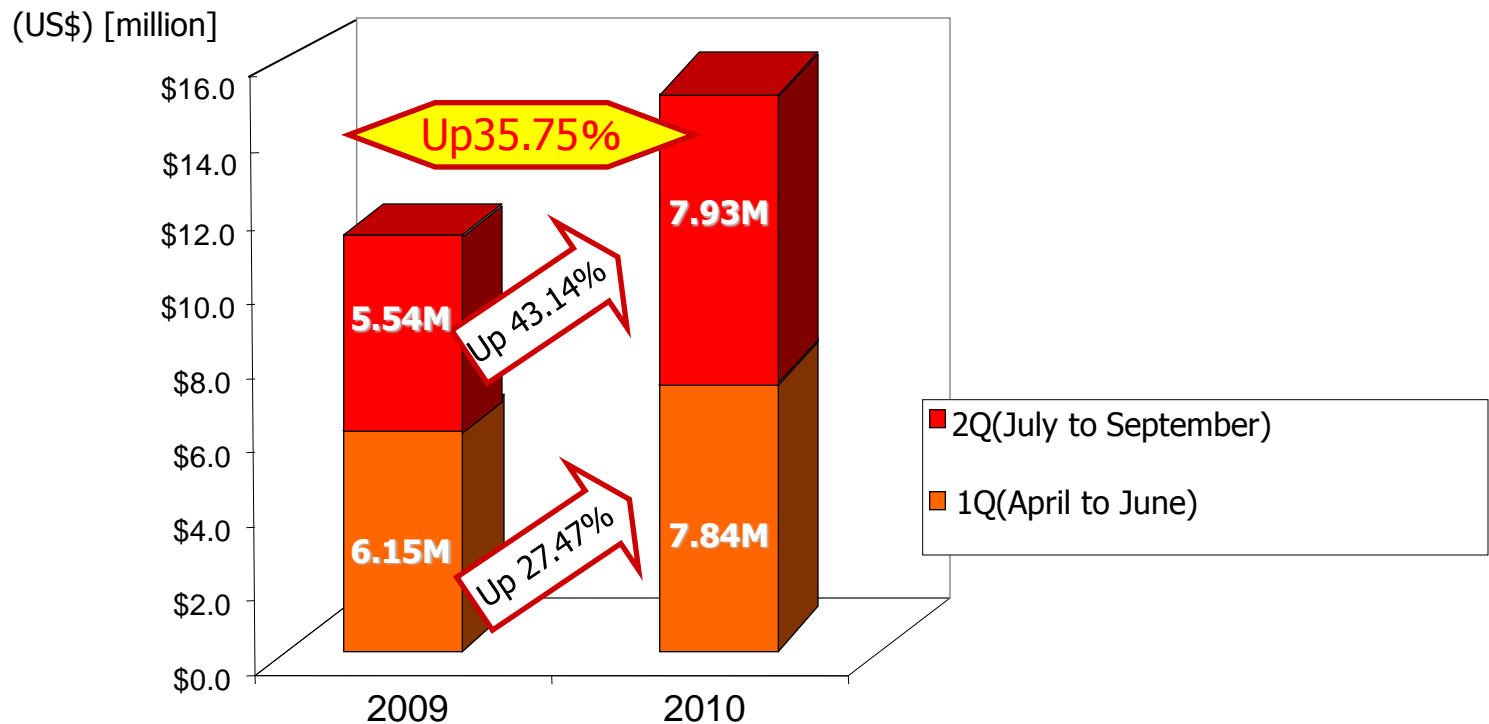
# Licensing Business in the U.S.



## 《U.S. market-2010》 First Half Sales of the Licensing Section

### *Licensing business: Sales surged from 1Q to 2Q*

- Sales for the first half increased by 35.75% y-on-y.
- (1Q: +27.47%, 2Q: +43.14%)
- Sales of top licensees were on the increase.
- Entry into new categories of baby and pet goods, etc.



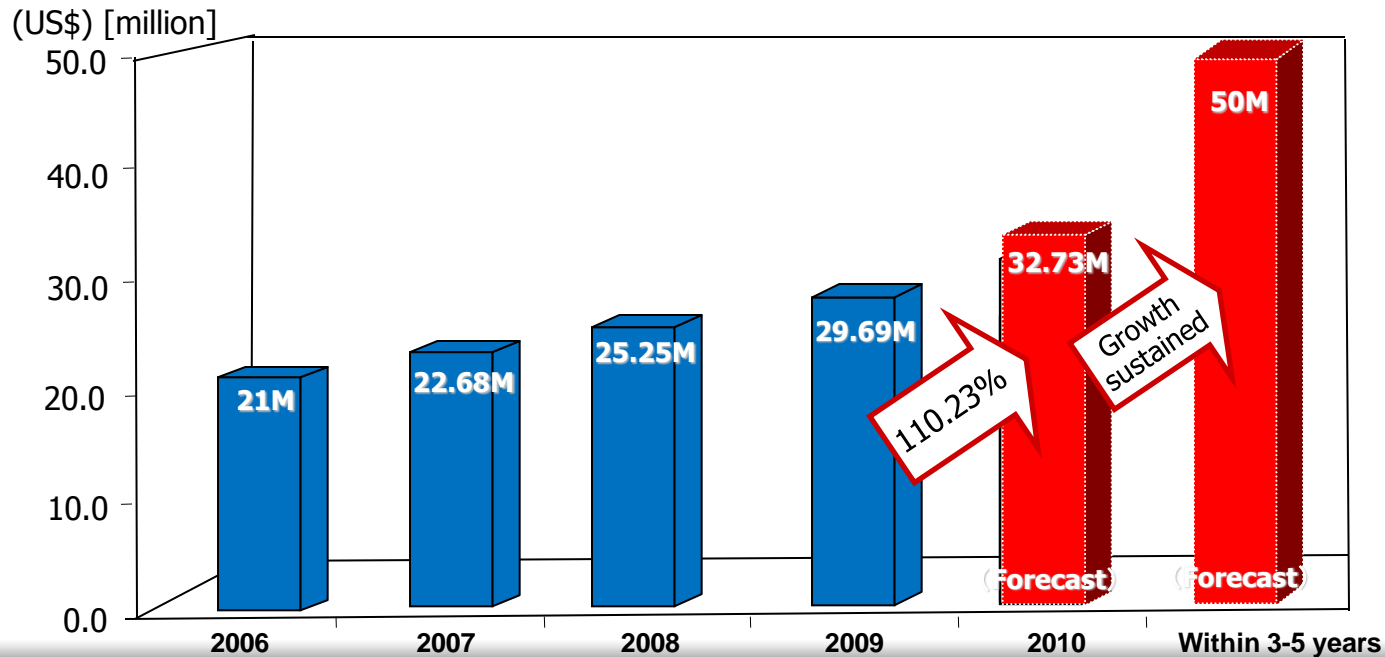
\* In local currency (US\$) [million]



## 《U.S. market-2010》 Full-Year Sales of the Licensing Section

***Amid the downturn in the licensing business, the performance of Hello Kitty is outstanding.***

- The number of licensees for each category and each sales channel will increase.
- Commemorating the 50<sup>th</sup> anniversary of foundation, business operation for licensing for characters other than Hello Kitty will be strengthened.
- Acquisition of new licenses and large-scale transactions are pursued.
- Distribution and retailer networks are cultivated.



\*2006 (Apr.-Mar.), 2007 (Apr.-Mar.), 2008 (Jan.-Dec.), 2009 (Jan.-Dec.)



**Thank You!**