

Summary of Consolidated Financial Results

for the six months ended September 30, 2002

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 2002 (from April 1, 2002 to September 30, 2002)

(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 2002	52,326	△9.0	675	△73.3	△1,569	-
First Half of Fiscal 2001	57,513	△4.8	2,528	△39.8	△8,515	-
Fiscal 2001	126,938		6,285		168	

	Net Income	year-on year change	Net Income per share	Fully diluted net income per share
	¥million	%	¥	¥
First Half of Fiscal 2002	△13,260	-	△172.79	-
First Half of Fiscal 2001	△3,793	-	△48.79	-
Fiscal 2001	2,495		32.27	-

- Notes:
- Gain (loss) on equity method investments
 - first half of fiscal 2002 : -
 - first half of fiscal 2001 : -
 - fiscal 2001 : -
 - Average number of outstanding shares
 - first half of fiscal 2002 : 76,745,163 shares
 - first half of fiscal 2001 : 77,744,859 shares
 - fiscal 2001 : 77,347,537 shares
 - Changes in accounting procedures : none

(2) Consolidated Financial Position

	Total Assets	Shareholders' Equity	Shareholders' Equity to Total Assets	Shareholders' Equity per Share
	¥million	¥million	%	¥
First Half of Fiscal 2002	131,656	22,116	16.8	288.18
First Half of Fiscal 2001	153,528	31,283	20.4	402.38
Fiscal 2001	150,097	36,583	24.4	476.69

- Note: Number of issued and outstanding shares at the end of period
- first half of fiscal 2002 : 76,745,098 shares
 - first half of fiscal 2001 : 77,745,310 shares
 - fiscal 2001 : 76,745,208 shares

(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 2002	1,979	△2,348	△117	8,614
First Half of Fiscal 2001	2,800	7,261	△4,618	19,545
Fiscal 2001	8,291	4,259	△17,779	9,050

(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 2002 (from April 1, 2002 to March 31, 2003)

	Net Sales	Ordinary Profit	Net Income
	¥million	¥million	¥million
Fiscal 2002	117,700	1,200	△8,600

Note: Estimated Net Income per Share for the Fiscal 2002 : △111.56 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.