

Sanrio releases *Integrated Report 2025* and Launches Video for Kids Introducing 10-year Long-Term Vision and Latest Initiatives

Click here for details: <https://corporate.sanrio.co.jp/en/ir/library/integrated-report/>

Tokyo, October 22, 2025 – Sanrio Co., Ltd. has published the *Sanrio Integrated Report 2025*, which provides a comprehensive overview of both financial and non-financial information, including management policies and business strategies. This initiative reflects Sanrio’s ongoing efforts to advance its vision, “*One World, Connecting Smiles*” — creating as many smile as possible and extending the circle of happiness even further afield.

The report outlines Sanrio’s 10-year Long-Term Vision, explores the reasons why Sanrio IP are loved, and highlights the achievements and future outlook from the first year of its Medium-Term Management Plan. Designed to clearly convey Sanrio’s latest initiatives for connecting smiles, the report aims to further strengthen communication with stakeholders.

In addition, Sanrio has released a video titled “*Sanrio Integrated Report School 2025 for Kids*,” making the contents of the report accessible and engaging for children.



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Overview of “Sanrio Integrated Report 2025”

- Message from the President
- Sanrio’s 10-year Long-Term Vision
- Reasons Why Sanrio IPs Are Loved
- Special Features (Global strategy / Dialogue with Global Stakeholders/ Dialogue with the COOs of Sanrio, Inc. and Sanrio Shanghai)
- Dialogue on Strategy with Officers in Charge
- Sanrio Sustainability
- Data (Company information, financial information, and non-financial information), etc.

Sanrio Integrated Report (Online edition)

English report: <https://corporate.sanrio.co.jp/en/ir/library/integrated-report/>

Japanese report: <https://corporate.sanrio.co.jp/ir/library/integrated-report/>

