

Lion Corporation  
President: Itsuo Hama  
(Code 4912)

## ■ Notice Concerning Establishment of Subsidiary and Transfer of Business between Subsidiaries in Taiwan

Based on a resolution made at today's meeting of the Board of Directors, Lion Corporation (hereafter "Lion") herein announces its decision to establish a new wholly owned subsidiary in Taiwan and to transfer the sales and marketing functions of the consolidated Lion subsidiary Lion Chemical Industry (Taiwan) Co., Ltd. (hereafter "Lion Chemical Industry") to said new subsidiary.

### 1. Purpose of the Establishment of New Subsidiary and Transfer of Business

Lion will transfer the sales and marketing functions of Lion Chemical Industry to the newly established wholly owned subsidiary in order to strengthen the sales and marketing capabilities and accelerate the decision making of the Lion Group in Taiwan.

### 2. Overview of Current Subsidiary

Name:	Lion Chemical Industry (Taiwan) Co., Ltd.
Businesses:	Manufacture and sale of laundry detergents, dishwashing detergents, chemicals, etc.; and sale of toothpastes, toothbrushes, etc.
Date of Establishment:	August 23, 1964
Location:	New Taipei City, Taiwan
Representative:	Ping-Fu Chi
Capital:	TWD 218 million (approx. JPY 840 million at TWD 1 = JPY 3.85)
Shareholding ratio:	Lion Corporation 53.8%, Others 46.2%

### 3. Details of Transfer

- a. Business to be transferred:  
Sale of laundry detergents, dishwashing detergents, toothpastes, toothbrushes, chemicals, etc.  
Production to remain at Lion Chemical Industry.
- b. Fiscal 2014 business results of the business to be transferred:  
Net sales: TWD 1,035 million (approx. JPY 3.98 billion)

### 4. Overview of New Subsidiary

Name:	Lion Corporation (Taiwan) Co., Ltd. (planned)
Businesses:	Sale of laundry detergents, dishwashing detergents, toothpastes, toothbrushes, chemicals, etc.
Date of establishment:	September 1, 2015 (planned)
Commencement of operations:	January 1, 2016 (planned)

Location:	New Taipei City, Taiwan
Representative:	Ping-Fu Chi
Capital:	TWD 530 million (approx. JPY 2.04 billion)
Shareholding ratio:	Lion Corporation 100%

## **5. Forecasts**

These activities are expected to have only a minor impact on the non-consolidated and consolidated results of the Lion Group during fiscal 2015.