Lion Corporation President: Itsuo Hama (Code 4912)

■ Notice Concerning the Consolidation of an Equity-Method Company

Based on a resolution made at today's meeting of the Board of Directors, Lion Corporation herein announces its decision to consolidate Lion equity-method company Southern Lion Sdn. Bhd. (hereafter "Southern Lion") from the end of the third quarter of 2015, making it a consolidated subsidiary.

1. Reason for the Consolidation

Lion has decided to consolidate its subsidiary Southern Lion as of the end of the third quarter of 2015, in accordance with a partial revision of its joint venture agreement in order to accelerate the decision making of the Lion Group in Malaysia.

2. Overview of the Subsidiary to be Consolidated

Name: Southern Lion Sdn. Bhd.

Businesses: Manufacture and sale of laundry detergents, body washes, etc.; and sale of

toothpastes and toothbrushes

Date of September 19, 1984

Establishment:

Location: Johor, Malaysia

Representative: Ling Tung Sum Annette

Capital: 22 million Malaysian ringgit

Fiscal year-end: December 31

Shareholding ratio: Lion Corporation 50.0%, Lam Soon (M) Bhd 50.0%

*There is no change in the shareholding ratio

3. Performance of Southern Lion in Fiscal 2014

Net sales: 457.7 million Malaysian ringgit (approximately 13.11 billion yen)

* Reference: 1 Malaysian ringgit = 28.65 yen

4. Forecasts

This change is expected to have only a minor impact on the non-consolidated and consolidated results of the Lion Group during fiscal 2015.