

During 2011, Lion marked the 120th anniversary of the commencement of its operations. It was a challenging year, but we overcame the difficulties and reported a favorable performance. We will now enter the next stage in our development with a new management framework.

In 2011, Lion celebrated the 120th year since the start-up of its activities. We would like to express our sincerest appreciation to everyone who has made our growth and development possible, including our shareholders and all our other stakeholders, through their understanding and support over the years.

In Japan, the Great East Japan Earthquake struck on March 11, 2011, and our operations were adversely affected. In addition, economic conditions continued to be severe in Japan and overseas. However, we overcame these challenges and reported the highest level of operating income in Lion's history for the third consecutive year.

Another development we want to report is that we have prepared a new management vision entitled "Vision 2020," a new corporate statement, and a new corporate slogan—"life.love." "Vision 2020" indicates the kind of company that we would like to become by the year 2020 and sets goals for corporate performance. To attain these goals, we have already begun to implement our New Medium-Term Management Plan "V-1 Plan."

In conclusion, we would like to announce that, as of January 1, 2012, Lion's previous President and Chief Executive Officer Sadayoshi Fujishige became Representative Director, Chairman of the Board, and Chief Executive Officer, and Itsuo Hama became Representative Director, President, and Chief Operating Officer. As CEO, Fujishige will primarily be in overall charge of creating management strategy and Hama as COO will take the lead in implementing management strategy.

We look forward to your continuing support and encouragement.



Sadayoshi Fujishige
Representative Director
and Chairman



Itsuo Hama
Representative Director
and President