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FTSE4Good

Lion Corporation has been included in the world's prestigious RI index, FTSE4Good Global Index.

10 Management Strategy

In 2012, the Group began to move forward with the implementation of its first three-year medium-term management plan to attain the objectives of "Vision 2020."

12 Message from the Management

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In view of the deterioration in performance in fiscal 2012, Lion placed priority on improving the quality of its earnings in Japan and accelerated the growth of its overseas operations and direct-to-consumer business.



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36 Corporate Social Responsibility (CSR)

The origins of Lion's approach to CSR can be traced to the Company's founding spirit of "working for the benefit of people and society."

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50 Research and Development

Lion's R&D divisions have selected strategic themes that will contribute to attaining the objectives of "Vision 2020."

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About This Annual Report

This annual report is intended to serve as a communications tool that helps investors and a wide range of other parties to better understand Lion Corporation and develop strong relationships with the Company. In addition to the Company's business results and strategies, the report offers a focused presentation of distinctive characteristics of the Company that might be difficult to grasp from an outside perspective. These characteristics include Lion's management philosophy, thoughts about lifestyles and environments, human resources, and relationships with a variety of stakeholders.

Forward-looking Statements

This annual report contains "forward-looking statements," including statements concerning the Company's outlook for fiscal 2013 and beyond; business plans and strategies and their anticipated results; and similar statements concerning anticipated future events and expectations that are not historical facts. The forward-looking statements in this report are subject to numerous external risks and uncertainties, including the effects of economic conditions, market trends, and currency rates, which could cause actual results to differ materially from those expressed in or implied by the statements herein.