

Message from the Management



Sadayoshi Fujishige

Representative Director
and Chairman

Itsuo Hama

Representative Director
and President

We are moving
forward

steadily to attain the
goals of our New
Management Vision

“Vision 2020.”

Lion has issued its “Vision 2020” management plan under which it is striving to “be a company that creates value for lifestyle and spiritual fulfillment,” “be a company that is advanced in the area of environmental responsiveness,” and “be a company that continues to take on challenges, create and learn.” The financial targets we envision for attainment by 2020 are annual net sales of ¥500.0 billion and operating income of ¥50.0 billion. To reach these objectives of “Vision 2020,” we will implement a series of three three-year plans, the first of which, the “V-1 Plan (Vision 2020, Part 1),” we commenced in 2012.

We met the net sales target for the first year of this V-1 Plan, which was ¥335 billion, but, regrettably, operating income amounted to ¥7.2 billion, which was below the target.

Nevertheless, we made steady progress in implementing the four strategies under “Vision 2020.” These are “qualitative growth of domestic businesses,” “quantitative expansion of overseas businesses,” “development of new business value,” and “enhancement of organizational learning capabilities.” We feel strongly that we are heading in the proper direction.

During 2013, we are devoting our fullest energies to reaching our targets for performance in fiscal 2013 and to surmounting our biggest issue, which is to attain recovery in profitability in our domestic business operations.

Reaching our fiscal 2013 targets will be an important milestone on the way to attaining the management objectives we have set under “Vision 2020.”

Along with pursuing these activities aggressively, as an environmentally responsive company, we are also engaging in CSR activities and devoting efforts to structuring an appropriate and transparent corporate governance system.

We will continue to respond to the expectations of you, our shareholders, and are grateful for your continued support and encouragement.

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