

Corporate Social Responsibility (CSR)

Business Activities Supporting Clean, Healthy, Comfortable and Sustainable Life

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."

Having built a robust foundation for business based on its Company motto and management philosophy, Lion has continued to contribute to the sustainable development of society by conducting business activities under its management vision.

Lion started issuing a CSR report from 2005 and holding its stakeholder dialogues from 2008. Since 2009, we have participated in the United Nations Global Compact, a global framework to realize sustainable growth, working on achievement of the 10 principles including human rights, labor, environment, and anti-corruption.

In 2011, with ISO 26000, the international standard for social responsibility, we started enhancing our CSR management by objectively assessing our CSR

activities in cooperation with a third-party organization.

At the same time, we are initiating activities aimed at ascertaining the current status of efforts made by the entire Group and uncovering pertinent issues by taking stock of the CSR activities of each Group company. In engaging in these activities, we are focusing mainly on actions and expectations related to the seven core subjects that all organizations should address. The seven core subjects are stipulated under ISO 26000 and comprise organizational governance, human rights, labor practices, the environment, fair operating practices, consumer issues, and community involvement and development.



Community Involvement and Development

Lion's central business themes—health, comfort, and the environment—are also the foundation for the Company's social contribution activities. We conduct activities in each area, placing importance on cultivating a mentality among our employees of wanting to get involved. Much energy is directed towards communication and education about oral care, as has been the case since the Company's founding, as well as towards conservation of the water environment. These efforts are directly related to our business activities.

Consumer Issues

Lion carries out quality assurance activities at all stages, from the very beginning of the product creation process through to and including product consumption, in order to turn out the kind of products that customers will be satisfied with. Specifically, by identifying key requirements for each stage of corporate activity—product planning, product development, manufacturing, sales, and responding to customers—we are constantly pursuing new heights of customer satisfaction. Drawing on the valuable opinions received from customers, we are taking steps to properly ascertain customer needs, which are then reflected in the development of products.

Fair Operating Practices

In the Lion Group Charter for Corporate Behavior and Action Guidelines, Lion has stipulated compliance with relevant laws and regulations; fair, transparent, and free competition; fair trade; and maintenance of healthy and normal relationships with political and administrative organizations, as part of its Compliance with Social Rules. In addition, various efforts such as providing individual training to relevant departments have been made.

Human Rights

Lion has stipulated "Respect for Human Rights" in the Lion Group Charter for Corporate Behavior and Action Guidelines. Moreover, the Company's Behavioral Guidelines refer to the human rights of suppliers. In 2009, we declared our intention to support the 10 principles of the United Nations Global Compact to clarify our stance towards respecting human rights.

Labor Practices

Having valued Lion's founder's idea of "Employees are partners in the Company," Lion respects the individuality and personality of all employees and helps them to hone their skills and abilities and maintain their physical and mental health.

The Environment

Environmental initiatives are essential for a company like Lion that provides products for day-to-day living. Aiming to be a leading company in environmental friendliness, Lion continues to promote Eco Lion Activities, which are Company-wide environmental conservation activities. Our ongoing efforts in environmental protection will contribute to the creation of a sustainable, low carbon, and recycling-oriented society, and will help to promote coexistence with nature.



Organizational Governance

Lion's top priorities for corporate governance are increasing management transparency, improving the efficiency of supervision and decision making, and ensuring compliance. By strengthening and improving its corporate governance system, Lion aims to enhance its corporate value.

Organizational Governance

Strengthening our activities, which are the foundation of our CSR management, in order to earn the trust of society

Corporate Mission and Basic Approach to Corporate Governance

The mission of corporations is to use the funds that investors have placed with them effectively and to generate business results. Ultimately, these company results belong to the shareholders who invested their funds. However, in the medium-to-long term, to generate results that shareholders expect and continue to build on the assets that have been placed with Lion, it must, first and foremost, value its consumers, who use the Company's products, as well as the many stakeholders surrounding the Company (including principal customers, business partners, employees, and others).

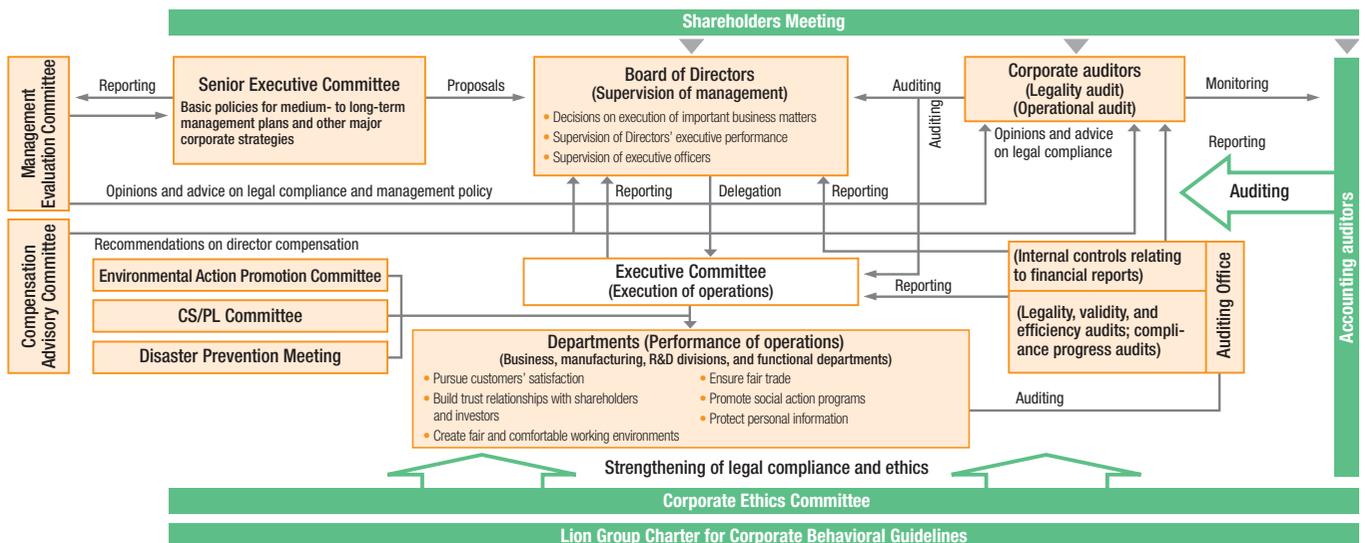
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Approach to Management Supervision and Monitoring Functions

Lion has adopted a system of executive officers in order to strengthen the managerial decision making and executive functions. At the same time, the supervision of management is conducted through a corporate auditor system. Since January 2012, we have enhanced our governance system, separating the supervision and execution of management.

Guided by its Criteria for the Independence of External Directors, which can be found on the Company's website (<http://www.lion.co.jp/ja/company/about/pdf/independence.pdf>, in Japanese only), Lion has adopted a variety of measures, including the appointment of four independent members of management (two external directors and two external auditors). These initiatives are aimed at enhancing the supervision and monitoring of management as well as strengthening corporate governance. All four external appointees have been designated as independent officers who exhibit no risk of any conflict of interest with the Company's shareholders. In this regard, Lion has submitted all appropriate documentation to the Tokyo Stock Exchange.

Model of Corporate Governance System



Corporate Social Responsibility (CSR)

The Board of Directors and Executive Committee

The Board of Directors is in charge of the responsibility of determining Company-wide objectives and targets while also drawing up management plans to ensure that these objectives and targets are achieved. The Board of Directors is comprised of 10 members, two of whom are appointed from outside the Company. Board of Directors' meetings are held regularly once a month, with extraordinary meetings convened as and when necessary. Additional responsibilities of the Board of Directors include making decisions on key management matters and supervising the conduct of duties by directors and executive officers. The term of office of each director is one year.

In order to enhance objectivity and transparency, compensation paid to directors is determined by the Board of Directors based on the recommendations of the Compensation Advisory Committee.*

Board of Corporate Auditors

In accordance with standards relating to the conduct of audits by corporate auditors and auditing policies established by the Board of Corporate Auditors, each corporate auditor attends meetings of the Board of Directors and other important meetings, monitors the execution of the specific duties of each director, implements on-site audits of Lion's Head Office and major work sites, and conducts audits of subsidiaries and affiliates. In addition, corporate auditors meet twice a year with representative directors to exchange opinions.

The Board of Corporate Auditors serves as a coordinating entity, undertaking a variety of activities, including the exchange of opinions regarding the audit reports submitted by the independent auditing firm and Auditing Office, which is in charge of internal auditing.

The Total Amounts of Compensation Paid to Directors and Corporate Auditors for Fiscal 2012

Category	Total Number of Officers (Number of External Officers)	Total (Figures in parentheses represent the amount paid to external officers) (Millions of yen)
Directors	14 (2)	362 (22)
Corporate Auditors	4 (2)	75 (22)
Total	18 (4)	437 (44)

The Status of Major Activities of External Directors and External Corporate Auditors

Status	Name	Attendance at Board of Directors' Meetings	Attendance at Board of Corporate Auditors' Meetings	Major Remarks and Contributions
External Directors	Mitsuaki Shimaguchi	Attended 17 of 17 meetings	—	Provides informed opinions about overall business management policies with a view to ensuring proper and appropriate decision making
	Hideo Yamada	Attended 16 of 17 meetings	—	Provides informed opinions, principally regarding the Group's risk management and compliance systems
External Corporate Auditors	Hideo Doi	Attended 17 of 17 meetings	Attended 12 of 12 meetings	Provides informed opinions with a view to ensuring the appropriateness of management, primarily in relation to finance and accounting
	Sumiaki Nomura	Attended 17 of 17 meetings	Attended 12 of 12 meetings	Provides informed opinions with a view to ensuring the appropriateness of management, primarily in relation to tax matters

Executive Officer System

Attended by all executive officers, the Executive Committee meets once a month to ensure that the execution of duties is conducted in a timely manner and to strengthen the function of the Board of Directors. At the same time, the Executive Committee serves to promote expeditious decision making with respect to both fundamental and important matters as they apply to business execution. There are currently 14 executive officers, seven of whom hold the concurrent position of director. The term of office of each executive officer is one year, which equates to the term of office of directors.

Management Evaluation Committee

Composed of seven knowledgeable persons from outside the Company, this committee meets twice each year and was set up to enable Lion to draw on the evaluations and opinions of its members and reflect these in the Company's overall management. Matters addressed by this committee include the corporate governance system, the direction of business and product development, the approach to corporate social responsibility (CSR), and other matters.

Compensation Advisory Committee*

This committee was formed to increase the objectivity and transparency of matters related to executive compensation. The committee is comprised of the Company's two external directors and two external auditors for a total of four independent officers.

Risk Management

Lion has appointed an officer responsible for overseeing risk as a part of exhaustive and comprehensive efforts to manage risk across the Group as a whole. In particular, steps are taken to ensure that individual committees relating to such wide-ranging areas as the environment, quality assurance, accidents, and disasters consider all necessary risks and countermeasures in advance. The risk management process also entails deliberation by the Executive Committee as and when required. Moreover, each plant has acquired ISO 14001 certification and is actively engaged in quality management and environmental protection activities.

In the event of a natural disaster or accident, and in accordance with the Emergency Response System, steps are taken to collect all relevant information, formulate response policies and measures, and clarify causes. Details are then reported to the Board of Directors.

Turning to business continuity plans, Lion has bolstered alternative arrangements for the execution of headquarters functions as well as the functions for receiving orders at the time of a disaster. Moreover, the Company has strengthened measures for arranging backup production in the event of a plant shutdown and securing adequate inventories to ensure the continuous supply of products.

Bolstering Internal Control Systems

Systems and provisions have been put in place to ensure the appropriateness of Lion Group operations in accordance with Japan's Companies Act and the Ordinance for Enforcement of the Companies Act.*

With regard to systems for evaluating and auditing internal control over financial reporting, as prescribed in Japan's Financial Instruments and Exchange Act, Lion and the rest of the Lion Group have been establishing controls at the Company-wide and business-process levels since July 2006. In December 2008, the Board of Directors passed a resolution on the basic policy concerning internal control over financial reporting.

Evaluations of internal control effectiveness are carried out by the Auditing Office, which reports findings to the president and corporate auditors, as well as on a regular basis to the Board

of Directors. In the event of an inadequacy, details of items requiring improvement are communicated to concerned divisions and the progress of improvements verified.

In 2011, Lion's internal control over financial reporting was deemed effective. A report on internal controls was submitted to the Prime Minister in March 2012 together with the Company's securities report.

* Basic policy of Internal Control Systems
URL <http://www.lion.co.jp/ja/invest/corporate/system/>

Enhancement of Information Disclosure

Relationship with Shareholders

An annual general meeting of shareholders is held each year at the end of March at the Kokugikan (Ryogoku, Tokyo). Attendance at the 2013 meeting was 2,105 people, hitting a record high. Many questions were asked by shareholders during the meeting, and afterwards they had the opportunity to meet with directors and view a display of new products to gain a better understanding of the Company.

Close communication with shareholders is also advanced through the *Lion Letter* and reports to shareholders containing information on earnings, new products, and other matters, which are sent out in September and March, respectively.

Relationship with Investors



Lion discloses information through the Internet and conducts various IR events, including earnings briefings, to ensure that corporate information is communicated in a precise, fair, and timely manner to investors in Japan and overseas. In 2012, 19 Company briefings for individual investors were held across Japan, attended by 2,100 investors. The opinions received at each Company briefing have been reflected in our business activities through feedback to our directors and employees.

Directors, Corporate Auditors, and Executive Officers

As of March 28, 2013



Representative Director and
Chairman of the Board of Directors
SADAYOSHI FUJISHIGE
Chief Executive Officer



Representative Director and President
ITSUO HAMA
Executive Officer, Chief Operating Officer
Responsible for Risk Management



Director, Executive Officer
TAKAYASU KASAMATSU
Responsible for Corporate Ethics, Secretary, Finance,
Personnel, General Affairs, Corporate Communication
Center, Consumer Service Center, Legal and
Pharmaceutical Affairs



Director, Executive Officer
YUJI WATARI
Responsible for Purchasing Headquarters, Production
Headquarters, Logistics Planning & Development,
System, Quality Assurance Department, Business
Coordination and Production Engineering Research
Center



Director, Executive Officer
MASAZUMI KIKUKAWA
Responsible for Health and Home Care Products Division,
Gift and Channel-Specific Products Division, Executive
General Manager of Health and Home Care Products
Division, Responsible for Advertising, Behavioral Science
Research and Distribution Policy Department



Director, Executive Officer
KENJIRO KOBAYASHI
Responsible for General Overseas Matters and
Executive General Manager of International Division



Director, Executive Officer
YASUO SHIMIZU
Executive General Manager of Health and Home Care
Products Sales Division



Director, Executive Officer
TOSHIO KAKUI
Responsible for Chemicals Division, Executive General
Manager of Research & Development Headquarters
Responsible for Intellectual Property



External Director
MITSUAKI SHIMAGUCHI
 (Professor Emeritus of Keio University)



External Director
HIDEO YAMADA
 (Attorney at Law)

The notification of the nomination of Mr. Mitsuaki Shimaguchi and Mr. Hideo Yamada as independent directors has been sent to the Tokyo Stock Exchange.



Standing Corporate Auditor
SHINJIRO IWAHORI



Standing Corporate Auditor
SHOZO HANADA



External Corporate Auditor
HIDEO DOI
 (Certified Public Accountant)



External Corporate Auditor
SUMIAKI NOMURA
 (Certified Tax Accountant)

The notification of the nomination of Mr. Hideo Doi and Mr. Sumiaki Nomura as independent directors has been sent to the Tokyo Stock Exchange.

Substitute Corporate Auditor
FUMIO TAKAHASHI
 (Certified Public Accountant)

Executive Officers
TAKEO SAKAKIBARA
 President of Lion Trading Co., Ltd.

SADAO HAMADA
 Executive General Manager of Gift and Channel-Specific Products Division and Director of Gift and Channel-Specific Sales Department

HIDEYUKI IMAI
 Director of Behavioral Science Research Institute

TAKASHI NAKAJIMA
 Executive General Manager of Purchasing Headquarters

ATSUSHI SEKI
 Executive General Manager of Chemicals Division

FUMIHIRO MIKUCHI
 Executive General Manager of Production Headquarters and President of Lion Chemical Co., Ltd.

SHU KAWAZOE
 President of Lion Hygiene Co., Ltd.

Messages from the Board of External Corporate Auditors

External Corporate Auditor

Hideo Doi

(Certified Public Accountant)



I think my role is to draw on my professional knowledge and experience as a certified public accountant to audit the conduct of duties by the Directors. As I perform this function, I also pay sufficient attention to what is taken to be common sense within Lion and what is regarded as not in accord with common sense by people outside Lion. My role also includes voicing my opinions when necessary to ensure that decisions made by the Company take due account of the interests of shareholders and monitoring the appropriateness of the conduct of duties by the Directors.

My opinion is that, under Lion's corporate governance system, objective opinions and advice provided by third parties, including external directors and external auditors as well as knowledgeable persons and others, are respected, and appropriate initiatives are taken to reflect these ideas in the management of the Company and work to increase corporate value. Quick and responsible management decisions are an essential element for a strong organization to enable it to reach its targets. When such judgments can be made based on a rapid grasp of circumstances and issues in the workplace as well as policies adopted to deal with them, it will be easier for business to proceed much faster at the working level. We anticipate that this will also give rise to a strong will and drive to honor promises and enable the organization to evolve to become confident and proud and allow it to always reach its targets.

External Corporate Auditor

Sumiaki Nomura

(Certified Tax Accountant)



Companies have their distinctive cultures that have been created over the course of many years of business activities. I believe that corporate cultures are a source of pride and support for those who work in those companies.

As a certified tax accountant, I have encountered many companies. Based on my experience, I think that Lion is a company with a truly excellent corporate culture that takes as its motto making everyone in the world happy and contributing to society. Corporations obviously must work to generate profits, but that alone will not make people happy. The support that comes from doing something that benefits people and society as we pursue profitability—or, in other words, a high-quality corporate culture—is absolutely necessary.

Based on these thoughts, I intend to do my very best as external corporate auditor to support Lion's further growth and development.

Human Rights

Respecting Human Rights of All People Involved in Lion

Framework to Ensure Respect for Human Rights

In the event that any problem related to human rights, such as child labor, forced or compulsory labor, or racial discrimination, is confirmed during an internal audit, we work to understand the facts and confirm whether our framework to deal with these problems is functioning.

In addition, we have a system in place to confirm the facts and deal with them through a reporting system, which is also available to our business partners.

With questionnaires for CSR procurement, we have checked whether our business partners have policies that promote respect for human rights and the elimination of discrimination, and the extent to which they are conscious about human rights. If necessary, we require them to improve the situation.

Contact for Consultation and Internal Reporting

An internal reporting system, the AL (All Lion) Heart Hotline, has been set up as a point of contact for employee consultation for instances of non-compliance that have been uncovered and for which reporting cannot or should not be made through normal channels. A pamphlet distributed to all employees, including temporary employees, informs them about the system and the rules for use, such as instructions for making contact and prohibition of unfair treatment of employees using the system. Business partners can also use the hotline, and contact information is available on the Company's website.

In 2012, there were seven instances of consultation or reporting, but no instances of grave misconduct were found.

Labor Practices

Creating a Bright and Dynamic Workplace

Human Resource Diversity

Lion has made efforts for promoting human resource diversity in light of major changes in the composition of its workforce and the need to respond swiftly to changes in the business environment.

The Diverse Human Resource Promotion Committee was set up in 2010, which plans and formulates personnel measures for promoting the active participation of diverse human resources.



Female Employees' Subcommittee

Promoting Work-Life Balance

Lion strives to build an environment where employees can work dynamically and deliver results, while placing value on maintaining an optimal balance between their working and private lives. To this end, the Company has put in place a variety of programs encompassing such areas as child and nursing care.

Safety and Disaster Prevention Initiatives

Based on the principle of "safety first," Lion has established its unique "Health, Safety, and Disaster Prevention management system" for Group companies, including a domestic affiliate. We set up a Disaster Prevention Meeting, which consists of representatives from the production, R&D, administrative, as well as sales divisions, where employees and managers work in unison to strengthen and improve measures for safety and disaster prevention. Through this meeting, Company-wide policies, targets (zero serious accidents and disasters), annual plans, and achievements are managed and promoted.

The Environment

A Leading Company in Environmental Friendliness Promoting a Sustainable Society

Environmental Guidelines

Lion's Environmental Guidelines adhere to the spirit of the Lion Group Charter for Corporate Behavior and Action Guidelines, which states: "We shall play a positive and active role in creating a sustainable society, harmonizing economic development and environmental protection." The Environmental Guidelines are a clear statement by the Company to take the initiative with respect to Eco Lion activities and develop eco-friendly products, to engage in business activities with due consideration to the air and water environments as well as biodiversity, and to lower environmental impact across the entire supply chain.

Environmental Management Structure

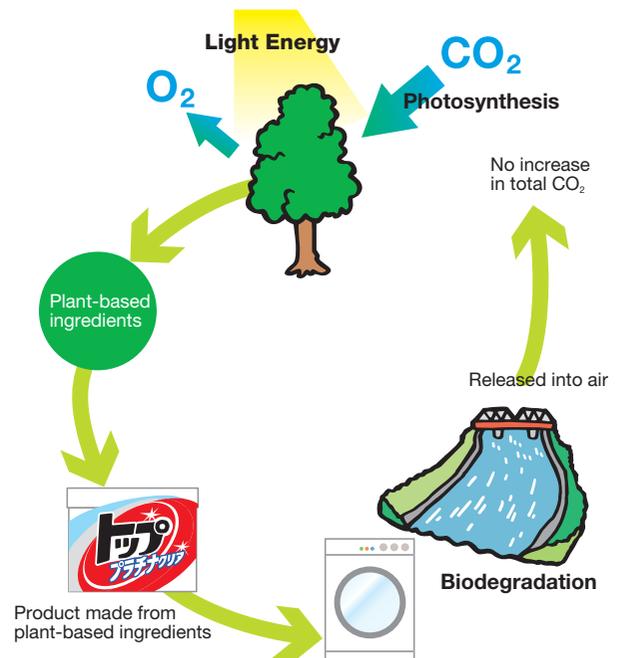
Lion has established an Environmental Action Promotion Committee comprising members from the production, administrative, sales, R&D, as well as headquarters staff divisions, in order to coordinate and promote cooperation regarding environmental matters among all employees. The committee reviews Company-wide business activities from an environmental protection perspective and takes steps to ensure legal compliance and the setting of voluntary standards and targets in addition to ascertaining progress.

Environmental Management System

The purpose of the Lion Group's environmental management system is to identify, evaluate, and rectify any adverse effects on the environment associated with its business activities, products, and services, and to facilitate ongoing improvements in the Group's environmental protection activities. We are working to achieve ongoing improvements through the implementation of a plan-do-check-act (PDCA) cycle in line with our Environmental Guidelines.

Systems for environmental management and reporting activities have been enhanced with the aim of bolstering the Group's global environmental response capabilities. As a result, we have taken steps to ascertain overseas affiliated company data and to post information on our website since 2010.

Carbon Neutrality



Sustainable Use of Resources

Methyl ester sulfonate (MES) and methyl ester ethoxylate (MEE), unique surfactants developed by Lion, are raw materials of detergents derived from reproducible plants, which can contribute to the restriction of CO₂ emissions.

After use, surfactants, including detergents, are decomposed by microbes in the environment to become CO₂ and water. As plants grow, they absorb CO₂ in the atmosphere. Therefore, even when surfactants made from plant-based ingredients decompose emitting CO₂, there is no increase in the amount of CO₂ in the air. This is referred to as carbon neutral. Moving forward, we will endeavor to use plant-derived materials.

Mitigating and Adjusting to Climate Change

Looking beyond the Kyoto Protocol, the Lion Group set the high goals of reducing CO₂ emissions by 30% or more in 2012, and 40% or more in 2020 compared to the level of 1990. At Lion, each employee is committed to reducing CO₂ emissions.

As a result, CO₂ emissions were reduced about 30% in 2012 compared to the level of 1990.

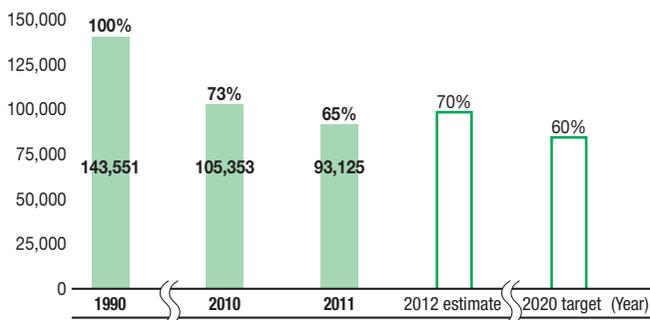
Water Resource Use and Biodiversity Conservation

Lion has assumed a leading role in tackling water environmental issues, such as biodegradation and the eutrophication of waterways linked to the use of detergents, and has considered biodiversity conservation at each stage from raw material procurement to disposal.

We will make efforts putting first priority on consideration towards biodiversity and the water environment.

CO₂ Emissions Reductions and Targets

(tons) Energy-derived CO₂ emissions



Fair Operating Practices

Conducting Thoroughly Fair Business Activities in Compliance with Social Rules

Promoting Compliance

The Corporate Ethics Committee, chaired by the director responsible for corporate ethics, works to foster compliance awareness within the Lion Group.

The basis for compliance is the Lion Group Charter for Corporate Behavior and Action Guidelines. This is distributed in pamphlet form to all people working for the Lion Group and is publicly available via Lion's website. An annual program of employee awareness surveys and regular educational activities is also implemented, the latter including e-learning, lectures by outside speakers, and various training courses conducted at each workplace and according to rank.

CSR-Based Procurement Initiatives for Value Chains

Lion carries out the appropriate procurement of raw materials and finished products in keeping with its Purchasing Activity Principles and has promoted the development of a supply chain management system.

In 2008, we formulated the Procurement Principles, a set of CSR procurement guidelines clarifying social and environmental considerations.

Looking ahead, we will work hard to ensure that business partners are fully conversant with the Procurement Principles while strengthening efforts to ascertain the status of CSR activities.

Respect for Intellectual Property Rights

As a basic policy related to intellectual property, Lion has stipulated the following provision in the Action Guideline: "We strive to create, appropriately protect, and proactively use intellectual properties, respect intellectual property rights of others, and avoid improper acquisition and use of the rights."

We established a department specialized in intellectual property to check that the rights are properly used without infringing on the rights of others.

Consumer Issues

Developing Safe and Reliable Products that Respond to Customers' Demands

Developing Safe and Reliable Products

In product planning, we strive to fully comprehend the valuable opinions received from customers in an effort to identify customers' needs. In product development, the quality of developed products is verified with respect to seven parameters, including function and performance. Furthermore, we endeavor to provide clear, easy-to-read labeling for customers.

Quality is managed at each stage of the manufacturing process. Products that have passed inspections are shipped with data identifiable for each lot. This initiative is effective in after-sale management.

A wealth of information is relayed through explanations about our products and the supply of samples to wholesalers and retailers.

Appropriate Information Provision

In order to provide information that customers need in an unbiased and appropriate manner, we have a system in place through which several departments check the labeling of products and advertisements.

Turning to activities outside Japan, we indicate usage and ingredients in the local language, in compliance with laws and regulations of the sales area to facilitate customers' accurate understanding about the features of our products.

Examples of KireiKirei Hand Soap Labeling



Thai



Korean



Chinese

Approach to Safety and Reliability

Lion evaluates the safety of raw materials and safety during product use to ensure customer peace of mind.

Safety of Raw Materials

Use of raw materials is determined only after verifying safety, and only after implementing sample evaluations and supplier surveys in order to ensure a predetermined level of quality. Before use, raw materials undergo quality inspections using parameters and testing methods according to specific categories, including drugs and food; quasi-drugs and cosmetics; and miscellaneous products.

Safety during Product Use

Considering our customers' various usage styles as well as their sensitivities and physical characteristics, Lion conducts safety evaluations of its products based on a policy of averting risk through product design.

Evaluation check sheets are employed to confirm whether safety has been achieved through product design, ranging from "normal use" cases to "mistaken use" cases. Even for "irregular use" cases, we evaluate whether risk has been minimized and whether the risk is acceptable. The evaluation results are reflected in product safety, for example, with the inclusion of sufficient warnings on labels where necessary.

Information Security

Lion has established a number of guidelines and regulations to prevent information leaks. They are a basic information management policy, information management regulations, privacy regulations, information security regulations, and guidelines for the management of information technology and equipment. Employees also undergo e-learning programs each year to enhance their awareness towards the prevention of leaks.

Lion has established a privacy policy and specific guidelines for the management of personal information in accordance with Japan's Act on the Protection of Personal Information enacted in April 2003. The Company has been implementing these in a proper manner while pushing ahead with the establishment of related in-house systems and education programs.

Community Involvement and Development

Bettering Society and Lifestyles in Local Communities through Health, Comfort, and the Environment

Social Contribution Activities through the Lion Foundation for Dental Health

Under the consistent philosophy of “returning benefits from corporate activities to society” since its founding, Lion has been conducting oral care promotion and education activities since 1913. The Lion Foundation for Dental Health (LDH) was founded in 1964 under the approval of the Ministry of Health and Welfare of Japan, and was recognized as a public interest incorporated foundation by Japan’s Cabinet Office in 2010. LDH continues to contribute to society in the front line of oral health, leading to a better quality of life for all people, by maintaining and improving the dental and oral health of ordinary citizens through three projects that encompass such fields as oral health promotion, research and investigation, and education and training, in cooperation with dental associations, universities, government authorities, and other parties. Lion has provided full support for these activities.

Information concerning the importance of dental and oral health and tooth brushing is needed by people all over the world. LDH hopes to share its long-cultivated oral health activity programs and teaching expertise with people in Japan and



School-age children’s teeth brushing event broadcast on the Internet in South Korea

overseas. In proactive cooperation with dental experts mainly in Southeast Asian countries, LDH intends to globally work on and contribute to improvements in oral health.



A school-age children’s teeth brushing event (2012)

Protection of Water Resources

Lion is inherently linked to water through the delivery of various kinds of detergent products. Therefore, we have a responsibility to protect the water environment, for example, by taking into consideration the environment in the development of our products. In particular, we focus on promoting the use of rainwater—a water resource we are all familiar with—and forest maintenance activities at the Lion Forest in Yamanashi, which plays a major role in the protection of water resources.

TOPICS Lion's Principal Contributions to Society

Rainwater Utilization Idea Contest:

- A Contest for Schoolchildren to Suggest Ways of Promoting the Use of Rainwater—"Rainwater Harvesting"

To encourage people to think more about the effective use of rainwater, which is a relatively unused source of water, Lion began its "Rainwater Utilization Idea Contest" in 2011 for primary and middle-school pupils in Japan. We are collaborating on this contest with an NPO based in the Sumida Ward area of Tokyo, where Lion's head office is situated.



Lion Forest in Yamanashi:

- An Activity Conducted to Promote Sustainable Forest Management

Lion established the "Lion Forest in Yamanashi" in 2006 and has positioned it as a place for field activities that will raise environmental awareness among employees. Objectives include protecting water resources, expanding the natural absorption of CO₂, the preservation of biodiversity, and encouraging community-linked activities.



TOP Eco-Project

- Initiatives to Promote Preservation of Water Resources through Lion Products

Lion has conducted its TOP Eco-Project, which is linked to its TOP brand laundry detergent. Activities in the project include a funding program entitled "Japan Clean Water Foundation Campaign". For each product of TOP *Platina Clear* sold, Lion donates ¥1 to assist in the protection of river environments. From 2008 to 2012, the fund provided support totaling over ¥52 million.



Column

Introducing the Lion CSR Report

Lion views its CSR Report as an important tool allowing the Company to communicate its CSR initiatives and draw on stakeholder opinions while furthering corporate activities.

Lion issued its Japanese-language CSR Report 2012 in June 2012. The English-language edition of this report was posted on the Company's website in November 2012.

 www.lion.co.jp/en/csr/

