

# Designating the Four Fields of Value Creation

The “health” that Lion aims to promote means

being able to live authentically, and to connect with others while healthy in mind and body.

It means that everyone can find happiness every day with their families and communities.

Awareness of and social demand for health and cleanliness are on the rise.

To support each individual’s mental and physical health,

we have designated four fields of value creation that will be growth drivers going forward.

In these four fields, Lion will continue to evolve and develop its efforts to enhance healthcare by **redesigning habits** — a form of healthcare Lion is uniquely positioned to address.

# Oral Health

**Evolving from oral care focused on the health of the mouth to oral healthcare that supports overall health and QOL from the mouth outward.**

The links between oral hygiene and healthy life expectancy are becoming more apparent all the time. Lion aims to leverage its strengths as Japan's leading oral care manufacturer to integrate innovative oral care products and services into the daily lives of individuals as a new form of healthcare. By doing so, we seek to realize business expansion beyond the bounds of our existing businesses.

By providing a more specialized and personalized advanced oral healthcare platform (POHR\*), Lion aims to create new habits and thereby create new business opportunities, evolving from manufacturer to servicer through the proactive innovation of its business models. \*Personal Oral Health Record





# Infection Control

**Evolving from a hand soap manufacturer that supports good hand washing habits to a hygiene solution provider that addresses all kinds of risk related to infectious disease.**

The COVID-19 pandemic has prompted a reexamination of hygiene-related practices, and new markets related to combating infectious disease are emerging. As a company with a long history of supporting cleanliness, Lion's mission is to transform its business and to become a leader in hygiene solutions in Japan and throughout Asia.

Aiming for greater peace of mind throughout society, we will expand our business from living spaces to encompass public and industrial spaces, defending against bacteria and viruses on all fronts—bodies, objects and spaces—by providing hygiene solutions.





# Smart Housework

**Evolving from offering one-size-fits-all ideas for improving housework to creating new housework habits for diverse lifestyles.**

As lifestyles and living situations diversify, one-size-fits-all ideas for improving housework increasingly fall short of meeting consumer needs. Lion has long focused closely on the daily lives of individuals and will use that expertise to create new housework habits for diverse lifestyles and generate new business opportunities.

Building on the basic concept of smart housework that is more fun and efficient, we will establish a unique edge by reframing housework generally to maximize authentic comfort at the individual level and by cooperating closely with external partners across a wide range of categories.



# Well-Being

**Evolving into a total healthcare servicer for the mind and body to enable consumers to maintain their health naturally and positively.**

By enabling each individual to select prevention and treatment solutions for their specific needs, we aim to make it easier for everyone to maintain their health and find happiness every day with their families and communities.

We will transform into a total healthcare servicer that supports health and happiness at each life stage by building connections with consumers through habitual self-healthcare and by expanding the solutions we offer and integrating our services through collaboration with external partners.

