

February 13, 2025
Company name: Lion Corporation
Representative: Masayuki Takemori,
Representative Director,
President and Executive Officer
Code Number: 4912
Prime Market of Tokyo Stock Exchange

Announcement of Changes Regarding the Representative Director and Chairman of the Board

Lion Corporation (“Lion”) announces the following changes regarding its Representative Director and Chairman of the Board based on a decision reached at the Board of Directors meeting held today. Details related to these changes will be officially determined subsequent to the 164th Annual Meeting of Shareholders (“Shareholders’ Meeting”) and the Board of Directors meeting following the Shareholders’ Meeting scheduled for March 28, 2025.

1. Changes in the Office of Representative Director

(1) Reason for the Changes

The Lion Group has established the management vision “Becoming an advanced daily healthcare company,” and is contributing to a sustainable society and striving for business growth in line with its purpose, “Make a difference in everyday lives by redesigning habits.” This year marks the start of Vision2030 2nd STAGE, our new medium-term management plan,* which has been formulated around a theme of strengthening profitability, and we have begun to implement various measures aimed at sustainably enhancing corporate value.

To swiftly and powerfully advance the plan, Lion has decided to transition to a new management structure. Under this new structure, Mr. Masayuki Takemori, who currently holds the positions of Representative Director, President and Executive Officer, will continue to oversee the management of the Lion Group as a whole as Chief Executive Officer, and Mr. Kengo Fukuda and Mr. Hitoshi Suzuki will be newly appointed as Representative Directors, Vice Presidents and Executive Officers.

* For details on the new medium-term management plan, please see “Lion Announces Vision2030 2nd STAGE, its New Medium-Term Management Plan” published today.

(2) Overview of Changes (Scheduled for March 28, 2025)

Name	New Position	Previous Position
Masazumi Kikukawa	Retirement	Representative Director Chairman of the Board of Directors
Kengo Fukuda	Representative Director Vice President and Executive Officer	Director Senior Executive Officer
Hitoshi Suzuki	Representative Director Vice President and Executive Officer	Director Vice President and Executive Officer

(3) Career History of the New Representative Directors

Name (Date of Birth)	Career		Lion Shares Held
Kengo Fukuda (April 1, 1965)	<p>April 1987 January 2014 January 2017</p> <p>January 2020</p> <p>January 2022</p> <p>March 2022</p> <p>March 2023</p> <p>January 2025</p>	<p>Joined Lion Corporation Director of Corporate Planning Department Executive Officer, Executive General Manager of Corporate Strategy Headquarters Executive Officer, President of Lion Hygiene Co., Ltd. Senior Executive Officer, Assistant to the President Director, Executive Officer, Responsible for Risk Management, Corporate Planning Department, Finance Department, Consumer Service Center, Reliability Assurance Department and Legal Department Director, Senior Executive Officer, Responsible for Finance Department, Risk Management, Corporate Planning Department, Consumer Service Center, Reliability Assurance Department and Legal Department Director, Senior Executive Officer, Responsible for Corporate Planning Department, Finance Department, Consumer Service Center, Reliability Assurance Department, Legal Department, Risk Management (current position)</p>	18,000 shares
Hitoshi Suzuki (March 24, 1963)	<p>April 1985 January 2015</p> <p>January 2016</p> <p>January 2017</p> <p>May 2017</p> <p>March 2019</p> <p>March 2021</p> <p>January 2023</p> <p>March 2023</p> <p>January 2024</p>	<p>Joined Lion Corporation Assistant Executive General Manager of International Division and Director of New Area Development Office Executive Officer, Executive General Manager of International Division, Director of Oleochemical Business Development Office and New Area Development Office Executive Officer, Executive General Manager of International Division and Director of Strategic Planning Department Executive Officer, Executive General Manager of International Division Senior Executive Officer, Executive General Manager of International Division Director, Executive Officer, Responsible for International Division Director, Executive Officer, Responsible for Overall Overseas Businesses, Northeast Asia Business Division, Southeast and South Asia Business Division and Overseas Strategic Planning Department Director, Vice President and Executive Officer, Responsible for Overseas Strategic Planning Department, Northeast Asia Business Division, Southeast and South Asia Business Division, and Overall Overseas Businesses Director, Vice President and Executive Officer, Responsible for Northeast Asia Business Division, Southeast and South Asia Business Division, and Overall Overseas Businesses (current position)</p>	16,577 shares

Lion shares held as of December 31, 2024

2. Changes to Chairman of the Board

Mr. Masazumi Kikukawa, who currently holds the positions of Representative Director and Chairman of the Board, will retire from his position as director at the upcoming Shareholders' Meeting. Mr. Masatoshi Matsuzaki, who is currently serving as an external Audit & Supervisory Board member, will be appointed as the new Chairman of the Board and as an external director at the Shareholders' Meeting. By appointing an external director as the Chairman of the Board, we aim to enhance the objectivity of management supervision and the transparency of decision making, as well as to sustainably improve corporate value.

3. Planned Date of Changes to Representative Director and Chairman of the Board

March 28, 2025