

Notice Regarding Transfer of **REED** Food Preparation Product Brand

Lion Corporation (Representative Director, President and Executive Officer: Masayuki Takemori) has announced its decision to transfer its food preparation product brand **REED** to Asahi Kasei Home Products Corporation (President: Eiichi Hori, hereinafter referred to as “Asahi Kasei HP”). Today, Lion Corporation and Asahi Kasei HP signed a business transfer agreement.

1. Purpose of transfer

Under the Vision2030 2nd STAGE medium-term management plan, the Company Group is promoting measures focused on strengthening profitability with an emphasis on reforming its profit structure domestically and accelerating growth overseas. This transfer is intended to strengthen business portfolio management.

2. Details of the transfer

(1) Overview of the transferee

Company Name	Asahi Kasei Home Products Corporation
Representative	Eiichi Hori (President)
Location	Hibiya Mitsui Tower, 1-1-2 Yurakucho, Chiyoda-ku, Tokyo
Date of Establishment	March 30, 1979
Business Description	Sales of Saran Wrap®, development and sales of household goods, etc.
Capital	250 million yen

(2) Products subject to transfer

REED Cooking Paper, Professional REED Paper 100, REED Hot Cooking Sheet for Professional Use



REED Cooking Paper



REED Cooking Paper (2-Ply)



REED Cooking Paper: Smart Type



Professional REED Paper 100



REED Hot Cooking Sheet for Professional Use

(3) Transfer date

October 31, 2025 (planned)

3. Impact on business performance

This transfer will have minimal impact on the Company's consolidated business performance for the fiscal year ending December 2025.