

Aug. 29, 2025
Company name: Lion Corporation
Representative: Masayuki Takemori,
Representative Director,
President and Executive Officer
Code Number: 4912
Prime Market of Tokyo Stock Exchange

Notice Concerning the Establishment of Consolidated Subsidiary in Republic of India

Lion Corporation herein announces the decision reached at today's Board of Directors meeting to establish a Lion Group wholly owned consolidated subsidiary in the Republic of India ("India") as follows.

1. Reasons for Establishing the Subsidiary

The Lion Group is aiming to enhance its corporate value through the generation of social and economic value by supporting the creation of good habits. Furthermore, stepping up growth measures overseas is one of the key themes of the Lion Group's Vision2030 2nd STAGE medium-term management plan launched earlier this year.

The Lion Group is now focusing on India, home to the largest population in the world and is anticipated to become the second-largest economy in Asia by 2027, and the Group has been examining opportunities to enter the market, such as by setting up a liaison office. In India, in line with the growing middle-income population and increasing awareness of health among the general public, consumer trends are shifting towards quality and added value. We have thus decided to establish a new company to support our expansion into this market, as we anticipate we can fully utilize the Lion Group's strengths in product development and marketing.

We hope to contribute to the improvement of the Indian people's everyday health by creating better habits through our products.

2. Overview of the New Company

(1) Name	Lion India Private Limited (tentative)
(2) Location	Gurugram City, Haryana State, Republic of India
(3) Representative	Tomomi Takai
(4) Business	Manufacture and sale of toothpaste, toothbrushes, soap, detergent, haircare and skincare products, and pharmaceutical products
(5) Capital	400 million INR (approx. ¥680 million)
(6) Date of establishment	January 2026 (tentative)

Note: Ms. Tomomi Takai's legal name is Tomomi Hatakeyama.

The company will begin with the online marketing of the *KODOMO* brand of Lion Group products for oral healthcare and skincare for babies and children.

3. Schedule

(1) Resolution of the Board of Directors	August 29, 2025
(2) Establishment of new company	January 2026 (tentative)
(3) Start of operations	October 2026 (tentative)

Note: Such details as the dates of establishment and start of operations are subject to change due to permission and registration procedures.

4. Outlook

This matter is expected to have only a minor impact on the consolidated results of the Lion Group for the fiscal year ending December 31, 2025. In the event that disclosure is required, an announcement will be made promptly.