

July 31, 2026
Lion Corporation

Notice Regarding the Establishment of a Wholly Owned Subsidiary in Japan for the Import and Distribution of the Australian *Sukin* Brand

Lion Corporation (President and Representative Director: Masayuki Takemori) hereby announces its decision to establish a new wholly owned subsidiary in Japan to engage in the import and distribution of products in the Australian natural beauty care brand *Sukin*.

1. Background and Purpose of Establishment

The Lion Group is aiming to enhance its corporate value through the generation of social and economic value by supporting the creation of better habits.

Under the Vision2030 2nd STAGE medium-term management plan currently underway, strengthening profitability is being advanced as a key theme. In the Beauty Care Business which has been positioned as a “Challenge for Growth” business with an eye to creating new business opportunities and achieving growth, in January 2026, we acquired all shares of PNB Consolidated Pty Ltd, the company operating *Sukin*, the No.1* natural beauty care brand in Australia. As the first step toward fully launching the brand across Asia, Lion has made the decision to establish this subsidiary in Japan to import and distribute *Sukin* products.

In Japan, demand for clean, natural skincare has been expanding against a backdrop of growing awareness regarding environmental concerns as well as skin stress associated with modern life. We will introduce *Sukin* to this market, a brand with a philosophy of “Skincare that doesn’t cost the Earth.”, beloved by consumers in Australia and around the world for its accessible products and clean formulations that are gentle on both the skin and the environment. By combining the expertise and insights accumulated through the Group’s existing businesses with this brand, we aim to create new growth opportunities.

We strive to realize a sustainable society and contribute to people’s daily lives by creating better habits based on transformative choices that are kind to people and the environment.

* Sales of natural care brands in the Australian beauty care market (consisting of personal wash, skincare, and haircare markets). Survey period: May 4, 2023–May 3, 2024, based on POS data from Circana, Inc.

2. Overview of the New Company

(1) Name	Sukin Japan Co., Ltd.
(2) Location	1-3-28 Kuramae, Taito-ku, Tokyo
(3) Representative	Yoko Kasahara, President and Representative Director
(4) Business	Development, manufacture, distribution and import/export of cosmetics, cosmetic accessories, toiletries, household goods and quasi-drugs
(5) Capital	¥60 million
(6) Date of Establishment	July 6, 2026

(7) Start of Operations	September 1, 2026 (tentative)
(8) Major Shareholders and Shareholding Ratios	Lion Corporation: 100.0%
(9) Company Information	https://go-lion.jp/Sukin001

Imports and distribution of *Sukin* brand skincare products are scheduled to begin in November 2026.

3. Impact on Business Performance

This new subsidiary's establishment is expected to have a minor impact on the consolidated results of the Lion Group for the fiscal year ending December 31, 2026. In the event that disclosure is required, an announcement will be made promptly.

Reference

- *Sukin* main product line (from left: Cream cleanser, Facial cleanser, Facial scrub, Mist toner, Facial moisturizer, Moisturizing cream)



- Profile of Yoko Kasahara, the new company's President

Joined Lion Corporation in 2008. After working in sales for drugstores in Japan, Ms. Kasahara worked in brand marketing for pharmaceutical products and oral healthcare, then led new business development in the oral healthcare field. In February 2026, she became the head of the project launching the Australian *Sukin* brand in Japan and, in July of that same year, has been appointed president of Sukin Japan Co., Ltd.

Message from President Kasahara:

Amid changes in life stages and varying environmental conditions, in the past I myself have overused skincare and as a result struggled with unstable skin conditions; this experience has led me to believe that simplicity and comfort are the foundation of good health. A choice I make based on my own comfort can also be good for the earth — this is the type of society I aim to realize, in which such effortless habits become a part of everyday life.

Related Information

- [Lion's Medium-term Management Plan](#)
- [Notice Concerning the Acquisition of Shares \(100% Acquisition\) of PNB Consolidated Pty Ltd in Australia](#) (January 20, 2026)
- [PNB Consolidated Pty Ltd Official Website](#)