

# Management Vision and Our Approach to “ReDesign”

Looking toward 2030

## Becoming an advanced daily healthcare company

We will realize “healthy minds and bodies for all,”  
through the “ReDesign” of the everyday rituals  
to become more natural, easy and enjoyable.

To this end, we will create “customer experience-based value”  
in the areas of health, comfort and cleanliness.



In the future, in order for the Lion Group to be constantly required by society and customers, and to continuously enhance corporate value, we find it necessary to clarify the direction that the our Group should take, and also to accelerate movement toward innovative change. We have therefore defined the vision we wish to realize by 2030.

## ReDesign the Everyday

Aiming to become an advanced daily healthcare company,  
Lion will “ReDesign” everyday rituals to become more natural,  
easy and enjoyable.

From bothersome to easy.

From chores to things you want to do.

From effort to what you do naturally.

We will create happiness never before experienced, and realize  
healthy minds and bodies for all.

And we believe that this is the very purpose of Lion.

# ReDesign

Increasing the value of Lion’s presence by evolving the customer experienced-based value and experiencing customer sympathy and excitement will lead to continue developing our business. To that end, we will continue to “ReDesign” our business activities as well as our ideas and working styles.

**The Lion Group has committed to fostering people’s**

**contentment through “creation of better lifestyle habits.”**