

New Environmental Objectives: LION Eco Challenge 2050

Since the foundation, Lion has developed and provided products using plant-derived substances as raw materials. We have been taking measures for long time through products and communication to address water environmental issues and climate change issues on a global scale. We have positioned the implementation of measures for a sustainable global environment as a key issue, and aim to achieve a balance between a sustainable society and business development.

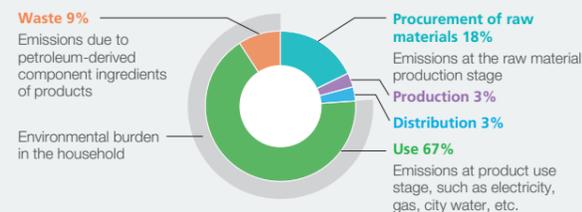
Sustainable Development Goals (SDGs) and the Paris Agreement which are shared global issues, are reaching the stage of execution. The Lion Group took a long-term perspective and established new environmental objectives in the LION Eco Challenge 2050, with a view to the year 2050 in June 2019.

Aims for a "Decarbonized Society" and a "Resource-Circulating Society"

Responding to global environmental issues, such as abnormal weather caused by climate change, water resource shortages, marine plastic waste, and other such problems, has become urgent. Our products which are close to consumers contribute to the comfort and convenience of their lives. However, they have an impact on the environment at the various stages in the supply chain from procurement of raw materials to production and distribution. The environmental burden is great at the stages of product use and disposal in the household, in particular. The LION Eco Challenge 2050 identifies priority issues from the product life cycle perspective. The challenge is to resolve

issues of decarbonization, plastics, and water resources with aims of realizing for a "Decarbonized Society" and a "Resource-Circulating Society."

CO₂ emissions in the product life cycle of Lion (2018)



Making Living Ecologically Sound

By innovation (innovative technology) and collaboration with various stakeholders, Lion is providing consumers with products and services that carry out the "ReDesign of everyday rituals." At the same time, by two-way communication, we are also aiming to realize "living comfortably with ecologically sound life." We intend

to expand this further, from the lives for all to their communities, and then globally.



Healthy future for people and the planet

The Lion Group is creating shared value with society through its business toward the realization of sustainable society and promoting activities for the achievement of LION Eco Challenge 2050. It will greatly contribute to the world that the SDGs aims to achieve.

The Lion Group will act together to implement measures while collaborating with all of our stakeholders toward healthy future for people and the planet.

Related SDGs on the Environmental issue



Column

Support of the TCFD Recommendations

In May 2019, Lion has expressed its support for the Task Force on Climate-Related Financial Disclosures (TCFD) Recommendations.

*TCFD is the abbreviation for Task Force on Climate-related Financial Disclosures. The purpose of this recommendations is to understand the financial impact on the risks and opportunities posed by climate change and to disclose information. As of May 2019, there are 600 or more financial institutions, companies, governments, and other organizations around the world that support the TCFD Recommendations.



LION Eco Challenge 2050

Healthy future for people and the planet

The Lion Group has aimed to realize a society that is both decarbonized and resource-circulating by 2050 and will contribute towards a sustainable global environment, while striving to achieve business growth.

- 1 Through all of its businesses, the Lion Group will address the issues of "Decarbonization (climate change)" and "Resource Circulation (plastics, water resources)" to contribute to the realization of a future in which both people and the planet are healthy.
- 2 By offering products and services based on an environment-conscious design, the Lion Group will reduce the environmental burdens produced in households throughout the life cycle of the products.
- 3 The Lion Group will promote "the habit of an eco-friendly lifestyle" without excess work or sacrifices by engaging in interactive communication with its consumers and by providing products that contribute naturally to environmental conservation.

Challenges for a Decarbonized Society

Challenge 1: Lion will reduce CO₂ emissions to zero throughout business activities by 2050.

• By 2030, CO₂ emissions reduced by **30%** in comparison to 2017 levels in absolute quantity

Challenges for a Decarbonized Society

Challenge 2: Lion will reduce CO₂ emissions by half throughout the life cycle of products by 2050.

• By 2030, CO₂ emissions reduced by **30%** in comparison to 2017 levels in absolute quantity

Challenges for a Resource-Circulating Society

Challenge 3: Lion will create an advanced resource-circulation for plastics by 2050.

• By 2030, promotion of the 3Rs (Reduce, Reuse, Recycle) and Renewable (use of sustainable resources), and use of doubles the amount of recycled plastics and bio-mass plastics in comparison to 2017 levels in absolute quantity

Challenges for a Resource-Circulating Society

Challenge 4: Lion will optimize water usage for sustainability by 2050.

• By 2030, **30%** reduction in water usage throughout the life cycle of its products in comparison to 2017 levels per unit of total revenue

Commentary

The Lion Group operates under the corporate slogan "life. love." Acting from "Today for each person," we have been working to reduce our environmental impact through our products and business activities. The environmental problems that have recently emerged on a global scale are growing more serious by the day. Climate change, resource depletion, water shortages, and other such various issues intensify while becoming interrelated, and they are posing threats to our health and our lives.

It is not easy to resolve these issues.

As a "Becoming an advanced daily healthcare company," the Lion Group will challenge to realize a "Decarbonized Society" and a "Resource-Circulating Society" through partnerships with all stakeholders. By doing so, we will aim to realize a healthy future for people and the planet.

We will develop and provide eco-friendly products and services that, just by using them, will lead naturally to "eco-habits" without excess work or sacrifices. A future when living comfortably and in good health contributes to living an ecologically sound life. This is the future that the Lion Group promises to you and the planet.