

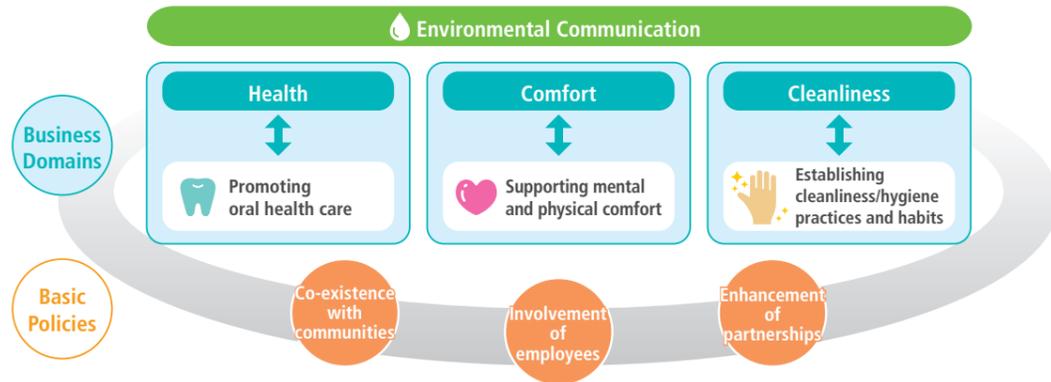
Community Involvement and Development



Basic Approach

Championing the spirit of our Founder Tomijiro Kobayashi, which is “Benefiting Society through Business Activities,” Lion engages in the activities that contribute to improve sustainable society and planet in the areas of Health, Comfort and Cleanliness with the aim of realizing “healthy minds and bodies for all.”

Also, with a view to continue our business, as it is necessary to co-exist harmoniously with an area closely connected to our company, such as the location of our office sites, Lion works to solve regional and social issues in cooperation with local residents, government agency and citizens’ groups. In addition, by increasing opportunities for each employee to involve business-related educational activities, we foster human resources that create new values on the basis of a high level of social and environmental awareness.



Initiatives for Environmental Communication

• Forest Maintenance Activities at the Lion Forest in Yamanashi

Lion has always been deeply involved with water through “washing.” Since 2006, Lion has conducted maintenance activities of forest, which is a water source with the aim of fostering environmental awareness among employees at the “Lion Forest in Yamanashi”. In 2018, a total of 170 employees participated in our forest maintenance activities as part of new employee training and voluntary forest maintenance activities (twice last year).



Number of participating employees

Cumulative total participants **1,577** employees in total

[www Lion Forest in Yamanashi \(Japanese\)](https://www.lion.co.jp/ja/csr/social/forest/)
https://www.lion.co.jp/ja/csr/social/forest/

• Osagari* Project

In August 2018, Lion implemented the “Osagari Project” in order to expand the “habit to value resources”. In this project, with the cooperation of the cleaning shop “Cleaning Senka,” clothes that were kept at home in enough wearable condition without damage and stain were laundered with our products such as “TOP SUPER NANOX”, and then donated to the next person who can wear it through Certified NPO “Japan Relief Clothing Center(JRCC)”. This is an activity that connects people and people, and many customer participated.

*hand-me-down in Japanese



Total Osagari received: **31,171** items

[www Osagari Project \(Japanese\)](https://top.lion.co.jp/products/nanox/osagari/)
https://top.lion.co.jp/products/nanox/osagari/

Enhancing Social Contribution Programs to Create Healthy and Comfortable Living Habits

• Activities to Promote Oral Health Care through Foundations

Lion has been working on promotional and educational activities for oral health care since 1913, adhere to our consistent philosophy of “returning profit obtained through corporate activities to the society,” which has remained unchanged since the foundation of the company. In 1964, Lion established a foundation called the Lion Foundation for Dental Health (LDH), which was approved by the Ministry of Health and Welfare of Japan (at that time). In 2010, the Cabinet Office approved the change in the foundation’s status to a public interest incorporated foundation, and LDH commenced its operations. Through the three public benefit services shown below, LDH has consistently been coordinating with the Japan Dental Association, universities and administrations to maintain and promote dental and oral health of customers. LDH is contributing to society at the forefront of oral health in order to improve the quality of life of all people. Lion gives full support to its activities.

Three Public Benefit Services of LDH

- 1. Oral health promotion projects**
Promotion of oral health activities at all life stages
- 2. Research and investigative projects**
Research/Investigation on the importance of oral health for extending healthy life expectancy, and provision of information on research results obtained through business and other activities to specialists and customers
- 3. Educational and training projects**
Holding of various seminars and lectures for health instructors and dental specialists

[www The Lion Foundation for Dental Health, a public interest incorporated foundation](https://www.lion-dent-health.or.jp/english/)
https://www.lion-dent-health.or.jp/english/

• The Oral Health Event of Tooth Brushing for Children

“The Oral Health Event of Tooth Brushing for Children”, started in 1932, is held every year for elementary school students during a week designated as the “Dental/Oral Health Week” (June 4th to 10th). The 76th event in 2019, participating schools set the date



A scene from an elementary school which participated in the event

Number of participating elementary school students

Cumulative total approx. **1.69** million

within the event period (10 days), and participated by watching educational DVD materials. In 2019, approximately 240,000 elementary school students participated in a total of 4,255 schools, including participation from 6 Asian countries and regions.

• Main Activities of LDH in 2018



Activities for oral health promotion for mothers and children

Childcare support programs in the area of “Dental and Oral Health” for expectant mothers, infants, preschoolers and their parents
Participants: 2,081 infants and preschoolers

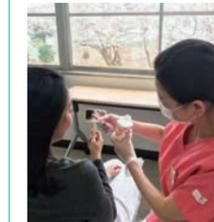
Cumulative total of **1,148,000** people



Activities for oral health promotion for school children

Face-to-face educational activities with schoolchildren and their parents, and provision of support for activities of health instructors
Participants: 4,717 schoolchildren, 1,134 health instructors

Cumulative total of **23,277,000** people



Activities for (industrial) oral health promotion for adults

Education and instruction focused on the prevention of a periodontal disease and on maintenance/improvement of “Dental and Oral Health” aimed at employees of various companies.
Number receiving checkups: 14,316 people

Cumulative **2,106,000** people



Activities for oral health promotion for the elderly (from 2007)

Provision of support to help maintain oral functions to enable eating with their own teeth and mouth over a long time in the future
Participants: 47,012

Cumulative total participants: **approx. 120,000** people



Treatment activities

Implementation of highly-professional and high-quality treatment and preventive dentistry activities based on the concept of “Risk Control Dentistry”
Diagnosed: 10,482

Cumulative total participants: **approx. 1,858,000** people

*[Risk Control Dentistry] Customized dental treatment in which care methods are changed according to the risks of cavity or periodontal disease of individuals.

Cumulative totals are total numbers since establishment of the LDH (1964)

Activities to Establish Cleanliness and Hygiene Practices and Habits

Lion has been working on activities to promote proper hand-washing habits mainly with the “KireiKirei” brand, aiming for the daily health and comfort of customers.

With a policy of “employees voluntarily conducting activities,” Lion is striving for 100% of employees to involve in activities to promote hand-washing habits by the year 2050. From 2012 to 2018, 1,074 employees participated (cumulative participation rate 39.4%).

During the same period, approximately 31,000 preschoolers participated in these activities. We conducted activities to promote hand-washing habits at kindergartens, preschools, and public facilities in the areas where our office sites are located across Japan, such as Ishinomaki City (Miyagi Prefecture), which has been affected by the Great East Japan Earthquake and also an area closely connected to our founder, and Sakaide City (Kagawa Prefecture) where “KireiKirei” hand soaps are manufactured, as the main activity area. In addition, we conduct activities in cooperation with our business partners and incorporate activities to promote hand-washing habits in kindergartens and preschools into the corporate training programs of young employees, leading to improved employee awareness for community involvement.

Activities to promote hand-washing habits are also conducted in Asian countries where “KireiKirei” products are sold.

We work with local governments as well. Since 2014, Sakaide City and Lion Chemical Co., Ltd., the production base of “KireiKirei” hand soap, have been jointly promoting the “KireiKirei City-Sakaide” Project, aiming to spread and establish cleanliness and hygiene practices and habits among the citizens of Sakaide city. (Oral health care educational activities were also initiated from April 2019)

Number of participating preschoolers
Cumulative total approx. **31,000**

www

Promoting oral health care (Japanese)

<https://www.lion.co.jp/ja/csr/community/oral/>



Establishing cleanliness and hygiene practice and habits (Japanese)

<https://www.lion.co.jp/ja/csr/community/washing/>



Arautan gymnastics, a hand-washing workout by preschoolers and company employees

Initiatives for Hygiene and Health Care in Times of Disaster

It is important to pay attention to health especially in a disaster situation. Lion creates and distributes pamphlets/posters titled “Hygiene and Health Care in Times of Disaster” and provide information on cleanliness and health care.

From 2017, we have started educational activities for local residents in the areas of all of our office sites.

We will contribute to establish cleanliness and hygiene practices and habits.



www

Information on Hygiene and Health Care in Times of Disaster

<https://www.lion.co.jp/en/emergency-care/>

Plant Tours

We consider plant tours to be an important contact point between customers and our company. In order to have customers feel familiar with Lion's products and see our operations placing highest priority on safety and environmental conservation, we welcome many visitors to the plants every year.

Plants	Number of plants tours	Plants tour participants
Chiba	75	1,896
Odawara	83	1,838
Osaka	45	1,061
Akashi*	6	163
Total	209	4,958

*Plant tours were temporarily suspended due to the construction work.



Scene of experiment with greasy stain removal using “CHARMY Magica” produced at the Chiba Plant