

Lion's Response

With the founding spirit of “Benefiting Society through Business Activities,” Lion has continued to respond to social issues that change with the times through technological innovation. As the environment surrounding our company changes, we have promoted the Management Vision “Becoming an advanced daily healthcare company” as our vision to be realized by 2030. We will continue to realize “healthy minds and bodies for all” through the “ReDesign” of the everyday rituals to become more natural, easy and enjoyable.

Regarding the integration of sustainability activities and management that were evaluated in the third-party review, we promoted “ReDesign” activities that change the way employees think and work, and “Innovation for Decent work”, while advancing the creation of a company-wide working environment. Additionally, in January 2019, we established the “Sustainability Promotion Meeting” in order to strengthen our companywide CSV strategy, Sustainability Material Issues and environmental issues. Furthermore, we clarify the creation of business value and social value by solving social issues in the value creation model, and promote management from a longer-term perspective that simultaneously contributes to a sustainable society and achieves business growth.

As regards the marine plastic problem, by promoting toothbrush collection and recycling that takes advantage of our business characteristics, we are working to solve the issue, and simultaneously, to improve the health and recycling awareness of consumers. We will further



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promote the 3Rs (Reduce, Reuse, Recycle) together with our “Renewable” activity in order to contribute to heightening consumers’ environmental awareness more naturally. At the same time, we will strengthen our wide-ranging initiatives, including use of doubles the amount of recycled plastics and bio-mass plastics with the aim of realizing advanced resource circulation.

In addition, regarding the value creation brought about by business activities as a medium to long-term theme, our company will verify the effects of oral health care on human health and organize causal relationships and provide information, products and services that are intrinsically valuable in order to improve and establish consumers’ awareness of prevention.

Going forward, we will continue acting by means of two-way communication with our stakeholders to strengthen Lion’s initiatives for sustainability. We will act to promote management that can make us a highly trusted company with the ability to contribute to achievement of the SDGs.

Evaluation from External Sources / Participation in External Groups

Status of Inclusion in SRI Indices

Lion is engaged in addressing issues not just on the financial side, but also on the environmental and social side, and are included in multiple SRI (socially responsible investing) indices.

MEMBER OF
Dow Jones Sustainability Indices
In Collaboration with RobecoSAM

MSCI Japan Empowering Women Index (WIN) | MSCI Japan ESG Select Leaders Index

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FTSE4Good | FTSE Blossom Japan | S&P/JPX Carbon Efficient Index

Participation in External Organizations

UN GLOBAL COMPACT Network Japan WE SUPPORT | Plastics Smart | Clean Ocean Material Alliance

Evaluation and Certification

2019 Health and productivity ホワイト500 | 2019年環境省 健康経営優良法人 | エコレポート

ECO FIRST | ライオンは先進的な環境への取り組みが評価され、環境大臣より「エコファースト企業」として認定されています。

JaSPON Japan Sustainable Palm Oil Network

Japan Initiative for Marine Environment