

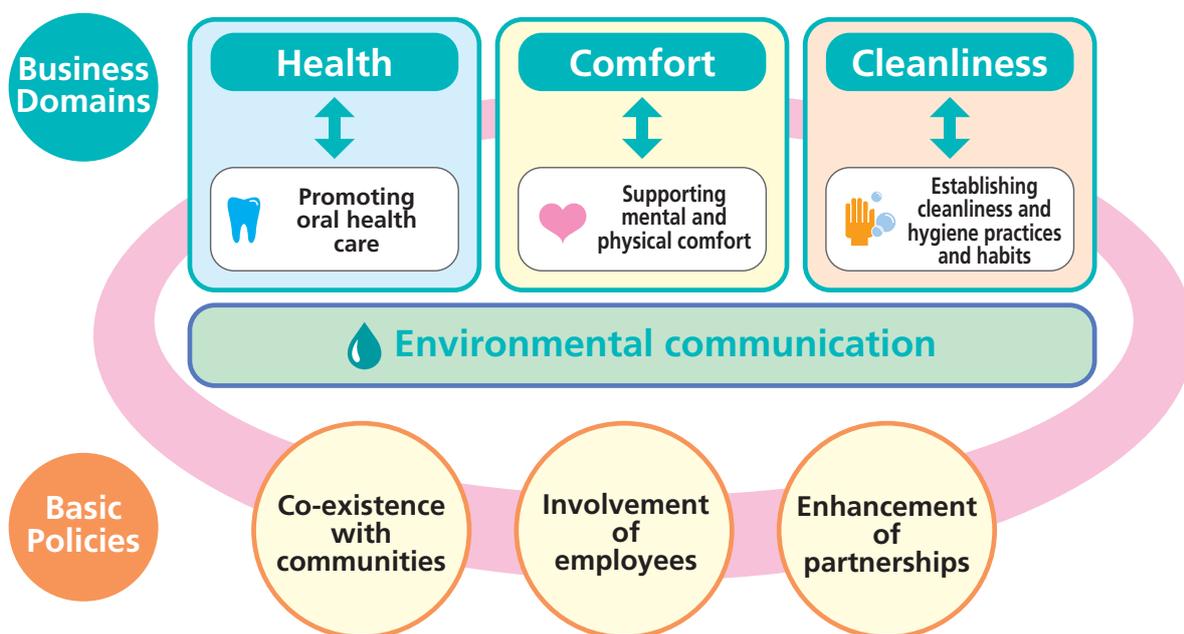
Community Involvement and Development

Basic Approach

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

As it is necessary to co-exist harmoniously with the locations of office sites and other related communities in order to

continue our business, 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.



Health, Comfort and Cleanliness Fields

As Lion provide products and services to realize “healthy minds and bodies for all”, we engage in programs to promote oral health care, support mental and physical comfort and establish cleanliness and hygiene practices and habits actively.

For example, we are taking actions across the entire Lion Group which include: ongoing activities to promote “preventive dentistry” which combine professional care at

dental clinics with daily self-care, the “Oral Health Event of Tooth Brushing for Children” aimed at elementary school students, comfortable lifestyle support activities conducted through “Meisters of Daily Life”, and activities to promote hand washing habits which our employees participate in.

[Achieving “Healthy Minds and Bodies for All”] (Japanese) [URL](http://www.lion.co.jp/ja/csr/community/) http://www.lion.co.jp/ja/csr/community/

Environmental communication

We are engaged in environmental communication with the goal of environmental contribution in building a sustainable planet.

As our company’s business is based on its deep relationship with water through the act of “washing”, we place emphasis on the “Water Resource Conservation Activities”. These

include the “Forest Maintenance Activities” conducted jointly by employees and the local residents of Yamanashi City, and the “Rainwater Utilization Ideas Contest” which is intended to educate elementary and middle school students on awareness of the water environment.

[Environmental Communication] (Japanese) [URL](http://www.lion.co.jp/ja/csr/social/) http://www.lion.co.jp/ja/csr/social/

Enhancing Social Contribution Programs to Create Healthy and Comfortable Living Habits

Activities to Promote Oral Health Care through Foundations

Lion has been consistently working on promotional and educational activities regarding oral health 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 (as it was referred to at the 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 consumers. 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 Projects of LDH

1. Oral health promotion projects

Promotion activities of oral health at all life stages

2. Research and investigative projects

Investigation/research 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 consumers

3. Educational and training projects

Holding of various seminars and lectures for health instructors and dental specialists

[The Lion Foundation for Dental Health, a public interest incorporated foundation]

URL <http://www.lion-dent-health.or.jp/english/>



A scene from an elementary school which participated in the Oral Health Event of Tooth Brushing for Children

• 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 children during a week designated as the “dental/oral health week (June 4th to 10th).” Previous event was held all over the country by Internet deliveration. However, from the 74th events in 2017, the event period increased by 10 days. Accordingly, the participating schools can now set the date from among period and participate by watching educational DVD.

In 2017, total of approximately 160 thousand students from 2,893 elementary schools had joined this events. This events are not limited to Japan, but is also held in other Asian countries and regions.

Number of participating elementary school students  **approx. 1.24 million**

• Main Activities of LDH in 2017



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: 2,790 infants and preschoolers and 377 parents

Accumulated total participants: approx. **1.146 million**



Activities for oral health promotion for school children
Face-to-face educational activities with students and their parents and provision of support for activities of health instructors

Participants: 5,935 students
162 parents
723 health instructors

Accumulated total participants: approx. **23.272 million**



Activities for oral health promotion for adults (industry)

Education and instruction focused on prevention of a periodontal disease and on maintenance/improvement of “Dental and Oral Health” aimed at employees of various companies.

Participants: 21,271

Accumulated total participants: approx. **2.092 million**



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: 46,648

Accumulated total participants: approx. **73,000**



Treatment activities

Implementation of highly-professional and high-quality treatment and preventive dentistry activities based on concept of the “Risk Control Dentistry**”

Diagnosed: 11,171

Accumulated total participants: approx. **1.847 million**

*[Risk Control Dentistry]

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

Customized dental treatment in which care methods are changed according to the risks of cavity or periodontal disease of individuals.



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 the daily health and comfort of people.

With a policy of "employees voluntarily conducting activities," Lion is striving for 100% of employees to participate in activities to promote hand-washing habits by the year 2050. During the period between 2012 and 2017, 851 employees (33%) took part in the activities.

During the same period, approximately 25,000 preschoolers participated in this 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, Ishinomaki City in Miyagi Prefecture which is a disaster area of the Great East Japan Earthquake and an area closely connected to our founder, and Sakaide City in Kagawa

Prefecture where "KireiKirei" hand soaps are manufactured. In addition, activities to promote hand-washing habits at kindergartens and preschools are conducted jointly with our business partners and are also included as part of corporate training programs for younger employees, which help improve our employees' 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.

Number of participating elementary school students **approx. 25,000**

Care for Health and Hygiene During Emergencies

It is important to pay attention to health especially in a disaster situation.

Lion creates and distributes pamphlets / posters titled "Care for Health and Hygiene During Emergencies" providing information on cleanliness and health care.

From 2017, we have started conducting educational activities for local residents in the areas of all of our business offices. We will contribute to make efforts in establishing the cleanliness and hygiene Practices.

"Care for Health and Hygiene During Emergencies" Pamphlet/Poster (Japanese)

URL <http://www.lion.co.jp/ja/emergency-care/>



Introduction of websites

Promoting oral health care (Japanese)

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

Establishing cleanliness and hygiene practices and habits (Japanese)

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



Environmental Communication Initiatives

Through the act of "washing," Lion has always been deeply involved with water. We are taking action proactively for forest maintenance activities and for promotion and raising awareness of the utilization of rainwater which is a familiar water resource, as a part of our water resource conservation activities.

Forest Maintenance Activities at the Lion Forest in Yamanashi

Since 2006, Lion has engaged in improving the forest, which is a water source, at the Lion Forest in Yamanashi for the purpose of increasing employees' environmental awareness. In 2017, a total of 154 employees participated in the forest maintenance activities as part of new employee training and voluntary forest improvement activities (which took place two times).



Number of participating employees **1,407** employees in total

[Lion Forest in Yamanashi] (Japanese)

URL <http://www.lion.co.jp/ja/csr/social/forest/>

Rainwater Utilization Ideas Contest 2017

The "Rainwater Utilization Ideas Contest" has been held since 2011 with the aim of having elementary and middle school students across Japan think about ways to use rainwater and realize its importance. In addition to honoring individuals for their achievements, rainwater tanks were awarded as group incentive prizes to two groups which submitted many outstanding pieces.



Number of entries **50,435** entries

[Lion Rain's Gift Forum] (Japanese)

URL <http://www.lion.co.jp/ja/csr/social/rain/>

Plant Tours

We regard plant tours as an important contact between customers and Lion. 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.

Details of Plant Tours in 2017	Plants	Chiba	Odawara	Osaka	Akashi	Total
Number of study tours		89	86	50	89	314
Study tour participants		2,206	1,936	1,211	2,320	7,673



Plant tour at Osaka Plant