



life.love.  
**LION**

# Lion Annual Report 2018



## “life. love.”

Every day is full of wonderful moments.

Birds singing outside your window.

The clean feel of a freshly washed shirt.

A blue sky without a cloud in sight.

The smiling faces of children at play.

A tasty meal after a hard day's work.

Some days are special —

weddings, birthdays, holidays ...

But even the ordinary days are precious.

At Lion our business revolves around ordinary days.

Providing the products people need

to maintain good lifestyle habits.

Supporting cleanliness, health and comfort,

while protecting our global environment.

This is our mission, one in which we take pride.

Inspired by the wonder of everyday life.

Dedicated to creating a future full of health, hope and happiness.

For people everywhere around the world.

**life. love.**  
**LION**



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### Editorial Policy

This annual report has been prepared to assist shareholders, investors, and other stakeholders to better understand Lion's financial information, including its Management Vision and performance as well as its initiatives to enhance corporate governance, contribution to society and the natural environment.

Period Covered

From January 1, 2018 to December 31, 2018 (In part, figures for 2019 have been included)

Website for Shareholders and Investors: <http://www.lion.co.jp/en/invest/>  
Sustainability (ESG) Website: <http://www.lion.co.jp/en/csr/>

### Regarding Forward-Looking Statements

This Annual Report contains "forward-looking statements," including matters related to future business plans, corporate strategies, forecasts of performance, and other matters. Such statements were formulated based on information that was available at the time of the preparation of this Annual Report and may contain matters that are uncertain, such as economic conditions, market trends, and foreign currency risks. Please understand that the actual results may not be identical to and may differ from the forecast outlook.