

Corporate Motto / Management Philosophy

Corporate Motto

**Lion Corporation positions
“Fulfilling a Spirit of Love”
as fundamental to its management,
and thus contributes to the enrichment
of the happiness and lives of people.**

Management Philosophy

1. We bring together the power of our personnel, the power of our technology and the power of our marketing, as we provide superior products that are helpful in the daily lives of people.
2. We respect the “Spirit of Tenacity and Creativity” that we have maintained since our founding, as we continue developing our business.
3. We deeply appreciate all those who extend their valuable support to us, as we prosper together through sincerity and mutual trust.

Corporate Message

Lion has been a regular part of everyday life for more than 120 years.

In that time, we have seen how ordinary days, one at a time, add up to a lifetime. Moreover, we have come to believe that each new day is the first step into a bright future, and that living every day positively and to the fullest is the essence of happiness.

That is why we have made it our mission at Lion to contribute to ordinary life, every day, and reflected this commitment in our corporate slogan.

**life.love.
LION**

A video of the Lion Statement can be found here ▼

<https://www.youtube.com/watch?v=F6S5TvojjC0&feature=youtube>

Lion Corporation History

Since its foundation, originating from soap and toothpaste, Lion has been promoting good daily habits through its products and educational activities for more than 120 years.

Currently, Lion's operation is not limited to Japan, but also is expanding to countries and regions throughout Asia.



Lion Products That Value Everyday Life

1900

Develops *Lion Hamigaki*, a tooth brushing powder that comes with charity coupons



1911

Successfully develops Japan's first laminated tube. Launches *Lion Dental Cream* toothpaste that comes in a tube



1920

Launches *Plant-derived Lion Laundry Soap*. First time for plant materials to be used in soap and also for the praises of plants to be sung in Japan



1938

Launches *Lipon*, a high-grade, alcohol-based detergent for washing silks and furs and for cleaning tableware. Japan's first mineral oil-based synthetic detergent for home use



1948

Launches *Lion F Cream*, Japan's first toothpaste with fluorine. Effect of fluorine in preventing cavities becomes more widespread



1950s-

Develops many first-in-Japan products

1956

In response to health hazards caused by parasites, launches *Lipon F*, Japan's first kitchen detergent for washing fruit and vegetables as well as tableware



1962

Launches *Hi TOP*, Japan's first foam-suppressing laundry detergent, in rapid response to foam in rivers caused by synthetic detergents



1963

Commences sales of *BUFFERIN* antipyretic analgesics



1966

Launches *Mama Lemon* lotion-type detergent for washing tableware and vegetables



1979

Launches *TOP with Enzyme Power* laundry detergent. Improves detergency by incorporating as a component, enzymes that break down protein grime



1980s-

Diversification of cleanliness business

1981

Launches *Clinica Lion* toothpaste that breaks down plaque with enzymes. Advances prevention of cavities by research that is more scientific



1992

Launches *Emeron Shokubutsu-Monogatari* (Plant Story) 100% plant-derived soap, expands lineup of products based on plant-derived materials



1993

Launches *Dentor Systema Lion* (liquid toothpastes, tooth-brushes, dental rinses) for prevention of periodontal disease



1997

Launches *KireiKirei Medicated Hand Soap* that features sterilizing components. Along with its product promotes hand-washing habits to raise awareness for cleanliness



2000s

Responses to lifestyle diversification

2000

Launches *Charmy V*, a detergent for use in the kitchen that with one application retains its cleaning power for a long time and can disinfect sponges



2001

Launches *Heyaboshi* (Hang-to-Dry Indoors) *TOP*, a laundry detergent that prevents unpleasant odors when drying clothing indoors



2007

Launches *CHARMY Awa no Chikara* (Power of Suds) dishwashing detergent. Realizes high washing performance by means of proprietary foaming technology and thus makes dishwashing easier



2007

Launches *Clinica Cavity Protect* toothpaste formulated with plaque-degrading enzymes and antibacterial agents as well as fluorine



2010s

Toward a new growth stage

2010

Launches *TOP NANOX*, a super-concentrated liquid laundry detergent. Enhances detergency by means of new ingredients that lift grime from fibers



2012

Launches *LOOK Bath Antimold Fogger*, which uses silver ion fog to sterilize and prevent mold growth. Expands market for mold remover



2014

Releases renewed *CLINICA* brand "from a Preventive Dentistry Perspective"



2016

Launches *hadakara Body Soap*, featuring Japan's first moisture-adsorbing formula, which ensures moisturizer is not washed away



V-1 Plan 2012-2014

Management Indicators (Actual Results)	
Net Sales	2014 ¥367.3 billion <small>(Japanese GAAP)</small>
Operating Margin	2014 3.4%
ROE	2014 6.2%

V-2 Plan 2015-2017

Management Indicators (Actual Results)	
Net Sales	2017 ¥342.7 billion <small>(IFRS)</small>
Operating Margin	2017 8.9%
ROE	2017 12.7%

The LIVE Plan 2018-2020

Management Indicators (Targets)	
Net Sales	2020 ¥400.0 billion <small>(IFRS)</small>
Operating Margin	2020 10%
ROE	2020 12% level

Over the three-year period of the LIVE Plan, Lion will designate ¥100 billion for growth investment to accelerate business growth toward "becoming an advanced daily healthcare company" and continually increase earnings.