

Message from the Chairman



Itsuo Hama
Representative Director,
Chairman of the Board of Directors

In the 130 years since its founding, Lion has continued to look closely at consumers' lifestyles and contributed to better lives by promoting better living habits. Tooth brushing habits, which are essential to our everyday lives, are known to not only contribute to oral health but also play a major part in maintaining the overall health of the body. In addition, with the spread of COVID-19 in recent years, the importance of hand washing has once again come to the fore.

At Lion we have also been promoting environmentally friendly habits as a response to increasingly serious social issues such as climate change and marine plastic pollution. One-rinse laundry cycles, for example, which many people now use, help to save water and electricity. The use of refill laundry detergents and other products are an important habit that contributes to reduced plastic usage and promotes recycling. Going forward, we will continue working to establish these habits overseas, as well as in Japan.

In addition to promoting a healthy body and mind, we believe that habits such as the ones above can play an important part in helping to achieve a sustainable society. Accordingly, we have defined our purpose as "Make a difference in everyday lives by redesigning habits: ReDesign." We have also formulated a new set of beliefs to promote understanding of our purpose among employees and to provide them with guidelines to act and make decisions independently. These five beliefs describe the ideal path for Lion to follow.

At Lion, we will take full advantage of our unique approach to addressing society's issues through product development, services and the creation of new habits, while placing the highest priority on customer satisfaction. To ensure that we become a highly trusted company that exceeds the expectations of its stakeholders—be it our shareholders, customers, business partners, communities or employees—we will work to further enhance our corporate value.

And, to ensure that we continue to exceed expectations and maintain this high level of trust, with the Board of Directors leading the way, we will promote corporate governance through active, open dialogue with our external directors who come from wide-ranging backgrounds.

Make a difference in everyday lives by redesigning habits