“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
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.
Corporate Motto / Management Philosophy

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.

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

1900
Develops Lion Hamigaki, a tooth brushing powder that comes with charity coupons

1911
Successfully develops Japan’s first laminated tube

1920
Launches Plant-derived Lion Laundry Soap First time for plant materials to be used in soap and also for the pears of plants to be sung in Japan

1938
Launches Lion, 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 fluoride Effect of fluoride in preventing cavities becomes more widespread

1950s–
Diversification of cleanliness business

1956
In response to health hazards caused by parasites, launches Lion F, Japan’s first kitchen detergent for washing fruit and vegetables as well as tableware

1962
Launched Hi TOP, Japan’s first foam-suppressing laundry detergent, in rapid response to foam in rivers caused by synthetic detergents

1966
Launches Mama Lemon liquid-type detergent for washing tableware and vegetables In response to consumer needs, a detergent that is gentle to hands

1979
Launches TOP with Enzyme Power laundry detergent Improves detergency by incorporating as a component, enzymes that break down protein grime

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, toothbrushes, 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

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 Hayabashi (Hang-to-Dry Indoor) 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 fluoride

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 steralize and prevent mold growth Expands market for mold remover

2014
Releases renewed CLINICA brand “from a Preventive Dentistry Perspective”

2016
Launches HadaKura Body Soap, featuring Japan’s first moisture-ad sorbing formula, which ensures moisturizer is not washed away

The LIVE Plan 2018–2020

Management Indicators (Targets)
Net Sales 2020 ¥400.0 billion (IFRS)
Operating Margin 2020 10% level
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.
Lion’s Value Creation Model

Since its founding, Lion has sought to build a healthy and comfortable living for people through the creation of better lifestyle habits, in line with its Company motto of “Fulfilling a Spirit of Love.” By striving to realize its new Management Vision of “becoming an advanced daily healthcare company,” and taking the lead in fostering people’s contentment from a new perspective, Lion aims to increase corporate value and help build a sustainable society.

The main social issues resolved through business operations
- Protection of global environment
- Response to rapidly advancing ultra-aging society
- Improving quality of life (QOL)

Financial Capital
- Net assets ¥204.2 billion
- Total assets ¥355.3 billion
- Planned capital investment ¥33.0 billion (2019)

Human Capital
- No. of Lion Group employees 6,941 persons

Intellectual Capital
- R&D expenditures ¥10.9 billion
- Social and Relationship Capital
  Participants in Oral Health Event—Tooth Brushing for Children
  Approx. 240 thousand children

Natural Capital
- Energy input 78,924 kL

Four Strategies of the LIVE Plan
1. Expand and Evolve Our Business Domains through New Value Creation
2. Accelerate Growth in Overseas Businesses through Glocalization
3. Reinforce Our Management Base through Business Structure Reform
4. Create Dynamism to Foster Innovative Change

Business Activities and Strategy

Creation of Better Lifestyle Habits
- Consumer Products Business
  - Oral Care Products
  - Beauty Care Products
  - Fabric Care Products
  - Living Care Products
  - Pharmaceuticals (OTC)

Overseas Business
- Southeast Asia
- Northeast Asia

Industrial Products Business
- Chemical Products
- Detergents for Institutional Use Products

Foundation Supporting Lion’s Value Creation
- Human Resources Development
- Research and Development
- Supply Chains

Response to the Environment and Society

Corporate Governance

Creation of Shared Value

Vision and Strategy

DNA Vision and Strategy

Business Foundation

Performance

2020
- Group Targets
  - Achievement of Medium-Term Financial Targets

2030
- Vision
  - Becoming an advanced daily healthcare company
- Social Value
  - Extension of healthy life expectancy
  - Ensuring people’s everyday wellbeing
  - Environmental contribution in building a sustainable planet

Investment for resolving social issues
Management Vision

Looking toward 2030

Becoming an Advanced Daily Healthcare Company

The Group has worked to improve business performance under Vision 2020. But, in light of the drastically changing environment going forward, Lion believes that it must clarify the orientation of its businesses and accelerate efforts aimed at innovation in order to meet the needs of society and customers and sustainably increase its corporate value.

Lion has set its new vision for 2030 as “Becoming an advanced daily healthcare company.”
The Four Strategies/Goals of the Medium-Term Management Plan: The LIVE Plan

Aiming to achieve the management vision, we will implement a medium-term management plan, the LION Value Evolution Plan (LIVE Plan), over the three-year period of 2018 to 2020.

1. Expand and Evolve Our Business Domains through New Value Creation

Creating new combinations of various technologies and services, we will create new business value that realizes “healthy minds and bodies for all”.
- Oral-to-Body Solution
  We aim for expansion and evolution that will create an “oral health care business” in which oral care contributes to whole-body health care.
- Daily Self-Care Enhancement
  We will work toward evolution aimed at creating a health care business that will, in turn, “ReDesign” daily living to create helpful habits that help enhance QOL.
- Infotech Health Support
  We will create new health care business models that leverage cutting-edge technologies, such as IoT and AI.

2. Accelerate Growth in Overseas Businesses through Glocalization

Focusing on growing markets in Asia, we will integrate globalization and localization approaches to create unique competitive advantages and thereby expand the scale of our businesses and the areas in which we operate.
- We will evolve Group management by reinforcing regional management.
- We will aim for business area expansion based on e-commerce channels and M&A.

3. Reinforce Our Management Base through Business Structure Reform

By improving management infrastructure and revising the business portfolio to stay ahead of changes in the environment, we will reinforce our management base to enable sustainable business growth.
- We will reinforce investment in the flexible, efficient manufacturing infrastructure that will drive business growth.
- We will build more advanced and sustainable supply chains.
- We will reinforce information system foundations to promote more-sophisticated Group management.
- We will advance revisions of business fields and the Group structure to improve the efficiency of management resources and business activities.

4. Create Dynamism to Foster Innovative Change

We aim to foster corporate strength that will win out over global competition by promoting diversity and openness in our human resources, organizations, and corporate culture.
- We will create human dynamism by utilizing diverse human resources.
- We will create organizational dynamism that fosters ambition and creativity through open innovation.
- We will create management dynamism through environmental, social, and governance (ESG) initiatives and the reinforcement of health and productivity management.

Investment Strategy

Under the LIVE plan, Lion plans to invest a total of ¥100 billion over a three-year period. Funds will be allocated to further strengthen the management foundation and gain new growth opportunities, including considerable increases in such areas as R&D, production infrastructure, and IT infrastructure. In addition, both in Japan and overseas, we will designate funds to acquiring external resources and exploring new businesses through M&A.

The Live Plan Financial Target (Consolidated)

<table>
<thead>
<tr>
<th>Category</th>
<th>Targets for 2020</th>
<th>Ratio to net sales</th>
</tr>
</thead>
<tbody>
<tr>
<td>Net sales</td>
<td>400</td>
<td>—</td>
</tr>
<tr>
<td>Core operating income</td>
<td>40</td>
<td>10.0%</td>
</tr>
<tr>
<td>Operating profit</td>
<td>40</td>
<td>10.0%</td>
</tr>
<tr>
<td>Profit for the period attributable to owners of the parent</td>
<td>28</td>
<td>7.0%</td>
</tr>
<tr>
<td>ROE</td>
<td>12% level</td>
<td>—</td>
</tr>
</tbody>
</table>

* Effective from the fiscal year ended December 31, 2018, the Lion Group voluntarily adopted International Financial Reporting Standards (IFRS).
Aims of the New Management Vision

Lion's new Management Vision for 2030 is to “become an advanced daily healthcare company.” This vision, formulated in 2018, aims to accelerate the shift to a new stage of growth by clarifying Lion’s direction for the future, increasing the pace of reform while being responsive to changes in the business environment, and sustainably enhancing corporate value.

The business environment for Lion is changing rapidly as a result of the aging population, greater health consciousness, and an expansion in products and services utilizing digital technologies. Considering this market, we formulated our Management Vision with the aim of being a company with an even greater presence, and that is considered essential by society and customers, both in Japan and throughout Asia. Through the ReDesign of the everyday rituals to become more natural, easy, and enjoyable, we will contribute to healthy minds and bodies for all customers, and establish a solid position for Lion as a leading company. This is, in essence, the purpose of Lion Corporation.

"Becoming an advanced daily healthcare company"

The foundation of Lion Corporation’s management is “Fulfilling a Spirit of Love,” a value that has continued unchanged since our founding. For over 120 years, Lion has offered exceptional products and services that make everyday life better. Going forward, with the aim of realizing advanced health care, Lion is taking the lead in fostering contentment from a new perspective in order to increase corporate value and help build a sustainable society.

Both inside and outside the company, Lion is demonstrating the reason that it exists, the contributions it makes to the world, and the type of company that it endeavors to be.

In 2018, with the aim of being an advanced daily healthcare company, Lion launched the three-year LION Value Evolution (LIVE) Plan. Through this plan, we accelerate business growth, placing priority on creating a new growth engine looking ahead to 2030. To achieve this, in January 2019, Lion put in place a two-person top management structure comprising the chairman (CEO) and president (COO). The chairman will integrate the business strategy of the corporate group, and work to generate business value from a medium- to longer-term perspective, in order to establish powerful growth engines. The president will handle business execution overall, further accelerating the growth of existing businesses, and advancing them to a higher level.

We believe that this “dual-handed management” will further enhance corporate value.

Itsu Hama
Representative Director, Chairman of the Board of Directors

Masazumi Kikukawa
Representative Director, President and Executive Officer
Review of the First Year of the LIVE Plan

Four Basic Strategies of the LIVE Plan

1. Expand and Evolve Our Business Domains through New Value Creation
2. Accelerate Growth in Overseas Businesses through Glocalization
3. Reinforce Our Management Base through Business Structure Reform
4. Create Dynamism to Foster Innovative Change

Expand and Evolve Our Business Domains through New Value Creation

Through the integration of various technologies and services, Lion is working to create new business value that realizes “healthy minds and bodies for all”.

- **Continued growth for high value-added products**
  The market environment for existing businesses remains harsh, but Lion is continuing to focus on customer experience-based value that elicits a sympathetic or emotional response, developing brands and enhancing added value. During 2018, we received a positive response for value-creating products such as LOOK Plus Bath Cleansing bathtub cleaner, hadakara Body Soap, and NONIO toothpaste and dental rinse. We expect these positive effects to continue in 2019 and beyond.

- **Initiatives in new business fields**
  Lion is venturing into new businesses utilizing leading-edge technologies. Examples include the development of a smartphone app that uses digital data to support bad breath care, and the commercialization of VISOURIRE, a beauty appliance launched through a crowdfunding platform.

Accelerate Growth in Overseas Businesses through Glocalization

Focusing on the growing markets in Asia, we will integrate globalization and localization approaches to create unique competitive advantages and thereby expand the scale of our business and the areas in which we operate.

- **Growth in Southeast Asian markets**
  Lion expanded sales mainly in Thailand and Malaysia, while also managing to counter the negative impact from higher material costs through cost reductions and other measures, with a significant increase in earnings.

- **Structural reforms in Northeast Asia**
  Lion reformed the business structure in China, creating a foundation for future business growth. We feel that this will allow us to increase the pace of growth from 2019.

- **Promoting preventive dentistry**
  Preventive dentistry is an initiative backed by governments, health experts, and retailers. The aim of preventive dentistry is to improve people’s health, and at the same time expand business. Lion is making efforts in countries and regions in Asia for further expansion going forward.

Reinforce Our Management Base through Business Structure Reform

By improving management infrastructure and revising the business portfolio to stay ahead of changes in the environment, we will reinforce our management base to enable sustainable business growth.

- **Expanded production capacity in the oral care sector**
  Under the LIVE plan, Lion plans to invest a total of ¥100 billion over a three-year period on R&D, M&A, and facilities. During the initial year of the plan, we expanded production capacity in anticipation of growth in the oral care sector, both in Japan and overseas. As part of this expansion, Lion established a new toothbrush manufacturing plant in Sakaide, Kagawa Prefecture and launched its operations. Lion also built a new facility for dental-rinse at the Akashi Plant (Akashi, Hyogo Prefecture), increasing domestic production capacity. Moreover, the Company decided to build a new toothbrush manufacturing plant to be completed in 2021.

Create Dynamism to Foster Innovative Change

We aim to foster corporate strength that will win out over global competition by promoting diversity and openness in our human resources, organizations, and corporate culture.

Establishment of the Innovation Lab

The Innovation Lab was established in January 2018 as part of the Research and Development Headquarters as an initiative to create new business. Instead of a pyramid-type organization, the lab has a flat structure, with all members encouraged to pursue development with the mindset of an entrepreneur. During its initial year, the lab developed a smartphone app to support bad breath care and, as the next step to practical application, conducted verification tests with employees working for customer service industries. The lab also developed the new beauty device VISOURIRE, using Japan’s largest crowdfunding service Makuake to support commercialization. The product is expected to be available in 2019.

ReDesign Forum

Lion brought together around 100 young employee volunteers to advance internal reforms. The aim of this forum is to consider management messages such as the new Management Vision and Purpose and apply them to everyday business practices, suggesting their own ideas and discussing directly with the management. In effect, this was an effort to ReDesign the mindset of management and employees and change the future of Lion.
Management Acceleration

The keyword for 2019 is “Acceleration”. To achieve this, Lion will implement reforms from the three standpoints of sensitivity, decision-making, and business implementation. We aim to reach new levels of sensitivity that will detect signs of risks and opportunities before others, make decisions quickly in response, and take immediate action. We expect to see the benefits from this in fiscal 2019 and fiscal 2020.

To support continued business growth, in the domestic market we will generate high value-added products, while for the overseas market we will further enhance the pace of profitable growth.

Domestic Business

Japan has entered a period of population decline, but we expect to realize sustainable growth by stepping up the pace of our ongoing efforts to offer high value-added products. We find untapped high value-added areas, the “blank spaces” in the market, and target these with focused activity. For example, one of the new products launched in 2019 CLINICA ADVANTAGE NEXT STAGE Toothpaste, a toothpaste enhancing preventive dentistry for adults. This product expands the category of cavity prevention toothpaste, an area where there have been few advances in high value-added products. BUFFERIN Light, an antipyretic analgesic and has a milder efficacy that greatly reduces the burden on the body, is uncovering demand among consumers who have reduced their use of antipyretic analgesics, or who’ve never taken them before. These products stimulate the market by raising unit prices and generating new demand.

In the fabric care sector, where price competition remains fierce, we feel that fundamental innovation is needed. Without adding excessive price competition for liquid and powdered detergents, we are focusing on super-concentrated liquid laundry, continuing on a high value-added track. We are also pursuing development of new style detergents.

Overseas Business

Penetrating the Chinese market is the key to expansion in the overseas business. Lion reformed its business structure in China in 2018, and this fiscal year is taking steps for profitable growth. We are concentrating on specific brands and regions, and developing online sales channels, as well as offline channels from the standpoint of the product ripple effect. Lion’s greatest strength is the sense of trust that comes from “Made in Japan.” The number of visitors to Japan is expected to rise sharply with the 2019 Rugby World Cup and 2020 Tokyo Olympic Games, and we will seize this opportunity to raise awareness of Lion products among inbound visitors and encourage trial purchases, generating repeat demand after they return to their own countries.

In the fabric care sector, where price competition remains fierce, we feel that fundamental innovation is needed. Without adding excessive price competition for liquid and powdered detergents, we are focusing on super-concentrated liquid laundry, continuing on a high value-added track. We are also pursuing development of new style detergents.

Since its founding, Lion has placed importance on contributing to society through its business activities, and sustainability management continues in Lion’s corporate DNA. We also believe that “sustainability” will be a vital keyword to realizing our management purpose. In the LIVE plan, with a thorough understanding of the requirements of societies described in the ISO 26000 international standard for social responsibility, as well as universal issues such as the UN Sustainable Development Goals (SDGs), we put our heads together on management issues, and identified the important sustainability issues for Lion to pursue as a company, and set targets for 2020. Along with ESG (environmental, society and governance) measures aimed at establishing a stronger management foundation, Lion is also actively pursuing CSV (creating shared value) for its business and society, and generating opportunities. These efforts have been recognized and highly regarded, leading to Lion being included in various ESG indices in Japan and overseas.

Further, in 2019 we plan to establish a Sustainability Promotion Meeting comprising management members, in order to strengthen sustainability management.

Going forward, Lion will continue to pursue sustainability management, in order to be a highly trusted company that meets the expectations of society.
## Lion’s Sustainability

**Basic Approach**

With its origins in soap and toothpaste, Lion has aimed to promote daily health for people, since its foundation, by providing useful products and have driven educational activities and provision of information to consumers, thus helping to foster good habits. We have long been deeply aware that the pollution of the global environment is a worldwide issue and have taken steps to respond to environmental concerns such as by developing environment-friendly products. Lion has, and will continue to respond to social issues, which change overtime, and will promote initiatives for a sustainable, society and business growth.

We are committed to providing solutions to social issues both in and outside Japan such as improvement of QOL, and to contributing to the UN Sustainable Development Goals (SDGs) through our business activities in the field of healthcare. In line with this, the Lion Group will contribute to achieving Goal 3 of the SDGs—ensure healthy lives and promote well-being for all at all ages—through our products and services. We aim to turn the world vision of the SDGs into reality through the pursuit of our medium-term management plan, the LIVE Plan.

**Materiality**

Toward realization of the LIVE Plan and Management Vision, we have identified our 2020 Sustainability Material Issues through the steps indicated on the right and have classified them into risks and opportunities with careful consideration for the entire supply chain and stakeholders. We have also defined the directions for initiatives to be executed in response to each issue and have set targets and KPI. We will dedicate ourselves to strengthening our management foundation by reducing risks and to realizing individual “healthy minds and bodies for all” through oral health care and cleanliness and hygiene rituals.

### Approach to identify our Sustainability Material Issues

1. **Identify social issues**
   - 39 social issues were identified based on ISO 26000, the SDGs, the GRI Standard and the ten principles of the UN Global Compact.

2. **Consider their degrees of impact on society and businesses**
   - The issues identified in Step 1 were arrived at by conducting important evaluation from the perspective of degrees of impact on society and businesses respectively, and by conducting reviews related departments, the director in charge of sustainability, and the Board of Directors.

3. **Investigate validity of material issues**
   - The validity of each item was investigated while incorporating the viewpoints of third-party institutions, and reviews were conducted as necessary.

4. **Obtain approval from the Executive Committee and Board of Directors**
   - The identified 2020 Sustainability Material Issues were approved by the Executive Committee and Board of Directors.

## Risks and Opportunities Regarding Sustainability Material Issues in the Supply Chain

<table>
<thead>
<tr>
<th>Sustainability Material Issues</th>
<th>Procurement of Raw Materials, Packages and Containers</th>
<th>Major Initiatives Undertaken by Lion</th>
<th>Use by Consumers</th>
<th>Disposal by Consumers</th>
</tr>
</thead>
</table>
| **Risks**                     | • Promoting Environmental Initiatives for a Sustainable Planet  
• Respecting Human Rights  
• Building Responsible Supply Chain Management  
• Promoting Risk Management  
• Embedding Compliance  | • Promoting Diversity  
• Promoting a Work-Life Balance  
• Developing Human Resources  
• Reinforcement of Health and Productivity Management  
• Pursuing Customer Trust and Satisfaction  
• Creating Healthy Living Habits  |  |  |
| **Opportunities**             |  |  |  |  |

### Key Stakeholders

- **Business Partners**
- **Employees**
- **Shareholders and Investors**
- **Local Communities**
- **Customers**

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The UN's 17 Sustainable Development Goals (SDGs)

Cited from the website of the United Nations Information Centre.

The UN's 17 Sustainable Development Goals (SDGs)

Cited from the website of the United Nations Information Centre.
## 2020 Sustainability Material Issues and Objectives

The following are the Lion Group's Sustainability Material Issues and Objectives to be implemented by 2020. Further details in relation to the status of progress toward the implementation of the objectives are updated in Lion's Sustainability Report and on the website.

<table>
<thead>
<tr>
<th>Core Subjects</th>
<th>Sustainability Material Issues</th>
<th>Directions for Initiatives toward the 2020 Objectives</th>
<th>2020 Objectives and KPI</th>
<th>Web</th>
</tr>
</thead>
</table>
| **E** The Environment | Promoting Environmental Initiatives for a Sustainable Planet | Work together with consumers and local communities actively to promote environmental conservation activities, aiming harmonization of a sustainable society and the development of our businesses. | ▪ Promotion of environmental business management  
Promote and achieve the "Eco Vision 2020" environmental objectives (Global)  
Establish the "New Environmental Objectives 2030" to minimize environmental impacts over the entire life cycle of products, including at the stage of their use in customer households (Global)  
Promote appropriate use and management of chemical substances (Global)  
Confirm and review the progress of environmental management through top environmental audits and the Sustainability Promotion Meeting*1 (Domestic) | [Websites are only in Japanese] |
| **S** Human Rights | Respecting Human Rights | Build a Group system which respects human rights. | ▪ Enhancement of initiatives for respecting human rights based on the Group philosophy  
Formulate human rights policies for all Lion companies (Global)  
Expansion of internal and external contacts for reporting and consultations 100% recognition rate for the "4L heart hotline" (Domestic) | [Websites are only in Japanese] |
| **S** Labor Practices | Promoting Diversity | Expand creative business activities through the application of diverse human resources. | ▪ Promotion of activity by women at the management level  
Develop female employees to drive the next generation of management (Global)  
20% proportion of female employees at the management level (Domestic) | [Websites are only in Japanese] |
| | Promoting a Work-Life Balance | Create an uplifting feeling among employees through work style reforms. | ▪ Realization of smart work*2 to harmonize productive work and personal lives  
Implement employee awareness and behavior surveys (Domestic)  
70% usage rate of annual paid leave (Domestic) | [Websites are only in Japanese] |
| | Developing Human Resources | Create personal dynamism by developing human resources with diverse and abundant ideas which enable to fulfill the expectations of global stakeholders. | ▪ Arrangement of human resources development systems to successfully cultivate personnel who can learn and act independently | [Websites are only in Japanese] |
| | Enhancing the Occupational Safety Management System | Enhance and thoroughly enforce the Occupational Health and Safety Management System across the entire Group. | ▪ Thorough enforcement of occupational safety and the safety of facilities  
0 serious accident and 0 serious incident (Global) | [Websites are only in Japanese] |
| | Reinforcement of Health and Productivity Management | Build a Lion’s health management model, which will be appropriate for an advanced daily healthcare company. | ▪ Expansion of support programs to aid employees in forming health care habits  
100% health checkups (Domestic)  
100% dental checkups (Domestic)  
100% rate of receiving examinations for cancer classified by age (Domestic) | [Websites are only in Japanese] |
| **F** Fair Operating Practices | Building Responsible Supply Chain Management | Promote management with high effectiveness in the supply chain. | ▪ Build more advanced and sustainable supply chains  
Implement supplier sustainability self-checks related to procurement (Global)  
100% implementation rate of supplier sustainability self-checks related to procurement (Domestic) | [Websites are only in Japanese] |
| **C** Consumer Issues | Pursuing Customer Trust and Satisfaction | Thoroughly promote corporate activities with a high level of credibility to customers across the entire Group, and further develop customer-oriented management. | ▪ Enhancement of reliability assurance systems covering the entire supply chain  
Improvement of customer satisfaction through enhancement of customer support quality  
Enhancement of security system through system construction and supervisory management enhancement | [Websites are only in Japanese] |
| **C** Community Involvement and Development | Creating Healthy Living Habits | Contribute to the creation of healthy living habits such as oral health care, and cleanliness and hygiene practices and habits, in order to extend healthy life expectancy of all people and to ensure people's everyday well-being. | ▪ Implementation of activities to establish health care habits such as preventive dentistry and hand washing, in coordination with business activities  
Contribution to the resolution of social issues based on co-existence with communities, involvement by employees, and enhancement of partnerships | [Websites are only in Japanese] |
| **G** Organizational Governance | Promoting Risk Management | Enhance the risk management system for the entire Group. | ▪ Promotion of comprehensive and extensive risk management across the entire Group | [Websites are only in Japanese] |
| | Embedding Compliance | Enhance the effectiveness of compliance activities across the entire Group. | ▪ Construction of a compliance management system  
Expand familiarity with the Lion Group Charter for Corporate Behavior and the Behavioral Guidelines (Global)  
100% rate of participation in compliance-related training (Domestic) | [Websites are only in Japanese] |
| | Enhancing Group Governance | Engage in enhancing governance for the entire Group. | ▪ Arrangement of a Group Governance System in accordance with the Basic Policy for Corporate Governance | [Websites are only in Japanese] |

*1 Was held as the "Environmental Action Promotion Committee" until 2016.  
*2 Work styles to promote highly-concentrated work in order to improve productivity.
**Financial and ESG Highlights**

### Financial Highlights

**Net Sales**

¥349.4 billion

- Net sales rose ¥6.6 billion, a year-on-year increase of 2.0%.

**Operating Profit**

34.1 billion

- Substantial year-on-year increase of 12.2%.

**Basic Earnings per Share**

¥88.11

- Year-on-year increase of 12.3%.

**Cash Dividends per Share**

¥20

- Third consecutive fiscal year of dividend growth. Annual dividend projected to again increase in 2019 to ¥21 per share.

### ESG Highlights

**Reduction of Greenhouse Gas Emissions from Business Activities**

-48%  

*1 Compared to 1990 levels; Absolute quantity; Business locations in Japan

**Reduction of Water Use in Business Activities**

-48%  

*2 Compared to 2000 levels; Absolute quantity; Business locations in Japan

Lion is promoting energy-saving activities throughout the entire Company, including the production, administration, sales, and R&D divisions.

**Participants in the Oral Health Event of Tooth Brushing for Children**

Approx. 1.45 million  

(cumulative from 1932 to 2018)

The Oral Health Event of Tooth Brushing for Children is held annually in June during the “Dental/Oral Health Week” for elementary school students. The goal of the event is to raise awareness toward the importance of dental and oral health. In 2018, a record number of schools and students participated. The event was attended by roughly 210,000 students from elementary schools across Japan and six other Asian countries and regions.

**Proportion of Female Employees at the Management Level**

15.8%

Lion is working to promote diversity with an eye toward the 20% target set for 2020.
Consumer Products Business

This business encompasses products and services for everyday living, especially oral care, beauty care, fabric care, living care and pharmaceuticals.
During the first year of the LIVE Plan, the Consumer Products Business (domestic business) focused on creating high-value-added products and on improving the product mix. We introduced new toothpastes, toothbrushes, dental rinses, body soaps, laundry detergents, fabric softeners, eye drops, and other new products, and pursued growth through aggressive marketing strategies. In Living Care Products, our launch of LOOK Plus Bath Cleansing as a new product that offers new lifestyle habits received a positive response. Meanwhile, under the influence of an increasingly competitive environment for liquid detergents, overall net sales in the Consumer Products Business fell 4.0% compared to the previous year and external sales increased 0.1%.

The Consumer Products Business is investing its priority resources in the following areas to realize the LIVE Plan.

- Establishing overwhelming competitive advantages in Oral Care Products
- Maintaining a stable presence in Fabric Care Products
- Expanding the Pharmaceutical (OTC) Business
- Creating a new customer experience through the use of technology

Source: INTAGE Inc., SRI survey, each category. Data are from January through to December 2018 on the basis of sales amount.

Against a backdrop of less disposable time among consumers, advancing digitalization, population decline, and other major changes in the market, the Consumer Products Business is now experiencing more intense domestic competition. Likewise, in the Consumer Products market, as a result of each person having less disposable time, the amount of time and effort consumers spend on making purchasing decisions is falling. In this operating environment, Lion must now acquire a deeper understanding of its customer’s lifestyle to ensure our products bring about a positive impact on them. Further, it has become ever more important for the Company to implement more easily understandable brand communication in every realm, from the point-of-sale in retail stores to digital.

To drive market growth given the state of population decline, it has become important for Lion to maintain a greater sense of speed in developing high-value-added products whose significance stems from the creation of new value for its customers. The Lion products that are well-received by our customers are based on these initiatives. And we believe that accelerating these initiatives will lead to future growth.
Establishing the Utopia of Convenience "LIVE Plan"

Lion has been dedicating its business operations to promoting value creation for both society and business. The "LIVE Plan" is not only a business plan but also a plan to create a new future for business and society. As part of the "LIVE Plan," Lion has been continuously engaged in solving social issues that change with the times under its spirit of "CSV (Creating Shared Value)."

"LIVE Plan" is an abbreviation of "Liberating Innovation for Value Evolution." The "LIVE Plan" is a plan that Lion will pursue in the next three years from fiscal year 2020 to fiscal year 2022 to create new value through the development of new products, services, and businesses.

"LIVE Plan" is a part of Lion's "Sahara Vision" for the future.

"LIVE Plan" is a part of Lion’s "Sahara Vision" for the future. The "Sahara Vision" is a vision for creating new value for society and business through Lion’s business operations.

In Oral Care, from all directions Lion conveys the best product solutions and the benefits brought about by these for consumers in every stage of life, starting from before their first birthday. Lion believes that raising the oral care consciousness of Japanese consumers and making proper care habitual will improve the QOL of all generations. Lion creates a new lifestyle habit for our customers through the know-how we have acquired from our many years of oral care educational activities and through our deep network within the dentistry world. For example, we have expanded the practice of preventive dentistry domestically through continued communications since 2014. Spreading these preventive dentistry practices has both expanded the market and connected to a higher QOL among the population. Lion will continue to provide outstanding products, communication, and point-of-sale activities as a means of creating an excellent oral care experience among our customers and of continuing to drive market expansion.

Likewise, Lion offers convenient products that help laundry dry quickly, continue to deodorize throughout the day, and continuously give off an unchanging scent, thereby expanding support among our customers.

Expanding the Pharmaceutical (OTC) Business

The OTC Business contributes to a higher QOL among consumers through the continued creation and delivery of new value. At the same time, by pioneering new markets as a leader in promoting self-medication, Lion is undertaking the challenge of establishing its presence in logistics and maintaining a balance with the shift to highly profitable businesses.

In aiming for further growth in the OTC Business, Lion foresees the greater occurrence of diseases related to macro-trends, including higher stress levels, the social advancement of women, more allergies, aging, and the spread of digital devices. We therefore prioritize the enhancement of these areas and continue to undertake these challenges.

More recently, a personalized use of OTC pharmaceuticals is increasing, and therefore a shift from family-use to pharmaceuticals suited to individual needs is continuing. Lion will capture these needs and enhance our digital-based marketing in the future.

Creating a New Customer Experience Through the Use of Technology

One important step in aiming to “become an advanced daily healthcare company” is the creation of a new customer experience through the use of AI and IoT. Lion is advancing these types of unprecedented, breakthrough initiatives in our existing businesses and new businesses.

**NONIO MIRROR**

As an oral care brand to fight bad breath, NONIO launched the NONIO MIRROR mobile phone app. This app checks for the risk of bad breath and supports smiles as a means of assisting communication among consumers. This app goes beyond simply evaluating the user’s smile. Instead, it assists smiling-based communication between peers by checking and ranking smiles of those in group photographs. Furthermore, by simply using your smartphone to take a photograph of your tongue, the app enables users to evaluate their risk of bad breath, which is difficult for individuals to recognize on their own and is thus a source of uncertainty. Moreover, the app also gives advice on how to reduce bad breath using our oral care brand NONIO.

**Technology-Based Services**

Our purpose is, without question, to change everyday rituals to become more natural, easy, and enjoyable. This is the concept that is expressed by "ReDesign" as the keyword raised in the LIVE Plan. By instilling this concept of "ReDesign" into each one of our brands, we enhance the support (engagement) for our brands.

**Promoting CSV (Creating Shared Value)**

Since our founding, Lion has been continuously involved in solving social issues that change with the times under its spirit of “Benefiting Society through Business Activities.”

Even today, this spirit continues to serve as Lion’s DNA as we promote CSV in creating value for both society and business.

**Promoting a Toothbrush Recycling Program**

Since 2015, in collaboration with TerraCycle Japan, Lion has promoted a program established to collect and recycle used toothbrushes. Through this program, Lion encourages consumers to replace toothbrushes at a rate that we consider appropriate (once a month), thereby providing a location for recycling activities in which our customers can freely participate.

**Resulting Business Value**

- Increase in toothbrush sales
- Greater Lion presence

**Resulting Social Value**

- Maintain and promote health through the replacement of toothbrushes at the appropriate rate (once a month)
- Higher environmental consciousness among society
Overseas Business

By promoting the adoption of health care habits, we will contribute to comfortable and healthy living environments for people throughout Asia.

- **Thailand**: Toothpastes, toothbrushes, and laundry detergents (Share No.2)
- **Malaysia**: Laundry detergents (Share No.1)
- **Singapore**: Laundry detergents and dishwashing detergents (Share No.1)
- **Indonesia**: Dishwashing detergents (Share No.2)
- **South Korea**: Hand soaps (Share No.1)
- **China**: Toothbrushes (e-commerce) (Share No.1)
- **Taiwan**: Laundry detergents and dishwashing detergents (Share No.1)
- **Hong Kong**: Hand soaps (Share No.1)

Net Sales for 2018 (Consolidated)

¥94.7 billion (External Sales)

Note: P.T. Lion Wings in Indonesia is not covered in scope of consolidation.

Market share information above is based on surveys by Lion.
Overseas Business

In aiming to “become an advanced daily healthcare company” in Asia, Lion has been expanding business in Northeast and Southeast Asia.

In its overseas businesses, Lion expends its full energies on accelerating growth through Glocalization as one of the strategy frameworks in the LIVE Plan. In order to realize this goal, in addition to addressing the shared regional needs of today’s rapidly growing middle-income households and the diversity that stems from the unique cultures, customs, and preferences of individual countries, Lion is constructing and evolving new cooperative frameworks with both its overseas affiliates and various business partners.

Enhancing Personal Care

Lion has positioned personal care as the foremost important field in supporting the future growth of its overseas business. Until now, detergents and other fabric care products have accounted for a significant portion of net sales from its overseas business.

In the Asian region, while some countries are experiencing declining birthrates and aging populations, in developing countries populations and incomes are growing. This growth along with leap-frog adoption of the latest technologies, are rapidly leading to the formation of new markets.

Likewise, Lion expects to see greater interest in personal care and health care in these countries. In order to maintain growing profits from overseas businesses amid this market environment, Lion is further strengthening its business foundation by aiming to increase the sales ratio of oral care products that contribute to health maintenance, the principal domestic battlefield, OTC products, and other high-value-added products.

Preventive Dentistry

Among these, Lion placed a particular focus on the oral care business. Oral care is strongly linked to overall health and is extremely important in extending healthy life expectancies. Lion maximizes the use of the technologies and know-how we have accumulated in Japan in our overseas businesses, thereby aiming to become the number one oral care company in Asia.

The key to preventive dentistry activities is for dental experts, logistics, and Lion to act in unison. Through every contact point between these three and consumers, we communicate the same, consistent message and information related to preventive dentistry, and continuously deliver products ideally suited to putting preventive dentistry into practice in the home. In this way, Lion strives to raise the quality of life and value for as many people around the world as possible, and to convert these consumers into fans of Lion Brands.

Review of 2018

During the first year of the LIVE Plan, Lion steadily expanded oral care, laundry detergents, and other aspects of its overseas business in Southeast Asia, in particular Thailand and Malaysia. In Northeast Asia, Lion advanced structural reforms in China and improved profitability. As a result, overseas business total net sales grew 2.4% compared with the previous year (actual growth of 0.5% after accounting for the impact of exchange rates). External sales increased by 4.5% compared with the previous year (actual growth of 2.6% after accounting for the effect of foreign exchange rates), while segment income expanded significantly by 55.8%.

Net Sales (External Sales)

<table>
<thead>
<tr>
<th>Year</th>
<th>Net Sales (Billions of yen)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2018</td>
<td>90.7</td>
</tr>
<tr>
<td>2019</td>
<td>94.7</td>
</tr>
<tr>
<td>2020</td>
<td>112.5</td>
</tr>
</tbody>
</table>

From 2018, Lion began applying International Financial Reporting Standards (IFRS). Values before this have been recalculated to conform to IFRS.
Lion is not simply concerned with delivering high quality products. Rather, our aim is to be a company that helps instill healthy habits, contributes to extending healthy life expectancies, and provides value to society through the delivery of health care solutions that suit our customers as we continue to grow.

Preventive Dentistry Educational Activities

Realizing Regional Optimization

Until now, Lion’s overseas business has focused on “specific optimization,” whereby we sold locally manufactured products suited to markets in specific countries, as well as on selling global brands common to the region, including Japan, in product areas where there is little difference in basic functionality between countries (oral care, liquid soaps, etc.). Each country, lifestyles and needs are converging and standardizing as seen among today’s middle-income households. Therefore, if Lion can develop products shared by different countries from a more global perspective, we can accelerate the speed of manufacturing, from production to sale, as well as improve efficiency in terms of cost.

The strategy designed to realize this capability is the evolution to “regional optimization,” whereby business management straddles the boundaries of countries to cover the larger areas of Northeast Asia and Southeast Asia. From 2019, Lion will boost the number of Lion resident officers that promote this kind of regional deployment. And will work to accelerate and increase the efficiency of overseas businesses, while at the same time strengthening quality.

Even when the content of a product commonly found in different countries is the same, the product must still be designed with tailored fragrances, packages, and sizes in order to suit the needs and preferences of each country. Therefore, it is important to expand concepts globally while putting on locally-tailored final touches. This is the very definition of what we call “Glocalization”. While taking a bird’s-eye view of the overall global market, we analyze and comprehend the trends, characteristics, and features of each country in order to enable regional product development. By raising our sensitivity to these differences, we will acquire various types of primary information while furthering the best approaches to business expansion in each country.

Expanding the China Business

The “Made in Japan” product market, continues to see growing sales in both the inbound and outbound market sectors especially in the Northeast Asia region. Lion believes that the demand for “Made in Japan” products will continue to grow into the future, and therefore, is launching new initiatives aimed at expanding business in China as one of the countries targeted for priority expansion.

The sales routes by which Japanese products reach Chinese consumers comprise inbound routes, through which products are sold domestically while travelers are visiting Japan, and outbound routes based within China. Although there are many outbound routes, including cross-border e-commerce (EC), domestic EC in China, and in-store sales, of these, EC holds the greatest importance, and capturing this market is the key to expanding sales. Therefore, in Japan, Lion merged the business promotion functions delivered through cross-border EC and local domestic EC related to Japanese products, which had previously been independently managed by domestic business divisions and the International Division. Moreover, Lion is advancing more effective expansion by centralizing our product/channel strategies, promotional measures, sales management, and business analysis capabilities throughout the Lion Group, and through ties between channels, including directly targeting promotional activities for inbound Chinese travelers in Japan, customer service, enhancing initiatives with cross-border and domestic EC platform providers, and developing new domestic retail outlets in China.

The demand for Japanese products is also extremely high in regions elsewhere in Northeast Asia, where the quality of Lion’s products, in particular, are held in high regard.

Going forward, Lion will continue to utilize these advantages as a Japanese company and drive business forward in aims of attaining a company position that is deeply embedded in lifestyles in countries throughout Asia.

Preventive Dentistry Activities in Thailand

Activities in Cooperation with Community Health Centers

Activities in Cooperation with Government Hospitals, Health Centers, and Retail Outlets

Baby teeth tend to be neglected more often than adult teeth because they fall out and are replaced. Oral health, however, is said to have an impact on overall health over time, so it is important to put oral care into practice from a young age.

Lion Corporation (Thailand) cooperates with government hospitals and health centers in conducting oral health activities, including dental check-ups, cavity treatments, and toothbrushing instruction. When cavities are found in children during dental check-ups at local schools, dentists apply a treatment called the SMART technique.

Since 2018, Lion has worked with local retail outlets that hold these activities and put on dramas using the KODOMO brand to convey proper toothbrushing methods to children.

Preventive Dentistry Activities in Malaysia

Activities in Cooperation with Dental Experts

The support of dental experts is indispensable for increasing the awareness of oral care among the people of Malaysia, and for instilling and establishing Preventive Dentistry. Therefore, Southern Lion (Lion’s Group company in Malaysia) actively conducts Preventive Dentistry activities in cooperation with dental experts.

As part of these activities, in 2018, Southern Lion organized the SYSTEMA gum care brand booth during the Scientific Convention & Trade Exhibition, an exhibition held by the Malaysian Dental Association in Kuala Lumpur. As a way of helping dental experts participate in the exhibition understand the value of Preventive Dentistry, Southern Lion provided explanations of the capabilities and effects of the SYSTEMA gum care brand and handed-out samples of Systema Toothbrushes. Approximately 1,000 dental experts visited the booth over the three-day event.

Preventive Dentistry Activities in Thailand

Activities in Cooperation with Community Health Centers

Activities in Cooperation with Government Hospitals, Health Centers, and Retail Outlets

Participates Practicing Kenkobi Exercises in the Local Community

These Children Received Dental Check-ups

The staff and the booth at the exhibition were all coordinated to match SYSTEMA gum care brand colors

Overseas Preventive Dentistry Activities
Industrial Products Business

Becoming a global niche company that provides new value to advanced products for our industrial customers

Lion Specialty Chemicals Co., Ltd. President Osamu Yoshitake

Contributing to the creation of safe and comfortable hygienic living environments through our corporate activities

Lion Hygiene Co., Ltd. President Yoshihiro Fushita

Result of Activities in FY2018

<table>
<thead>
<tr>
<th>Net Sales* (External Sales) (Billions of yen)</th>
<th>35</th>
<th>34</th>
<th>32</th>
<th>30</th>
<th>28</th>
<th>26</th>
</tr>
</thead>
<tbody>
<tr>
<td>Percentage of Consolidated Net Sales: 9.7%</td>
<td>17</td>
<td>18</td>
<td>20</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

From FY2018, Lion began applying International Financial Reporting Standards (IFRS). Values before this have been recalculated to conform to IFRS.

Review of 2018

Lion's Industrial Products Business is composed of two broad segments, namely Chemical Products and Detergents for Institutional Use Products. In Chemical Products, we achieved positive results in the Automotive and Electrical and Electronics fields, including carbon for automotive parts and electro-conductive components for semiconductor carrier materials. Meanwhile, in Detergents for Institutional Use Products, we achieved positive results for alcohol sanitizers for kitchens. Overall, total net sales in the Industrial Products Business grew 5.3% compared with the previous fiscal year and external sales grew 4.4%.

Chemical Products Field Growth Strategies

As a fully-owned subsidiary of Lion, Lion Specialty Chemicals Co., Ltd. (LSC) is involved in the manufacture and sale of chemical products. As part of the LIVE Plan, LSC is reorganizing its management process, specifically by driving steady growth in sales and cost reductions aimed at enhancing income from the markets in Japan that serve as its foundation. At the same time, LSC is promoting globalization in Overseas markets, as a means of strengthening its growth foundation.

Under the theme of becoming a “Global niche company that provides new value to advanced products for our industrial customers”, LSC is accelerating its pace of business and further reinforcing its technologies in order to raise customer satisfaction levels and enhance the quality of its services throughout the company. At the same time, LSC is focusing management resource investments on achieving growth in the two fields of Automotive and Electrical and Electronics, as well as on enhancing income from the Lifestyle Related Industry, which serves as its foundation.

Detergents for Institutional Use Products Field Growth Strategies

As a fully-owned subsidiary of Lion, Lion Hygiene Co., Ltd. is involved in product development, manufacture, and sale of industrial cleaners for the restaurant and home meal replacement (HMR) industries, food processing plants, hospitals, elder care facilities, and cleaning industries. Similarly, it establishes a comprehensive hygiene business that offers hygiene assessment, hygiene lectures, and other such services that help its customers feel safer and more secure about food. By offering demand-creating solutions*1 and pursuing innovation, Lion Hygiene will continue to grow and evolve as a company that provides value to its customers and employees.

Specifically, in the food processing plant category, Lion Hygiene has been involved with its dishwashing detergents. It will also enter the hygiene management business in response to the soon to be implemented HACCP (Hazard Analysis Critical Control Point)*2, with the aim of growing as a comprehensive hygiene management company.

In regard to the restaurant industry category, in which Lion Hygiene has been involved with its dishwashing detergents, it will also enter the hygiene management business in response to the soon to be implemented HACCP (Hazard Analysis Critical Control Point)*2, with the aim of growing as a comprehensive hygiene management company.

*1 LSC’s overseas group company.

*2 A system to control sanitation and quality in the food manufacturing process from raw materials to final products.

President Lion Specialty Chemicals Co., Ltd.

President Lion Hygiene Co., Ltd (Japanese only)

Lion’s overseas group company.

Lion Hygiene Co., Ltd (Japanese only)

Lion’s overseas group company.

Lion’s overseas group company.

Lion’s overseas group company.
Lion established the Innovation Lab in January 2018 as a new initiative. Members freely exchange ideas unconstrained by existing boundaries, collaborate with outside agencies, and work to create new products and experiences to achieve advanced health care.

The mission of the Innovation Lab is to “Be a corporate hub to enhance the quantity, quality, and pace of innovation, and create ‘surprising’ new businesses that extend beyond conventional business divisions and R&D structures.” We have established the following VISION, and are pursuing measures to achieve our mission.

**VISION**

- At Lion Innovation Lab, we change, surprise, and put smiles on people’s faces.
  - To do this:
    - We achieve success by embracing failures as learning opportunities, thinking with a focus on consumers, and connecting people, professions, and companies.
    - We create advanced health care solutions.
  - With this vision as our guideline, we continue to strive each day.

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**Examples of Early Successes**

**RePERO**

RePERO is a smartphone app that analyzes photos of a person’s tongue using artificial intelligence (AI) to provide a visual representation of their risk of bad breath. Incorporating this app into one’s daily routine raises awareness of breath care, and motivates the user to modify their daily habits. Lion is currently promoting this app to service industries, where many employees are wary of having bad breath, and developing it as a B2B business service supporting breath care for employees.

Lion presented this app in October 2018 at CEATEC JAPAN 2018, one of the largest IT and electronics exhibitions in Asia, generating a great deal of interest from Japanese and international media.

**VISOURIRE**

VISOURIRE is a beauty appliance to massage the muscles for facial expression from inside the mouth, a new approach developed by Lion based on its more than 120 years of experience supporting better oral hygiene. Acoustic wave vibration is used to support and raise laugh lines, helping to make a woman’s face more beautiful.

To determine how receptive consumers would be to this product, Lion conducted a crowdfunding campaign on Japan’s Makuake service from September to December 2018. We received nearly four times the target amount*, confirming that the product is highly accepted by consumers. We are currently arranging for production, beginning with those who provided support.

According to Lion’s research, a majority of women want to remain youthful and beautiful. As we enter the era of 100-year lifespans, demand for such beauty treatments is likely to increase further.

* Target amount: ¥3,000,000
  Amount received: ¥11,763,360
  No. of backers: 713

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**Creating Innovation**

**Workplace Culture**

The Innovation Lab fosters a workplace culture intended to generate a wide range of ideas, without being constrained by existing businesses. Specifically, we have a flat organizational structure. Instead of a pyramid-type organization with the general manager at the top, our aim is to create a “network-style structure” in which members move in and out of teams organically. Lion also emphasizes that each member should have an entrepreneurial mindset to create new businesses themselves, working to foster an outlook of unrestricted ideas and the possibility of implementing them.

**Creating New Businesses with Design Thinking and Open Innovation**

The Innovation Lab values the “design thinking” process in the creation of new businesses. We work closely with the customer to find insights (latent needs), and implement a repeated process of prototyping and testing of solutions, and feedback. We also utilize open innovation to create new ideas. To create new businesses we actively pursue collaboration with outside parties that have technologies not available to Lion, greatly increasing the speed of commercialization.

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**Innovation Lab’s Mission**

Lion established the Innovation Lab in January 2018 as a new initiative. Members freely exchange ideas unconstrained by existing boundaries, collaborate with outside agencies, and work to create new products and experiences to achieve advanced health care.

The mission of the Innovation Lab is to “Be a corporate hub to enhance the quantity, quality, and pace of innovation, and create ‘surprising’ new businesses that wouldn’t have been possible under conventional structures.”

We have established the following VISION, and are pursuing measures to achieve our mission.

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**Special Feature**

**Opening New Possibilities for Lion**

Lion’s Innovation Lab generates ideas through design thinking and open innovation. We create “surprising” new businesses that wouldn’t have been possible under conventional structures.

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**Daisuke Uno**

Lion Corporation Research and Development Headquarters Innovation Lab Director
Human Resources Development

Generating human and organizational dynamism by developing employees enthusiastic morale

Jiro Nagasawa
Executive Officer
Executive General Manager of Human Resources and General Affairs Headquarters

As part of the LIVE Plan, Lion is working to enhance its human resources development under the theme of Creating Dynamism to Foster Innovative Change. As corporations are made up of the total sum of human resources, nurturing an individual employee’s uniqueness and engagement will lead to growth as an organization and help attain greater competitive advantages within the market. Likewise, Lion aims to enable individual employees to act freely and stimulate each other, thereby bringing about a wave of positive innovative change (dynamism) in each division and throughout the Company. As a means of building the foundation for this dynamism, Lion is advancing initiatives from multiple directions, including employing and training human resources, enhancing health management, and establishing various programs and working structures as a means of fostering diversity and openness in its human resources, organizations, and corporate culture.

In order to creatively expand our business activities and rapidly respond to changes in the business environment, Lion actively promotes diversity (active utilization of diverse human resources) among its human resources. Through the acquisition and utilization of a wide range of human resources, we have been increasing the diversity in the attributes and ways of thinking among our employees, and have been promoting the creation of an organization in which employees with a broad range of characteristics can work enthusiastically. We are also expanding mid-career hiring, enhancing regionally and occupationally based employee programs, a retirement system that makes use of senior level experience and expertise, and expanding work opportunities for people with disabilities. Through these measures we are raising the quality and level of diversity of employees and undertaking other actions to promote a diverse dynamic place in which to work.

Among the many initiatives to promote diversity, we will introduce our initiatives to promote the participation and advancement of women in the workplace. Lion provides training programs, improved childcare-related systems, and support measures for employees to maintain a balance between work and childcare, thereby enabling female employees to continue participating dynamically over the long-term. As a quantitative target, we are aiming for women to comprise 20% or more of the management level domestically by 2020 (15.8% as of 2018).

Support Measures for Balancing Work and Childcare

Lion actively provides support for both career development and child care during the child rearing period. In order to support employees in smoothly returning to work and continuously building their careers, Lion also provides “Back-to-Work Seminars” and “Back-to-Work Interviews,” launched a “Back-to-Work and Childcare Support Website,” provides skill training support during childcare leave, and takes other actions to support career development during childcare. Moreover, in order to promote the participation of employees raising children, we have also established a new working style by combining the shorter-working-hour system with the flex-time system* (Short Hours Flextime System).

As a result of undertaking these types of measures, we have achieved the high level of 97.7% for both our male and female employees returning back to work after taking childcare leave. Moreover, the average service years at Lion is 16.8 for females compared with 19.6 for males, indicating that both male and female employees participate over the long-term.

* The flex-time system is available to all employees except for some at sales and production sites.
Expanding Human Resources Skill Development

**Human Resource Development through Diverse Programs**

Enhancing the ability of each individual is critical for increasing the productivity per employee. In order to enhance the abilities of individuals and connect them to Lion’s strategy as an organization, Lion actively develops the abilities of its human resources at each level and conducts human resource development through selective and field-specific programs.

In 2018, Lion implemented management programs for those selected from the management level. These programs were designed to cultivate leaders who can pursue a management strategy for the near-future. Likewise, we implemented cross-occupational interchange programs for those selected from the younger employees. These programs aim to cultivate next-generation leaders, and participants are expected to come up against different values and experience regions and products with the aim of cultivating an exchange of different values, and studying on site. Moreover, as part of the field-specific programs, we implemented the Marketing Study Program for the purpose of enhancing the marketing skills of employees. We also dispatched eleven younger employees to overseas conference presentations, which serve as opportunities to foster an awareness of global activities and to gain practical experience.

**Career Design and Maintaining and Environment Conducive to Learning**

To promote a self-driven career design and ensure the design is realized, this year we introduced the Career Design Sheet. A revision of the conventional mechanism for self-reporting, the system clarifies the career goals desired by the individual themselves and promotes self-advance-ment toward realizing that end. Accordingly, this system ensures an environment conducive to learning that is linked to career design and self-learning.

In aiming for a new approach to human resources development from 2019 on, we are moving forward with the introduction and preparation of an environment and programs in which motivated employees can study independently. We launched this initiative as the Lion Career Village (LCV) at the start of 2019. As we address changes in learning styles, we are also reviewing our level-specific programs in order to create learning opportunities and spreading the individual energy for learning broadly throughout the organization. In this way, we are putting together an environment that allows highly ambitious, motivated employees to generate dynamism throughout the organization. Going forward, we will continue to undertake human resources development towards innovative change from a medium- to long-term perspective.

<table>
<thead>
<tr>
<th>Level-specific</th>
<th>Management Level</th>
<th>Leadership Training</th>
<th>Leadership training for newly promoted employees (2 levels)</th>
<th>Leadership training for newly promoted employees (4 levels)</th>
<th>New Employee Training</th>
</tr>
</thead>
<tbody>
<tr>
<td>Growth Expectation Level</td>
<td>Leadership training for newly promoted employees (3 levels)</td>
<td>Leadership training for newly promoted employees (4 levels)</td>
<td>New Employee Training</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Capability-specific</td>
<td>PDCM Administration Training</td>
<td>Marketing Study Program</td>
<td>International Conference Presentations</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*Conducted in 2018*

**Promoting Habitual Healthy Behavior of Employees**

Based on the concept that the good health of employees serves as a business foundation to support sound corporate growth, Lion has been deploying measures that stay true to the Company in order to assist in maintaining and improving the health of our employees.

We also implement initiatives to improve the health-consciousness of employees and encourage them to voluntarily practice healthy behavior. By doing so, we aim to be a company where all of our employees can work dynamically and achieve fulfilling daily lives. Our specific quantitative targets for 2020 are as follows.

<table>
<thead>
<tr>
<th>Target Rates for Healthy Behavior Initiatives</th>
<th>2018 Results</th>
</tr>
</thead>
<tbody>
<tr>
<td>Health check-up rate</td>
<td>100%</td>
</tr>
<tr>
<td>Dental check-up rate</td>
<td>100%</td>
</tr>
<tr>
<td>Age-classified cancer examination rate</td>
<td>100%</td>
</tr>
</tbody>
</table>

**Management System**

We are constructing a management system in which the management led by the president participates in strengthening initiatives and accelerating the deployment of our measures. Actual measures developed include promoting cooperation between the Health Support Office (including industry physicians and carers), the Lion Health Insurance Society, and the person responsible for health management at each office.

In addition, with the aim of supervising Company-wide health management, the Health Management Promotion Committee is held regularly. The Health Support Office, the Lion Health Insurance Society, and the person responsible for health management at each office collaborate to organizationally promote employee health management.

**Holding the ReDesign Forum to Change the Future of Lion!**

As one of our initiatives for creating human dynamism, Lion launched the ReDesign Forum in 2018. 100 of our younger employees, who voluntarily expressed their will to participate, held workshops and discussed on topics related to making innovative proposals that will change the future of Lion directly to the management. Specifically, they discussed the following areas.

- **A.** Work style reforms for maximizing new value creation
- **B.** Operational reforms for maximizing the speed of business
- **C.** Maximizing the use of human resources

By breaking out of Lion’s conventional mold, we feel that this is an important activity for changing the future of management.

**Initiatives for Making Healthy Behavior Habitual**

Under the three areas of “Mental,” “Physical,” and “Consciousness (awareness of managing one’s own health),” Lion is deploying age-specific health management measures. (Fig. 1)

**Providing More Extensive Health Check-ups**

The annual health check-ups Lion provides for our employees cover more items than required by law.

- **Details**
  - Doctor examinations: For anyone aged 40 and older-21 items required by Japanese law +11 additional items
  - Numerical examinations: Age-specific examination items
  - Psychological examinations: Age-specific examination items

- **Dental check-ups**
  - For employees aged 50 and older

Lion has established subsidy programs for examinations targeted at detecting the early onset of cancer and other diseases with risks that increase with age. Lion actively encourages our higher risk employees aged 50 and older to receive such examinations. Moreover, Lion has established a subsidy program for oral care check-ups provided by dentists in order to put preventative dentistry into practice.

**Providing Dental Check-ups for All of Our Employees**

In collaboration with the Lion Foundation for Dental Health (LFDH), we began providing dental check-ups for all employees as part of our annual health check-ups in 2002, and have provided such every year. In 2016 we also introduced a salivary test system that can immediately measure oral cleanliness and the risk of caries and periodontal diseases from saliva samples. We also provide oral health guidance using introral cameras.

Going forward, Lion will continue to promote health management measures that stay true to Lion and that link to a greater consciousness of oral health care among our employees.
Research and Development

The Research and Development Headquarters aims to develop technologies and products that deliver new value to consumers. Along with advancing the acquisition of new technologies that serve this purpose, Lion has prepared a research and development structure geared towards expanding our business domains.

In January 2018, Lion established a structure to promote the creation of services and other new businesses oriented towards areas peripheral to existing operations, new markets, and new business formats. We will combine our existing technologies together with the IoT, apps, and other new technologies acquired through open innovation and our ties with other companies. In addition, Lion took a comprehensive look at the business strategies implemented by Group companies throughout Asia and prioritized the areas from the standpoint of the degree of business contribution. Furthermore, we consolidated our overseas product development functions originally assigned to the individual research and development institutes in each domain in order to strengthen our R&D capabilities from a global standpoint. Similarly, we dissolved the Applied Research Laboratories and Research Support Laboratories, and transferred their technology development capabilities, including those for expanding the capabilities of existing operational fields, to the Developmental Research Laboratories. This move served to consolidate our technology development capabilities specialized in the oral care, interface science, and analytical technique fields that comprise Lion’s basic technology fields as the Basic Research Laboratories.

In January 2019, Lion established a department to unify our research and development strategies, as well as to integrate, promote, and oversee areas that share common themes across research institutes. Moreover, we established an organization aimed at promoting digital transformation among our research tasks and at creating new value through data science. Lion will also undertake the challenge of building a data platform that aims to create a new health management model. Utilizing these innovative structures, Lion further energizes its existing operations, develops products through closer ties with the International Division and in consideration of local needs in countries throughout Asia, and enhances development support for local brands. At the same time, Lion is working to create new businesses and new markets that aim to deliver the lifestyle innovations that only Lion can realize.

The mission of the Research and Development Headquarters is to ensure Lion endures as an “organization that serves as a fountain of innovation.” Innovation, as Lion conceives it, is generated through combining “Innovation in Value for Consumers,” “Innovation in Economy,” and “Innovation in Technology,” and it is our belief that we cannot respond to the increasing diversity among consumer needs without such innovation. The innovation for which Lion aims is not realized simply through “Innovation in Technology.” Rather, the most important of these three aspects is “Innovation in Value for Consumers,” where we contribute to lifestyle innovation through solutions (products, services) that apply the achievements of research. The core technologies that support our research and development are oral care, life science, interface science, cleaning technology, and formulation technology. Lion has
contributed to higher QOL among consumers through our innovative products that have emerged from the use and merger of these technologies with new technology fields, as well as through the proposal of new value. Having continued to undertake the challenge of creating this kind of innovation, Lion is taking another step forward and working to further hone our quantity, quality, and speed of innovation in order to contribute to the realization of our new Management Vision——“Becoming an Advanced Daily Healthcare Company.”

Growth Strategies Under the LIVE Plan

With the launch of the LIVE Plan, the Research and Development Headquarters began undertaking challenges in preparation for making new strides. Under the new structure streamlined to promote our strategies, we firmly seize upon changes in the social environment and trends in cutting-edge technology, and will begin undertaking challenges with a previously unseen level of dynamism and with a speed that will outstrip our competitors. A change in awareness among our human resources is also required to take these new strides. We believe that each individual is a party to innovative change, and that they must continue to act as professionals, drawing in those around them and connecting to results through their own ideas and ability to act. The challenges of “Becoming an Advanced Daily Healthcare Company” are surviving in existing markets, creating new markets, and shifting to and accelerating research targeted at expanding international sales. Recognizing that the road to sustainable growth does not lie on our current trajectory, we are shifting gears to research and development that can create innumerable innovations in preparation for future business growth.

New business development until now has faced several issues. Some of these include new business plan proposals being based on our existing technologies and strengths, being required for business launch, and personnel serving double-duty with tasks in their own department. Therefore, Lion established the “Innovation Lab” for the purpose of executing new business development and creating new businesses and markets targeted at lifestyle innovation. By establishing a structure for challenging new fields and businesses as led by this “Innovation Lab,” Lion is now able to foster an innovative and entrepreneurial spirit among our researchers and establish a track-record in creating ideas and lean startups that utilize various methods, including crowdfunding and design thinking. Through these new initiatives, Lion is already conceiving the seeds that will link to new businesses from previously nonexistent concepts like the RePERO smartphone app to check bad breath, VISOQUAD beauty appliance, and Nemuri Design sleep check and care system. Going forward, Lion will continue to improve its support system for selecting areas and launching businesses, and will place priority on delivering new consumer proposals in oral care related fields.

Technology Development in Support of Value Creation

LOOK Plus Bath Cleansing

First released in 2018 and unlike any detergent seen before, LOOK Plus Bath Cleansing is a revolutionary bathtub detergent that truly and completely rinses off bathtub grime without any scrubbing. The development of a specially designed container and Neutralization Cleaning® technology created new value in the form of a novel approach to bathtub cleaning.

A Revolution for Bathtub Cleaning! The Development of a Completely New Method

Enabling LOOK Plus Bath Cleansing to rinse off grime without scrubbing required the development of a container that could surrey and effortlessly spray detergent over the entire bathtub. Although existing aerosol and electric sprays are viable options when the goal is to simply spray the detergent over a wide area, these have shortcomings including being non-refillable, easily rusting, and requiring the inconvenience of changing batteries. After repeated investigations regarding the strengths and weaknesses of different containers, as well as the format of the detergent, we eventually arrived at a solution that was unlike anything seen before, a new spray bottle with a trigger that can spray mist over a wide area. The user only needs to pull the trigger once while moving their arm horizontally to spray detergent over a large area of one meter in width.

Eureka! Calcium Is the Cause of Stubborn Grime! New Neutralization Cleaning® Mechanism Makes Rinsing Without Scrubbing Possible

By analyzing the stubborn grime that forms on bathtubs, we succeeded in discovering the factors behind bathtub incrustation. It turns out the calcium contained in tap water is what allows the proteins, sugar, and other forms of grime that originate from the body to harden and stubbornly cling to bathtubs.

By optimizing the component ratio of surfactant (α-diolin sulfate) and solvent (diethylene glycol monobutyl ether), we enabled the detergent to penetrate into the grime, thereby allowing the chelating agent (EDTA) to display its maximum potential to extract calcium. As a result of calcium extraction, the grime softens and lifts away so that simply rinsing the bathtub will wash off the grime.

Smile Medical A Eye Drops

First released in 2018, Smile Medical A eye drops are formulated with the highest content ratio of vitamin A allowable under current standards.*1

By incorporating the surfactant technology that Lion has accumulated over the years with our eye drop technology, we succeeded in perfecting the Vitamin A Absorption Process. These eye drops relieve eye fatigue due to painful dryness at the source.

Vitamin A Absorption Technology

When vitamin A is mixed with water, the solution will separate into two layers because the main constituent of vitamin A is oil. Therefore, surfactants are used to help stably dissolve vitamin A in water. In this case, we newly discovered that EOPO® acts as a surfactant, which allowed us to establish the new Vitamin A Absorption Process. As a surfactant, EOPO easily bonds to cell membranes and induces cytosol, a process by which substances are actively absorbed into cells. As a result, during cytosol vitamin A is more easily absorbed into the cells.

Two Roles of Vitamin A

Vitamin A works to facilitate the production of hyaluronic acid in the cells of the corneal epithelium. This hyaluronic acid works to facilitate cell repair, which in turn repairs the cornea. Moreover, vitamin A works to facilitate the production of mucin, a substance that functions to secure tears to the surface of the eye. These roles serve to maintain eye moisture.

*1 (50,000 units) The maximum content allowed by the Standards for Marketing Approval of General Ophthalmic Drugs

*2 Proprietary method  (proprietary method)
The Supply Chain

Ensuring competitive advantages through the strengthening of our advanced and sustainable systems

Shinichiro Hiraoka
Executive Officer
Executive General Manager of Supply Chain Management Headquarters
President of Lion Logistics Service Co., Ltd

Building a Robust Supply Chain Management System

Under the LIVE Plan, we aim to “build more advanced and sustainable supply chains.” We continue to promote measures, including the building of an even stronger logistics system and a structure that ensures the sustainable procurement and stable supply of raw materials, that are aimed at creating a robust supply chain management system (SCM) that locks in our competitive edge.

Logistics Initiatives

Lion is engaged in a variety of reforms, with a focus in particular on the themes of “a reduced environmental impact” and “smart logistics.” Examples of these efforts include the implementation of a next-generation SCM platform that is compatible with new forms of business, including one-to-one businesses, where products and services are provided according to individual customer specifications, the utilization of automation and IoT technologies to achieve “smart logistics that connects products and information”, and joint transport operations with other companies to help preserve the environment.

Our joint trunk line transport operations with three companies operating in different industries has contributed to a sharp decline in CO₂ emissions. At the same time, enhanced efficiency in long-haul transport operations has contributed to reducing the work burden on drivers and others involved in these operations.

In the field of smart logistics, we are working to greatly enhance productivity. This includes introducing automated equipment to reduce human labor in warehouse unloading and loading operations and automating the entry and reading of codes and documentation that are currently carried out by hand.

Moving forward, we aim to optimize our method of transporting products and material by establishing a clear understanding of item movement and carefully analyzing the vast amounts of recorded data pertaining to the movement of these items.

Another key theme for the Company is the improved sophistication of the logistics management of our internal logistics that now operate in a single unified system. This has enabled strengthening of production and inventory oversight to ensure that a more detailed management of production, sales, and inventory contributes to a sharp decline in the Company’s long-term idle inventory.

The Logistics Management System

In the following diagram, the Logistics Management System is represented with the following sections:

- **Planning**
  - Purchasing headquarters
  - Production headquarters
  - Department for the management of supply and demand
  - Headquarters for business management

- **Execution**
  - Logistics operators
  - Department of supply chain operations

- **Policy making**
  - Procurement
  - Production
  - Plant warehousing
  - Internal transport
  - Warehousing
  - Ordering

- **Supply Chain Management Department**
Production Initiatives

While it is certainly true that consumer preferences are becoming increasingly diversified and these same consumers are becoming increasingly interested in improving their quality of life, it is also worth noting that the decline in the working-age population has resulted in a clear labor shortage at production sites. Amid such an environment, the key issue for Lion’s Production Headquarters is to efficiently supply its consumers a variety of high value-added products.

In this respect, our focus is on three key points: 1) promoting labor-saving measures to shift from a labor-intensive model to a capital-intensive model; 2) using the excess worker capacity generated from labor-saving efforts to bolster our high-added-value operations; and 3) introducing new technologies to further enhance productivity.

To use the manufacture of toothbrushes as an example, one of the most important production processes involves the proper placement of the bristles into the head. If misplacement is detected as part of the inspection process, the detected part is corrected by hand. While the process for inspecting and possibly correcting the bristles is already automated for most toothbrushes, strong product quality in high-added-value products such as the Systema Brush, which features high density, ultra-fine bristles that effectively clean plaque from deep in the gingival sulcus, is a task that has to date been guaranteed through the manual labor of highly trained employees.

When the bristles are being placed into the Systema Brush, sometimes a longer bristle will protrude. Although this extended portion of this longer bristle can be cut so that the bristle matches the length of those surrounding it, this will compromise the unique feel gained from using a Systema Brush. For this reason, the Company to date has had employees do a full visual inspection, with any protruding bristles being pulled individually. The process requires both precision and speed, and we believe the decline in the working-age population means it will be increasingly difficult to secure and train the employees necessary for the process.

After two years of work by our technology team, we have finally been successful in automating this human craftsmanship, and Lion began operations of its new system in 2018. The personnel now free thanks to automation, will be working for other high-added-value operations, including predictive maintenance operations, as well as equipment installation and process improvement-related operations.

We are also moving forward on capital expenditure to further bolster production capacity. In the field of oral care, not only is there a growing need in Japan for high added-value products, but Japanese toothpastes are becoming increasingly popular overseas, especially in Asia. With an eye toward meeting these needs, Lion established a new toothbrush and dental rinse plant in 2018. We are also preparing to launch operations at our new toothpaste facility in Sakai City, Kagawa Prefecture in 2021. The opening of this new plant will increase our production capacity in toothpaste by about 1.7 times its current level.

The new plant features the latest technologies and looks to greatly improve efficiency when compared to existing plants, including in areas such as set-up work in line with product production shifts, and filling and packaging operations.

Lion is also focused on strengthening the manufacturing process in other product fields, with a focus on using robotics to reduce human labor and improving manufacturing activity through the use of a variety of production-related data collected using IoT technologies.

Aiming for the Sustainable Procurement of Palm Oils

We are actively promoting the utilization of plant-derived materials that are both carbon neutral and non-depletable. As one of our plant-derived materials, we are using derivatives of palm oil—an oil that is globally produced in large quantities. Palm oils are mainly produced in Malaysia and Indonesia.

Palm oil plants show a constant rate of growth, meaning that the oil plants can be harvested throughout the year, and production volumes have been increasing year after year. However, the rapid increase in production in growing areas has contributed to a number of issues, including the development of new farms leading to deforestation and, accordingly, a shrinking in wildlife habitats. Also, inappropriate farming operations have contributed to various labor-management issues, including social fairness issues. Prominent issues in this area include sub-standard labor conditions with very little consideration for health and safety, extremely low wages, improper treatment of migrant workers, and child labor.

Lion has since 2006 been a member of the Roundtable on Sustainable Palm Oil (RSPO), which has been engaged in efforts to solve all of the above-mentioned issues. The Company began sourcing RSPO certified palm oil from 2012.

We will continue our efforts aimed at procuring sustainable palm oils.

Promoting Sustainability with Our Raw Material Manufacturers and Outsourcing Contractors

Since 2014, we have made it possible to conduct the above-mentioned self-checks online, so that our business partners can conduct self-checks more easily. In addition, by sending feedback based on the results to our business partners, we have put into place a system that continuously advances sustainable CSR-based procurement.

Aggregate Results of Overall Self-Checks Based on the Lion Group Supplier CSR Guidelines for 2018

<table>
<thead>
<tr>
<th>Category</th>
<th>No. of companies</th>
<th>No. of suppliers</th>
<th>Imposed need for improvement</th>
<th>Improvement requested</th>
<th>Improvement completed</th>
</tr>
</thead>
<tbody>
<tr>
<td>No response</td>
<td>1</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>2% (15 companies)</td>
<td>2</td>
<td>15</td>
<td>15</td>
<td>15</td>
<td>15</td>
</tr>
<tr>
<td>No need for improvement</td>
<td>81% (49 companies)</td>
<td>49</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

2018 Outline of Results

In 2018, the response rate was 90%. The questions asked suppliers to rate their activity levels from 1 to 3, and the overall average was 2.47, indicating that the quality was being maintained. We are currently requesting cooperation from the 15 suppliers who did not respond, through interviews and other measures.

Lion believes that strengthening cooperation with our raw material manufacturers and outsourcing contractor partners to be one of the most important issues in our supply chain efforts. In order to reduce the negative impact on the environment and society from our business activities, and to sustainably develop mutual operations, we believe it vital for Lion and its partners to deepen their commitment to sustainability.

Production Initiatives: Toward the Sustainable Procurement of Raw Materials

The Company requires material suppliers and outsourcing contractors to carry out annual self-checks based on the “Lion Group Supplier CSR Guidelines” in order to facilitate responsible procurement activities. Specifically, we are promoting the creation of mechanisms designed to prevent supply chain risks that can occur in four areas: human rights; labor practices; the environment; fair operating practices; consumer issues; and compliance.

PDCA Cycle for CSR Self-Checks by Suppliers

In order to ensure that our suppliers understand the importance of addressing sustainability-related issues, we have included a section for explaining the conditions for sustainable advances CSR-based procurement.

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Lion believes that strengthening cooperation with our raw material manufacturers and outsourcing contractor partners to be one of the most important issues in our supply chain efforts. In order to reduce the negative impact on the environment and society from our business activities, and to sustainably develop mutual operations, we believe it vital for Lion and its partners to deepen their commitment to sustainability.
Corporate Governance

Lion's top priorities for corporate governance are to increase management transparency, strengthen supervisory functions, accelerate decision making, and ensure compliance. By strengthening and enhancing its corporate governance systems, Lion aims to increase its corporate value.

Approach to Enhancing Functions to Audit and Supervise Management

Organizational Structure

Lion is a company with a Board of Corporate Auditors as defined in the Corporation Law, with a system of corporate governance in which the Board of Directors provides adequate oversight of management while independently operating corporate auditors provide appropriate auditing. To reinforce the Board of Directors' management oversight function and speed decision making, Lion has adopted an executive officer system.

In addition, to increase management transparency and further enhance corporate governance, Lion has established a Nomination Advisory Committee and Compensation Advisory Committee comprising mainly external directors and external corporate auditors (external officers).

Board of Directors / Directors

The Board of Directors carries out the duties specified by law and the Articles of Incorporation, decides important matters related to Lion's business execution, and oversees the execution of the duties of directors and executive officers.

Such important matters as Groupwide management policy and strategy are considered by the Senior Executive Committee, which determines their general outline, being taken up by the Board of Directors for a final decision. Important matters related to business execution by individual departments are delegated to the Board of Executive Officers for more nimble decision making. To ensure speedy decision making, the Articles of Incorporation specify that the Board of Directors shall comprise no more than 11 members. To improve the effectiveness of the board's oversight function, at least two members are external directors.

Directors, being fully aware of their fiduciary responsibility to shareholders, must work to increase the corporate value of the Lion Group and contribute to the common interests of shareholders. Directors must endeavor to actively contribute to Board of Directors meetings, engage in constructive discussion, and gather the information and obtain the knowledge and training necessary to carry out their duties.

External directors must oversee management from an independent perspective and work to provide management advice, monitor conflicts of interest, and actively reflect the opinions of stakeholders at meetings of the Board of Directors.

Board of Corporate Auditors / Corporate Auditors

The Articles of Incorporation specify that the Board of Corporate Auditors shall comprise no more than five members, at least half of whom must be external corporate auditors. The Board of Corporate Auditors provides oversight to ensure that the directors are executing their duties in accordance with the law and the Articles of Incorporation. The board also exercises appropriate authority over such matters as the selection, dismissal, and compensation of accounting auditors. The Board of Corporate Auditors determines audit standards, policies, and plans for the corporate auditors. The corporate auditors attend important meetings, including those of the Board of Directors, conduct hearings on the status of the execution of the directors’ duties, implement on-site audits at Lion’s headquarters and other important operating sites, and investigate Lion subsidiaries.

As independently operating authorities, corporate auditors oversee the execution of the duties of the directors. Fully aware of their fiduciary responsibility to shareholders, corporate auditors work to ensure the soundness of efforts to improve corporate value and contribute to the common interests of shareholders. Corporate auditors must endeavor to secure the transparency and fairness of the Company's decision-making, actively express their opinions at Board of Directors meetings, and gather the information and obtain the knowledge and training necessary to carry out their duties. Corporate auditors must oversee and verify the construction and operation of the system of internal control. Standing corporate auditors must strive to share the information they obtain in the course of their duties with the other corporate auditors.

The Board of Directors selects candidates who meet the criteria of the Director/Corporate Auditor Candidate Selection Standards and Standards Regarding the Independence of External Directors/Corporate Auditors established by the Board of Directors and submits them for consideration by the Nomination Advisory Committee. Based on the results of this consideration and approval by the Board of Corporate Auditors, the Board of Directors selects candidates to propose for appointment to the Shareholders Meeting. Reasons for the selection of candidates are provided in the convening notice of each Shareholders Meeting as part of the appointment proposal.
■ Advisory Committees
Lion has established the Nomination Advisory Committee and Compensation Advisory Committee, comprising mainly external directors and external corporate auditors, as advisory bodies to the Board of Directors. These committees help improve management objectivity and transparency. In addition, to further enhance corporate governance, Lion maintains an Advisory Committee composed of outside experts other than external directors and external corporate auditors.

1. Nomination Advisory Committee
The Board of Directors consults the Nomination Advisory Committee regarding the necessary qualifications, reasons for selection or dismissal and related processes for nominating directors, corporate auditors and executive officers as well as hiring individuals who have previously served in these roles as consultants. The committee considers the matters in question and provides a response to the Board of Directors (or, for matters regarding corporate auditors, to the Board of Corporate Auditors). The Nomination Advisory Committee comprises external directors and external corporate auditors. The members of the committee select from among themselves the committee chairperson.

2. Compensation Advisory Committee
The Board of Directors consults the Compensation Advisory Committee regarding such matters as the compensation system, compensation levels, and bonus calculation methods for directors and corporate auditors. The committee considers the matters in question and provides a response to the Board of Directors (or, for matters regarding corporate auditors, to the Board of Corporate Auditors). The Compensation Advisory Committee comprises external directors and external corporate auditors. The members of the committee select from among themselves the committee chairperson.

3. Advisory Committee
The Advisory Committee comprises outside experts other than the external directors and external corporate auditors who possess extensive knowledge and insight. The committee considers the appropriateness and other aspects of Lion’s management policies and measures. The committee serves to reflect objective opinions from a wide range of perspectives in management. In principle, the committee meets twice a year. The chairperson of the Board of Directors reports a summary of the committee’s advice to the Board of Directors.

Risk Management
In order to continue providing our customers with safe and reliable products, we have appointed a Director Responsible for Risk Management who exhaustively controls and supervises the risk of the whole Lion Group.

1. The Lion Group’s Rules and Other Structures Relating to the Management of Risk

(1) Response under Normal Conditions
(1) The director responsible for the Corporate Strategy Headquarters shall have overall responsibility for risk management of the Group. The Corporate Planning Department shall exhaustively and comprehensively manage the Group’s risk.
(2) The Auditing Office shall audit the status of risk management for each department within the Group and report its findings to the Executive Committee and the Board of Directors.
(3) Under normal conditions, each department shall strive to identify its own risks and implement appropriate risk reduction measures. For management risks with the potential to significantly impact business activities, the director of the relevant department shall consider appropriate risk management measures, which will be deliberated on by the Senior Executive Committees and Executive Committees for implementation.
(4) For the risks management of environment, quality assurance, accidents, and disasters, appropriate countermeasures shall be formulated in advance by the Sustainability Promotion Meeting, CS/PL Committee*, and Safety, Hygiene and Disaster Prevention Meeting, and, when necessary, deliberated by the Executive Committees.
(5) Each plant is certified with ISO 14001 and works eagerly on quality management and environmental protection.

2. Response in the Event of Emergency
(1) In cases where physical emergencies such as natural disaster and accidents arise, in accordance with the Emergency Response System (a system of manuals outlining countermeasures against earthquakes or influenza and other infectious diseases), we report the relevant facts to the president and corporate auditors. At the same time, the director of the relevant department shall collect all relevant information, formulate response measures, clarify causes, and determine countermeasures, submitting a report on these actions to the Executive Committee and the Board of Directors.

* CS/PL Committee
Relating to customer satisfaction (CS) and product liability (PL), a cross-departmental committee to promote quality assurance activities.

Business Continuity Plan (BCP)
Lion is pushing ahead with the establishment of its own systems to minimize damage, and continue business so as to provide products to customers even in cases where a large earthquake, the spread of an infectious disease (pandemic), or other contingencies occur. Whether the BCP should be implemented or not is determined depending on the size of the disaster and the degree of the damage. If the BCP is implemented, we would give first priority to the supply of consumer products among our businesses. For risks that may have a material impact on our business, we update the countermeasure and report to the Executive Committee annually.
In combination with the requirements of the Corporation Law, to further strengthen and enhance its corporate governance, Lion is working to heighten its supervision and oversight of management by appointing individuals without interests in the Company or its significant business partners and who can maintain a high degree of independence as external directors and external corporate auditors (three directors and two corporate auditors). All five external directors/corporate auditors are registered with the Tokyo Stock Exchange as independent directors, a capacity that ensures they do not raise the risk of presenting conflicts of interest with regular shareholders.

Kazunari Uchida

Attendance: Attended 14 of 17 Directors' meetings held during the fiscal year

Reasons for Appointment: Kazunari Uchida possesses experience as the Japan representative of an international management consulting group and also has experience at other companies both as an external director and an external corporate auditor. He has actively participated in meetings of the Board of Directors, and suitably carried out his role as an external director for the Company, including supervising business execution. The Company judges that his sophisticated understanding of management decision making is necessary to enhance the transparency of management and strengthen the oversight of the Board of Directors and therefore requests that he be re-elected as an external director.

Takako Sugaya

Attendance: Attended 16 of 17 Directors' meetings held during the fiscal year

Reasons for Appointment: Takako Sugaya has managed experience as the president of a national university, has served as the president of the Japan External Trade Organization’s Institute of Developing Economies and possesses broad-ranging expert knowledge in such areas as Asian politics, economics and social issues. He has actively participated in meetings of the Board of Directors and suitably carried out his role as an external director for the Company, including supervising business execution. The Company judges that his sophisticated understanding of management decision making is necessary to enhance the transparency of management and strengthens the oversight of the Board of Directors and therefore requests that he be re-elected as an external director.

Takao Yamaguchi

Attendance: Attended 14 of 17 Directors’ meetings held during the fiscal year

Reasons for Appointment: Takao Yamaguchi meets the qualifications set forth in the Lion Corporation Standards Regarding the Independence of External Directors/Corporate Auditors as well as the criteria for independence of the Tokyo Stock Exchange Co., Inc. (Japan Exchange Group). He is, therefore, judged to be independent, and was duly appointed as an independent External Director.

External Corporate Auditors

Settsuko Takemoto

Attendance: Attended 14 of 17 Directors’ meetings held during the fiscal year

Reasons for Appointment: Settsuko Takemoto is not involved in corporate management outside the roles of external director and external Audit & Supervisory Board member. However, he has cultivated a knowledge of accounting and taxes over many years as a corporate legal worker, as well as experience as an external director and an external Audit & Supervisory Board member at other companies. The Company judges that his insight is necessary to enhance the efficacy of its auditing and therefore requests that he be re-elected as an external Audit & Supervisory Board member.

Director and Corporate Auditor Compensation

Director and corporate auditor (corporate officers) compensation is decided by the Board of Directors based on the results of consultation with the Compensation Advisory Committee. Compensation is set within the limits decided by resolution of the Shareholders Meeting. Compensation for corporate officers (excluding external directors and corporate auditors) consists of fixed monthly compensation and performance-linked compensation (bonuses and stock-based compensation). Compensation levels are determined for each corporate officer based on individual roles and responsibilities using survey data from specialized external institutions as an objective benchmark.

The ratio of performance-linked compensation and stock-based compensation for directors is revised as necessary to maintain sound, appropriate incentives to increase corporate value over the medium and long terms.

Executive Corporate Officers (excluding external directors and corporate auditors)

(1) Compensation consists of fixed monthly compensation and performance-linked compensation tied to earnings and the stock price.

(2) Fixed monthly compensation uses a flat-rate system.

Fixed monthly compensation levels are set taking into consideration similar levels at other companies. In addition, once per year the fixed monthly compensation is raised or lowered following an appraisal of how well the director displays his or her ability to execute duties and supervise management.

(3) Performance-linked compensation consists of bonuses and performance-linked stock-based compensation as approved by and adopted at the 156th Annual Meeting of Shareholders held on March 30, 2017.

Total amount of compensation, etc. for each corporate officer classification of the submitting company, total amount by type of compensation, etc., and number of eligible corporate officers

<table>
<thead>
<tr>
<th>Corporate Officer Classification</th>
<th>Total Amount of Compensation (Millions of yen)</th>
<th>Total Amount of Type of Compensation (Millions of yen)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Fixed Compensation</td>
<td>Bonus</td>
</tr>
<tr>
<td>Directors (excluding External Directors)</td>
<td>442</td>
<td>215</td>
</tr>
<tr>
<td>Corporate Auditors (excluding External Corporate Auditors)</td>
<td>60</td>
<td>60</td>
</tr>
<tr>
<td>External Directors and External Corporate Auditors</td>
<td>60</td>
<td>60</td>
</tr>
</tbody>
</table>

(1) There are no individuals serving concurrently as employes and executives.

(2) Directors’ fixed compensation was set at a maximum of ¥300 million per fiscal year by resolution at the 156th Annual Meeting of Shareholders held on March 30, 2017.
Bonuses to corporate officers are paid in an amount calculated upon retirement from office.

Calculation method for corporate officer bonuses related to earnings during the Year Ended December 31, 2019

Bonuses to corporate officers are paid in an amount calculated and determined based on the following method.

(1) Corporate officers eligible for payment

Only those directors that are “Managing Members” as defined by the Corporation Tax Law Article 34 Section 1 No. 3 are eligible, whereas bonuses shall not be paid to external directors and corporate auditors.

Calculation method for performance-linked stock-based compensation

By resolution of the 156th Annual Meeting of Shareholders held on March 30, 2017, a performance-linked stock-based compensation system was introduced for directors (excluding external directors). In this system, the number of points (number of shares to be granted to directors per fiscal year) is determined upon making a calculation based on the following method. In principle, a number of shares equivalent to the accumulated number of points is issued to directors upon retirement from office.

(1) Corporate officers eligible for payment

Only those directors that are “Managing Members” as defined by the Corporation Tax Law Article 34 Section 1 No. 3 are eligible, whereas performance-linked stock-based compensation shall not be paid to external directors and corporate auditors.

(2) Total payment level

The upper limit for the total number of points granted to corporate officers eligible for payment per fiscal year shall be 90,000 points (one share of Lion stock per point).

(3) Calculation method and individual payment levels

The number of points for each corporate officer eligible for payment is determined individually using the following formula.

Point formula

\[
\text{Number of points} = \left( \frac{\text{Fixed base amount} + \text{Performance-linked base amount} \times \text{Performance coefficient}}{\text{Average per-share acquisition cost}} \right) \times \text{Performance coefficient} 
\]

(1) Fixed base amount

The fixed base amount uses the following coefficients set for each rank and is calculated based on the value of the fixed base amount for the directors and executive officers. The fixed base amount is ¥4 million when the coefficient for the directors and executive officers is 1.

(2) Performance-linked base amount

The performance-linked based amount uses the same value as the above fixed based amount.

(4) Performance coefficient

The performance coefficient is calculated in accordance with the following formula.

Coefficient formula

\[
\text{Performance coefficient} = \left( \frac{\text{Core Operating Income}}{\text{Operating Income}} \times \text{Performance coefficient for profit attributable to owners of parent} \right) \times \text{Performance coefficient for core operating income} 
\]

Evaluations of the Board of Directors

Striving to ensure the effectiveness of the Board of Directors, every fiscal year, the Company conducts evaluations related to such areas as the board’s operating methods and the content and status of the proposals it considers. These evaluations include examinations of each director. A summary of the results of these evaluations is disclosed in the Corporate Governance Report. An anonymous self-assessment survey of all directors and corporate auditors was conducted regarding Board of Directors meetings held in 2018.

Summary of the Evaluation of the Board of Directors

- The number of persons on Lion’s Board of Directors is sufficient for deliberations, including the number and proportion of external directors. Board members have the knowledge, experience, capabilities, and diversity necessary to enhance corporate value.
- The frequency, number of agenda items, and deliberation time of the Board of Directors are appropriate. The deliberations comprise open, constructive debate that does not hinder risk taking.
The evaluation found that the membership and operations of Lion’s Board of Directors are appropriate, and that decision making on important matters related to business execution and oversight of the execution of duties, are conducted in a proper manner. As such, the effectiveness of Lion’s Board of Directors was deemed sufficient.

To date, evaluations of the board’s effectiveness have uncovered certain issues. These include: 1) Discussions on management strategy should be enhanced to further increase corporate value and 2) External directors and corporate auditors should be provided with more extensive information regarding the background and context of important agenda items. While Lion has achieved a measure of success with initiatives aimed at addressing each of these issues, the Company recognizes that there is still room for improvement. Looking ahead, Lion will continue to implement necessary measures, and make efforts to further enhance the effectiveness of the Board of Directors.

**Fundamental stance towards eliminating antisocial forces and the preparation status thereof.**

**Fundamental stance**

Based on the Lion Group Charter for Corporate Behavior, Lion shall maintain a confrontational stance towards any antisocial forces threatening the order and security of civil society.

**Preparation status**

The General Affairs Department serves as the corresponding supervisory department for handling antisocial entities. This department includes one person responsible for preventing unreasonable demands and cooperates with each of the Lion Group operating sites and external organizations. In order to build ties with law enforcement authorities, Lion participates in external expert organizations, such as Tokubouren (an incorporated association established to prevent special types of violence), and shares information relating to antisocial entities. Lion has instituted a manual for appropriately managing any conflict of interest that may arise between the corporate pension fund beneficiaries and the Company.

**Role of Corporate Pension Fund as Asset Owner**

To ensure the payment of pension payments and lump-sum payments into the future, Lion’s corporate pension fund manages its pension assets with the aim of securing the necessary total returns over the long-term. To ensure the sound management of the pension fund, Lion assigns personnel from accounting, finance and other relevant divisions who have the appropriate qualities to manage corporate pensions to monitor the entrusted assets. Furthermore, the membership of the board of representatives that serves as the decision-making body for the corporate pension fund is divided equally between Company appointees and representatives of the corporate pension fund beneficiaries elected from among themselves, thereby creating a framework for appropriately managing any conflict of interest that may arise between the corporate pension fund beneficiaries and the Company.

**Strategic Shareholdings**

Lion may hold strategic shares of other companies only when it has judged that they are strategically important for such purposes as maintaining and strengthening trade relationships. The Board of Directors examines the economic rationality of strategic shareholdings on an annual basis, checking the investment profitability, capital cost and other factors for each stockholding. Based on the results of these examinations and such factors as the importance of the relevant trade relationships, shareholdings determined to be unnecessary are then sold as appropriate, reducing Lion’s relevant trade relationships, shareholdings determined to be unnecessary are then sold as appropriate, reducing Lion’s strategic shareholdings.

The voting rights associated with strategically held shares may be exercised based on comprehensive consideration that includes the improvement of Lion’s corporate value over the medium to long term and the common interest of Lion’s fellow shareholders.

See Lion’s Corporate Governance website for further details.

**Basic Corporate Governance Policy**


**Corporate Governance Report (Available in Japanese only)**

http://www.lion.co.jp/ja/company/about/pdf/abo_gov.pdf

**Message from External Directors**

**Kazunari Uchida**

**External Director**

The great thing about Lion is the way it takes care of people including customers, employees, trading partners and society at large. This strong and consistent sense of empathy is in fact a key reason for the Company’s many fans. However, as Japan’s economy continues to mature and operating conditions fluctuate, the focus of manufacturing is shifting away from the simple development and sale of goods to the provision of experience-based products and services that offer higher added value.

Against this backdrop, and as a bulwark to its traditional manufacturing structures and systems, Lion must work to enhance experience-based value from both the internal and external perspectives. In addition to pursuing organic ties that extend beyond divisional boundaries, it will become increasingly important for the Company to promote collaboration with a variety of companies and research institutions from outside the industry.

In doing so, Lion will not only be recognized for its solid business results, but also as a company that is indispensable to customers and society. Through these means, I am hopeful that the Company will continue to attract wide-ranging support.

**Takashi Shiraishi**

**External Director**

With a history that spans more than 100 years, Lion is an extremely earnest company. I have come to this assessment after dealing with the Company and attending monthly meetings of the Board of Directors. With all of Lion’s products and services closely linked to consumers’ daily lives, the efforts of the Company to instill a sense of intimacy and closeness has attracted considerable trust and confidence. Harnessing this trust as an asset and engine for sustainable growth is a key issue for the Company going forward.

I have been studying political science and economics focusing largely on Asia for more than 45 years, and among a number of positions, I have served as a professor at Cornell University in the U.S., president of the Institute of Developing Economies at the Japan External Trade Organization and president of the National Graduate Institute for Policy Studies. Conversant across a diverse range of political, economic, social and other domains throughout Asia, I have developed a broad local network throughout the region. In order for Lion to grow further on the global stage, I believe it is vital for the Company to expand throughout Asia, promote collaborative ties with other companies and appoint people from other Asian countries to senior management positions. I would like to contribute in these endeavors.
The notification of the nomination of Mr. Kazunari Uchida, Mr. Takashi Shiraishi, Ms. Takako Sugaya as independent directors has been sent to the Tokyo Stock Exchange.

**Directors, Corporate Auditors, and Executive Officers**

**Representative Director, Chairman of the Board of Directors**

**KAZUNARI UCHIDA**

University professor

April 1988 Joined Lion Corporation

May 2018 Joined Osakaya Consulting Group

Business Brokerage Division, Executive General Manager (current position)

**KAZUAKI TAKAHASHI**

April 1988Joined Lion Corporation

May 2018 Joined Osakaya Consulting Group

Business Brokerage Division, Executive General Manager (current position)

**SHIRASHI SHIHARU**

University professor

May 2018 Joined Osakaya Consulting Group

Business Brokerage Division, Executive General Manager (current position)

**YASUHISA TAKAYAMA**

Senior Executive Officer

Executive General Manager of Corporate Strategy

March 2019 Joined Osakaya Consulting Group

Business Brokerage Division, Executive General Manager (current position)

**SHINICHIRO HIRAO**

Executive General Manager of Supply Chain Management

March 2019 Joined Osakaya Consulting Group

Business Brokerage Division, Executive General Manager (current position)

**JIRO NAGASAWA**

Executive General Manager of Human Resources

April 1988 Joined Lion Corporation

March 2019 Joined Osakaya Consulting Group

Business Brokerage Division, Executive General Manager (current position)

**KENGO FUKUDA**

Executive General Manager of Corporate Strategy

March 2019 Joined Osakaya Consulting Group

Business Brokerage Division, Executive General Manager (current position)

**YASUHIRO SHIMIZU**

Executive General Manager of Production

March 2019 Joined Osakaya Consulting Group

Business Brokerage Division, Executive General Manager (current position)

**TAKASHI NAGAI**

Executive General Manager of Direct Marketing Division

March 2019 Joined Osakaya Consulting Group

Business Brokerage Division, Executive General Manager (current position)

**AKEMI SUNAGA**

Certified Tax Accountant

Alternate External Audit & Supervisory Board member

March 2019 Joined Osakaya Consulting Group

Business Brokerage Division, Executive General Manager (current position)

**AKEMI SUNAGA**

Certified Tax Accountant

Alternate External Audit & Supervisory Board member

March 2019 Joined Osakaya Consulting Group

Business Brokerage Division, Executive General Manager (current position)

**Setsuko Takemoto**

Certified Tax Accountant

Alternate External Audit & Supervisory Board member

March 2019 Joined Osakaya Consulting Group

Business Brokerage Division, Executive General Manager (current position)
# Seven-Year Financial Summary

## Japanese GAAP

### Consolidated Statements of Income data

<table>
<thead>
<tr>
<th></th>
<th></th>
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<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Net sales</strong></td>
<td>335,171</td>
<td>352,005</td>
<td>367,396</td>
<td>378,659</td>
<td>395,606</td>
<td>410,484</td>
<td></td>
</tr>
<tr>
<td><strong>Cost of sales</strong></td>
<td>145,385</td>
<td>153,336</td>
<td>160,677</td>
<td>162,435</td>
<td>161,992</td>
<td>171,209</td>
<td></td>
</tr>
<tr>
<td><strong>Gross profit</strong></td>
<td>189,786</td>
<td>198,669</td>
<td>206,719</td>
<td>216,223</td>
<td>233,613</td>
<td>239,275</td>
<td></td>
</tr>
<tr>
<td><strong>Selling, general and administrative expenses</strong></td>
<td>182,572</td>
<td>187,849</td>
<td>194,312</td>
<td>199,848</td>
<td>209,110</td>
<td>212,068</td>
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<tr>
<td><strong>Operating income</strong></td>
<td>7,213</td>
<td>10,819</td>
<td>12,406</td>
<td>16,374</td>
<td>24,502</td>
<td>27,206</td>
<td></td>
</tr>
<tr>
<td><strong>Income (loss) before income taxes and minority interests</strong></td>
<td>8,594</td>
<td>10,925</td>
<td>13,085</td>
<td>19,387</td>
<td>24,035</td>
<td>30,560</td>
<td></td>
</tr>
<tr>
<td><strong>Profit (loss) attributable to owners of parent</strong></td>
<td>4,235</td>
<td>6,097</td>
<td>7,268</td>
<td>10,680</td>
<td>15,951</td>
<td>19,827</td>
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</tr>
</tbody>
</table>

### Consolidated Balance Sheets data

<table>
<thead>
<tr>
<th></th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total liabilities and net assets</strong></td>
<td>257,595</td>
<td>282,098</td>
<td>283,352</td>
<td>282,434</td>
<td>298,510</td>
<td>331,751</td>
</tr>
<tr>
<td><strong>Property, plant and equipment, net</strong></td>
<td>61,955</td>
<td>68,989</td>
<td>79,275</td>
<td>75,060</td>
<td>74,402</td>
<td>80,981</td>
</tr>
<tr>
<td><strong>Total long-term liabilities</strong></td>
<td>47,288</td>
<td>26,208</td>
<td>40,380</td>
<td>18,455</td>
<td>17,190</td>
<td>17,511</td>
</tr>
<tr>
<td><strong>Total liabilities</strong></td>
<td>143,431</td>
<td>157,865</td>
<td>155,918</td>
<td>140,630</td>
<td>144,736</td>
<td></td>
</tr>
<tr>
<td><strong>Total net assets</strong></td>
<td>114,163</td>
<td>124,232</td>
<td>127,434</td>
<td>142,730</td>
<td>157,879</td>
<td>187,015</td>
</tr>
</tbody>
</table>

### Other selected data

<table>
<thead>
<tr>
<th></th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Capital expenditures</strong></td>
<td>10,920</td>
<td>13,709</td>
<td>13,555</td>
<td>8,801</td>
<td>9,407</td>
<td>14,892</td>
</tr>
<tr>
<td><strong>R&amp;D expenses</strong></td>
<td>8,989</td>
<td>9,618</td>
<td>9,439</td>
<td>9,808</td>
<td>10,084</td>
<td>10,474</td>
</tr>
<tr>
<td><strong>Depreciation and amortization</strong></td>
<td>11,834</td>
<td>11,227</td>
<td>10,301</td>
<td>11,166</td>
<td>10,244</td>
<td>9,396</td>
</tr>
<tr>
<td><strong>Number of employees</strong></td>
<td>6,006</td>
<td>6,162</td>
<td>6,343</td>
<td>6,816</td>
<td>6,895</td>
<td>7,075</td>
</tr>
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</table>

### Common share data (yen)

<table>
<thead>
<tr>
<th></th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Net income (loss) per share - basic</strong></td>
<td>12.77</td>
<td>22.72</td>
<td>27.47</td>
<td>39.35</td>
<td>55.13</td>
<td>68.23</td>
</tr>
<tr>
<td><strong>Net income (loss) per share - diluted</strong></td>
<td>15.75</td>
<td>22.68</td>
<td>26.16</td>
<td>36.84</td>
<td>55.04</td>
<td>68.15</td>
</tr>
<tr>
<td><strong>Dividends paid per share</strong></td>
<td>10.00</td>
<td>10.00</td>
<td>10.00</td>
<td>10.00</td>
<td>10.00</td>
<td>10.00</td>
</tr>
<tr>
<td><strong>Net assets per share</strong></td>
<td>407,081</td>
<td>441,594</td>
<td>449,944</td>
<td>469,054</td>
<td>513,764</td>
<td>607,610</td>
</tr>
</tbody>
</table>

### Financial ratios (%)

<table>
<thead>
<tr>
<th></th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Gross profit</strong></td>
<td>56.6%</td>
<td>56.4%</td>
<td>56.3%</td>
<td>57.1%</td>
<td>59.1%</td>
<td>58.3%</td>
</tr>
<tr>
<td><strong>Selling, general and administrative expenses</strong></td>
<td>54.5</td>
<td>53.4</td>
<td>52.9</td>
<td>52.8</td>
<td>52.9</td>
<td>51.7</td>
</tr>
<tr>
<td><strong>Operating income</strong></td>
<td>2.2</td>
<td>3.1</td>
<td>3.4</td>
<td>4.3</td>
<td>6.2</td>
<td>6.6</td>
</tr>
<tr>
<td><strong>Income (loss) before income taxes and minority interests</strong></td>
<td>2.6</td>
<td>3.1</td>
<td>3.6</td>
<td>5.1</td>
<td>6.1</td>
<td>7.4</td>
</tr>
<tr>
<td><strong>Profit (loss) attributable to owners of parent</strong></td>
<td>1.3</td>
<td>1.7</td>
<td>2.0</td>
<td>2.8</td>
<td>4.0</td>
<td>4.8</td>
</tr>
</tbody>
</table>

*1 Includes the effects of intangible assets.

## IFRS

### Consolidated Statement of Income data

<table>
<thead>
<tr>
<th></th>
<th>2017</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Net sales</strong></td>
<td>342,703</td>
<td>349,403</td>
</tr>
<tr>
<td><strong>Cost of sales</strong></td>
<td>171,713</td>
<td>177,673</td>
</tr>
<tr>
<td><strong>Gross profit</strong></td>
<td>171,080</td>
<td>171,729</td>
</tr>
<tr>
<td><strong>Selling, general and administrative expenses</strong></td>
<td>142,182</td>
<td>143,353</td>
</tr>
<tr>
<td><strong>Core operating income</strong></td>
<td>28,807</td>
<td>28,375</td>
</tr>
<tr>
<td><strong>Operating profit</strong></td>
<td>30,479</td>
<td>34,196</td>
</tr>
<tr>
<td><strong>Profit before tax</strong></td>
<td>31,998</td>
<td>35,658</td>
</tr>
<tr>
<td><strong>Profit for the period attributable to owners of the parent</strong></td>
<td>20,883</td>
<td>25,606</td>
</tr>
</tbody>
</table>

### Consolidated Statement of Financial Position

<table>
<thead>
<tr>
<th></th>
<th>2017</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total assets</strong></td>
<td>338,855</td>
<td>355,365</td>
</tr>
<tr>
<td><strong>Property, plant and equipment</strong></td>
<td>79,539</td>
<td>81,546</td>
</tr>
<tr>
<td><strong>Total long-term liabilities</strong></td>
<td>20,662</td>
<td>21,350</td>
</tr>
<tr>
<td><strong>Total liabilities</strong></td>
<td>150,062</td>
<td>151,093</td>
</tr>
<tr>
<td><strong>Total equity</strong></td>
<td>188,793</td>
<td>204,271</td>
</tr>
</tbody>
</table>

### Other selected data

<table>
<thead>
<tr>
<th></th>
<th>2017</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Capital expenditures</strong></td>
<td>14,892</td>
<td>16,678</td>
</tr>
<tr>
<td><strong>R&amp;D expenses</strong></td>
<td>10,474</td>
<td>10,969</td>
</tr>
<tr>
<td><strong>Depreciation and amortization</strong></td>
<td>7,775</td>
<td>8,707</td>
</tr>
<tr>
<td><strong>Number of employees</strong></td>
<td>7,075</td>
<td>6,941</td>
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### Common share data (yen)

<table>
<thead>
<tr>
<th></th>
<th>2017</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Basic earnings per share</strong></td>
<td>71.87</td>
<td>88.11</td>
</tr>
<tr>
<td><strong>Diluted earnings per share</strong></td>
<td>71.77</td>
<td>87.99</td>
</tr>
<tr>
<td><strong>Dividends paid per share</strong></td>
<td>17.00</td>
<td>20.00</td>
</tr>
<tr>
<td><strong>Equity attributable to owners of the parent per share</strong></td>
<td>614.08</td>
<td>657.50</td>
</tr>
<tr>
<td><strong>Number of outstanding shares (common stock)</strong></td>
<td>299,115,346</td>
<td>299,115,346</td>
</tr>
</tbody>
</table>

### Financial ratios (%)

<table>
<thead>
<tr>
<th></th>
<th>2017</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Gross profit</strong></td>
<td>49.9%</td>
<td>49.1%</td>
</tr>
<tr>
<td><strong>Selling, general and administrative expenses</strong></td>
<td>41.5</td>
<td>41.0</td>
</tr>
<tr>
<td><strong>Operating profit</strong></td>
<td>8.9</td>
<td>9.8</td>
</tr>
<tr>
<td><strong>Profit before tax</strong></td>
<td>9.3</td>
<td>10.2</td>
</tr>
<tr>
<td><strong>Profit for the period attributable to owners of the parent</strong></td>
<td>6.1</td>
<td>7.3</td>
</tr>
</tbody>
</table>

*1 Includes the effects of intangible assets.
Management’s Discussion and Analysis

Market Environment

During fiscal 2018 (January 1, 2018–December 31, 2018), the Japanese economy as a whole continued to gradually improve, backed by ongoing recovery in personal consumption and corporate profits amid steady improvement in employment. The market in the Lion Group’s main business domain, the domestic consumer products industry, was steady, as unit prices continued to rise.

Consolidated Results

Under its new management vision, “Becoming an advanced daily healthcare company,” the Lion Group has launched the LION Value Evolution Plan (LIVE Plan) medium-term management plan for the three years beginning fiscal 2018. To achieve the management vision, Lion has been implementing measures based on the basic strategies “Expand and Evolve Our Business Domains through New Value Creation,” “Accelerate Growth in Overseas Businesses through Globalization,” “Reinforce Our Management Base through Business Structure Reform” and “Create Dynamism to Foster Innovative Change” while introducing future-oriented growth initiatives in and outside Japan.

In its domestic operations, Lion introduced such new products as toothpastes, toothbrushes, dental rinses, body washes, laundry detergents, fabric softeners and eye drops and worked to cultivate markets for these products through aggressive marketing. At the same time, in the Living Care field, the Company launched new products that offer new living habits. In its overseas operations, the Group sought to develop its key brands and increase profitability, focusing mainly on the personal care field, including oral care and beauty care products.

Reflecting these efforts, consolidated results for fiscal 2018 are as follows. Net sales amounted to ¥349,403 million, a year-on-year increase of 2.0% (or an increase of 1.4% in terms of real net sales, which exclude the influence of exchange rate conversion). Core operating income came to ¥208,375 million, down 1.5% compared with the previous fiscal year, and operating profit to ¥34,196 million, up 12.2% year on year. Profit for the period attributable to owners of parent totaled ¥25,606 million, up 22.6% compared with the previous fiscal year.

Conditions by Reportable Segment

The Lion Group comprises the corporate headquarters, segments centered on the products and services that are the foundation for the Company, and regional segments. Its three reportable segments are Consumer Products Business, Industrial Products Business, and Overseas Business.

Consumer Products Business

The Consumer Products Business segment comprises the Oral Care Products, Beauty Care Products, Fabric Care Products, Living Care Products, Pharmaceutical Products, and Other Products businesses. Segment net sales decreased 4.0% compared with the previous fiscal year. Segment profit decreased 5.8%.

SG&A Expenses Breakdown

<table>
<thead>
<tr>
<th>Amount (Millions of yen)</th>
<th>% of net sales</th>
<th>Amount (Millions of yen)</th>
<th>% of net sales</th>
</tr>
</thead>
<tbody>
<tr>
<td>Selling, general and administrative expenses</td>
<td>143,353</td>
<td>41.0</td>
<td>142,182</td>
</tr>
<tr>
<td>Sales commission expenses</td>
<td>9,307</td>
<td>2.7</td>
<td>9,012</td>
</tr>
<tr>
<td>Promotion expenses</td>
<td>25,933</td>
<td>7.4</td>
<td>25,441</td>
</tr>
<tr>
<td>Advertising expenses</td>
<td>28,787</td>
<td>8.2</td>
<td>29,935</td>
</tr>
<tr>
<td>Transportation and warehousing expenses</td>
<td>19,104</td>
<td>5.5</td>
<td>18,653</td>
</tr>
<tr>
<td>Salaries and allowances</td>
<td>15,377</td>
<td>4.4</td>
<td>15,034</td>
</tr>
<tr>
<td>Research and development expenses</td>
<td>10,969</td>
<td>3.1</td>
<td>10,474</td>
</tr>
<tr>
<td>Other</td>
<td>33,873</td>
<td>9.7</td>
<td>33,631</td>
</tr>
</tbody>
</table>

Factors Accounting for Changes in Operating Profit

<table>
<thead>
<tr>
<th></th>
<th>Operating profit for 2017</th>
<th>Operating profit for 2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sales, product mix and others</td>
<td>¥234,030</td>
<td>¥231,594</td>
</tr>
<tr>
<td>Total cost reduction efforts (manufacturing and logistics costs)</td>
<td>-8,537</td>
<td>-8,258</td>
</tr>
<tr>
<td>Competition expenses</td>
<td>+644</td>
<td>+393</td>
</tr>
<tr>
<td>Rise in price of raw materials</td>
<td>+41</td>
<td>+32</td>
</tr>
<tr>
<td>Impact of extraordinary income (loss)</td>
<td>+1,100</td>
<td>+3,000</td>
</tr>
</tbody>
</table>

Net Sales and Segment Income

<table>
<thead>
<tr>
<th></th>
<th>2018</th>
<th>2017</th>
<th>Increase/ decrease</th>
</tr>
</thead>
<tbody>
<tr>
<td>Net sales</td>
<td>2,384,710</td>
<td>2,241,203</td>
<td>¥143,507 (6.4%)</td>
</tr>
<tr>
<td>Segment income</td>
<td>178,346</td>
<td>189,934</td>
<td>-11,588 (6.1%)</td>
</tr>
<tr>
<td>Note: Net sales include internal net sales within and among segments, which amounted to ¥16,202 million in 2018 and ¥28,507 million in 2017.</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Net Sales by Products

<table>
<thead>
<tr>
<th>Product Group</th>
<th>2018</th>
<th>2017</th>
<th>Increase/ decrease</th>
</tr>
</thead>
<tbody>
<tr>
<td>Oral Care Products</td>
<td>59,503</td>
<td>56,486</td>
<td>¥3,017 (5.3%)</td>
</tr>
<tr>
<td>Beauty Care Products</td>
<td>21,024</td>
<td>20,307</td>
<td>¥717 (3.5%)</td>
</tr>
<tr>
<td>Fabric Care Products</td>
<td>59,790</td>
<td>61,521</td>
<td>-¥731 (2.8%)</td>
</tr>
<tr>
<td>Living Care Products</td>
<td>17,891</td>
<td>16,949</td>
<td>¥942 (5.6%)</td>
</tr>
<tr>
<td>Pharmaceutical Products</td>
<td>29,228</td>
<td>29,407</td>
<td>-¥179 (0.6%)</td>
</tr>
<tr>
<td>Other Products</td>
<td>44,156</td>
<td>56,311</td>
<td>-¥12,155 (21.9%)</td>
</tr>
</tbody>
</table>
In Oral Care Products, sales of CLINICA ADVANTAGE Toothpaste, SYSTEMA Haguki (the Gum) Plus Toothbrush, and CLINICA ADVANTAGE Toothbrush were strong. In addition, NOWO Toothpaste and NOWO Mouthwash, part of the NOWO bad breath prevention brand, released in 2017, received favorable consumer reviews.

In Beauty Care Products, KireiKirei Medicated Foaming Hand Soap and the hadakara Body Soap series saw strong sales and remained favorable. In Fabric Care Products, sales of SOFLAN Aroma Rich were favorable and Lion released new TOP Hareta, a super-concentrated liquid laundry detergent. However, sales of TOP Clear Liquid were impacted by intensifying competition, and sales of powder detergents fell year on year, reflecting continued market contraction. In Living Care Products, although sales of CHARMY Magica were strong and BUFFERIN Luna i, received favorable consumer reviews, were strong and BUFFERIN PREMIUM, were favorable, and Lion released new product LOOK Plus Bath Cleansing received favorable consumer reviews.

In Pharmaceutical Products, sales of BUFFERIN PREMIUM and BUFFERIN Luna i were strong and Smile Medical A, new eye drops, received favorable consumer reviews. In Other Products, while sales of Nice n rem essence Lactoferrin decreased year on year, sales of Nice n Toru Sana (Desodorizing Cat Litter) were firm, and those of oral care products were strong.

### Industrial Products Business

The Industrial Products Business segment includes the Automotive, Electrical and Electronics, and Detergents for Institutional Use Products fields. These businesses handle products that include anti-sticking agents for tires, electro-conductive carbon for secondary batteries, and electro-conductive compounds for semiconductor carrier materials. In Automotive, sales of carbon for auto parts were favorable, and overall sales increased year on year. In Electrical and Electronics, sales of electro-conductive carbon for secondary batteries for overseas markets and electro-conductive compounds for semiconductor carrier materials were favorable, and overall sales increased significantly year on year. In Detergents for Institutional Use Products, sales of carbon sanitizers for kitchens were favorable, but overall sales edged down year on year.

### Overseas Business

The Overseas Business segment comprises business operations located in Southeast Asia, including Thailand and Malaysia, and Northeast Asia, including South Korea and China. Segment net sales increased 2.4% year on year (or in terms of real net sales, which exclude the influence of exchange rate fluctuations, increased 0.5%). Segment profit dramatically increased 55.8% year on year.

### Financial Position

#### Net Sales and Segment Income

**Millions of yen**

<table>
<thead>
<tr>
<th>2018</th>
<th>2017</th>
<th>Increase/ decrease</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Net sales</strong></td>
<td>100,043</td>
<td>94,576</td>
</tr>
<tr>
<td><strong>Segment income</strong></td>
<td>6,876</td>
<td>6,573</td>
</tr>
</tbody>
</table>

Note: Net sales include internal net sales within and among segments, which amounted to ¥102,759 million in 2018 and ¥96,621 million in 2017.

In Southeast Asia, overall sales were up 3.8% year on year. In Thailand, sales of Shokubutsu-Monogatari Body Soap were strong, and sales of toothbrushes and laundry detergents were up year on year. Overall sales after yen conversions were up year on year. In Malaysia, sales of TOP laundry detergent were favorable, but because of the merger of a detergent ingredient manufacturing subsidiary that caused said subsidiary to be excluded from the scope of consolidation during the fiscal year, overall sales after yen conversions were down year on year.

In Northeast Asia, overall sales were down 0.2% year on year. In South Korea, sales of KireiKirei hand soap were favorable. Overall sales after yen conversions were up year on year. In China, sales of SYSTEMA toothbrushes fell year on year. Overall sales after yen conversions were down year on year.

#### Net Sales and Segment Income

**Millions of yen**

<table>
<thead>
<tr>
<th>2018</th>
<th>2017</th>
<th>Increase/ decrease</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Net sales</strong></td>
<td>34,067</td>
<td>30,685</td>
</tr>
<tr>
<td><strong>Segment income</strong></td>
<td>1,717</td>
<td>1,386</td>
</tr>
</tbody>
</table>

Note: Net sales include internal net sales within and among segments, which amounted to ¥32,790 million in 2018 and ¥26,060 million in 2017.

In China, sales of SYSTEMA toothbrushes fell year on year. Overall sales after yen conversions were down year on year.

#### Cash Flows

#### Consolidated Cash Flows

**Millions of yen**

<table>
<thead>
<tr>
<th>2018</th>
<th>2017</th>
<th>Increase/ decrease</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Net cash provided by (used in) operating activities</strong></td>
<td>31,879</td>
<td>28,559</td>
</tr>
<tr>
<td><strong>Net cash provided by (used in) investment activities</strong></td>
<td>(9,889)</td>
<td>(8,750)</td>
</tr>
<tr>
<td><strong>Net cash provided by (used in) financing activities</strong></td>
<td>(8,754)</td>
<td>(6,751)</td>
</tr>
<tr>
<td><strong>Net cash used in financing activities</strong></td>
<td>(564)</td>
<td>(603)</td>
</tr>
<tr>
<td><strong>Net cash used in investing activities</strong></td>
<td>(8,989)</td>
<td>(8,352)</td>
</tr>
<tr>
<td><strong>Net cash provided by (used in) investing activities</strong></td>
<td>3,501</td>
<td>1,488</td>
</tr>
<tr>
<td><strong>Net cash provided by operating activities</strong></td>
<td>30,565</td>
<td>28,072</td>
</tr>
<tr>
<td><strong>Net cash used in financing activities</strong></td>
<td>3,501</td>
<td>1,488</td>
</tr>
<tr>
<td><strong>Net cash provided by (used in) investing activities</strong></td>
<td>3,501</td>
<td>1,488</td>
</tr>
</tbody>
</table>

Net cash provided by operating activities totaled ¥31,879 million, due mainly to profit before tax.

Net cash used in investing activities totaled ¥9,889 million, due in part to the purchase of property, plant and equipment.

Net cash used in financing activities totaled ¥8,754 million. Major components of this outflow included cash dividends paid. As a result of the above, cash and cash equivalents as of December 31, 2018 increased ¥13,570 million compared with the consolidated fiscal year-end dated December 31, 2017, to ¥104,972 million.
### Outlook for Fiscal 2019

<table>
<thead>
<tr>
<th>Millions of yen</th>
<th>Fiscal 2019 forecast</th>
<th>2018</th>
<th>Increase/ decrease</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Net sales</td>
<td>360,000</td>
<td>340,400</td>
<td>19,600</td>
<td>5.7%</td>
</tr>
<tr>
<td>Core operating income*1</td>
<td>31,500</td>
<td>28,375</td>
<td>3,125</td>
<td>11.5%</td>
</tr>
<tr>
<td>Operating profit</td>
<td>31,000</td>
<td>34,196</td>
<td>(3,197)</td>
<td>(9.3%)</td>
</tr>
<tr>
<td>Profit attributable to owners of parent</td>
<td>21,000</td>
<td>25,606</td>
<td>(4,607)</td>
<td>(18.0%)</td>
</tr>
<tr>
<td>Basic EPS (yen)</td>
<td>72.25</td>
<td>88.11</td>
<td>(15.86)</td>
<td>(18.0%)</td>
</tr>
</tbody>
</table>

*1 Core operating income is an earnings indicator the Company uses to measure regular business performance and is calculated by subtracting selling, general and administrative expenses from gross profit.

### Business Risks

The Lion Group’s management performance and financial position may be adversely affected by various risks as business activities are pursued in the future. Of these risks, the following items, in particular, may have a material impact on the decisions of investors.

1. **Product quality and value**
   - The Lion Group plans, develops, produces, and sells products under management based on international quality standards while strictly following related laws and regulations, such as the Pharmaceutical and Medical Device Act, to provide worry-free, safe, convenient, and environmentally conscious products to consumers. In addition, we use consumers’ opinions received through our Consumer Service Office to improve our products and packaging as well as respective displays and text.

2. **Changes in raw material prices**
   - In the event of unforeseen and serious problems with product quality, however, the affected product and all products made by the Lion Group may lose their perceived value. This may adversely affect the Lion Group’s management performance and financial position.

3. **Exchange rate fluctuations**
   - As of February 13, 2019, Lion is not involved in any lawsuits that may have significant impact on its business. However, if the Lion Group were to be sued and found liable for significant damages, these could adversely affect the Lion Group’s management performance and financial position.

4. **Major lawsuits**
   - In the product manufacturing process, the Lion Group has put in place safety measures against earthquakes and other natural disasters. In the event of a major disaster, however, our production equipment may be damaged, or a suspension of raw materials procurement or distribution activities may cause business activities to cease, adversely affecting the Lion Group’s management performance and financial position.

5. **Earthquakes and other natural disasters**
   - The Lion Group’s management performance and financial position may be adversely affected by various risks as business activities are pursued in the future. Of these risks, the following items, in particular, may have a material impact on the decisions of investors.
Achievements and target values of Eco Vision 2020

<table>
<thead>
<tr>
<th>Categories</th>
<th>Achievements in 2015</th>
<th>Achievements in 2016</th>
<th>Achievements in 2017</th>
<th>Target values for 2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>Environment</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Emission</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Water</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Nature</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Waste</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Achievements for Oral Health Promotion

<table>
<thead>
<tr>
<th>Achievements in 2015</th>
<th>Achievements in 2016</th>
<th>Achievements in 2017</th>
<th>Achievements in 2018</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Education focused on the prevention of periodontal diseases and strives to improve the health of teeth and oral health provided to employees of various companies.

Support to help maintain oral functions that will enable individuals to eat their own teeth and maintain a healthy mouth.

Implements highly professional quality health and professional dental activities based on the concept of self-control dental care.

Note: Partial results for 2016 are updated from July 2019.

Corporate Culture

<table>
<thead>
<tr>
<th>Categories</th>
<th>Achievements in 2015</th>
<th>Achievements in 2016</th>
<th>Achievements in 2017</th>
<th>Achievements in 2018</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

1) The recycling ratio of total waste generation is 99% or more, excluding recycling residues.
2) RSPO: Roundtable on Sustainable Palm Oil

Note: Results for 2018 are updated from July 2019.
Corporate Overview

Corporate Name: Lion Corporation
Foundation: October 30, 1891
Establishment: September 1918
Capital: ¥34,433 million (as of December 31, 2018)
Address: 3-7, Honjo 1-chome, Sumida-ku, Tokyo 130-8644, Japan
Employees:
- Consolidated: 6,941
- Non-consolidated: 2,727 (as of December 31, 2018)

Stock Information (As of December 31, 2018)

Stock Listing: 1st Section of Tokyo Stock Exchange (Security Code: 4912)
Transfer Agent: Mitsubishi UFJ Trust and Banking Corporation
Number of Common Stock: 299,115,346 shares (issued and outstanding)
Number of Shareholders: 60,541

Stock Composition Ratios by Shareholder Category

- Foreign institutions and individuals: 21.94%
- Individual investors and others (including treasury stock): 19.10%
- Japanese financial institutions: 39.98%
- Other corporations: 17.82%
- Financial instrument firms: 1.16%

Principal Shareholders

<table>
<thead>
<tr>
<th>Shareholder</th>
<th>Shareholding ratio (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Japan Trustee Services Bank, Ltd. (Trust Account)</td>
<td>10.43</td>
</tr>
<tr>
<td>Trust &amp; Custody Services Bank, Ltd. as trustee for Mizuho Bank, Ltd. Retirement Benefit Trust Account re-entrusted by Mizuho Trust and Banking Co., Ltd.</td>
<td>5.59</td>
</tr>
<tr>
<td>The Master Trust Bank of Japan, Ltd. (Trust Account)</td>
<td>4.57</td>
</tr>
<tr>
<td>The Bank of Tokyo-Mitsubishi UFJ, Ltd.</td>
<td>3.47</td>
</tr>
<tr>
<td>SSBTC CLIENT OMNIBUS ACCOUNT</td>
<td>2.38</td>
</tr>
<tr>
<td>Japan Trustee Services Bank, Ltd. (Trust Account 5)</td>
<td>1.87</td>
</tr>
<tr>
<td>Mitsubishi UFJ Trust and Banking Corporation</td>
<td>1.71</td>
</tr>
<tr>
<td>Tokio Marine &amp; Nichido Fire Insurance Co., Ltd.</td>
<td>1.52</td>
</tr>
<tr>
<td>Japan Trustee Services Bank, Ltd. (Trust Account 7)</td>
<td>1.47</td>
</tr>
<tr>
<td>Meiji Yasuda Life Insurance Company</td>
<td>1.40</td>
</tr>
</tbody>
</table>

Lion’s Disclosure

External Evaluation

- Dow Jones Sustainability Asia Pacific Index
- FTSE4Good Index
- FTSE Blossom Japan Index
- S&P/JPX Carbon Efficient Index
- 2018 Constituent MSCI Japan ESG Select Leaders Index
- 2018 Constituent MSCI Japan Empowering Women Index (WIN)

Supporting the UN Global Compact

- UN Global Compact

Corporate Website

Corporate website

www.lion.co.jp/en/

This website offers important management and financial information, as well as timely press releases on a wide range of topics, such as new products. In addition, the website provides a variety of information to ensure a better understanding of Lion and its history, such as detailed product information that could not be included in the annual report.

Sustainability (ESG) website

https://www.lion.co.jp/en/csr/

This website provides information on sustainability (ESG) activities, which is one of the material key factors for the Company.

Investor Relations website

https://www.lion.co.jp/en/ir/

This website provides not only the timely release of important management decisions and financial information but also historical financial data.