



Lion
Sustainability Website2025

〈PDF〉



Lion Sustainability Website PDF version: From January 1, 2024 to Present

Some parts also include information about activities conducted outside of the above periods.

* Click each item in the table of contents to move to the corresponding page in this PDF.

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Management Message

- ✓ Message from Management
- ✓ Message from the Officer Responsible for Sustainability

Make a difference in everyday lives by redesigning habits: ReDesign



Masayuki Takemori
Representative Director, President and Executive Officer
Chief Executive Officer

Since Lion's founding in 1891, it has striven to help consumers realize health, comfort, cleanliness and hygiene in everyday living by redesigning habits and providing the various daily commodities necessary for such habits in line with its unchanging mission of "benefitting society through business activities."

In Northeast Asia, various challenges arising from aging populations, such as increasing medical costs, are becoming apparent, while in Southeast and South Asia, health and hygiene habits must be improved in accordance with the level of economic development. At the same time, dealing with global environmental problems cannot be put off any longer. In light of such rapid changes in the business environment and to precisely deal with diverse emerging social issues, continuously generate business value and contribute to society going forward.

Based on our purpose, "Make a difference in everyday lives by redesigning habits: ReDesign," we formulated a [long-term strategic framework, Vision2030](#), aimed at achieving our management vision, "Becoming an advanced daily healthcare company."

Under Vision2030, we are advancing initiatives that address our [Sustainability Material Issues](#) to create social and economic value and achieve sustainable corporate value enhancement. Of these, we have positioned "Creating Healthy Living Habits," which contributes to the realization of everyday happiness, and "Promoting Environmental Initiatives for a Sustainable Planet" as our top priority material issues, and we are investing management resources in these areas accordingly. Habits have great power. Daily chores take up the majority of our time, and by transforming this drudgery into positive experiences, or positive habits, we can increase the sum total of our happiness. Specifically, in 2019, we established the [LION Eco Challenge 2050](#) environmental objectives. These objectives put into words our dedication to working in partnership with all stakeholders to realize a decarbonized, resource-circulating society. We believe that promoting a wide range of environmentally friendly habits and products that reduce environmental impact in the home is one effective way that Lion can contribute.

Going forward, we will continue to accelerate our growth strategies by leveraging our strengths of wide-ranging insight gleaned through the redesign of living habits as well as marketing and R&D capabilities based on consumer perspectives. By doing so, we will contribute to the achievement of the Sustainable Development Goals as well as to health, comfort, cleanliness and hygiene in everyday living and the realization of a sustainable society.

Masayuki Takemori

Representative Director,
President and Executive Officer
Chief Executive Officer

By integrating sustainability promotion into management strategy, we aim to create better habits that contribute to resolving social issues while achieving further business growth.



Eiji Nishinaga
Executive Officer, General Manager of Sustainability Promotion Department

Management Strategy That Integrates Sustainability

Society and the global environment are undergoing profound changes. From climate change and resource depletion to widening social and economic disparities, the issues we must confront are urgent and numerous. In this context, the Lion Group is advancing initiatives to address its Sustainability Material Issues by integrating them into management strategy, with the aim of helping resolve social issues and promoting the sustainable growth of its businesses.

We have identified 13 Sustainability Material Issues that serve as a roadmap for creating value in businesses in which the Group has an advantage, and for fulfilling our corporate social responsibilities. Within this roadmap, the Group has positioned “creating healthy living habits” and “promoting environmental initiatives for a sustainable planet” as top-priority material issues in which the Group must invest management resources to secure a competitive advantage.

The Group promotes sustainability initiatives rooted in its purpose—“Make a difference in everyday lives by redesigning habits: ReDesign.” People’s everyday habits are the key. For example, according to the United Nations, on a consumption basis 65% of CO₂ emissions come from households, suggesting that households play a crucial role in achieving significant emission reductions.^{*1*2} We strongly believe that people’s habits have the power to help resolve social issues, and that creating habits among consumers that promote healthy lifestyles and reduce CO₂ emissions can drive major changes.

Growing Our Businesses and Helping Resolve Social Issues by Creating Better Habits

To create healthy living habits, one of our top-priority material issues, we are focusing on instilling tooth brushing and other oral healthcare habits that are directly related to day-to-day health, as well as cleaning and hygiene habits such as hand washing. Our objective is to provide the 1 billion people across Asia, including Japan, in the areas that the Lion Group serves with products, services and information that help to create healthy living. Going forward, we will accelerate efforts to achieve this objective by increasing collaboration with overseas Group companies. In particular, in our core oral healthcare business we aim to create new markets and expand the scope of the business through products and services that leverage digital technologies.

In promoting environmental initiatives for a sustainable planet, we are encouraging habits that promote the mindful use of water and the reduction of plastic waste. By proposing planet-friendly lifestyles, we contribute to the achievement of a decarbonized, resource-circulating society. Many of our products involve water use. Supplying clean tap water and treating wastewater both require energy. In this regard, using fewer rinse cycles when doing laundry reduces water consumption and contributes to lowering CO₂ emissions. Recognizing the value of plastic as a useful material, we are also working to expand partnerships aimed at achieving plastic resource circulation. This includes advancing recycling technologies for refill containers and building recycling systems in collaboration with local governments and other companies.

The Sustainability Promotion Council works to ensure that the resolution of these two top-priority material issues contributes to business growth. Its efforts include integrating sustainability promotion into management strategy, making decisions on specific action plans related to the environment, society, and governance, and monitoring progress toward the Group's 2030 goals. Working to fulfill our purpose and leverage our unique strengths, we will steer the Group toward sustainability in management. Through the creation of better habits, we intend to contribute to society and achieve further business growth.

Sources:

*1 United Nations Environment Programme (2020). *The Emissions Gap Report 2020*. Nairobi.

*2 Ivanova, D., Stadler, K., Steen-Olsen, K., Wood, R., Vita, G., Tukker, A. and Hertwich, E. G. *Journal of Industrial Ecology*, 20(3), 526-536 (2016)

Eiji Nishinaga

Executive Officer,
General Manager of Sustainability Promotion Department

Approach and Implementation Framework

- ✓ Basic Approach
- ✓ Sustainability Management (Implementation Framework)
- ✓ The Lion Group Sustainability Material Issues and Objectives for 2030
- ✓ Identifying Material Issues/History/Initiatives and External Evaluations
- ✓ What is Sustainability?
- ✓ Contributing to the Achievement of the SDGs

Basic Approach

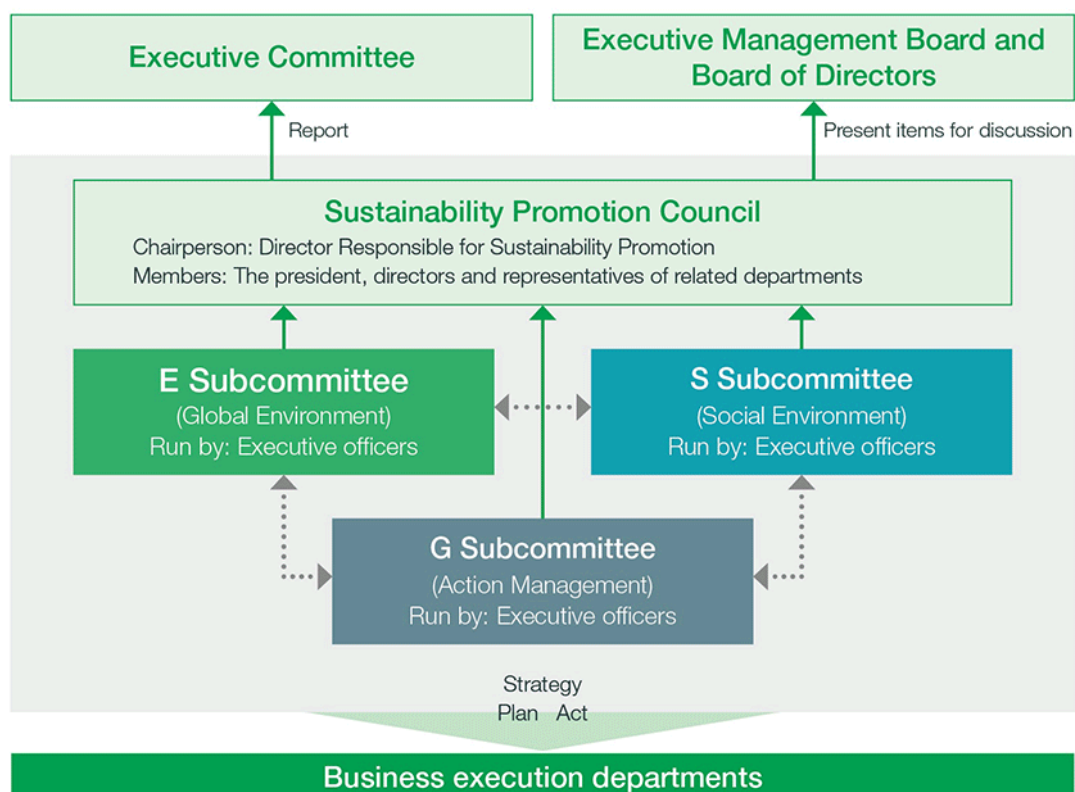
Upholding its founding spirit of “benefiting society through its business activities,” Lion, in addition to pursuing economic development, has long considered its impact on the environment and society and worked to address related issues through its business activities.

At present, we are tackling key management issues to reduce risks and achieve our management vision for 2030 of “Becoming an advanced daily healthcare company.” At the same time, we are practicing management driven by our purpose, “Make a difference in everyday lives by redesigning habits: ReDesign.”

Sustainability Management (Implementation Framework)

In order to promote sustainable management, until 2020 we held the Sustainability Promotion Meeting, comprising all executive directors, including the president, and related departments. In 2021, we revised the Sustainability Promotion Council, convening twice a year.

We have established the E, S and G subcommittees under the council, each headed by an executive officer, to promote and monitor initiatives for the Sustainability Material Issues. Decisions made by the council are shared with the Executive Committee and, as necessary, presented to and discussed by the Executive Management Board and the Board of Directors, before being reflected in the business activities of the business execution departments.



The Lion Group Sustainability Material Issues and Objectives for 2030

With an eye to achieving its management vision of “Becoming an advanced daily healthcare company” by 2030 and contributing to the Sustainable Development Goals (SDGs), a set of shared global goals for 2030, the Lion Group has established the Lion Group Sustainability Material Issues and objectives for 2030.

The Lion Group believes that it is crucial to take a longer-term perspective in order to ensure that it can continue to meet the needs of society and customers and grow its businesses. In 2021, in light of the COVID-19 pandemic and changes in the social environment, we revised our objectives and indicators. Aiming for a higher level of achievement, the 2030 objectives include quantitative indicators for evaluating our progress.

Taking an integrated approach that incorporates sustainability into management strategy, the Lion Group aims to contribute to the realization of a sustainable society and achieve further business growth.

Sustainability Material Issues, 2030 Objectives & Progress

Material Issues	Objectives (2030)	Progress (2024 Results)
E (Environment) Top-Priority Material Issues ① > Promoting Environmental Initiatives for a Sustainable Planet 	Reduce CO ₂ emissions throughout business activities.	Down 33% compared with 2017 (Figure after deducting purchases of carbon credits. 24% reduction if not deducted.)
	Reduce CO ₂ emissions throughout product lifecycles.	Down 2% compared with 2017
	Achieve a CO ₂ emissions reduction effect in excess of Lion's own emissions to help society become carbon negative.	Plan to formulate actions and KPIs and verify their effectiveness
	Actively promote the 3Rs (reduce, reuse, recycle) and renewable resource activities.	97% (Japan) Rate of containers and other packaging using sustainable materials: 2.9%
	Reduce water usage throughout product lifecycles.	Down 22% compared with 2017

Material Issues	Objectives (2030)	Progress (2024 Results)
S(Social) Top-Priority Material Issues ② > Creating Healthy Living Habits 	Provide opportunities for everyone to practice oral healthcare whenever necessary and foster oral health care habits to promote health for all.	Oral health care habits: 400 million people* Spreading Awareness of Preventive Dentistry Habits (Japan) - Expanded initiatives to foster preventive dental care habits (OraCo) (Overseas) - Conducted tooth brushing awareness activities for infants and children Putting Preventive Dentistry Habits into Practice (Japan) - Promoted greater frequency of tooth brushing 37% of population brushed teeth after lunch (target for 2030: 50%) - Promoted greater use of products other than toothpastes and toothbrushes 38% of population used dental floss products (target for 2030: 50%) *Source: Lion survey
	Promote the establishment of cleanliness and hygiene habits that prevent bacteria and viruses from entering the body across all aspects of daily living, so that everyone can stay healthy.	Cleanliness and hygiene habits: 310 million people* Promoting and Establishing Cleanliness and Hygiene Habits through Educational Institutions (Lion Group) - Conducted educational and awareness activities at preschools, kindergartens and elementary schools to promote hand washing habits - Held the KireiKirei My Bottle Contest - Carried out hygiene education at elementary schools in Bangladesh through JICA Expanding Activities in the Domain of Establishing Cleanliness and Hygiene Habits (Japan) - Implemented the FureFure Family Project, which distributed hand washing lesson kits - Conducted a hand washing awareness event in partnership with the parenting app iiba - Installed hand soap stations in elementary schools in Okayama Prefecture using the corporate furusato nozei (hometown tax) program (Overseas) - Provided hygiene products to expectant mothers as part of a childbirth support initiative in South Korea - Conducted hand washing education through a public-private collaborative project in Thailand *Based on 2024 performance, a new calculation method was adopted, expanding the scope of activities to include personal and food safety, in light of business conditions in Asia

Material Issues	Objectives (2030)	Progress (2024 Results)
S (Social) ③ > Promoting Diversity and Inclusion * 	Enable human resources with diverse values and ideas to fully express their individuality and abilities and succeed professionally.	- Ratio of women in management: 24.9% - Employees who feel so: 61% (Japan)
S (Social) ④ > Promoting Work-Life Enrichment * 	Create an environment that helps employees fulfill their ambitions through synergy between work and private life.	57% (Japan)
S (Social) ⑤ > Developing Human Resources * 	Foster human resources who generate dynamism to realize innovative change by creating environments that enable all employees to exercise their diverse abilities to the fullest and embrace challenges.	58%
S (Social) ⑥ > Improving Employee Health * 	Support mental and physical healthcare for employees to reinforce Group human resources and achieve sustainable corporate growth.	- Employees getting dental checkups: 92% (Japan) Note: Calculation method under consideration overseas - Absenteeism: 1.1% (Lion Corporation in Japan, Slightly up from 2021) Note: Calculation method under consideration overseas
S (Social) ⑦ > Enhancing the Occupational Safety Management System 	Enhance systems to ensure compliance with occupational safety and health laws and regulations and to enforce safety awareness thoroughly for the safety and peace of mind of employees and outside partners working on site.	- Participation in training: 100% as planned - Serious accidents and incidents: Zero However, there was one accident overseas, involving a contract employee working at the warehouse of one of our consolidated subsidiaries.
S (Social) ⑧ > Respecting Human Rights 	Ensure respect for the human rights of all stakeholders affected by Group business activities, in line with the LION Human Rights Policy.	Human rights due diligence implementation Lion Group: 100% Suppliers: 92%

Material Issues	Objectives (2030)	Progress (2024 Results)
S (Social) ⑨ > Building Responsible Supply Chain Management 	Implement sustainable procurement with zero tolerance for human rights and labor problems (including child labor and forced labor) or environmental destruction in line with the Sustainable Material Procurement Policy and Lion Group Supplier CSR Guidelines.	- Ratio of certified raw materials procurement Japan: Certified paper and pulp: 75% (item ratio) Certified palm oil and palm kernel oil derivatives: 99% (based on key raw materials) Lion Group: Certified paper and pulp: 46% (item ratio) Certified palm oil and palm kernel oil derivatives: 46% (based on key raw materials) - Ratio of suppliers supporting zero deforestation Japan: 55%, Lion Group: 49%
S (Social) ⑩ > Pursuing Customer Satisfaction and Trust 	Promote and reinforce customer-oriented business activities by improving customer support quality and the value of products and services.	- Self-declaration of conformance to ISO 10002 (Japan, July) - Began providing the annual customer inquiry summary in digital format Company-wide - Began Company-wide sharing of audio recordings of main customer inquiries and commendations - Developed a tool for overseas affiliates to share customer opinions
G (Governance) ⑪ > Promoting Risk Management 	Build a comprehensive and exhaustive risk management system for identifying and quickly and appropriately dealing with risks to achieve sustainable corporate growth.	Disclosed once
G (Governance) ⑫ > Reinforcing Compliance 	Reinforce effective initiatives to instill compliance awareness and thus earn and maintain the trust of society.	- Participation in training: 100% as planned - Serious compliance violations: Zero
G (Governance) ⑬ > Enhancing Governance 	Build a sound, fair, transparent and highly effective governance system to enable sustainable corporate value enhancement.	- Disclosed once - Continued activities to maintain or improve evaluation compared with 2023

* The four items related to human capital will be revised and updated targets and indicators will be promoted starting from the 2025 results.

* The historical data contained an error, which has been corrected in the figures.

PDF version

Key Sustainability Data

Sustainability Material Issues, 2030 Objectives and Indicators, 2024 Results and Measures to 2030

We continued activities toward achieving the 2030 objectives for each Sustainability Material Issue. We will continue to introduce further initiatives. Going forward, we will focus our efforts to manage and achieve these goals.

Sustainability Material Issue	2024 Results	Measures to 2030
Promoting Environmental Initiatives for a Sustainable Planet	...	...
Creating Healthy Living Habits	...	...
Promoting Diversity and Inclusion*	...	...
Promoting Work-Life Enrichment*	...	...
Developing Human Resources*	...	...
Improving Employee Health*	...	...
Enhancing the Occupational Safety Management System	...	...
Respecting Human Rights	...	...
Building Responsible Supply Chain Management	...	...
Pursuing Customer Satisfaction and Trust	...	...
Promoting Risk Management	...	...
Reinforcing Compliance	...	...
Enhancing Governance	...	...

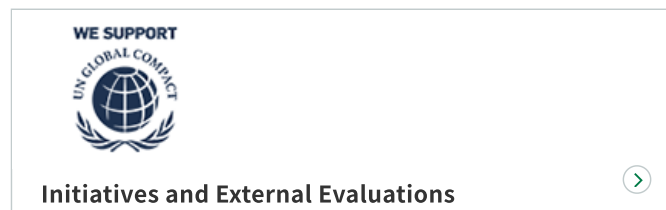
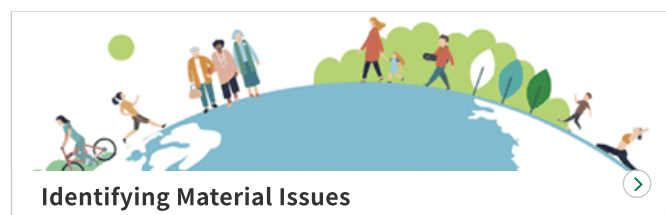
Sustainability Material Issues, 2030 Objectives and Indicators, 2024 Results and Measures to 2030 [PDF](#) (500KB)

The Lion Group Sustainability Material Issues Contributing to the SDGs

Sustainability Material Issues		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17
E	Promoting Environmental Initiatives for a Sustainable Planet																	
	Creating Healthy Living Habits																	
	Promoting Diversity and Inclusion*																	
	Promoting Work-Life Enrichment*																	
	Developing Human Resources*																	
S	Improving Employee Health*																	
	Enhancing the Occupational Safety Management System																	
	Respecting Human Rights																	
	Building Responsible Supply Chain Management																	
	Pursuing Customer Satisfaction and Trust																	
G	Promoting Risk Management																	
	Reinforcing Compliance																	
	Enhancing Governance																	

* The four items related to human capital will be revised and updated targets and indicators will be promoted starting from the 2025 results.

Identifying Material Issues/History/Initiatives and External Evaluations



What is Sustainability?

Lion focuses on sustainability for itself and for the world in terms of environmental, social, and economic factors. A sustainable company is one that considers not only economic development, but also social and environmental impacts as it implements ongoing business activities based on long-term strategy.

Contributing to the Achievement of the SDGs

The Sustainable Development Goals (SDGs) are a set of common goals for 2030 established by the United Nations (UN) aimed at the realization of a sustainable world.

The Lion Group's contribution will mainly be to the realization of SDG 3, "Ensure healthy lives and promote well-being for all at all ages," through its products and services. At the same time, by pursuing initiatives aimed at realizing the Vision 2030 long-term strategic framework, we will contribute to the creation of a sustainable world, the ultimate goal of the SDGs.



- Promoting oral healthcare
- Establishing cleanliness and hygiene habits

[> Lion's SDG-Related Initiatives](#)



Identifying Material Issues

Process

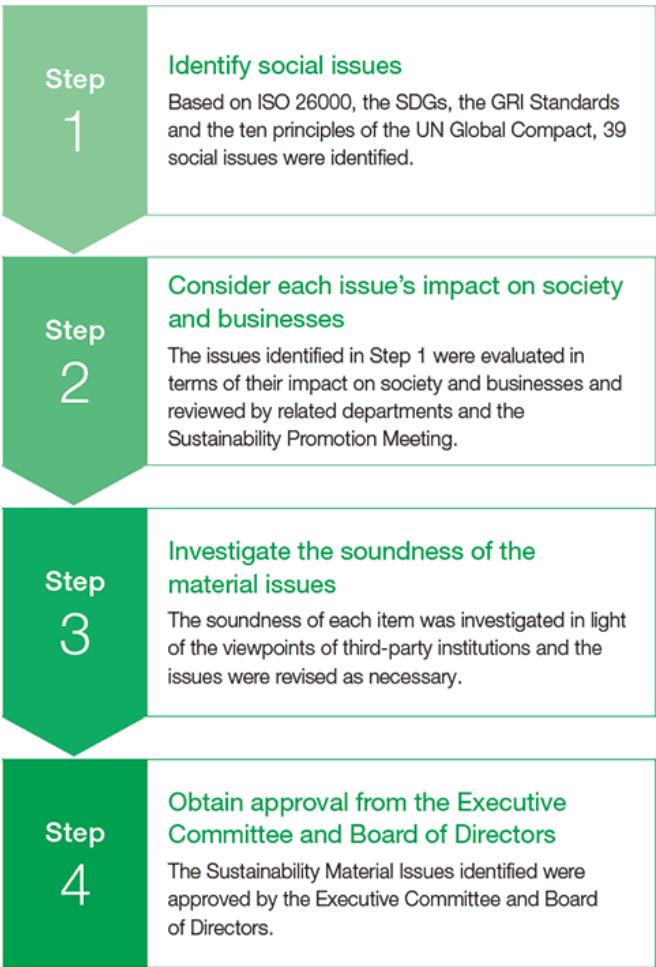
In 2020, the Lion Group applied the steps below to revise its list of Sustainability Material Issues to address over the coming decade in order to achieve its goals for 2030, including the realization of the management vision and contributing to the realization of the SDGs. These Sustainability Material Issues are relevant to both the Lion Group and society at large and, with the goal of helping to realize a healthy future for people and the planet, their choice was informed by broad business, environmental and social sustainability perspectives. In identifying these issues, we comprehensively considered the entire value chain and interests of Lion's stakeholders in order to understand the risks and opportunities each represents.

In particular, we have positioned “Creating Healthy Living Habits” and “Promoting Environmental Initiatives for a Sustainable Planet” as top priority material issues that we must invest management resources toward to secure a competitive advantage. In addition, we revised our objectives and other indicators in 2021 due to the COVID-19 pandemic and drastic changes in the social environment.

Our Approach to Identifying Sustainability Material Issues



Steps for Identifying Sustainability Material Issues



Risks and Opportunities Related to Sustainability Material Issues in the Value Chain

Lion has classified its Sustainability Material Issues as presenting either risks or opportunities based on considerations of the entire value chain and its stakeholders.

Value Chain Stage		Raw Material Procurement 	Lion's Activities 	Use by Consumers 	Disposal by Consumers 	
Key stakeholders	Business partners			Consumers		
	Employees					
	Shareholders and investors					
	Local communities					
Sustainability Material Issues	Opportunities	• Creating Healthy Living Habits				
		• Promoting Diversity & Inclusion • Promoting Work-Life Enrichment • Developing Human Resources • Improving Employee Health				
		• Pursuing Customer Satisfaction and Trust				
	Risks	• Promoting Environmental Initiatives for a Sustainable Planet				
		• Enhancing the Occupational Safety Management System				
		• Respecting Human Rights				
		• Building Responsible Supply Chain Management				
		• Promoting Risk Management				
		• Reinforcing Compliance				
		• Enhancing Governance				

Promoting Environmental Initiatives for a Sustainable Planet

- ✓ Basic Approach
- ✓ Lion's Commitment to the Environment
- ✓ LION Eco Challenge 2050 Long-Term Environmental Objectives
- ✓ 2030 Objectives & Progress
- ✓ Activities reducing Environmental Burden

Basic Approach

We at the Lion Group strive toward our aim of “Becoming an advanced daily healthcare company,” while providing excellent customer experiences in the areas of health, comfort and cleanliness. We have therefore established an environmental policy based on the belief that protecting the global environment—the foundation of health and daily living—is a serious responsibility. In addition, we are working toward realizing a decarbonization and a resource-recycling society through our long-term environmental goal LION Eco Challenge 2050 and our highest priority sustainability issues for 2030, Promoting Environmental Initiatives for a Sustainable Planet.

Lion's Commitment to the Environment

In line with the corporate slogan, “life.love.” we have written “Lion and the Environment” to encapsulate our commitment to the environment, expressing our aim of reducing environmental burden not only through our business activities, but through our products as well, while making every day brighter for each individual.

Lion and the Environment

Making daily life more pleasant should also mean caring for the environment.
Each everyday activity can do good things for our planet.
That's Lion's eco-philosophy. It's why we make environment-friendly products that fit right into your lifestyle.
For example, we use renewable plant-derived carbon-neutral ingredients.
And we help you conserve water resources with our water-saving products while protecting the water environment.
So, day by day, without even thinking about it, you help keep our planet healthy.
It's an eco-lifestyle for everyday life.
That's Lion's promise to you and the Earth.

> [“Every Day. For the Earth” pamphlet \[Japanese\]](#)  (5.28MB)

LION Eco Challenge 2050 Long-Term Environmental Objectives

In 2019, the Company established the LION Eco Challenge 2050, a set of long-term environmental objectives, with the goal of promoting business activities that help to address global problems, such as those identified in the Paris Agreement and the Sustainable Development Goals (SDGs). In 2022, many countries, including Japan, began raising their environment- and sustainability-related targets. We have also revised our objectives as we work to achieve carbon neutrality by 2050. Aiming to realize a decarbonized, resource-circulating society, we will promote environmentally friendly habits with consumers to continuously provide planet-friendly lifestyles that make more sustainable living easy.

LION Eco Challenge 2050

Healthy future for people and the planet

Realizing a Decarbonized Society

CO₂ Challenge

Lion will reduce CO₂ emissions to zero throughout its business activities by 2050.

2030 objective: **55%**
CO₂ emission reduction in comparison with 2017 levels in absolute quantity

Lion will reduce CO₂ emissions by half throughout the lifecycle of its products by 2050.

2030 objective: **30%**
CO₂ emission reduction in comparison with 2017 levels in absolute quantity

Lion aims to become carbon negative by 2050.

2030 objective: CO₂ emission reduction effect in excess of Lion's own emissions (Japan)

Realizing a Resource-circulating Society

Plastic Challenge

Lion will optimize use of recirculated plastic by 2050.

2030 objective:
Promote the 3Rs (reduce, reuse, and recycle) and the utilization of renewable resources

Reduce petrochemical-derived plastic usage to **70% or less**

Water Challenge

Lion will optimize water usage for sustainability by 2050.

2030 objective: **30%**
Water usage reduction per unit of net sales across product lifecycles in comparison with 2017 levels

Making Planet-Friendly Lifestyles a Reality

Zero-carbon throughout business activities (Scope 1 and 2)

Energy saving

- Increasing investment in environmentally friendly equipment through internal carbon pricing

Renewable energy

- 100% renewable energy in all Group plants and offices (by 2024 in Japan; by 2030 overseas)

Logistics

- Collaborative smart logistics
- Logistics EDI

Carbon neutral product lifecycles (Scope 3)

Procurement

- Supplier engagement
- Increasing lineup of certified products
- Carbon recycling

Ethical products

- Environmentally friendly design
- Creating water- and power-saving habits

Digital transformation

- Enhancing lifecycle assessment and Scope 3 activities
- Usability

Create Environmentally Friendly Habits with Consumers

Resource recycling

- Promoting 3Rs + renewables
- Contributing to the creation of a recycling society
- Creating refill habits
- Creating waste-free habits

Using recirculated plastic (Scope 3)

Help achieve a carbon negative society by reducing its environmental burden. (Scope 4)

Proposing environmentally friendly, fulfilling lifestyles

- Sustainable fashion (Long-lasting clothing)
- Smart homes (Spending comfortable, relaxing time at home)
- Decarbonized transportation (Popularization of environmentally friendly vehicles)

Co-creation with society

- Changing consumer behavior/Cultivating habits (Ecosystem comprising industry, government and private sectors)
- CO₂ absorption by forests/Afforestation

2030 Objectives & Progress

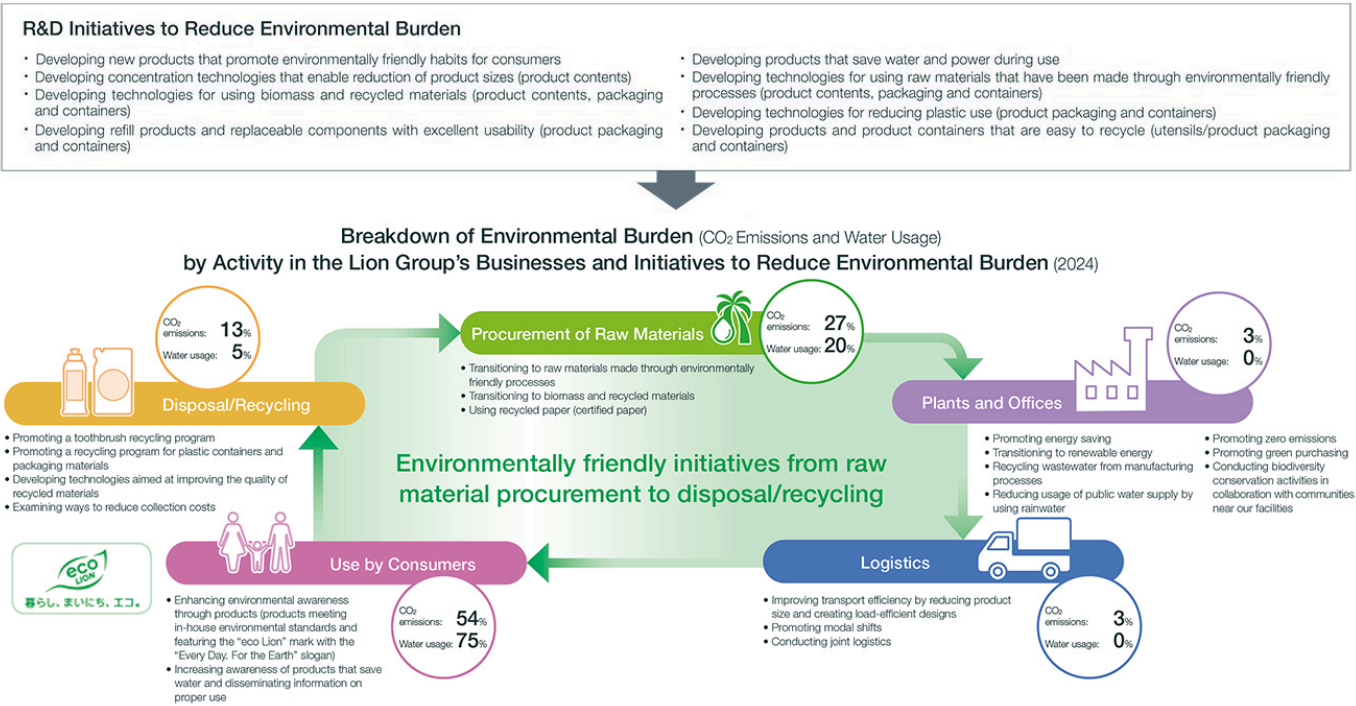
Objectives (2030)	Indicators (2030)	Progress (2024 Results)
Reduce CO ₂ emissions throughout business activities.	CO₂ emissions throughout business activities ⇒Down 55% compared with 2017 levels (Absolute quantity)	Down 33% compared with 2017 (Figure after deducting purchases of carbon credits. 24% reduction if not deducted.)
Reduce CO ₂ emissions throughout product lifecycles.	CO₂ emissions throughout product lifecycles ⇒Down 30% compared with 2017 levels (Absolute quantity)	Down 2% compared with 2017
Achieve a CO ₂ emissions reduction effect in excess of Lion's own emissions to help society become carbon negative.	Plan to formulate actions and KPIs and verify their effectiveness	Plan to formulate actions and KPIs and verify their effectiveness
Actively promote the 3Rs (reduce, reuse, recycle) and renewable resource activities.	Petrochemical-derived plastic use rate⇒70% or less	97% (Japan) Rate of containers and other packaging using sustainable materials: 2.9%
Reduce water usage throughout product lifecycles	Water usage throughout product lifecycles ⇒Down 30% compared with 2017 levels (Per unit of net sales)	Down 22% compared with 2017

* The historical data contained an error, which has been corrected in the figures.

> Sustainability Material Issues, 2030 Objectives and Indicators, 2024 Results and Measures to 2030 [PDF](#) (500KB)

Activities for Reducing Environmental Burden

As part of its responsibility as a producer, the Lion Group is working to achieve decarbonization and to solve plastic and water resource issues in every stage of the product life cycle, from the procurement of raw materials to use by consumers, disposal and recycling. As laundry and other housework requires electricity and water, CO₂ emissions and water usage are at their highest at the stage when consumers use our products. Going forward, we will work to reduce the environmental burden of our products at this stage through the provision of environmentally friendly products and services and the creation of environmentally friendly habits for consumers.



Initiatives



Environmental Policy / Management



Participation in External Environmental Initiatives



Realizing a Decarbonized Society

- Reducing CO₂ Emissions throughout Business Activities
- Reducing CO₂ Emissions throughout Product Life Cycles



Realizing a Resource-Circulating Society

- Recycling Resources
- Reducing Water Use



Lion's Environmentally Friendly Products

- Products with the "eco Lion" Mark [Japanese]



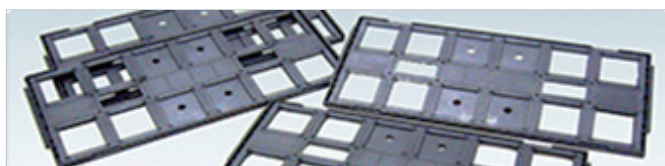
Harmonizing with Nature (Biodiversity)



Environmental Communication



Management of Chemical Substances



Environmentally Friendly Technologies in the Chemicals Business



Environmental Policy / Management

- ✓ Environmental Policy ✓ Environmental Management System
- ✓ Environmental Management Structure ✓ Legal Compliance

Environmental Policy

The Lion Group's **Environmental Policy** adheres to the spirit of the **Lion Group Charter for Corporate Behavior**, which states: "We shall play a positive and active role in creating a sustainable society that harmonizes economic development and environmental protection."

Environmental Management System

The purpose of the Lion Group's Environmental Management System is to identify, evaluate and remedy the adverse environmental impacts of our business activities, products and services, and to improve our environmental conservation activities on an ongoing basis.

We strive to enhance systems for environmental management and reporting with the aim of addressing environmental issues globally. Environmental data on the Lion Group is available on our website.

➤ Environmental Data

Status of ISO 14001 Certification

Lion acquired ISO 14001* certification covering its production sites in July 2001 and has maintained this certification since. Including the plants of Group companies in and outside Japan, the Lion Group continues to push ahead with its management systems and environmental conservation activities in accordance with ISO 14001.



ISO 14001 Certificate of Registration

* ISO 14001: An international standard for environmental management

➤ Lion Group ISO 14001 certifications

Environmental Management Structure

To grow our businesses while reducing our impacts on the global environment, the E Subcommittee, chaired by the executive officer in charge of sustainability promotion, was established under the [Sustainability Promotion Council](#). The subcommittee's membership includes executive officers responsible for ensuring sustainability and representatives of related divisions. The council deliberates on sustainability policies, including those dealing with environmental problems, and monitors the progress of related efforts.

Top Environmental Audits

Lion's top management has been carrying out environmental audits of Lion and domestic Group production sites since 1999. Since 2009, we have formulated audit plans based on the characteristics of each plant and carried out regular audits every three years. In 2024, the Ono Plant of Lion Specialty Chemicals Co., Ltd. and the Fine Chemical Division of Lion Chemical Corporation underwent environmental audits under the supervision of the director in charge of the Sustainability Promotion Department.

Top environmental audits



environment/outline
Ono Plant (2024)



Fine Chemical Division (2024)

Internal Environmental Audits

Trained internal environmental auditors regularly conduct internal environmental audits to check compliance with the requirements of ISO 14001. The relevant departments then take responsibility for implementing improvements regarding any issues thus identified. In addition, the general managers of offices and plants conduct management reviews to confirm that organizational management systems are constantly being improved to be more apt, fair and effective.

Legal Compliance

Lion ensures compliance with environmental laws and regulations. In addition, we carry out management based on proprietary management standards.

Proper Waste Disposal

For waste disposal, a waste disposal officer at each operating site commissions waste disposal contractors based on contractor selection standards laid out in Lion's waste management regulations. We also perform regular on-site inspections of waste disposal contractors' facilities to determine whether we should continue to commission them.

Proper PCB Waste Storage and Disposal

Polychlorinated biphenyl (PCB) was once widely used as an insulating oil in electrical equipment for its excellent fire resistance and electrical insulation properties, but its manufacture and import are now prohibited by law. Lion had been strictly storing and disposing of PCB-containing equipment in its possession in compliance with the Act on Special Measures concerning Promotion of Appropriate Handling of PCB Wastes until disposal could be outsourced. The disposal was completed in 2022.

Wastewater Management

We manage ordinary wastewater to ensure that we do not emit wastewater that violates legal or regulatory water quality standards through such means as enhancing the stability of wastewater treatment facilities, maintaining and reinforcing treatment control, and carrying out emergency drills. Furthermore, operating sites form agreements with individual municipalities and establish and enforce voluntary standards to ensure thorough wastewater management.

Proper Management of Fluorocarbons

Identifying the facilities covered by the Fluorocarbon Emissions Control Act, doing simple and periodic inspections, keeping records, and calculating the amount of leakage are all part of Lion's response to the legislation. No operating sites in fiscal 2024 had fluorocarbon leaks that required notification. We will keep working to prevent leaks and encourage the introduction of non-fluorocarbon and low Global Warming Potential (GWP) equipment when updating facilities.

Responding to Legal and Regulatory Changes Related to the Environment

With regard to revisions of environmental laws and regulations, namely, the Act on the Rational Use of Energy, the Act on Promotion of Global Warming Countermeasures, the Act on Confirmation, etc. of Released Amounts of Specific Chemical Substances in the Environment and Promotion of Improvements to the Management Thereof, the Act on the Evaluation of Chemical Substances and Regulation of Their Manufacture, etc., the Waste Disposal and Public Cleansing Act and the Soil Contamination Countermeasures Act and the Fluorocarbon Emissions Control Act, information is collected from administrative agencies and industrial associations to ensure that related departments are up to date on and fully compliant with the latest developments.

There were no violations resulting in fines or other penalties in 2024.

Participation in External Environmental Initiatives

- ✓ Initiatives to Address Climate Change
- ✓ Biodiversity Initiatives
- ✓ Eco-First Commitment
- ✓ Participation in External Environmental Initiatives

Initiatives to Address Climate Change

Climate change has become a pressing social issue in recent years and presents serious future risks to corporate management as well as the possibility of new opportunities for corporate activities. Under the Vision2030 long-term strategic framework, the Lion Group has made reinforcing initiatives to address the sustainability material issues one of its management strategies and designated creating healthy living habits and promoting environmental initiatives for a sustainable planet as its top priority material issues. Accordingly, we are working to mitigate risk by reducing CO₂ emissions and other means while advancing a variety of initiatives to address the risks and opportunities presented by climate change, such as promoting the formation of environmentally friendly habits together with consumers.



Lion's Greenhouse Gas Reduction Targets Validated by the SBT Initiative

In March 2023, Lion has had its greenhouse gas (GHG) reduction targets for 2030 validated by the Science Based Targets (SBT) initiative*1 as being based on sound scientific grounds and aligned with the target of limiting global warming to 1.5°C. This validation follows a previous validation from SBT in 2020 as being aligned with the target of limiting global warming to well below 2°C.



 [Science Based Targets](#)

*1 The SBT initiative (SBTi) is a collaborative international initiative established in 2015 by the CDP, the United Nations Global Compact (UNGC), World Resources Institute (WRI) and the World Wide Fund for Nature (WWF). The initiative assesses and validates whether GHG reduction targets set by companies based are properly science-based to help achieve the Paris Agreement goal of keeping the increase in the global average temperature to 1.5°C above pre-industrial levels.

■ Validated GHG Reduction Targets (Targets for 2030)

- Reduce total Scope 1*2 and 2*3 GHG emissions (absolute quantity)*4 by 55% (compared with 2018 levels)
- Reduce Scope 3*5 GHG emissions (absolute quantity) by 30% (compared with 2018 levels)
- Increase annual electricity procurement from renewable sources to 100% (from 0% in 2018)

*2 Scope 1: Direct emissions from the use of fuel by the Company.

*3 Scope 2: Indirect emissions from electricity and heat purchased and used by the Company.

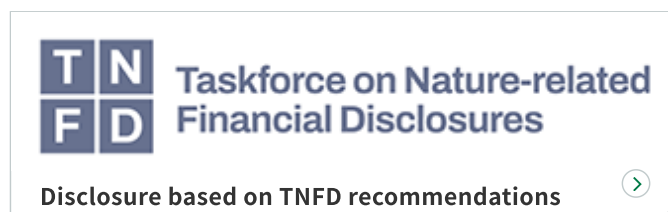
*4 CO₂ emissions account for 99.8% of Lion's GHG emissions (2022 figure).

*5 Scope 3: Indirect emissions from the Company's value chain (excluding those covered by Scope 1 and Scope 2) attributable to purchased goods and services (category 1) or end-of-life treatment of sold products (category 12).

[➤ News release: Lion's Greenhouse Gas Reduction Targets Validated by the SBT Initiative](#)

Biodiversity Initiatives

The Lion Group is closely connected to biodiversity, depending on it for raw material procurement and many aspects of its business operations and impacting it at each stage of the value chain. The Lion Group, in accordance with the Biodiversity Policy and following the framework of TNFD recommendation, has analyzed our group's dependence and impacts on nature and nature-related risks and opportunities. To manage them, we have set the Lion Group Sustainability Material Issues and objectives for 2030, including those for building responsible supply chain management, respecting human rights, and promoting environmental initiatives for a sustainable planet. The analysis and our initiatives can be found in "The Lion Group's Response to the TNFD".



Eco-First Commitment

Under the Eco-First Program, companies make a commitment to the Minister of the Environment regarding their global warming countermeasures, efforts to reduce waste and promote recycling, and other voluntary initiatives to conserve the environment ([Lion's Eco-First Commitment \[Japanese\]](#)). The Minister of the Environment then certifies that such companies are leaders in their industries in terms of implementing forward-looking, voluntary business activities in environmental areas.

In 2008, Lion became the first company in a manufacturing industry to be certified as a member of the Eco-First Program. Since then, we have updated our Eco-First Commitment in step with the establishment of long-term environmental objectives. The last such update was made in 2024 to reflect the Biodiversity Policy.

Eco-First Promotion Council

[The Eco-First Promotion Council \[Japanese\]](#)  is an organization established in December 2009 to reinforce coordination among environment-related governmental bodies and EcoFirst Program member companies, increase awareness of the program and further enhance initiatives to address environmental issues.

Since the council's establishment, Lion has actively participated as a core member, serving as the chair company from fiscal 2012 to 2013. Lion was involved with council operations as the managing company until fiscal 2023 and is now participating as a general member.

Participation in External Environmental Initiatives

		
TCFD	TNFD	Eco First Companies Association [Japanese]
		
CLOMA Japan Clean Ocean Material Alliance	Japan Climate Initiative	Plastics Smart [Japanese]
		
Keidanren Initiative for Biodiversity Conservation	GX League [Japanese]	環境省30 by 30アライアンス

Information disclosure based on TCFD recommendations

- ✓ The Lion Group's Response to the TCFD
- ✓ Overview of Scenario Analyses
- ✓ Summary of Scenario Analysis Results

The Lion Group's Response to the TCFD

Climate change has become an urgent social issue in recent years and brings serious risks to corporate management as well as the potential for new business opportunities. In May 2019, the Group endorsed the recommendations of the Task Force on Climate-related Financial Disclosures (TCFD), an organization established by the Financial Stability Board (FSB). From October 2019 to January 2020, Lion took part in the Ministry of the Environment's Project to Analyze Scenarios of Climate Risks and Opportunities in Accordance with TCFD, evaluating the financial impact on its operations of climate-related risks and opportunities. In 2022, we expanded the scope of its analyses to encompass businesses, communities, product categories and supply chains, developing them into full-scenario analyses. The climate-related information resulting from these analyses is disclosed based on the TCFD framework.



Initiatives and Policy to Address the TCFD Recommendations

Core Elements of the TCFD's Recommended Climate Related Disclosures		The Lion Group's Initiatives
Governance	The organization's governance around climate-related risks and opportunities.	- Climate-related risks and opportunities are reported to the Sustainability Promotion Council (which meets twice a year) by its E Subcommittee and also reported, as needed, to the Executive Management Board, Executive Committee and Board of Directors. - In addition, a working group had been established under the Council to responsively look for business opportunities in the changes in external conditions brought about by climate change.
Strategy	The actual and potential impacts of climate-related risks and opportunities on the organization's businesses, strategy, and financial planning	- Based on the TCFD recommendations, we conducted scenario analyses using a 1.5°C scenario and a 4°C scenario for the Consumer Products Business and some countries of the Overseas business, the operations of which are likely to be impacted by climate change by 2030 and 2050. - We worked to identify and evaluate short-, medium- and long-term climate-related risks for the period from the present to 2050 and factor them into our businesses, strategy and financial planning.
Risk Management	The processes used by the organization to identify, assess, and manage climate-related risks	The Lion Group has designated certain climate-related risks that have the potential to significantly impact the Group's businesses as "shared risks" to be managed Group-wide alongside countermeasures to such risks. The Corporate Planning Department and E Subcommittee coordinate such management, working together to identify, assess and manage these risks. > Click here for risks and countermeasures (Japanese only) 

Metrics and Targets	The metrics and targets used to assess and manage relevant climate-related risks and opportunities	The CO₂ emissions of Lion Corporation and its domestic and overseas consolidated subsidiaries (Scopes 1, 2 and 3) are disclosed on Lion's website. The LION Eco Challenge 2050 long-term environmental objectives include realizing a decarbonized, resource-circulating society as well as targets for 2030 based on the metrics of CO₂ emissions, petrochemical-derived plastic usage and water usage. The greenhouse gas reduction target is 1.5°C, certified by the SBT Initiative. ➤ News Release: Lion's Greenhouse Gas Reduction Goals Certified by SBT Initiative
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Overview of Scenario Analyses

- We conducted scenario analyses using scenarios in which the average global temperature increases 1.5°C or 4.5°C from the pre-industrial average by 2100. These analyses, focused on effects in 2030 and 2050, were carried out for the Consumer Products Business (for the oral healthcare, beauty care, fabric care, living care and pharmaceutical product fields) and the Overseas Business (for businesses in China and Thailand). The principal scenarios used for this analysis were the following.
 - * Principal scenarios used for analysis of transition risks and opportunities:
 - The IEA's NZA and STEPS scenarios
 - * Principal scenarios used for analysis of physical risks and opportunities
 - The IPCC's RCP1.9 and 8.5 scenarios
- The analyses consisted of identifying climate-related risks and opportunities in each scenario, considering their qualitative impacts on businesses and then quantitatively estimating these impacts in financial terms in order to rate them as large, medium or small. As a result, the introduction of a carbon tax and increased raw material and packaging costs were identified as risks that have a large impact on our businesses. The expansion of markets for sustainable products was identified as an opportunity that has a large impact on our businesses. In addition, we are studying the latest literature, including the IPCC's AR6, to envision how conditions related to daily living will shift due to climate change as a perspective for exploring new business opportunities.

The Lion Group's Main Climate-Related Risks and Opportunities

Risks and Opportunities			Impact ¹		
			Description	4°C	1.5°C
Transition	Introduction of a carbon tax (Scopes 1, 2 and 3)		- Increased factory operating costs due to the full-scale introduction of emissions trading and the application of carbon taxes by governments - Increased raw material procurement costs due to carbon taxes on emissions, including Scope 3 emissions	Small	Large ²
	Increased cost of raw materials	Fossil fuel-derived	Increased costs due to the full-scale introduction of emissions trading and the application of carbon taxes	Large	Medium
		Palm oil-derived	Increased costs due to tightening of palm oil regulations and increased use of certified oil	Small	Medium
		Plant-derived (from corn, mint, etc.)	Increased prices due to decreases in crop yields	Small	Small
	Increased cost of packaging and containers	Plastic-derived	Increased costs due to regulations on plastic use	Small	Medium
		Aluminum-derived	Increased costs due to a shift from iron to aluminum as a result of regulations on vehicle weight, etc.	Small	Medium
		Timber resource-derived	Increased costs due to forest fires, forest protections or logging regulations	Small	Small
	Expansion of markets for sustainable products		Expansion of demand for sustainable products, including those that save water and power, due to rising customer awareness of ethical consumption	Small	Large
Physical	Increased average temperature		Increased operational and personnel costs due to growing energy costs and burden on workers	Small	Small
			Increased sales of laundry-related products due to higher temperatures and of hygiene-related products and services due to increases in infectious disease	Medium	Small
	Changes in precipitation and weather patterns		Increased costs of dealing with impacts on the operations of Lion or its suppliers due to increased flooding and water stress. Potential for decreased credibility in the event that stable supply cannot be maintained.	Medium	Small
	Increased severity of extreme weather events		Decreased revenue due to internal logistics delays and supply chain interruptions resulting from increased severity of extreme weather events. Potential for decreased credibility in the event that stable supply cannot be maintained.	Small	Small

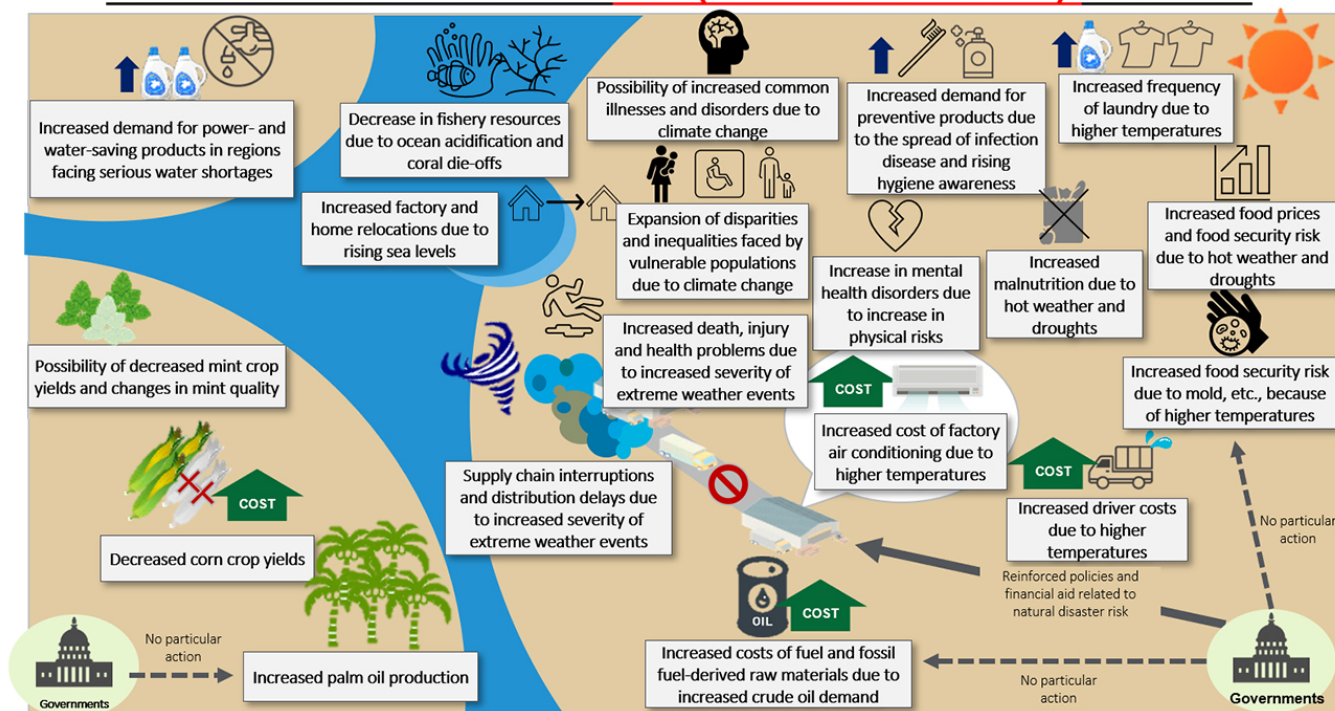
1. Risks are shown in red, opportunities are shown in blue

2. Impact if the LION Eco Challenge 2050 environmental objectives are not met and CO₂ emissions are not significantly reduced

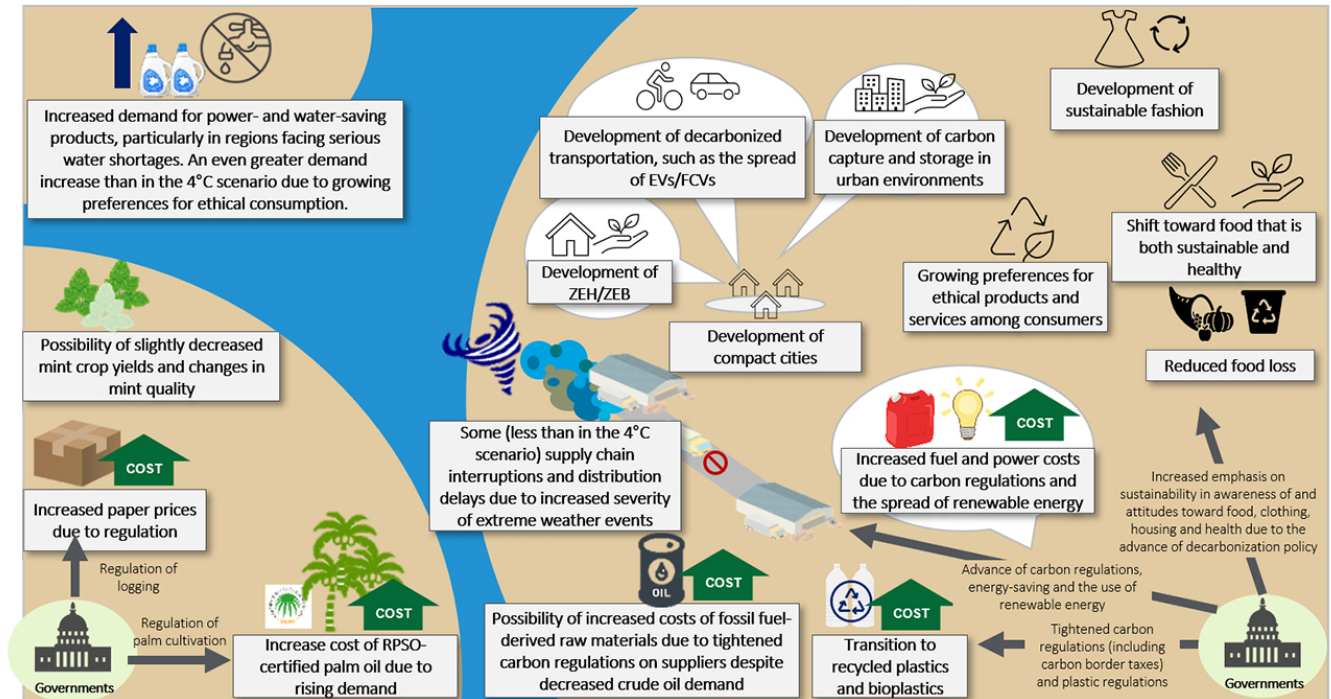
Summary of Scenario Analysis Results

- Lion has been advancing efforts to address the scenarios used in the most recent analyses for some time but will continue to direct management effort at further reinforcing resilience to change going forward.
- Under the 4°C scenario, the increased cost of fossil fuel-derived raw materials is a major risk. Lion is already advancing efforts to replace such raw materials with plant-based materials and reinforcing other efforts aimed at decarbonization. Furthermore, to address rising physical risks, such as those of floods and water stress, we are advancing such efforts as reinforcing business continuity planning and supply chain data coordination. In terms of opportunities, the markets in such areas as products related to infection prevention and laundry are expected to grow, so we are working to develop related products and reinforce related services.
- Under the 1.5°C scenario, the increased cost of plastic-, aluminum- and palm oil-derived raw materials and packaging is a major risk. Lion is already advancing initiatives to reduce such risk, including reducing the use of petroleum-derived plastic and procuring RSPO-certified palm oil and palm kernel oil derivatives. In terms of opportunities, we expect substantial expansion in demand for environmentally friendly products, presenting the potential for business expansion by increasing offerings of products that meet the Lion eco-standard. Furthermore, these initiatives will help to reduce CO₂ emissions during the product use and disposal stages, which account for the majority of Lion's Scope 3 emissions.
- In addition, we will monitor social trends as we consider measures to address issues that currently have only a small quantifiable financial impact but could present a large future risk to Lion (such as procuring high-quality mint).

The World in 2050 in the 4°C (Business as Usual) Scenario



The World in 2050 in the 1.5°C (Decarbonization Measures Adopted) Scenario



Information disclosure based on TNFD recommendations

- ✓ The Lion Group's Response to the TNFD
- ✓ Initiatives to Address Core Elements of the TNFD Recommendations
- ✓ Dependence and Impact of Business on Nature ✓ Summary of Scenario Analysis Results

The Lion Group's Response to the TNFD

The Lion Group, in accordance with the [Biodiversity Policy](#) and following the framework of the TNFD recommendations, has analyzed its dependence and impact on nature as well as nature-related risks and opportunities. We disclose our nature-related financial information, compiling the following results. (This page is an overview. The full version is available [here](#)  (618KB)). The priority areas of analysis are as follows:

- Business: The entire value chain of the Oral Healthcare Business and Fabric Care Business (hereinafter collectively referred to as “material businesses”).
- Regions: Sourcing areas for mint oil and palm oil (United States, Indonesia, Malaysia).
- Period: Up to 2030 and beyond.

Initiatives to Address Core Elements of the TNFD Recommendations

Core Elements of the TNFD's Recommended Nature Related Disclosures		The Lion Group's Initiatives
Governance	The organization's governance of dependencies, impacts, risks, and opportunities related to nature.	Nature-related risks and opportunities are reported to the Sustainability Promotion Council (which meets twice a year) by its E Subcommittee and also reported, as needed, to the Executive Management Board, Executive Committee and Board of Directors. > For more details, click here
Strategy	The actual and potential impacts of nature-related dependencies, influences, risks, and opportunities on the organization's businesses, strategies, and financial planning.	Based on the TNFD recommendations, we identified priority areas using the LEAP approach in sectors with high dependency and impact on biodiversity, and conducted an analysis of risks and opportunities. Additionally, we conducted scenario analysis on the material businesses operations to evaluate the resilience of our strategy.
Risk Management	The processes used by the organization to identifies, assesses, prioritizes, and monitors nature-related dependencies, impacts, risks, and opportunities.	The Lion Group has designated certain nature-related risks that have the potential to significantly impact the Group's businesses as “shared risks” to be managed Group-wide alongside countermeasures to such risks. E Subcommittee and Corporate Planning Department coordinate such management, working together to identify, assess and manage these risks.
Metrics and Targets	The metrics and targets used to assess and manage relevant nature-related dependencies, impacts, risks, and opportunities.	We have set the Lion Group Sustainability Material Issues and objectives for 2030, including those for Building Responsible Supply Chain Management, Respecting Human Rights, and Promoting Environmental Initiatives for a Sustainable Planet.

Dependence and Impact of Business on Nature (LEAP Analysis Results)

The following heat map qualitatively and relatively evaluates the degree of dependence and impact on nature in the direct operations and upstream and downstream value chain for each of the material businesses, based on the information recommended by TNFD's ENCORE and considering the characteristics of our business. (Dark green: high dependence ⇔ light green: low dependence, Dark blue: high impact ⇔ light blue: low impact)

Both businesses have a high degree of dependency and impact at upstream. The reasons for this are as follows.

- Oral Healthcare business: Mint cultivation requires a significant amount of water and heavily depends on water supply services. It also relies on climate regulation that supports water supply, the provision of healthy soil to support growth. There also could be significant impacts on the surrounding ecosystem due to water usage.
- Fabric Care business: To cultivate oil palm that serves as the raw material for palm oil and ensure stable harvests, a stable climate and healthy soil are necessary. Land use changes due to plantations (destruction of forests and peatlands) have a significant impact on wild flora and fauna and also leads to greenhouse gas emissions and air pollution (haze).

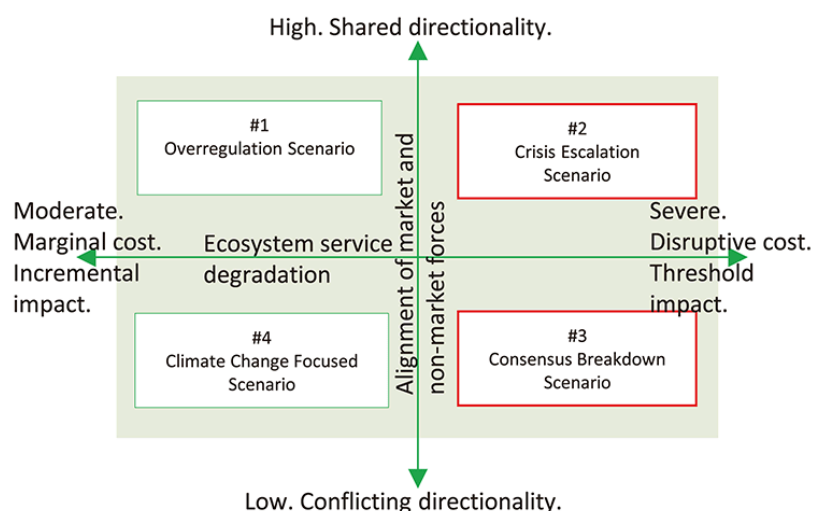
Dependence		Provisioning services			Regulating & maintenance services									
		Biomass provisionin g	Genetic material	Water supply	Pollination	Flood and storm mitigation	Air filtration	Climate regulation	Biological control	Solid waste remediation	Soil and sediment retention	Soil quality regulation	Rainfall pattern and water flow regulation	Water purification
Oral Healthcare business	Upstream													
	Direct Operations													
	Downstream													
Fabric Care business	Upstream													
	Direct Operations													
	Downstream													

Impact		Land, freshwater and ocean use change		Climate change	Resource use/ replenishment	Pollution/pollution removal				Invasive alien species
		Freshwater ecosystem use	Land ecosystem use	GHG emissions	Water use	Disturbances	Non-GHG air pollutants	Water and soil pollutants	Solid waste	Introduction of invasive alien Species
Oral Healthcare business	Upstream									
	Direct Operations									
	Downstream									
Fabric Care business	Upstream									
	Direct Operations									
	Downstream									

Summary of Scenario Analysis Results

Focusing on areas covered by material businesses and envisioning the year 2030, we conducted scenario analysis by concentrating on the second and third quadrants* of the four quadrants created by combining the two axes recommended by TNFD: “Ecosystem service degradation” and “Alignment of market and non-market forces.” (given that over 70% of biodiversity has declined in the past half-century according to WWF, we believe that scenarios where ecosystem service degradation continues to worsen are of high priority for our group.)

The analysis was conducted in a workshop format that included procurement and technology development personnel. We identified changes in the business environment, the risks and opportunities arising from these changes, and the actions that should be taken in response. The summary of the scenario analysis results is as follows. (#3 scenario is recognized as being closest to the current situation and is listed at the top.)



* #2: In response to the severe degradation of biodiversity, the necessity of biodiversity conservation has become a common understanding across society as a whole, including both domestic and international governments and consumers.

#3: Biodiversity is deteriorating rapidly, yet the perspectives and regulations regarding biodiversity conservation vary significantly between countries, regions, and individuals.

Oral Healthcare business

	Risks	Opportunities	Existing measures for enhancing resilience	Challenges for further strengthening resilience
#3 scenario	An increase in costs and a decrease in response speed regarding adapting to different regulations and ways of thinking.	The cost increase is not as significant as #2, allowing resources to be allocated to product development and other areas.	- Building good relationships with mint oil suppliers. - Differentiation through sourcing certified mint oil and focusing on natural mint oil.	Hiring local talent knowledgeable about the regulations and markets of each country and region.
#2 scenario	- An increase in the price of certified mint oil and rise in the cost of third-party certification. - An increase in operational costs for setting nature-related targets and complying with regulations. - An increase in investment costs for new technologies aimed at biodiversity conservation.	We can appeal to consumers with sustainable mint and justify a price increase that reflects its value.		Strengthening traceability in India (which has higher biodiversity and water risks compared to the United States) and supporting sustainable farming practices through the purchase of certified mint oil.

	Risks	Opportunities	Existing measures for enhancing resilience	Challenges for further strengthening resilience
#3 scenario	• An increase in the difficulty of procuring palm oil due to the degradation of biodiversity and the resulting limitations on the expansion of production areas, as well as the intensifying competition with the food industry due to the increasing global population. • An increase in the difficulty of sourcing low-risk, high-quality palm oil, lead by major companies' procurement efforts based on their own standards and the enclosure of palm plantations. • A deterioration in profits due to the cost of certified palm oil exceeding price adjustments. • A further increase in demand for traceability from the EU market. A decline in evaluation from stakeholders could occur if our response fails to meet these demands. • A slowdown in the pace of technological development.	• If raw materials produced from CO2 can be utilized as alternatives to palm oil, the product can be promoted as beneficial for both climate change and biodiversity. • A technological and business innovation that sets itself apart from the conventional by not relying on water or oil.	• Switch to RSPO Certified Oil. • Understanding the location information of palm procurement sources (at the mill level). • Investment in companies developing palm oil alternatives.	• Creating concepts that are chosen even at high prices and strengthening communication with consumers. • Collection of biodiversity-related information and agile management decision-making.
#2 scenario	• A deterioration of profits due to the continued increase in procurement and internal costs surpassing the price adjustment in response to sustainability-related costs. • An increase in demand for forest restoration and other requirements. A decline in stakeholder evaluation if our response does not meet this demand. • An intensification in the competition to develop palm oil alternatives. An increasing necessity for swift management decisions regarding investments.	• Regarding sustainability initiatives, it is possible to increase prices in line with the added value.		

Realizing a Decarbonized Society

Approach

Since the Industrial Revolution, rising emissions of CO₂ and other greenhouse gases (GHGs) have contributed to global warming. The impact of global warming-driven climate change on people and ecosystems is expected to become increasingly severe, coming in such forms as more frequent heavy rains, flooding and other natural disasters, dwindling food and water resources, extreme heat, and outbreaks of infectious disease.

The Lion Group conducts businesses that utilize natural resources, such as oil palm and pulp and paper, and therefore recognizes global warming as major risk to its operations.

The Paris Agreement, aimed at mitigating climate change and transitioning to a decarbonized society, came into effect in 2016. The agreement includes the shared global long-term targets of limiting the average global temperature increase to well below 2°C (the “well below 2°C target”) and of pursuing efforts to limit the increase to 1.5°C. In support of the targets of the Paris Agreement, in June 2019, Lion set the long-term CO₂ emissions reduction targets of a 30% reduction by 2030 compared with 2017 and net zero by 2050. In 2020, one of Lion’s targets was validated by the [Science Based Targets \(SBT\)](#) initiative as being aligned with the well below 2°C target.

Furthermore, in May 2019, Lion endorsed the recommendations of the [Task Force on Climate-related Financial Disclosures \(TCFD\)](#).

In May 2021, the LION Group took into consideration such social trends as the Japanese government’s increase in its 2030 greenhouse gas emission reduction target from 26% to 46% (compared to 2013). Based on this, to help realize the common global goal of limiting the temperature increase from pre-industrial times to within 1.5°C, we raised the 2030 CO₂ reduction target under the [LION Eco Challenge 2050](#) for business site activities from 30% to 55% (compared to 2017).

To speed up the achievement of this goal, we also decided to switch the sourcing of all of the Group’s purchased electricity to renewable energy sources by 2030. Furthermore, to facilitate capital expenditure on decarbonization, we introduced the Internal Carbon Pricing (ICP) system, which virtually converts CO₂ emissions into costs based on our own criteria, thus securing a reference for environmental investment decisions.

Based on its [Environmental Policy](#) and the LION Eco Challenge 2050, the Lion Group strives to reduce GHG emissions in its business activities and to contribute to decarbonization by providing environmentally friendly products and services in addition to promoting eco-friendly habit creation together with consumers. Through such efforts, we will contribute to the mitigation of climate change.

➤ [Utilization of Internal Carbon Pricing \(ICP\) \(Lion Integrated Report 2023 p.48\)](#) 

➤ [Create Environmentally Friendly Habits with Consumers \(Lion Integrated Report 2022 p.27 Growth Point 3\)](#)

Overview

The Lion group is working to reduce GHG emissions at all stages, from raw material procurement to consumer disposal. We will continue to promote efforts toward the realization of a Decarbonized Society.

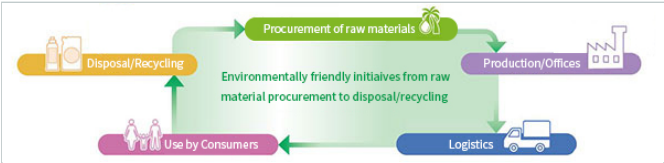
Activities Aimed at Realizing a Decarbonized Society

	Procurement of Raw Materials, Packaging and Containers 	Major Initiatives Undertaken by Lion 	Use by Consumers 	Disposal by Consumers 
Activities for Realizing a Decarbonized Society 	Substituting plant-based materials and plant-derived container materials for petroleum resources Related Information	Plants - Improving energy efficiency by reviewing production processes, introducing energy-saving equipment when upgrading facilities, and downsizing products Related Information Office/Facilities - Energy-saving activities throughout the Company, including administrative, sales, R&D and engineering divisions Distribution after shipment - Increasing modal shifts during the transportation of products - Company-wide energy conservation activities (introduction of electric vehicles, etc.) in administrative, sales, research, technology development and other divisions Related Information	- Increasing environmental awareness through products (environmental labels on products that meet the Lion eco-standard) Related Information - Reducing power consumption during product use with power-saving products (requiring fewer rinses when washing) Related Information	- Substituting plant-derived materials for petroleum resources - Promotion of 3Rs (making products more compact, refill packs, development of containers made using recycled or less plastic) Related Information

Initiatives



Reducing CO₂ Emissions throughout Business Activities



Reducing CO₂ Emissions throughout the Life Cycle of Products

Reducing CO₂ Emissions throughout Business Activities

- ✓ Promotion of Energy Conservation Activities
- ✓ Utilization of Renewable Energy
- ✓ Carbon Offsetting

Promotion of Energy Conservation Activities

In 2021, the Lion Group raised the target of reducing CO₂ emissions from its business activities from a 30% reduction (compared to 2017) to a 55% reduction by 2030 (compared with 2017). As the first part of efforts to achieve our CO₂ emissions reduction target, we are implementing thoroughgoing energy-saving activities at our various plants, offices and other facilities in Japan and overseas to increase energy efficiency.

Among these, production divisions consume higher amounts of energy, but are aiming to reduce CO₂ emissions by 1% or more per unit of production every year through energy-saving activities such as improving productivity and adopting high-efficiency equipment while working to reduce energy loss from utilities in such forms as steam and pressurized air and by recovering heat to save energy. In addition, our offices have set up power-saving projects as they strive to save energy.

When constructing new buildings, such as plants and employee facility buildings, we strive to implement energy-efficient facility design to reduce energy consumption. The Lion Group moved to its new headquarters (Kurumae, Taito-ku, Tokyo) in January 2023, and the building acquired the “S Rank” certification of the CASBEE-Smart Wellness Office system in 2021, which certifies a building’s wellness performance and overall environmental performance. In the future, by comprehensively understanding the energy consumption status of all plants, we will discover more ways to conserve energy and achieve further energy savings.

Going forward, we will continue to advance measures to further reduce CO₂ emissions.



Lion Chemical Co., Ltd.
New welfare building at the Oleochemical Plant (Sakaide)



Energy efficiency label at the new LCCOC employee facility building



CASBEE Smart Wellness Office S Rank certification
of the new Lion headquarters

Received a Special Award from the Osaka Climate Change Countermeasures award Special Award

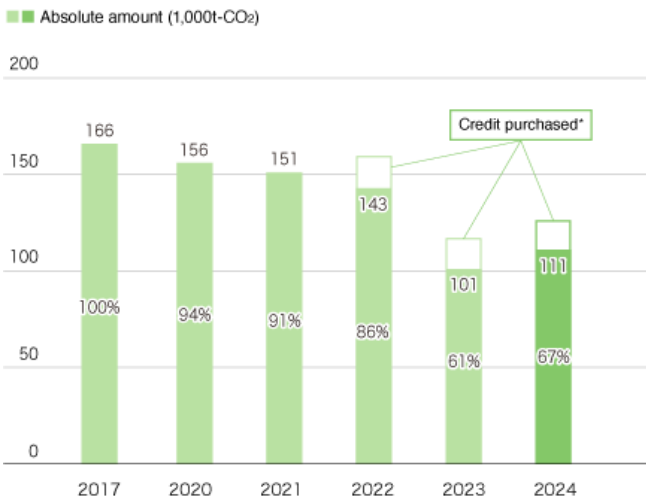
Our Osaka Plant and Osaka Office were commended and awarded the Decarbonization Rank of Gold for achieving a reduction of 50% or more in greenhouse gas emissions compared to the base year. In addition to day-to-day energy-saving activities, we have significantly reduced emissions through the use of renewable energy sources.

Introduction of Internal Carbon Pricing (ICP) system

In 2022, the Group introduced the ICP system in Japan* to promote the reduction of CO₂ emissions. Initially, the carbon price for ICP was set at 6,100 yen/t-CO₂, but in May 2025, the price applied to capital investment was raised to 13,300 yen/t-CO₂, taking into account the external carbon price. This will accelerate the introduction of equipment that saves energy and emits less CO₂.

* [Lion News Release \[Japanese\]](#)

CO₂ Emissions in Business Activities (Domestic and Overseas)



*Excludes carbon credit purchases. Including these, the amount was 159 thousand tons and 96% in 2022, 117 thousand tons and 71% in 2023, the amount was 126 thousand tons and 76% in 2024.

> ESG Data

Utilizing Renewable Energy

The Lion Group is committed to implementing thorough energy-saving activities but does not expect these to be sufficient to meet its CO₂ emission reduction targets. To make up the difference, it will be necessary to utilize renewable energy by such means as installing facilities to generate solar power for in-house use and switching to purchasing electricity from renewable sources.

Introduction of Solar Power Generation System for In-House Consumption

We have already installed facilities to generate solar power for in-house use at the Hirai Office Site. In 2021, we additionally installed such facilities at Lion Chemical Co., Ltd. Overseas, in the same year, a new solar power generation facility was installed and began operation in the building of the new drying tower added to LCT. In 2024, new solar power generation facilities were installed at LCK and SL. We intend to further increase the amount of solar power generated and increase renewable electricity procurement.



Solar power generation facility at the Hirai Research Center



Solar power generation facility at Lion Chemical Co., Ltd.





Exterior view of the new drying tower building at LCT



Exterior view of the SL warehouse

Switching to Renewables for Purchased Electricity

Lion has changed over its power contracts to power companies that supply 100% renewable energy sources. As a result, all domestic plants have been using renewable energy since January 2023 as has the new headquarters since April 2023 (partially using J-Credit).

We began by utilizing renewable energy and green power certificates at our domestic offices, and were able to eventually realize our goal of converting all our offices' electricity consumption to that from renewable sources in May 2023. In addition, at Lion's overseas operating sites, we are gradually advancing the switch to renewable energy and aim to purchase 100% renewable energy across all of Lion's operating sites by 2030.

Carbon Offsetting

Lion Corporation (Thailand) Ltd. has purchased T-VER* credits (derived from biomass power generation) to offset the CO₂ from its electricity purchases for 2024.

* T-VER is a carbon credit system operated by a Thai public organization.

Reducing CO₂ Emissions throughout Product Lifecycles

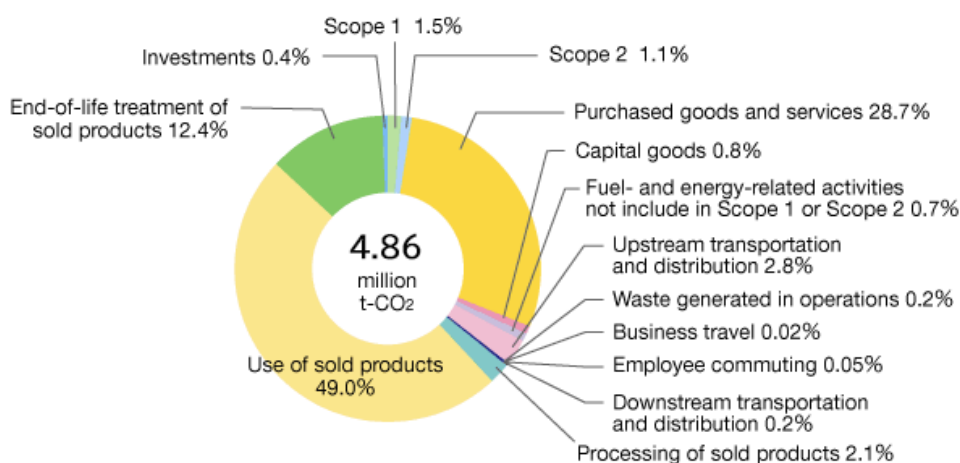
✓ Greenhouse Gas Emissions throughout the Supply Chain ✓ Logistics Division Initiatives

Greenhouse Gas Emissions throughout the Supply Chain

The Lion Group recognizes that understanding greenhouse gas (GHG) emissions throughout the supply chain is important to realizing a decarbonized society. Accordingly, since 2013, we have calculated GHG emissions throughout the supply chain based on the GHG Protocol Scope 3 standard. In fiscal 2024 our Scope 1, 2 and 3 emissions totaled 4.86 million t-CO₂.

Going forward, we will continue to promote and develop products that help reduce emissions during product use, a stage that accounts for a large portion of product life cycle GHG emissions. By doing so, we will work to reduce GHG emissions.

GHG Emissions throughout the Supply Chain (2024)



Notes:

Scope: Lion and consolidated domestic and overseas Group companies, January–December 2024

Scope 1: Direct emissions from operating sites

Scope 2: Indirect emissions from the generation of purchased energy (electricity generation, etc.)

Scope 3: Emissions from the supply chain not included in Scope 1 or Scope 2

Scope 1 and 2 Greenhouse Gas Emissions from Domestic Operating Sites

(thousand tons)

	2020	2021	2022	2023	2024
Scope 1	19	21	21	20	19
Scope 2	48	52	52	15	15
Total	67	74	73	35	34
Carbon credits purchased	0	0	0	0	0

Notes:

Scope 1: Direct emissions from operating sites

Scope 2: Indirect emissions from the generation of purchased energy (electricity generation, etc.)

Scope 1 and 2 Greenhouse Gas Emissions from Overseas Operating Sites

(thousand tons)

	2020	2021	2022	2023	2024
Scope 1	47	56	49	43	54
Scope 2	42	22	36	38	38
Total	89	78	85	82	92
Carbon credits purchased	0	0	16	16	16

Notes:

Scope 1: Direct emissions from operating sites

Scope 2: Indirect emissions from the generation of purchased energy (electricity generation, etc.)

Logistics Division Initiatives

Lion works to reduce CO₂ emissions and energy consumption intensity through the following efforts.

- Using larger transport trucks
- Improving the transport loading rate
- Expanding direct shipping from plants to shorten transport distances
- Promoting modal shifts from trucking to transport by rail or ship

Lion's overall modal shift rate in 2024 declined year on year. The modal shift rate for intra-company transport was 9.2% (compared with 9.3% in 2023).

Annual CO₂ emissions from logistics came to 18,978 tons, down 13.8% year on year. Energy consumption intensity decreased 15.6% compared with the previous year, for a five-year average annual decreased of 4.2%, achieving of Lion's target average annual reduction of 1% or more. We will continue efforts in these areas going forward.

Eco Rail Mark Certification

The Eco Rail Mark system was created by the Ministry of Land, Infrastructure and Transport to certify companies and products that use rail freight transport for a certain portion of product shipment. Because distribution processes are typically opaque to consumers, the Eco Rail Mark is a useful means for companies to indicate that they use or their products are shipped using environmentally friendly rail freight transport.

Lion's Eco Rail Mark certification was renewed in 2023. The certified Lion products are listed in the Eco Rail Mark pamphlet published by the Railway Freight Association and introduced on the website of the Ministry of Land, Infrastructure, Transport and Tourism.

The following four products are certified (as of June 2024).

1. *Between Toothbrush*
2. *CLINICA ADVANTAGE Toothbrush*
3. *CLINICA PRO Toothpaste*
4. *NONIO Toothbrush*



Expanding Multi-Shipper Consolidation Transportation through the Standardization of Transportation Modules

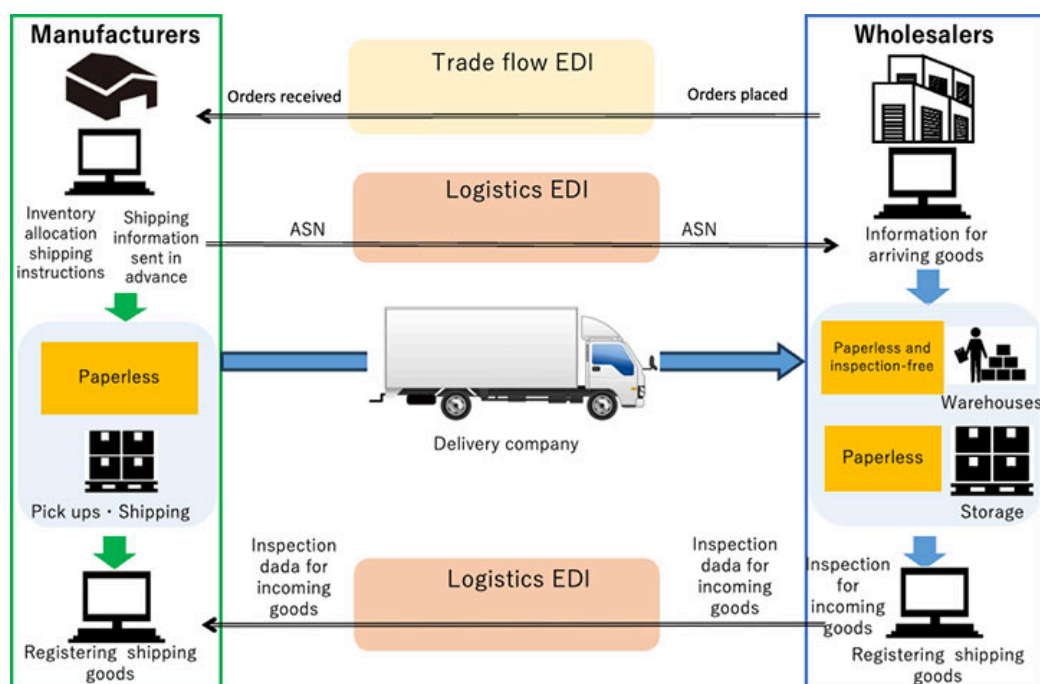
As a response to such social issues as the logistics “2024 problem” and the need for sustainability, we have established a model case of multi-shipper mixed transport via shipping trailers using standardized transport modules. In contrast to the inefficiencies of the previous system, in which every company wishing to transport cargo had to do so independently, in this model, multiple companies coordinate schedules and cargo volumes so that shipments cannot only be consolidated but round-trip transportation using multiple shippers across industries can be achieved using large-size shipping trailers. The overall effect of this initiative was a reduction of 31.2 tons of CO₂ per year (19.0% reduction), a reduction of 250 hours per year (15.4% reduction) in the number of driver hours, and a reduction of 39 vehicles per year (28.9% reduction). As a result of these pioneering efforts, Lion and the other companies jointly received the top MLIT Minister’s Award for Green Logistics Partnership in the FY2024 Excellent Logistics Partnership Commendation Program for the third consecutive year.

Reforming Logistics in the Household Consumer Product Industry by Utilizing an Industry Logistics Information Infrastructure (Logistics EDI*)

To address the logistics “2024 problem,” the logistics efficiency of the entire household consumer product industry needs to be improved as there are limits to what can be achieved through individual company efforts. With the aim of achieving paperless, inspection-free, and efficient warehousing and shipping operations, we are implementing advance shipping information (ASN). In doing so, we are playing a leading role in the industry as a whole by proposing concepts and refining implementation models through participation in demonstration experiments within the Working Group for Standardization of Household Consumer Product Logistics. Thanks to the prior introduction of ASN transmission and shipping receipt-less systems and the strengthening of cooperation with a major wholesaler, we have been able to reduce outbound clerical work by 30% and inbound field work by 50%, resulting in an industry-leading model for supply chain optimization in the industry as a whole, particularly from the perspective of improving the labor environment and the SDGs. For this reason, Lion received the top prize at the Supply Chain Innovation Awards 2024, sponsored by the Ministry of Economy, Trade and Industry (METI) and the Manufacturing, Distribution, and Sales Cooperation Council.



* Electronic Data Interchange.



Realizing a Resource-Circulating Society

Approach

The Lion Group is promoting various activities to realize a resource-circulating society by addressing issues such as plastic related problems and water resource shortages.

Plastic-related problems are related to other environmental issues as well. For example, excessive plastic use increases life cycle CO₂ emissions, contributing to global warming, and improper disposal can result in marine plastics, negatively impacting biodiversity. Because Lion manufactures and sells plastic products, it has a significant responsibility regarding plastic-related problems.

The Group has published the [Lion Group Plastics Environmental Declaration](#), which lays out its policy for addressing plastic-related problems. Based on this policy, we have set targets aimed at realizing a resource-circulating society both in Japan and abroad and are continually working to resolve these issues.

Water is a resource of utmost importance and vital for all living creatures. In Japan, there are also concerns about drought risk due to the effects of global warming and water supply risk due to aging water and sewage infrastructure.* To address the shortage of water resources, we are working to reduce water usage throughout our product life cycles. We intend to fulfill our responsibility as a company not only by reducing water consumption through our business activities, but also by providing products that reduce the amount of water used by consumers as they adopt new lifestyle habits. Since 2010, we have been selling *TOP NANOX* (now *NANOX one*, *NANOX for Washing Machines with Automatic Detergent Dispensers*), a highly concentrated liquid laundry detergent that washes away easily for one-rinse, residue-free washing. In addition, as of 2020, our entire lineup of liquid laundry detergents can be used in single-rinse washing. Moreover, we introduced *Acron Smart Care* in February 2023, a liquid detergent that eliminates the rinse stage. We will continue to strive to reduce water usage.

* White Paper on Water Cycle FY2024 published by the Headquarters for Water Cycle Policy [Japanese]

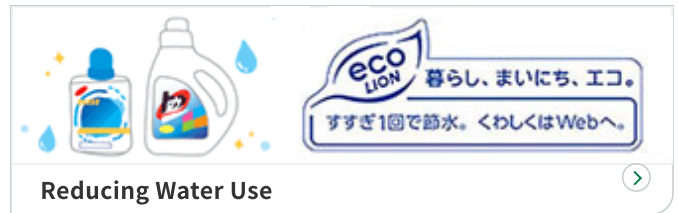
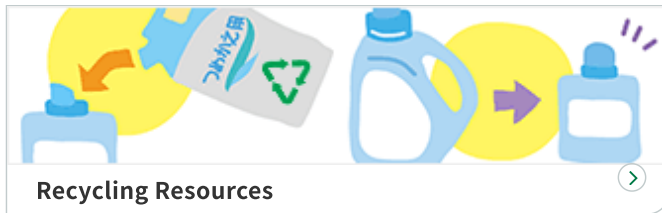
Overview

The Lion Group promotes the recycling and effective use of plastic, water and other resources at all stages from raw material procurement to disposal by consumers. We will continue to promote initiatives to realize a resource-circulating society.

Activities for Realizing a Resource-Circulating Society

	Procurement of Raw Materials, Packaging and Containers 	Major Initiatives Undertaken by Lion 	Use by Consumers 	Disposal by Consumers 
Activities for Realizing a Resource-Circulating Society 	- Using plant-derived materials ➔ Related Information - Using biomass or recycled materials ➔ Related Information	Plants - Promoting zero emissions from plants ➔ Related Information - Reducing water consumption by recycling wastewater from production processes and utilizing rainwater ➔ Related Information Offices/Facilities - Promoting Company-wide green purchasing ➔ Related Information	- Increasing environmental awareness through products (environmental labels on products that meet the Lion eco-standard) ➔ Related Information - Reducing water usage during product use with water-saving products (requiring fewer rinses when washing) ➔ Related Information	- Promotion of 3Rs and Renewable Materials (making products more compact, refill packs, development of containers made using recycled or less plastic) ➔ Related Information - Promoting the Toothbrush Recycling Program ➔ Related Information - Promoting the recycling of products and plastic packages ➔ Related Information

Initiatives

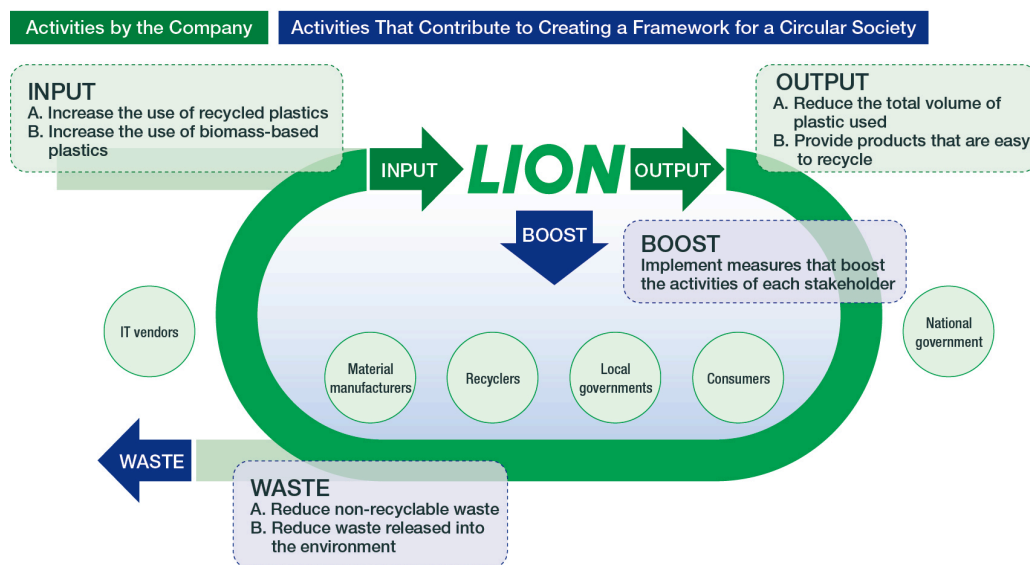


Recycling Resources

- ✓ Encouraging the Realization of a Resource-Circulating Society
- ✓ Materials Used in the Lion Group's Operations (INPUT)
- ✓ Products and Waste Generated by the Lion Group's Operations (OUTPUT)
- ✓ Reduction of Waste Emitted into the Environment (WASTE)
- ✓ Support for the Activities of Our Stakeholders (BOOST) ✓ Reducing Waste

Encouraging the Realization of a Resource-Circulating Society

The Lion Group has divided its activities aimed at realizing a resource-circulating society into four categories, namely, input and output (encompassing business activities with direct impacts) and waste and boost (which are collaborative activities with stakeholders that contribute to the circulation of resources). We formulate and implement measures in line with these categories.



Materials Used in the Lion Group's Operations (INPUT)

Recycled Plastics

The Lion Group proactively uses recycled plastic in products and containers. Our liquid laundry detergent bottles and toothbrush blister packs are made with plastic recycled from disposable beverage bottles (PET bottles) and other sources.



Main Uses of Recycled Plastics

Material	Category	Product name	Application
Polyethylene terephthalate PET (PCR)	Dishwashing detergent	<i>CHARMY Magica*</i>	Bottle
	Liquid laundry detergent	<i>TOP Clear Liquid Kaori Tsuzuku (Long-Lasting Fragrance) TOP Sweet Harmony</i>	Refill pack
	Toothbrush	<i>Clinica PRO Toothbrush Rubber Head</i>	Blister dome packaging
Polyethylene PE (PCR)	Fabric softener	<i>SOFLAN Aroma Rich SOFLAN Premium Deodorizer</i>	Bottle

* Partial usage

Recycled Material Usage at Overseas Group Companies

Our overseas group companies are also expanding the use of recycled plastics in products, containers and packaging, and working to reduce the usage of petrochemical-derived materials. As an example, Lion Corporation (Korea) has adopted recycled plastics for the main bottle of “*Ai-Kekute**”

* 『*Ai-Kekute*』 (literally, Oh! Clean!) is a hand soap brand marketed by LCK.



Main Uses of Recycled Plastics

Country	Material	Category	Product name	Application
South Korea	Polyethylene PE (PCR)	Hand soap	<i>Ai-Kekute*</i>	Bottle
Thailand	Polyethylene terephthalate PET (PCR)	Toothbrush	<i>SYSTEMA*, SALZ*, KODOMO*</i>	Blister dome packaging

* Partial usage

Using Plant-Based Materials (Biomass)

The Lion Group is promoting the use of containers and packaging made with biomass plastic. Using renewable resources helps to reduce dependence on fossil materials, thereby contributing to the realization of a sustainable society. By utilizing waste as an energy source, we are able to reduce waste and revitalize local economies as well as support the shift towards carbon neutrality.



Main Uses of Biomass Plastics

Material	Category	Product name	Application
Polyethylene terephthalate PET	Liquid laundry detergent	<i>NANOX one</i>	Bottle
	Body wash	<i>Hadakara Body Soap</i>	
	Dental rinse	<i>NONIO Mouthwash</i> <i>NONIO Plus Whitening Dental Rinse</i> <i>CLINICA Quick Wash</i> <i>SYSTEMA EX Dental Rinse</i> <i>OCH TUNE Mouthwash</i> , etc.	
	Toothpaste	<i>CLINICA Advantage Toothpaste</i> , etc.	Tube
Polyethylene PE	Liquid laundry detergent	<i>NANOX one series</i>	Refill pack
	Bleach	<i>Bright STRONG</i>	
	Hand soap	<i>KireiKirei Medicated Hand Conditioning Soap*</i>	
		<i>Pocket Size KireiKirei Medicated Foaming Hand Soap</i>	External bag
	Hand sanitizer	<i>KireiKirei Medicated Hand Sanitizing Gel Plus</i>	
	Antiperspirant and deodorant	<i>Ban Sweat-Blocking Roll-On and Stick</i>	

* Partial usage

Products that meet the Japan Organics Recycling Association's requirements for certification are allowed to carry the Biomass Mark. For details, please visit the website of [the Japan Organics Recycling Association \[Japanese\]](#).

[List of Lion's certified biomass products\(The Japan Organics Recycling Association\) \[Japanese\]](#).

Products and Waste Generated by the Lion Group’s Operations(OUTPUT)

Reduce Plastic Usage

Reuse

The Lion Group’s plastic bottles can be refilled and reused. Because refill packs are constructed from film, they are produced using far less material than conventional product bottles. For laundry products such as laundry detergent, the production of a refill pack uses one-fourth* the volume of material used in making a product bottle. Furthermore, they take up less space after use, so help reduce the volume of household waste. We are also working on creating more refillable products, expanding the categories covered to include products like mouthwash. In these ways, we are reducing the plastic we use.



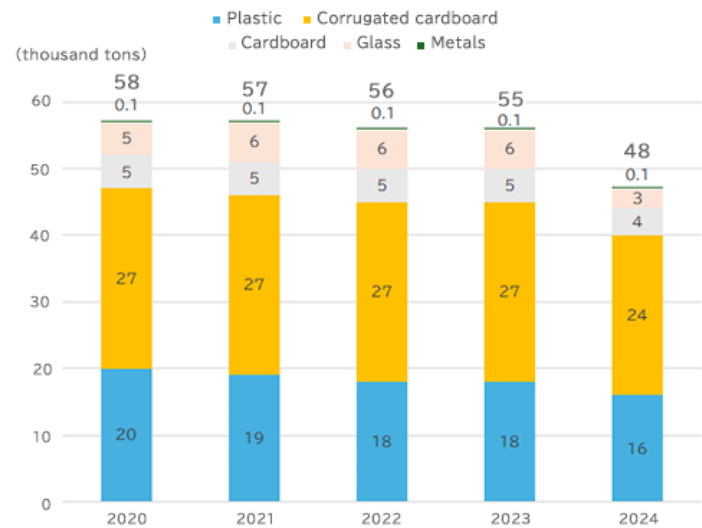
* Japan Soap and Detergent Association survey

Reduce

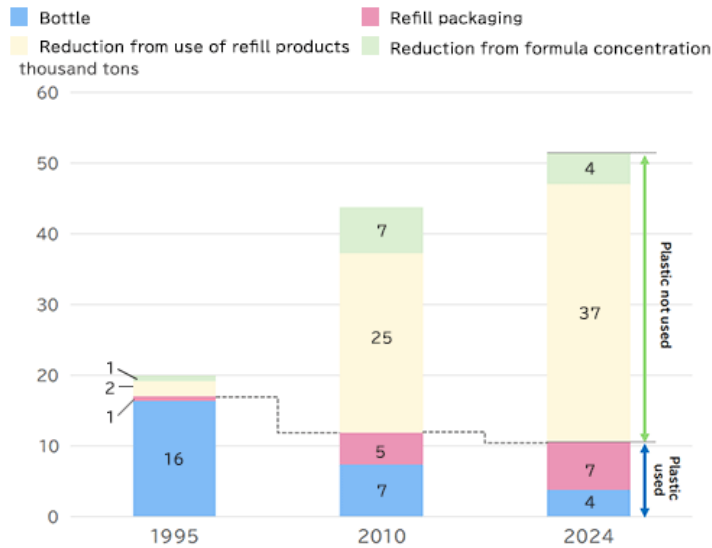
To reduce product and container materials, the Lion Group complies with “The Lion Eco-Standard”, which is designed to evaluate products over their entire lifecycles by examining each life cycle stage, from raw material procurement to distribution and disposal. We are increasing the concentration of such products as laundry detergents, fabric softeners and dishwashing detergents so that their containers can be made more compact while using sophisticated design technology to reduce container weight.



Lion’s Container and Packaging Material Usage (Domestic Household Products)



Lion's Use of Plastic for Packaging and Reduction Effects

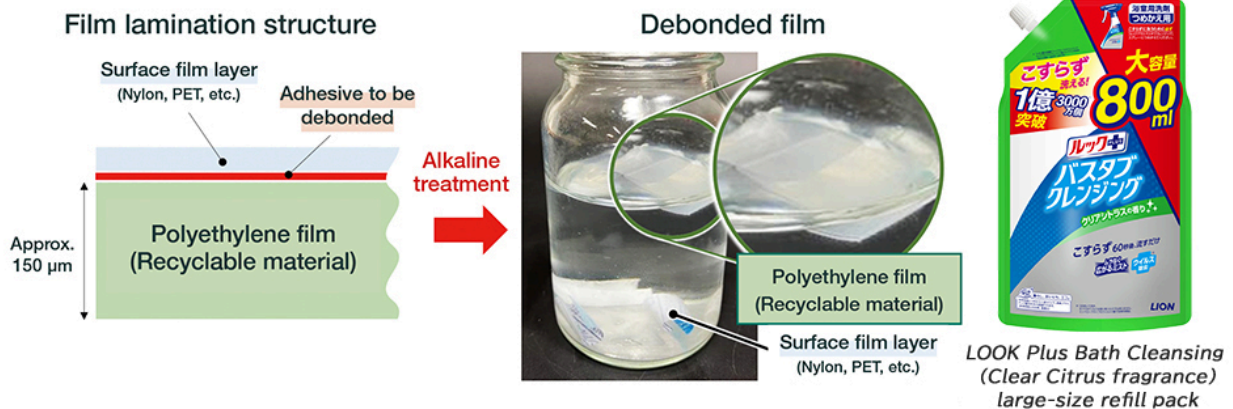


Providing Easy-to-Recycle Products

With an eye to cutting recycling costs and ensuring high-quality recycled materials, the Lion Group is striving to improving the recyclability of its products. In addition, Lion is developing technologies aimed at realizing products and containers that are easier to recycle.

Commercializing Products with Better Recyclability

Many refill packs—the primary packaging used for such refillable products as detergent—are made of a multi-layered plastic film that itself is difficult to recycle, so most of them are incinerated. To address this, Lion collaborated with TOYO INK CO., LTD. to create peelable recycling technology that makes these types of refill packs easier to recycle. In November 2024, we launched a limited-edition run of *LOOK Plus Bath Cleansing* (Clear Citrus fragrance) in a large-size refill pack created using this new technology. We expect to see recycling progress because this technology enables these types of composite materials to be separated into individual substances with high levels of purity.



Reduction of Waste Emitted into the Environment (WASTE)

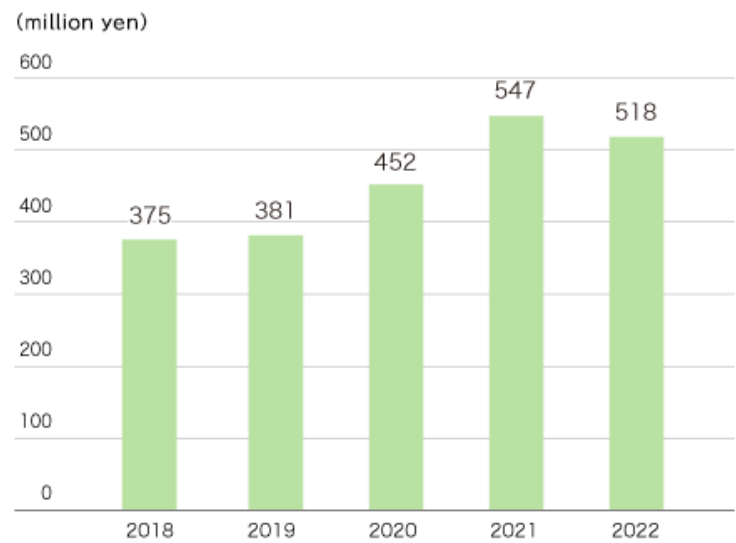
Efforts are made to ensure that the products offered by the Group are recycled in an appropriate manner after use. In addition, we conduct various activities to promote the establishment of an advanced recycling system throughout society.

Recycling

Being a specified business entity operating under the Containers and Packaging Recycling System, we contribute recycling operation contract fees. For the most recent status of operations under this system, please visit the Japan Containers and Packaging Recycling Association website.

[The Japan Containers and Packaging Recycling Association](#)

Amount Contributed to The Japan Containers and Packaging Recycling Association (After payment)



*Total contracting fees for Lion Corporation, Lion pet Co., Ltd. and Lion Dental Products Co., Ltd. are settled and finalized in the year following the year of the contract. Because of this, cost announcements are made two years after incurrence.

Working towards Advanced Recycling

Aiming to achieve a continuous cycle of plastic use in society, and to go beyond recycling in existing social infrastructures to higher quality recycling, Lion is conducting pilot testing for the recycling of used products and containers and packaging in cooperation with household product manufacturers, recyclers, retailers and local governments.

Main Activities

Recyclable items	Activity name	Area	Main partners
Toothbrushes	Toothbrush recycling	Over 1,600 locations nationwide	TerraCycle
	Joint municipal toothbrush recycling	Sumida-ku, Itabashi-ku, Taito-ku, Edogawa-ku and Akashi-shi	Takaroku Corporation
	Toothbrush recycling at educational institutions	A number of private nursery schools in Saitama Prefecture	Saitama Private Kindergarten Federation Community Net Inc. Takaroku Corporation
Refill products	RecyCreation	Ito-Yokado's Hikifune Store Welcia Pharmacy stores (parts of Tokyo and Saitama Prefecture)	Kao Ito-Yokado Welcia Pharmacy Store Hamakyorex
	Kobe Plastic Next: Joining Forces to Recycle Refill Packs	75 stores and 27 other facilities in Kobe City	Kobe City Household product manufacturers Distributors 12 recycling companies
Bottles	Making New Bottles from Used Bottles Collaboration among consumers, local governments, and companies Bottle Recycling Project for Everyone	Tokyo	Unilever Japan Kao Corporation Veolia Japan G.K. digglue Inc.

As of May 31, 2025

Promoting Circulation of Plastic Container and Packaging Resources through Partnerships

Kao Corporation and Lion are reaching out beyond their corporate groups in an effort to recycle plastic refill containers and packaging (film packaging), aiming to realize a resource-circulating society.

To accelerate the adoption of recycling, building basic systems for resource collection and developing recycling technologies are indispensable. At the same time, it is necessary to change mindsets across society in cooperation with stakeholders, including consumers, with regard to, for example, sorting plastic packaging after product use.

We work together to raise awareness about the collection system, recycled materials, container design quality, uses for recycled materials and consumer participation. We have set up special collection boxes at the Ito-Yokado Hikifune store (Sumida-ku, Tokyo) and a number of Welcia Pharmacy locations (Tokyo and some parts of Saitama prefecture) to collect used refill packs. We request that those participating in this initiative follow the rules for collection.

[📺 Video on how to wash used refill packs \(Japanese\)](#)



The process of recycling used refill packs in the RecyCreation initiative

These RecyCreation activities, along with related companies, have received the following commendations.

- [News Release: Kao and Lion Awarded the New Selection Committee Chairman's Commendation in the Good Practices of Consumer-Oriented Management Awards \[Japanese\]](#) [PDF](#)
- [News Release: Lion, Kao, Ito-Yokado, Welcia Pharmacy, and Hamakyorex Jointly Receive the Minister of Environment Award in the 6th Japan Open Innovation Prize \[Japanese\]](#) [PDF](#)

Demonstration of the Horizontal Recycling of Refill Packs

In May 2023, we launched a recycled plastic version of the XXL refill pack for Lion's TOP SUPER NANOX For Odors, a highly concentrated liquid laundry detergent. The materials used to create the refill pack consisted in part of recycled materials from used refill packs that had been collected. (Not available at this time.)

This packaging incorporates 9% recycled materials derived from factory waste and 1% derived from recycled consumer products.

This refill pack has won the following awards together with Lion's collaborative partners:

🏆 President of Japan Packaging Institute Award, Japan Packaging Contest 2023, Japan Packaging Institute

🏆 48th (2024) Kinoshita Award, Research and Development Category, Japan Packaging Institute

🏆 2024 WorldStar Global Packaging Award, World Packaging Organisation



About Toothbrush Recycling

As a toothbrush manufacturer, we implement the following collection programs for used toothbrushes:

- Toothbrush Recycling Program in collaboration with TerraCycle Japan
- Toothbrush recycling in cooperation with local governments
- Toothbrush recycling integrating collection with environmental and oral healthcare education

Through these activities, we aim to increase the number of toothbrushes collected and improve awareness in society that old toothbrushes can be a useful resource.

➤ [Toothbrush Recycling Program \[Japanese\]](#)

Support for the Activities of Our Stakeholders (BOOST)

The Group has a wide array of frameworks in place and promotes activities to realize a resource-circulating society, a goal it cannot achieve on its own.

Groups, Activities and Initiatives Encouraging the Realization of a Resource-Circulating Society

Name of Group or Organization	Title	Main Goal of Activities
🔗 Japan Clean Ocean Material Alliance	CLOMA	Resolving problems regarding plastic waste in the ocean
🔗 Circular Partners (Japanese)	CPs	Promoting collaboration of industry, government and academia to create a circular economy
🔗 Plastic Packaging Recycling Council (Japanese)	PPRC	Promoting recycling of plastic packaging by collaborating with residents and local governments
🔗 Ecosystem Society Agency (Japanese)	ESA	Working with local governments and businesses to generate social value

| Unveiling “Platto Search,” an Example of an Environmentally Conscious Plan

We have published a development case for an environmentally conscious package precedent search system known as “Plastic and Search” that the Plastic Packaging Recycling Council manages.

[🔗 Environmentally-Conscious Package Precedent Search System “Plastic and Search” \(Japanese\)](#)

[🔗 “Platto Search,” Our company’s page in 2024 \(Japanese\)](#)

Reducing Waste

Zero Emissions from Operating Sites (Domestic)

Lion’s four domestic plants all achieved zero waste emissions*¹ in 2002. All of Lion’s operating sites,*² including research institutes and offices, achieved zero waste emissions in 2017.

*¹ Our definition: The waste recycling ratio is 99% or more, excluding recycling residues

*² Chiba Plant, Odawara Plant, Osaka Plant, Akashi Plant, Hirai Office Site, Sapporo Office, Sendai Office, Headquarter, Nagoya Office, Osaka Office, Fukuoka Office, Lion Chemical Co., Ltd. Fine Chemical Production Site, Lion Chemical Co., Ltd. Oleochemical Production Site, Lion Specialty Chemicals Co., Ltd. Yokkaichi Plant, Lion Specialty Chemicals Co., Ltd. Ono Plant

[➤ ESG Data](#) [Environment](#)

| Waste Generation (Overseas)

We will continue to advance initiatives to reduce waste going forward.

[➤ ESG Data](#) [Environment](#)

Information Regarding the Maintenance and Management Status of Industrial Waste Treatment Facilities

Maintenance and management information based on the Waste Management and Public Cleansing Law (Article 15-2-3, Paragraph 2) is made public.

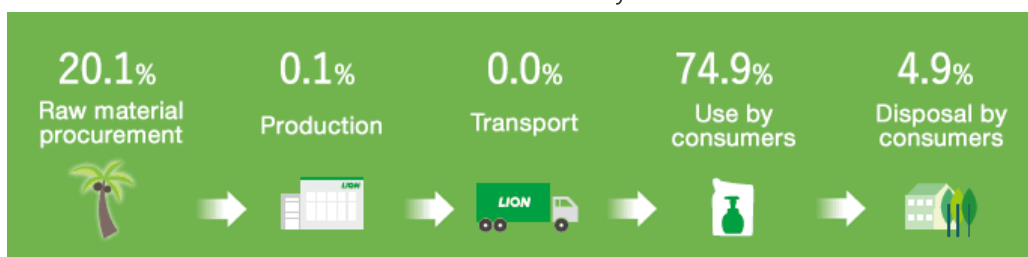
[Click here to see the maintenance and management status of Chiba Works.](#)

Reducing Water Use

- ✓ Water consumption reduction through business activities
- ✓ Consumer Water Consumption Reduction during Product Use

The Lion Group is working to reduce water use in line with the [LION Eco Challenge 2050](#), a set of long-term environmental objectives formulated in 2019 with the aim of realizing environmental sustainability. In 2019, Lion began calculating water use throughout the supply chain in order to understand water use throughout product life cycles—from raw material procurement to production, transport, use and disposal. Total water use throughout the life cycles of Lion’s products in 2024 was approximately 2.1 billion m³.

Breakdown of Water Use over the Life Cycles of Lion Products*



* Scope: Lion and domestic and overseas consolidated subsidiaries, January–December 2024.

At 74.9%, the product life cycle stage that accounted for the largest portion of total water use in 2024 was use by consumers. This is because many Lion Group products, such as laundry detergents, are used with water for washing. The Lion Group will continue to work with consumers to reduce water use throughout product life cycles by providing environmentally friendly products and services that help save water and promoting the formation of environmentally friendly habits.

Water Use and Wastewater Discharge in Business Activities (Domestic and Overseas)

The Lion Group continuously monitors water usage (water withdrawal) and wastewater discharge in its business activities as it strives to alleviate environmental impact and reduce water usage through recycling. We have been implementing ongoing measures to reduce water used in cleaning processes. As part of these efforts, we have been operating industrial wastewater recycling facilities at the Chiba Plant since 2016.

Identification and Evaluation of Water-Stressed Regions

The Group performs water stress evaluations for all its business locations using Aqueduct, a set of tools developed and announced by the World Resources Institute. We consider the regions in which our business locations are located to be water-stressed if their baseline water stress (one of the indicators outlined by Aqueduct) is designated “extremely high.” The results of these evaluations showed that the Group has four-locations in water-stressed regions, and their water intake was 2% of the Group’s total.

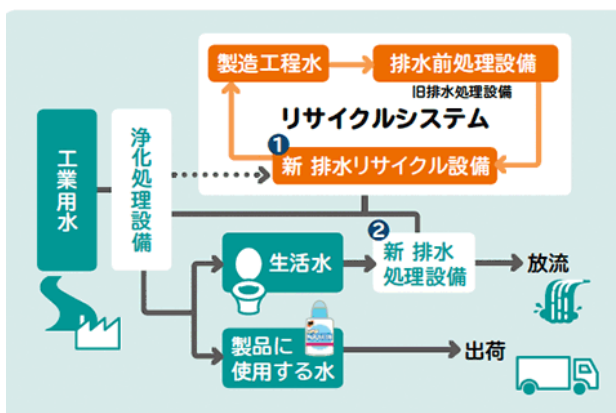
- [Water Usage \(Water Withdrawal\) in Business Activities](#)
- [Water Usage \(Water Withdrawal\) by Source](#)
- [Wastewater Discharge in Business Activities](#)
- [Wastewater Discharge by Destination](#)

The Chiba Plant's Wastewater Recycling Facilities

The Lion Group manufactures and sells products that are closely tied to water usage. Moreover, Lion's plants use a great deal of water in manufacturing processes to clean facilities and in heating and cooling equipment. Recycling wastewater after use can thus produce a significant water-saving effect. To this end, Lion introduced a wastewater recycling system at the Chiba Plant—which uses the most water among Lion's plants—in 2016 that has been in continuous use since installation. The greatest feature of this system was the adoption of new wastewater recycling facilities (①). Thanks to these facilities, we are now able to recycle wastewater from production processes that was previously discharged into the environment. Furthermore, we installed new wastewater treatment facilities (②) that enable greater purification of water from employee sanitary facilities and cleaning facilities than was previously possible, better removing nitrogen, which is a source of marine eutrophication.

In 2024, we conserved about 200,000 tons of water annually compared to 2010. That amount is equivalent to about 24% of the total water usage of all domestic operating sites in 2024.

The Chiba Plant's Wastewater Recycling System



The Chiba Plant was the first household product factory in Japan to recycle wastewater. In 2017, the plant received the New Technology Encouragement Award^{*1} from the Japan Society on Water Environment and the Responsible Care Award^{*2} from the Japan Chemical Industry Association.

^{*1} In June 2017, the development of the Chiba Plant's wastewater recycling system was recognized with the New Technology Encouragement Award from the Japan Society on Water Environment, Japan's largest academic society related to protecting the aquatic environment. This award is given for research related to aquatic environments or to individuals or organizations that have devised innovative, promising aquatic environment technologies from the perspective of social contribution.

[The Japan Society on Water Environment New Technology Encouragement Award \[Japanese\]](#)

^{*2} In May 2017, the Chiba Plant received the 11th Responsible Care Award from the Japan Chemical Industry Association for its initiatives to protect the aquatic environment and contribute to the local community. Since the start of its operations, the Chiba Plant has continuously implemented activities to protect the aquatic environment.

> Lion's Responsible Care Activities

Reducing Water Usage During Product Use

The Lion Group is working to reduce water usage throughout the life cycles of its products. To reduce water usage during product use—the product life cycle stage that accounts for the greatest portion of water use—we provide environmentally friendly products that help save water. For example, since 2020, all Lion liquid laundry detergents can be used with just one rinse cycle. In April 2025, we also developed and marketed *Acron Yasashisa Premium*, a zero-rinse laundry detergent.

Under LION Eco Challenge 2050, a set of long-term environmental objectives, the Group set the target of reducing water usage 30% per unit of net sales across product life cycles by 2030 in comparison with 2017 levels. In 2024, life cycle water usage was reduced 22% per unit of net sales in comparison with 2017.

Going forward, we will continue to develop products that help reduce water usage during product use and promote environmentally friendly habits as we strive to reduce the environmental impact of households.

[🔗 Brand site for *Acron Yasashisa Premium* \[Japanese\]](#)

➤ [Breakdown of Water Use over the Life Cycles of Lion Products](#)

Water-Saving Products (Domestic)

NANOX one

These laundry detergents rinse away easily, enabling one-rinse washing.



Acron Yasashisa Premium

It is a fashionable clothing detergent with softening ingredients. A special polymer with proprietary technology supports the action of cleaning ingredients. Even with a small number of cleaning ingredients, dirt and odors can be removed cleanly, and it can be used with 0 rinses.

(This product's effects on skin have been tested under the supervision of dermatologists.)



CHARMY Magica Quick Dry + ("Plus") Antibacterial

These nano-cleansing dishwashing detergents make stubborn grease slide off dishes like water, helping save time and water when washing up.



Ofuro no LOOK (Bath cleaner)

Bathroom cleaner compounded with quick-rinsing component to clean stains with fast defoaming action.



Look Plus Bath Antimold Fogger

A fumigation-type fungicide that employs a silver-ion fog to kill black mold spores throughout the bathroom, helping prevent the growth of mold and reducing water used during post- mold removal and cleansing rinses.



Soft in 1 Shampoo

A two-in-one conditioning shampoo that leaves hair feeling smooth and moisturized without an extra conditioning and rinse stage.



Look Plus Mame Pika Toilet Cleaner

A toilet cleaner that achieves a water-free clean.



- > [Lion Eco Pamphlet \[Japanese\]](#)  (5.28MB)
- > [Lion Eco-Products](#)

Water-Saving Products (Overseas)

Lion sells *NANOX one* and *CHARMY Magica* through Lion Corporation (Singapore) Pte Ltd, Lion Daily Necessities Chemicals (Qingdao) Co., Ltd. and Lion Corporation (Hong Kong) Ltd. and Lion Home Products (Taiwan) Co., Ltd., helping to save water.



TOP NANOX one
Lion Corporation (Singapore) Pte Ltd.



NANOX one PRO
at Lion Daily Necessities Chemicals (Qingdao) Co., Ltd.



NANOX one PRO
at Lion Corporation (Hong Kong) Ltd.



CHARMY Magica Quick Dry + ("Plus")
at Lion Corporation (Hong Kong) Ltd.



NANOX one
at Lion Home Products (Taiwan) Co., Ltd.



*CHARMY Magica Quick-Dry + ("Plus")
Antibacterial*
at Lion Home Products (Taiwan) Co., Ltd.

Harmonizing with Nature (Biodiversity)

Approach

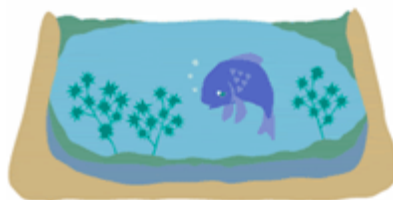
Lion has long taken the lead in addressing problems in the aquatic environment, such as stream foaming and eutrophication linked to the use of detergents, considering biodiversity at each stage from raw material procurement to disposal by consumers. To continue benefiting from the value provided by biodiversity into the future, we must work with local communities to protect biodiversity and utilize such value in a sustainable, non-depleting way. Furthermore, it is important that we contribute to the realization of a society in harmony with nature by encouraging changes in consumer lifestyles through biodiversity-friendly products.

To this end, Lion will contribute to the development of a sustainable society through its businesses by determining which natural resources are used in business activities and the impacts on biodiversity throughout the value chain. Based on this information, Lion will implement biodiversity conservation activities that help reduce risk and expand opportunities. Also, by having every employee participate in biodiversity conservation activities as part of our environmental education efforts, we are also focusing on spreading awareness of this important issue throughout our operating sites.



1960s Stream Foaming

The synthetic detergents of the time were slow to break down, leading to foam that covered streams. Lion switched to readily biodegradable detergent ingredients.



1970s Eutrophication

Aquatic eutrophication led to algae blooms and other problems. One cause of this eutrophication was the phosphates then used in detergents. Lion led the way, creating phosphate-free laundry detergents ahead of its competitors.



1980s Onward Global Environmental Issues

Global-scale environmental issues received increased attention, leading to growing calls for consideration of resources and environmental burden. Lion is proactively advancing such efforts as enhancing the detergency of its cleaning agents to decrease the amount of product needed, developing water-saving products and utilizing plant-based raw materials.

Biodiversity Policy

The Lion Group has established a [Biodiversity Policy](#) as part of its [Environmental Policy](#). Based on global conservation movement, such as that promoted by the Kunming-Montreal Global Biodiversity Framework, the Group will strive to understand and disclose risks associated with biodiversity loss as well as how its entire value chain both depends on and impacts biodiversity. The policy also promotes the establishment of initiatives to stop biodiversity loss as well as to restore it.

Initiatives



Biodiversity Conservation Initiatives



Biodiversity Conservation Activities

- ✓ Activities at Operating Sites
- ✓ Environmental Impact Surveys of Surfactants

Lion conducts biodiversity conservation activities at all of its operating sites. Its plants, in particular, have expansive premises and handle a wide range of raw materials and thus have the potential to impact the nearby natural environment and communities. We therefore work to reduce the impact caused by plant operations and, in cooperation with local NPOs and other organizations, proactively implement biodiversity conservation activities in the watersheds where plants are located so that the benefits of biodiversity can be sustainably enjoyed throughout local communities.



Biodiversity Conservation Initiatives [Japanese] [>](#)

Activities at Operating Sites

Each of our operating sites is engaged in biodiversity conservation activities in accordance with our biodiversity policy.

Biodiversity Conservation Activities at Each Operating Site

Operating Site	Activity	Partner Organizations
Chiba Plant (Ichihara City, Chiba Prefecture)	Management of “Leotope” Satoyama biotope	General Incorporated Association Group 2000 (Learning from the Environment)
Odawara Plant (Odawara City, Kanagawa Prefecture)	Breeding of Japanese killifish and fireflies in the Sakawa River basin	Odawara City
Osaka Plant (Sakai City, Osaka)	Conservation of loggerhead sea turtles	Sea Turtle Association of Japan Minabe Sea Turtle Research Group
Akashi Plant (Akashi City, Hyogo Prefecture)	Hackberry biotope maintenance (Protection of the Japanese emperor butterfly, etc.)	Tamba-no-mori Park
Lion Chemical Co., Ltd. Fine Chemicals Plant (Kamisu City, Ibaraki Prefecture)	Restoration of Kashimanada coastal pine forests (“White Sand, Green Pine Project”)	Kamisu City Agriculture and Forestry Division Beautification Campaign Promotion Liaison Council
Lion Specialty Chemicals Co.,Ltd., Yokkaichi Plant (Yokkaichi City, Mie Prefecture)	Conservation of Yoshizaki Beach (Removal of non-native species and beach cleaning)	NPO Yokkaichi Sea Turtle Preservation Society
Lion Specialty Chemicals Co.,Ltd., Ono Plant (Ono City, Hyogo Prefecture)	Conservation of aquatic plants in reservoirs	Local water plant specialists
Lion Chemical Co.,Ltd., Oleo Chemical Plant (Sakaide City, Kagawa Prefecture)	Maintaining dragonfly pond (biotope) (Breeding of the endangered maiko red dragonfly)	Ookoshi Dragonfly Land: Sakaide City Association for Dragonflies and Nature: Shimanto City

Operating Site	Activity	Partner Organizations
Sapporo Office (Sapporo, Hokkaido)	Efforts to improve the wild flavor of the Toyohira River salmon population (Sapporo Wild Salmon Project)	Sapporo Salmon Museum
Sendai Office (Sendai City, Miyagi Prefecture)	Breeding of Japanese killifish	Miyagi University of Education Yagiyama Zoological Park
Head office (Taito-ku, Tokyo)	Biodiversity conservation workshop held	Taito City Environmental Fureai Kan
Hirai Research Institute (Edogawa-ku, Tokyo)	Environmental cleanups in the lower reaches of the Edogawa River and Tokyo Bay	Accredited NPO Edogawa Eco Center
Nagoya Office (Nagoya City, Aichi Prefecture)	Conservation of Hime-Botaru Fireflies in the outer moat of Nagoya Castle	The Guardian Successors of Nagoya Castle
Osaka Office (Osaka, Japan)	Wisteria cultivation	Osaka Fukushima Lions Club Wisteria Association
Fukuoka Office (Fukuoka City, Fukuoka Prefecture)	Environmental conservation of Hakata Bay (Love Earth Activity, The Save Wajiro Tidal Flat Association)	The Save Wajiro Tidal Flat Association

➤ [Biodiversity Activities at Lion's Domestic Sites \[Japanese\]](#)

Environmental Impact Surveys of Surfactants

Lion evaluates and confirms the environmental safety of its products during product development, because almost all Lion products are discharged into rivers and streams after their use. Furthermore, Lion takes part in the [Japan Soap and Detergent Association's](#) measurement of the concentrations of four types of surfactants in four river systems near Tokyo and Osaka and evaluation of related ecosystem risk, which it has conducted four times a year since 1998, to confirm that said surfactants are not negatively impacting the environment. The measurements to date have consistently found surfactant concentrations below the maximum level thought to have no impact on aquatic ecosystems, indicating that there is little environmental impact from detergents.

Evaluating and confirming safety is not a task for Lion alone. In addition to gathering and utilizing the latest technological data from in and outside Japan, Lion is working to provide data to other users in order to enhance safety evaluation technologies.



River water sample collection points

Supporting Young Researchers

As part of efforts to protect water resources, in 2009, Lion established the Lion Award, which is bestowed through the Japan Society on Water Environment (JSWE). By using the award to recognize outstanding research activities, we are supporting young researchers.

➤ [Support for Japan's largest academic society focused on protecting the aquatic environment](#)

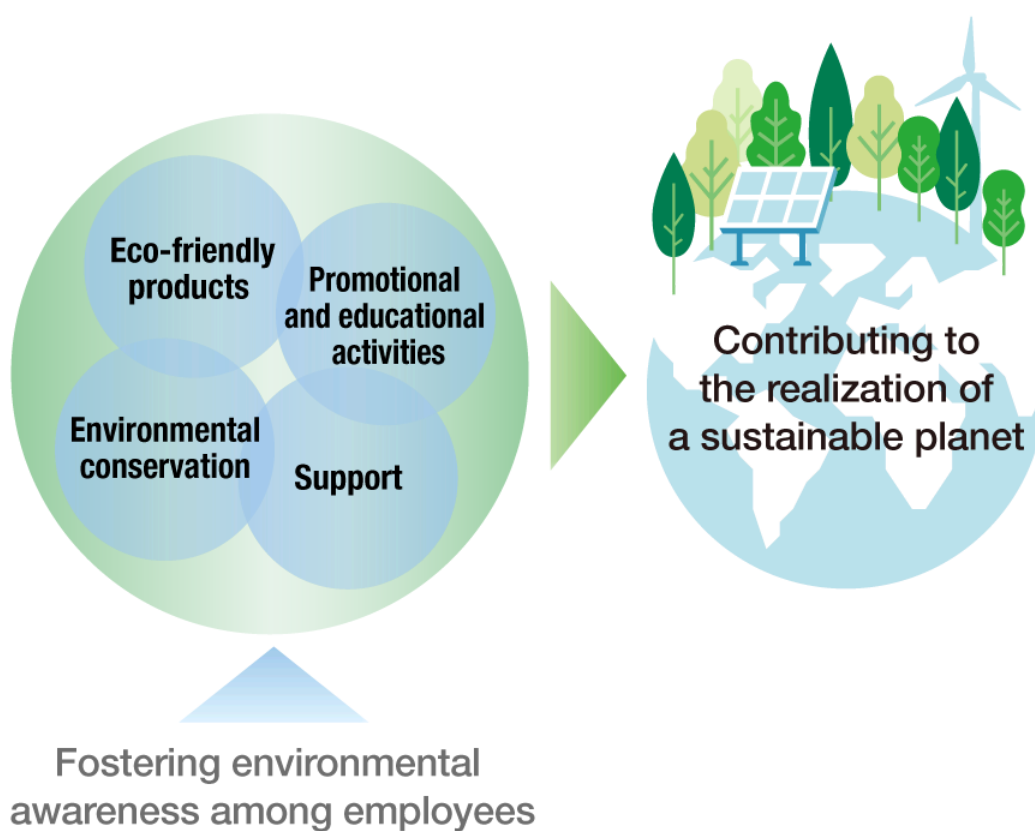
Environmental Communication

Approach

We at Lion believe it is our solemn responsibility to provide excellent customer experiences in the areas of health, comfort and cleanliness while protecting the global environment—the foundation of health and daily living—in accordance with our aim of “Becoming an advanced daily healthcare company.” By using various means of communication to convey our approach to addressing environmental issues, related initiatives and the environmentally friendly features of our products, we promote the formation of eco-friendly living habits.

In addition, we strive to foster environmental awareness among employees through such means as educating employees, starting with new hires.

Overview



Initiatives

Lion believes that environmental communication with consumers plays an important role. In 2023, we exhibited our initiatives and fostered contact with stakeholders at environmental events.



**Events, Websites, and Building Relationships
with Communities and External Organizations**



**Environmental Communication through
Activities**



**Environmental Communication through
Academic Support**



Events and Building Relationships with Communities and External Organizations

Events

Through participation in environmental exhibitions and other events in the regions where its business sites are located, The Group seeks to communicate to consumers ways they can be more environmentally friendly both in the course of daily life and through comfortable, clean living using Lion products. In 2024, Lion exhibited at KAMISU FESTA, Consumer Affairs Exhibition (in Kamisu City, Ibaraki) and Eco Messe in Chiba (at Makuhari Messe International Exhibition Hall).



2024 KAMISU FESTA, Consumer Affairs Exhibition



Eco Messe in Chiba

We also exhibit at events held in areas where we collect used toothbrushes to introduce our [toothbrush recycling activities](#)[\[Japanese\]](#).

Building Relationships with Communities and External Organizations

Lion participates in the activities of the Japan Chemical Industry Association Responsible Care (RC) Committee, which aims for constant improvement in the environmental performance and safety of chemical substances throughout their life cycles, from development through disposal.



 Japan Chemical Industry Association

Responsible Care* Activities at the Chiba and Osaka Plants

As a member company of the [Japan Chemical Industry Association RC Committee](#), Lion proactively engages in dialogue with local communities. Each plant provides opportunities for dialogue suited to the characteristics of its local community to promote communication with community members.



14th Responsible Care Sakai/Senboku Regional Dialogue held in February 2024

The 15th Responsible Care Chiba Regional Dialogue was held in January 2025, the first time in six years the event was held in-person, and saw the participation of neighborhood associations, neighborhood association councils and government officials. Our Chiba Plant participated and cooperated in the meeting from the planning stage. Booklets were distributed with information regarding SGDs supplied by companies in the Chiba area. We distributed a booklet containing presentation materials from the meeting and a two-dimensional barcode that allows users access to information on the activities of member companies and a member survey. We plan to take the survey's findings into consideration in our future activities.

In addition, the 14th Responsible Care Sakai/Semboku Regional Dialogue was held in February 2024—the first in-person discussions in four years, with neighborhood associations, neighborhood association councils, and government officials participating. On the day of the event, our environmental manager reported on the environmental initiatives of Lion and Osaka Plant. In addition, the opinions of event participants were collected through a survey and will be reflected in our future efforts to continuously improve our environmental initiatives.

Moreover, in May 2017, the Chiba Plant received its 11th Responsible Care Award from the Japan Chemical Industry Association (JCIA) for its initiatives to protect the aquatic environment and contribute to the local community.

JCIA Responsible care refers to voluntary management activities performed by companies that handle chemical substances, encompassing the assurance of protections for the environment, safety and health throughout all processes of chemical substance development, manufacturing, distribution, use, final consumption, disposal and recycling as well as the disclosure of the results of such activities and dialogue with society.

Since the start of its operations, the Chiba Plant has continuously implemented activities to protect the local aquatic environment from water-related risks. The plant's efforts to purify industrial water for various applications, recycle wastewater used in industrial processes and manage wastewater according to standards stricter than those required by law have led to reductions in water usage and discharge volumes and the conservation of water quality. The award also commended the plant for providing education about the importance of water through initiatives with local children and plant tours.



11th Responsible Care Award Plaque
from the Japan Chemical Industry Association

Support for Environmental Organizations

Lion supports the following organizations.



☑ Sea Turtle Association
of Japan [Japanese]



☑ Japan Society on
Water Environment



☑ OISCA

Lion is a member of the following organization.



☑ Eco First Companies
Association [Japanese]

The following organizations, of which we are members, have our support.



☑ 30by30 Alliance for
Biodiversity [Japanese]



☑ Keidanren Initiative for
Biodiversity Conservation

Environmental Communication through Activities

Lion Forest in Yamanashi

In October 2006, we started Yamanashi Prefecture's first Company Forest Promotion Project through a collaborative agreement with Yamanashi City. This program based in a forest owned by the city, is aimed at fostering environmental awareness among Lion employees by providing experience in the maintenance of forests, which constitute a water resource. Employees engage in forest maintenance as a part of their training while building relationships with members of the local community.



Toothbrush Recycling Program

The Toothbrush Recycling Program is a program to collect used toothbrushes, which are commonly just thrown away as non-recyclable garbage, and recycle them into planters and other new plastic products. Lion launched the program, the first of its kind in Asia, in 2015, in cooperation with TerraCycle Japan.



[📄 Toothbrush Recycling Program \[Japanese\]](#)

Activities

Participants collect used toothbrushes in various ways. Some set up collection boxes at kids' centers, day care centers and kindergartens, while others collect toothbrushes as part of classes at schools, teaching children about the significance of the program.



Collection points
1,484

Toothbrushes collected
Approx. **1,650,000**

(As of June 30, 2024)

The Recycling Process

Collected used toothbrushes go through several steps in the process of being recycled into planters.



Get Involved

Sign up to participate through [this website \[Japanese\]](#) . The website offers further details about the program and points awarded for toothbrushes collected.



Lion Chura Action

Lion Chura Action is a project to support the eco-activities of children nurturing the future of Okinawa, aimed at protecting and developing the rich ecosystems of the region and achieving lasting harmony with nature.



Environmental Communication through Academic Support

The Lion Award—Supporting Aquatic Environment Student Research

To motivate and support young researchers working in areas related to the aquatic environment, Lion created the JSWE-LION Best Student Poster Presentation Award (the “Lion Award”), bestowed through the Japan Society on Water Environment (JSWE) in recognition of outstanding research activities.*

Alongside one student Grand Prize winner, 20 students were chosen to receive the Lion Award, by the 59th Annual Conference of the JSWE.

* The award is bestowed in recognition of outstanding poster presentations at the JSWE's annual conference.

Eligible persons: Undergraduate university students, technical school students, junior college students.

Selection method: Based on the votes of regular and corporate JSWE members, winning presentations are selected by the Awards Committee of the Board of Directors.

 [The Lion Award \(Japan Society on Water Environment\)](#)

Management of Chemical Substances

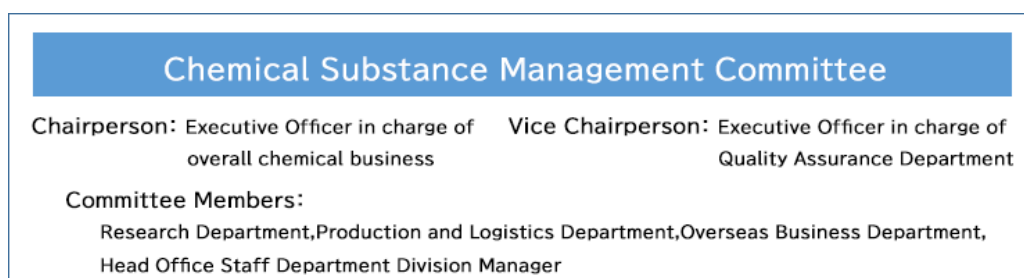
- ✓ Approach ✓ Chemical Substance Management Policy ✓ Overview
- ✓ Chemical Substance Management Initiatives at Each Product Lifecycle Stage
- ✓ Initiatives to Reduce or Eliminate Chemical Substances of Concern

Approach

Chemical substances are indispensable for people to lead comfortable and fulfilling lives. Failure to properly manage chemical substances, however, can result in accidents that put human health and ecosystems at enormous risk. In addition to compliance with related laws and regulations, the Lion Group strives to ensure the strict management of chemical substances at all stages from product development to use and disposal in accordance with its own independent standards.

Chemical Substance Management Policy

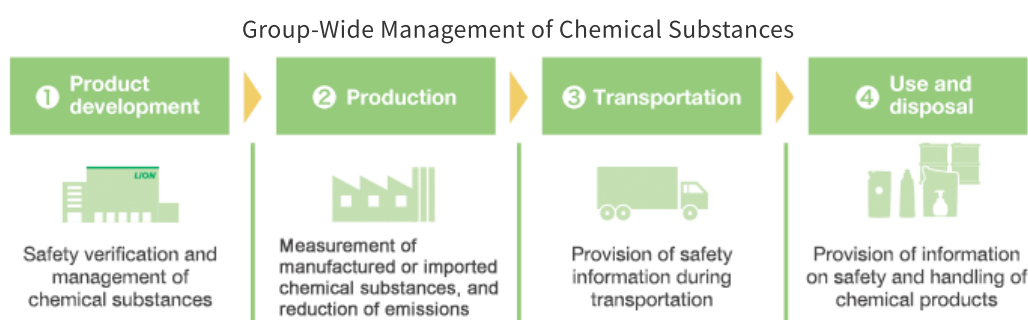
Based on the spirit of the [Lion Group Charter for Corporate Behavior](#), the Group has established the [Chemical Substance Management Policy](#). This policy was formulated in light of international trends in chemical substance management and is aligned with the Global Framework on Chemicals^{*1}(GFC) and the Strategic Approach to International Chemicals Management^{*2}(SAICM). The policy stipulates that we will strive to implement sound management of chemical substances throughout their lifecycles, minimize significant adverse impacts on the environment and human health, and promote communication. In addition, we established a Chemical Substance Management Committee in 2023, chaired by the executive officer in charge of overall chemical business and vice-chaired by the executive officer in charge of the Quality Assurance Department, and composed of members from the Research, Production and Logistics, Overseas Business, and Head Office Staff departments. This committee promotes activities in line with the Group's Chemical Substance Management Policy.



*1 Adopted in 2023 as the successor to SAICM

*2 Adopted from 2006-2020

Overview



Chemical Substance Management Initiatives at Each Product Lifecycle Stage

1. Product Development

| Selection of Chemical Substances for Use in Products

The types and amounts of chemical substances used in products are determined at the product development stage, with consideration given not only to enhancing product performance, but safety and environmental impact.

[➤ Safety of Raw Materials and Ingredients](#)

2. Chemical Substance Registration and Notifications

| Japan: Complying with the Act on the Evaluation of Chemical Substances and Regulation of Their Manufacture, etc.

Based on the Act on the Evaluation of Chemical Substances and Regulation of Their Manufacture, etc., Lion notifies the relevant authorities of the use classifications and volumes of all the general chemical substances and priority assessment chemical substances it manufactures or imports (with exceptions based on the provisions of the Act, such as for substances manufactured or imported in quantities of less than one ton per year). As needed, our chemicals departments also notify the relevant authorities of the use classifications and volumes of small-volume and low-volume new chemical substances it manufactures or imports. We will continue to gather information about the volumes and uses of manufactured or imported chemical substances and file proper notifications.

| EU: Complying with REACH

Our chemicals departments register chemical substances as required under the EU's REACH^{*1} chemical substance management system.

^{*1} REACH: Registration, Evaluation, Authorisation and Restriction of Chemicals

| South Korea: Complying with K-REACH

Our chemicals departments and Lion Corporation Korea pre-register and register chemical substances under K-REACH.^{*2}

^{*2} K-REACH: The common name for South Korea's Act on the Registration and Evaluation of Chemicals

3. Production

Going forward, calls for the improvement and reinforcement of chemical substance management will grow. Accordingly, we aim to continue as well as to step up the filing of proper notifications and management of emissions volumes as required under volatile organic compound (VOC) regulations, the Water Pollution Prevention Act and the Act on the Assessment of Releases of Specified Chemical Substances in the Environment and the Promotion of Management Improvement.

| Management of Total PRTR-Designated Substance Emissions

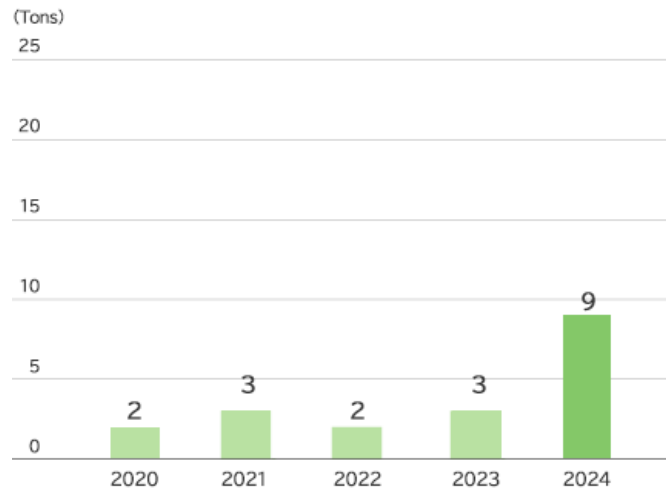
The PRTR (Pollutant Release and Transfer Register) system is a scheme for collecting, compiling, and publishing data on the degree to which a wide variety of potentially harmful chemical substances are released into the environment from what sources, or are transported off of production sites through waste disposal.

The Company's emissions of PRTR-designated substances have remained at 2 to 9 tons since 2020.

[➤ 2024 PRTR-Designated Substance Emissions Data for Production Sites in Japan \(Japanese\)](#)  (PDF:360KB)

[➤ PRTR-Designated Substance Emissions \(Domestic\)](#)

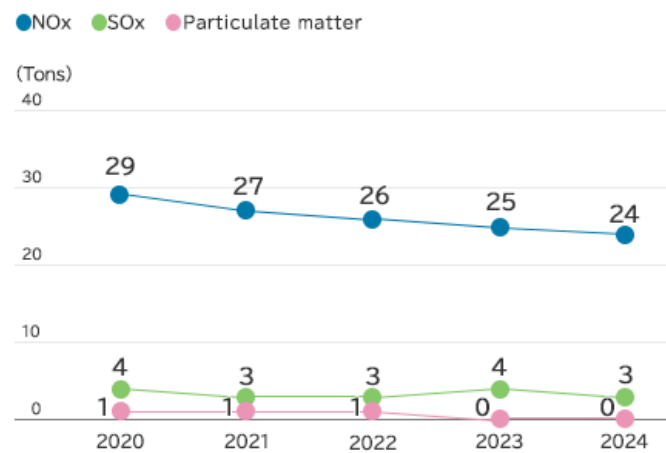
PRTR-Designated Substance Emissions



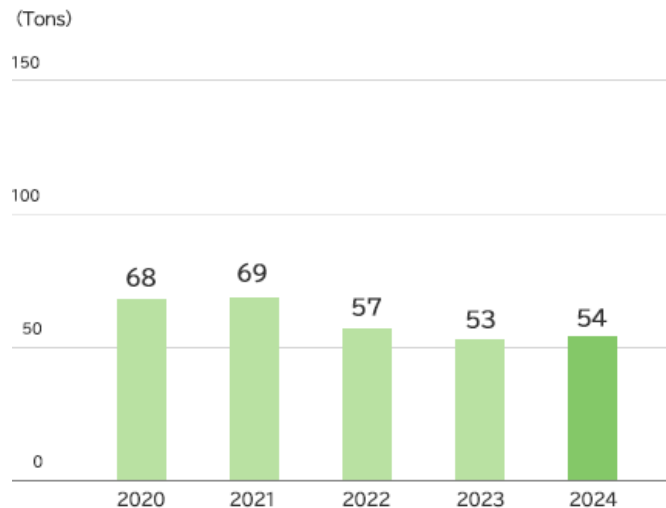
Air Quality-Conscious Production Activities

Lion implements initiatives to reduce emissions of chemical substances that cause air pollution, including nitrogen oxides (NO_x), sulfur oxides (SO_x), particulate matter and VOCs. The Air Pollution Control Law designates emissions standards by type of substance and by type and scale of emitting facility, and many regional governmental bodies have established additional regulations by ordinance. In addition to complying with such laws and ordinances, each plant has formed strict agreements with local municipalities and established strict voluntary standards, in accordance with which we strive to prevent pollution. Furthermore, we are working to reduce emissions by such means as improving the efficiency of production processes and utilizing environmentally friendly equipment, such as nitrogen and sulfur scrubbers.

Emissions of Nitrogen Oxides (NO_x), Sulfur Oxides (SO_x) and Particulate Matter



VOC Emissions



| Water Quality-Conscious Production Activities

A maximum limit on COD^{*1} of 160mg/L (and a daily average of 120 mg/L) has been set by law as a uniform standard within environmental standards related to water pollution per the Water Pollution Prevention Act and Sewerage Act. Lion meticulously complies with these regulations in its business activities. Furthermore, Lion aims for even stricter wastewater quality management, and some of our operating sites have formed agreements with local governments to maintain a COD limit stricter than the uniform standard. By stabilizing the operations of the wastewater treatment facility, performing regular maintenance and improving treatment methods, we are working to further reduce COD in wastewater emissions.

> COD in Business Activities

^{*1} COD

Chemical oxygen demand. An indicator of water contamination. Indicates the amount of oxygen that will be consumed in the oxidization and decomposition of the organic matter content of the water.

| Utilizing SDSs

Lion prepares safety data sheets (SDSs)^{*2} on its chemical products and provides them to its customers. We also receive SDSs on all the raw materials we use from our suppliers. These SDSs are listed in a database to be used effectively.

^{*2} SDSs

Safety data sheets. Documents providing information about the environmental impact of, safety precautions regarding and the appropriate handling of chemical products, aimed at preventing accidents caused by chemical substances.

4. Transportation

| Provision of Safety Information during Transportation

In case of an accident during the transportation of raw materials or intermediate products, Lion provides information to carriers about emergency response by distributing and attaching yellow cards and container yellow cards* to shipments.

* Yellow cards and container yellow cards

Yellow-colored emergency contact cards providing information about the properties of and emergency response methods regarding chemical substances in case of leaks or other issues during transportation. Yellow cards are for carriers to keep with them during transportation, while container yellow cards are attached to the containers in which chemical substances are stored. Both are prepared based on voluntary industry standards determined by chemical companies.

5. Use and Disposal

| Environmental Impact Surveys

After being used, the surfactants in detergents and other products are discharged into the environment. Four times a year, Lion takes part in the Japan Soap and Detergent Association's environmental monitoring and risk assessment of four types of surfactants in rivers near Tokyo and Osaka in order to ensure that the impact of these substances on local ecosystems is minimal.

> Environmental Impact Surveys of Surfactants

6. Post-launch

Managing Chemical Substances in Products

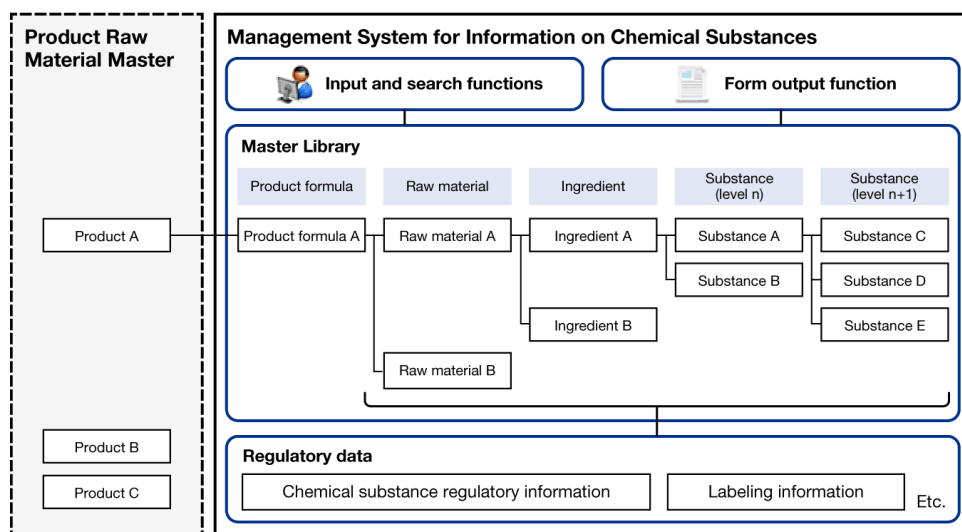
Since January 2018, Lion has been rolling out a Management System for Information on Chemical Substances at its purchasing departments and research and development sites, including those of domestic affiliated companies, to reinforce the proper use of chemical substances. We use this system for the management of raw materials and the chemical substances contained in products.

The system comprises a database of raw materials and product formulation data, a database of regulatory data, and product formula development support functions. The adoption of the system has reinforced our framework for ensuring legal compliance regarding chemical substances used in products during product development across all our business fields. In addition, the system's accumulated data allows employees to instantly search through the chemical substances contained in products that have been released. This has helped enhance data management, secure traceability and reinforce our ability to ensure compliance.

In addition, as a member of the Joint Article Management Promotion-consortium (JAMP), we ensure that our chemicals departments provide customers with information on the chemical substances contained in products using JAMP's chemSHERPA common format.^{*1} We also provide information on REACH SVHCs.^{*2}

^{*1} chemSHERPA: A common scheme for the transfer across a supply chain of information about chemical substances contained in products.

^{*2} SVHC (substances of very high concern): Substances that are candidates for inclusion in REACH Annex XIV as substances subject to authorization. "Authorization" here refers to that which is indicated in the name REACH, which stands for Registration, Evaluation, Authorisation and Restriction of Chemicals.



Management System for Information on Chemical Substances Diagram

Initiatives to Reduce or Eliminate Chemical Substances of Concern

Regarding Nonylphenol Ethoxylates (NPEs)

In 2021, the use of nonylphenol ethoxylates (NPEs) in the EU was restricted by EU REACH.*¹ Furthermore, in April 2025, NPEs were designated as Class II Specified Chemical Substances under Japan's Act on the Evaluation of Chemical Substances and Regulation of Their Manufacture, etc. in 2024. Lion has already discontinued the use of NPEs and completed the process of replacing them with substances that have a lower environmental impact.

Regarding Perfluorooctanoic Acid

The restriction of perfluorooctanoic acid (PFOA) was declared under the POPs Convention*² in 2019. Furthermore, Japan designated PFOA a Class I Specified Chemical Substance under the Act on the Evaluation of Chemical Substances and Regulation of Their Manufacture, etc. in 2021, with its manufacture and import being prohibited in principle. In response to this, Lion conducted a survey using the Management System for Information on Chemical Substances and an investigation of raw material manufacturers, thus discovering that some raw materials in our chemicals department contained PFOA as an impurity. However, we have completed the process of replacing such raw materials with those that do not contain PFOA prior to the Act on the Evaluation of Chemical Substances and Regulation of Their Manufacture, etc. coming into effect.

*1 REACH: Registration, Evaluation, Authorisation and Restriction of Chemicals

*2 The Stockholm Convention on Persistent Organic Pollutants (POPs): A multilateral environmental agreement that aims to eliminate or restrict the production and use of persistent organic pollutants.

Environmentally Friendly Technologies in the Chemicals Business

Products Made with Sustainable Resources

The Lion Group uses natural plant-derived oils, such as palm oil and coconut oil, as raw materials in its products with an eye to making effective use of renewable resources.

Products That Contribute to Energy Saving

Conductive plastic that contributes to weight reduction and fuel economy improvement as a substitute material for metal parts in vehicles

Products That Contribute to the Preservation of the Natural Environment

Conductive carbon black used in battery applications for the popularization of electric vehicles that do not emit exhaust gases

A highly biodegradable agent for fabric softeners and other products that uses plant-based raw materials and has an ester-type quaternary ammonium structure

 [Environmentally Friendly Products](#)

 [Lion Specialty Chemicals Co., Ltd.](#)

Lion's Environmentally Friendly Products

- ✓ About Lion's Environmentally Friendly Products
- ✓ Environmentally Friendly Products for Everyday Living
- ✓ Lion's Focus

About Lion's Environmentally Friendly Products

Lion considers products that have cleared the proprietary Lion eco-standard to be environmentally friendly. Lion provides products that create effortless ways for consumers to be more environmentally friendly just by living comfortably and promotes the formation of environmentally friendly habits by engaging in interactive communication with consumers.



The Lion Eco-Standard

Environmentally Friendly Products for Everyday Living



Lion offers a lineup of products that lead to eco-friendly habits in a variety of everyday life situations.

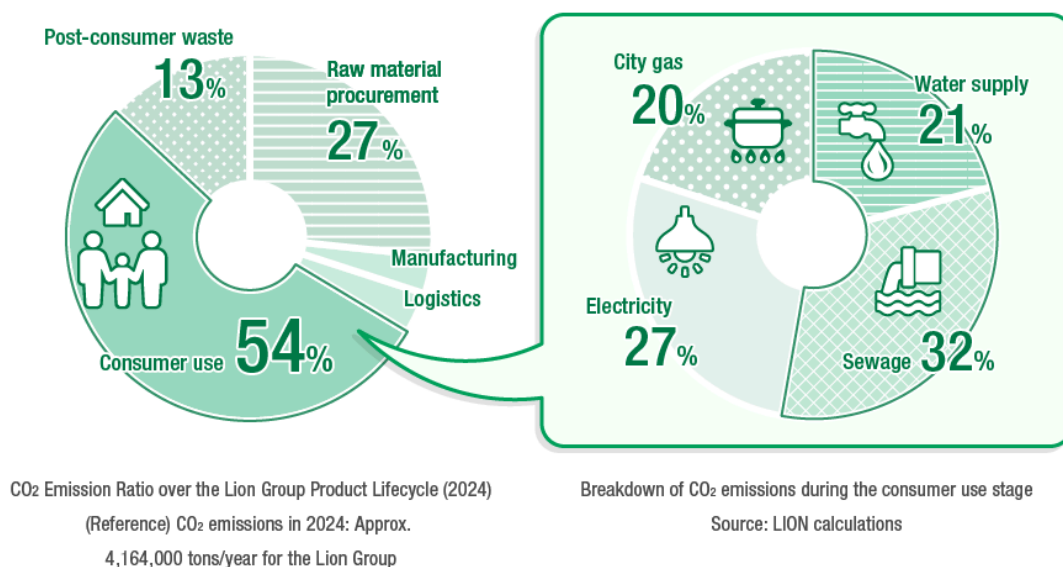
> Products with the “eco LION” mark [Japanese]

> Lion Eco Pamphlet [Japanese]  (PDF:5.28MB)

Lion's Focus

Water-saving products

| Relationship between water use and CO₂ emissions



For the Lion Group, within the product lifecycle, the highest CO₂ emission ratio is found at the consumer use stage as illustrated in the graph on the left.

Further, because water use and sewage account for more than half of these CO₂ emissions, as shown in the graph on the right, water conservation would constitute a practical and eco-friendly measure that could reduce CO₂ emissions and help in the fight against climate change.

| A product that enables one-rinse washing in order to save water is good on a personal and environmental level.



By changing your washing machine's rinse frequency setting



| The water-saving effects of one-rinse washing

Cumulative effect of everyday use



By these calculations...

This is the equivalent of **2 months*²** of bathtub water usage.



*¹ Calculated based on the average volume of laundry in a two-adult or more household (approx. 310 loads/year) and the average volume of water used for a 3 kg load washed on a standard course in a typical top-loading washing machine from one of four major manufacturers (approximately 123 L/load for two-rinse washing and approx. 87 L/load for one-rinse washing). (According to Lion's research).

*² Calculated based on the assumption that 200 liters of water is used daily.

Increase in participants



By these calculations...

This is **approximately 2.6 times** the amount of water in the Kurobe Dam reservoir*⁴



*³ Calculated based on the estimated total number of laundry loads processed by all households across Japan (approximately 14.68 million loads/year) and the average volume of water consumed when washing a 3 kg load on a standard course in a typical top-loading washing machine from one of four major manufacturers (approximately 123 L/load for two-rinse washing and 87 L/load for one-rinse washing). (According to Lion's research).

*⁴ Calculated based on the total capacity of the Kurobe Dam reservoir (approx. 200 million m³).

| NANOX one saves water and prolongs the life of clothes.



One-rinse washing

Eco-friendly habits benefiting both the earth and the family budget through water- and energy-saving washing.



Detergency

Newly formulated with high-performance surfactant and high-performance enzymes to achieve high detergency effective against even stubborn stains!

Deodorizing power

New deodorizing agent* suppresses unpleasant washing machine odors.

*Only NANOX one for Odors and NANOX one PRO

Discoloration protection

Prevents damage to clothes and protects against discoloration. Also prevents grime removed and suspended in the wash water from re-attaching to clothing (re-staining).



Prevents yellowing



Prevents darkening and dullness



Prevents fading and color degradation

🔗 [Laundry Micro-Fantasy!, The world of NANOX one](#)
ultra-high performance detergent, a comic strip series by Lidea [Japanese]

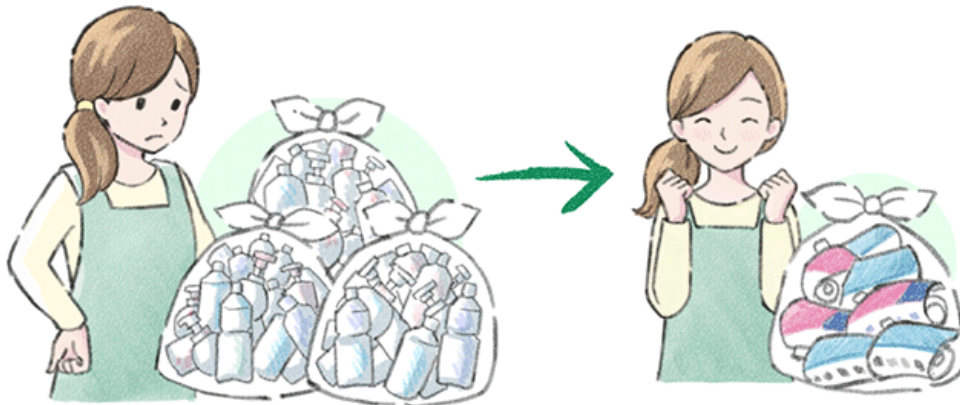
🔗 [Brand site for NANOX one](#)[Japanese]

Refillable products

| Benefits of Using Refillable Products

Household plastic waste can be reduced through the use of refillable products.

Reducing plastic waste helps the environment in various ways such as by lowering the volume of CO₂ emissions generated during disposal.



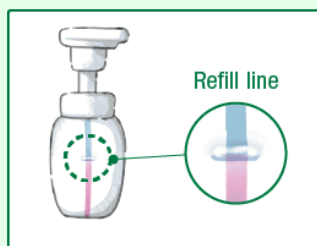
Creating Refillable Products for *KireiKirei* Medicated Foaming Hand Soap

KireiKirei Medicated Foaming Hand Soap bottles have been built to be easy to refill in the following ways.



1 No-spill refills

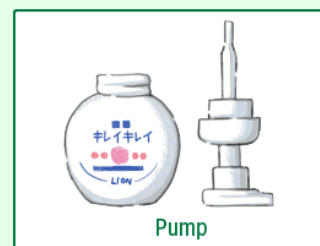
The opening of the bottle is wider than that of a refillable pack, making refilling easier.



2 Easy-to-understand refill volume

● **Transparent window on bottles**
Easy to monitor how much has been added.

● **Refill line is clearly marked**
Refilling can be undertaken without the worry of overfilling.

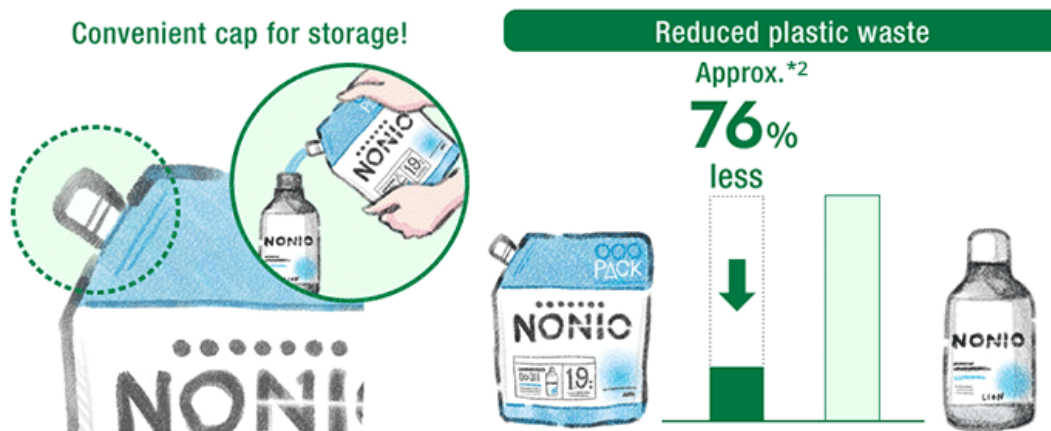


3 Clean refillable pump

When refilling, the pump of the bottle can be placed upside down without falling over, less likely to drip.

Expanding Refillable Product Categories

For the first time, Lion is expanding its repertoire of refillable products to include the oral care category.^{*1} Compared with a bottle holding the same volume, a refillable product's packaging uses not only a significantly reduced amount of plastic but a lighter weight plastic.



*1 Lion products only

*2 Weight comparison with the 600ml bottle.

Lion is proactively developing refillable products that are easy to recycle and conducting recycling-related R&D.

➤ [News Release: To Promote Plastic Recycling, Lion Has Made Its First Refill Pack to Improve Recyclability \[Japanese\]](#)

🔗 [Lidea: What Can Be Done to Solve Problems around Reducing Plastic Waste and Recycling? \[Japanese\]](#)

The Lion Eco-Standard

✓ The Lion Eco-Standard ✓ The “eco Lion” Mark

The Lion Eco-Standard

Lion has created the Lion eco-standard based on life cycle assessment (LCA), in which the environmental burden created by a product is quantitatively assessed at every stage from raw material procurement to disposal. Products that meet at least one evaluation standard in each evaluation category can bear the “eco Lion” mark. In 2024, 79% of Lion’s household product*¹ sales were from environmentally friendly products that meet the Lion eco-standard.

➤ [Products with the “eco Lion” Mark \[Japanese\]](#)

Portion of Sales from Products that Meet the Lion Eco-Standard (Domestic)

2017* ²	2021	2022	2023	2024
76%	82%	81%	82%	79%

*¹ Products in the Oral Care, Beauty Care, Fabric Care and Living Care fields

*² 2017: The baseline year for the LION Eco Challenge 2050

Lion Eco-Standard Evaluation Categories and Standards

Life cycle stage	Evaluation category	Evaluation standards
①Raw material procurement	Use of plant-based materials Use of sustainable raw materials	• At least 50% of the raw materials of product contents (organic ingredients) is plant-based • Of the plant-based materials used, at least 50% are biodiversity-friendly
②Material procurement	Use of recycled materials Use of plant-based materials	• At least 10% of the materials used are recycled • Cardboard used is at least 94% recycled paper or certified pulp from forest thinning • At least 20% of resins used are plant-based
③Manufacturing	Energy saving Water saving Chemical substance use reduction Waste reduction	• A reduction of at least 20% in greenhouse gas emissions at the manufacturing stage compared with the baseline product* • A reduction of at least 20% in water use at the manufacturing stage compared with the baseline product* • A reduction of at least 20% in use of chemical substances other than raw materials at the manufacturing stage compared with the baseline product* • A reduction of at least 20% in waste generated at the manufacturing stage compared with the baseline product*

Life cycle stage	Evaluation category	Evaluation standards
④Logistics	Making products more concentrated and compact	An increase of at least 20% in product content concentration or packaging compactness compared with baseline product*
⑤Use	Energy saving during use Reduction of greenhouse gas emissions during use Water saving during use	- A reduction of at least 20% in energy consumed by product use compared with baseline product* - A reduction of at least 20% in greenhouse gas emissions after product use compared with baseline product* - A reduction of at least 20% in water use during product use compared with baseline product*
⑥Disposal	Packaging reduction Refill packs	- A reduction of at least 15% in packaging materials used in bottles compared with baseline product* - A reduction of at least 50% in packaging materials used in refill packs compared with corresponding product bottles

* Baseline product: Products released in 2017, the baseline year for the LION Eco Challenge 2050.

The “eco Lion” Mark



The “eco Lion” mark symbolizes Lion’s environmental activities and incorporates Lion’s environmental slogan, “Every Day. For the Earth” which concisely expresses Lion’s commitment to the environment in line with the corporate slogan, “life. love.” To help customers choose environmentally friendly products, we use this mark on products that meet the proprietary Lion eco-standard. The factors that make each product environmentally friendly are printed within the mark.



The “eco Lion” mark related to the “amount of reduced waste plastic” indicated on the refill pouch.

Other Examples of Products with the “eco Lion” Mark



The [eco Lion] Mark related to the [number of rinses] indicated on laundry detergent products.



The [eco Lion] mark regarding the [recycled plastic usage rate] indicated on the product.

Creating Healthy Living Habits

- ✓ Basic Approach
- ✓ Promotion Policy
- ✓ 2030 Objectives & Progress
- ✓ Initiatives
- ✓ Information

Basic Approach

The Lion Group plays an important role in society as a provider of daily necessities and services, and we believe that the starting point for value creation is the establishment of lifestyle habits directly related to health, such as brushing teeth and washing hands.

Promotion Policy

Based on our purpose, “Make a difference in everyday lives by redesigning habits: ReDesign” we will seek to contribute to better everyday lives and expand our businesses by providing healthy living habits to the 1 billion people in our business areas.

Oral Healthcare Habits

As part of the Lion Group’s efforts to improve oral health—a key factor in extending healthy life expectancy—we have been working to establish toothbrushing habits to prevent caries and periodontal disease.

Ahead of 2030, we aim to create positive preventive dentistry habits suited to people’s various lifestyles and health conditions by increasing business opportunities through the provision of products and services that leverage digital technologies and by helping to close gaps in access to oral healthcare.

Cleanliness and Hygiene Habits

The Lion Group has been providing hand soaps and sanitizers that can be used in a variety of settings and conducting educational and awareness activities at preschools, kindergartens and elementary schools to promote the prevention of infection through hand cleanliness and hygiene. We provide products and awareness activities tailored to cleanliness and hygiene issues specific to each area across Asia, including Japan.

In particular, we will expand our educational and awareness activities in Southeast and South Asia to include food safety and provide hygiene-related products and services. We will also work with other companies, local governments and other organizations, with the aim of establishing cleanliness and hygiene behavior that protects loved ones from infection.

In promoting these activities, we will work closely with local governments, schools, and other companies and municipalities in each region, not only in Japan but throughout Asia.



The Lion Group’s initiatives leading up to 2030

2030 Objectives & Progress

Objectives	Indicators (2030)	Progress (2023 Results)
Provide opportunities for everyone to practice oral healthcare whenever necessary and foster oral healthcare habits to promote health for all.		Oral health care habits: 400 million people* Spreading Awareness of Preventive Dentistry Habits (Japan) - Expanded initiatives to foster preventive dental care habits (OraCo) (Overseas) - Conducted tooth brushing awareness activities for infants and children Putting Preventive Dentistry Habits into Practice (Japan) - Promoted greater frequency of tooth brushing 37% of population brushed teeth after lunch (target for 2030: 50%) - Promoted greater use of products other than toothpastes and toothbrushes 38% of population used dental floss products (target for 2030: 50%) * Source: Lion survey
Promote the establishment of cleanliness and hygiene habits that prevent bacteria and viruses from entering the body across all aspects of daily living, so that everyone can stay healthy.	Total number of persons provided with products, services and information aimed at creating healthy living habits ⇒ 1 billion (Oral healthcare habits: 500 million people, Cleanliness and hygiene habits: 500 million people)	Cleanliness and hygiene habits: 310 million people* Promoting and Establishing Cleanliness and Hygiene Habits through Educational Institutions (Lion Group) - Conducted educational and awareness activities at preschools, kindergartens and elementary schools to promote hand washing habits - Held the KireiKirei My Bottle Contest - Carried out hygiene education at elementary schools in Bangladesh through JICA Expanded activities in the domain of establishing cleanliness and hygiene habits (Japan) - Implemented the FureFure Family Project, which distributed hand washing lesson kits - Conducted a hand washing awareness event in partnership with the parenting app iiba - Installed hand soap stations in elementary schools in Okayama Prefecture using the corporate furusato nozei (hometown tax) program (Overseas) - Provided hygiene products to expectant mothers as part of a childbirth support initiative in South Korea - Conducted hand washing education through a public-private collaborative project in Thailand * Based on 2024 performance, a new calculation method was adopted, expanding the scope of activities to include personal and food safety, in light of business conditions in Asia.

➤ Sustainability Material Issues, 2030 Objectives and Indicators, 2024 Results and Measures to 2030 PDF (500KB)

Initiatives



Initiatives to Establish Oral Healthcare Habits

- The Oral Health Event of Tooth Brushing for Children
- Initiatives for Children
- Initiatives for Adults
- Inclusive Oral Care



Initiatives to Establish Cleanliness and Hygiene Habits

- My Bottle Sticker Drawing Contest
- Initiatives at Educational Institutions
- Initiatives for Food and Disaster Preparedness
- Initiatives in Bangladesh



Information



Information Related to Oral Health Care Habits

- Preventive dentistry (Self-Care)
- Tooth brushing songs, videos and posters
- Preventive Dentistry (Professional-Care)
- Research and Academia (Preventive Dentistry Research)



Information Related to Cleanliness and Hygiene Habits

- Creating proper cleanliness and hygiene habits
- Disaster Cleanliness and Health Care
- Professional Hand Hygiene



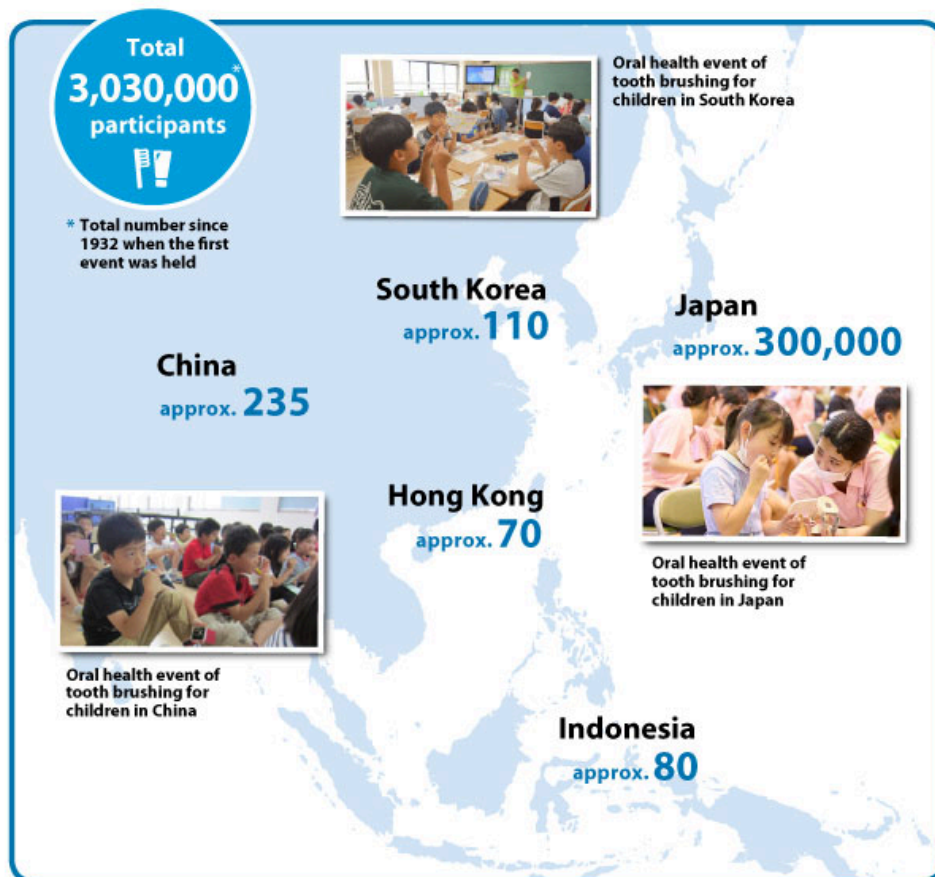
Initiatives to Establish Oral Healthcare Habits

- ✓ The Oral Health Event of Tooth Brushing for Children
- ✓ Initiatives for Children
- ✓ Initiatives for Adults
- ✓ Inclusive Oral Care
- ✓ Information Related to Oral Healthcare

The Oral Health Event of Tooth Brushing for Children

The Lion Group places emphasis on fostering children's awareness of dental and oral health in order to help them stay healthy for a lifetime. Aiming to teach correct oral care to elementary school students, the Lion Group has held the Oral Health Event of Tooth Brushing for Children since 1932. Currently, the event is held annually in countries throughout Asia. For the 81st edition held in 2024, 5,377 schools and approximately 300,000 elementary school students participated in the event, with participating schools setting the date of the event and viewing educational materials on DVDs.

Participants in 2024



Initiatives for Children

In addition to the Oral Health Event of Tooth Brushing for Children, the Group conducts oral healthcare activities at educational institutions such as kindergartens, nursery schools, and junior and senior high schools in various countries, mainly in Asia, to teach children proper tooth brushing techniques in a fun and enjoyable way. Through our tooth brushing instruction, children learn the importance of brushing their teeth. These initiatives are conducted in cooperation with dentists, dental hygienists, teachers and staff, as well as national governments, administrative agencies and external partners.



Japan



Korea



China



Thailand



Malaysia



Indonesia

Initiatives for Adults

The Group works not only with children but also with governments, dental professionals and partner companies to encourage preventive dental habits among all people throughout Asia, including pregnant mothers, the elderly, office workers and patients at dental clinics. We also participate in disaster prevention events in various regions to promote oral healthcare in times of disaster, when hygiene risks are higher. In Japan, we have published a booklet on everyday preparedness, etc., and provide information on cleanliness and healthcare during disasters, as well as participate in disaster prevention events in various regions to spread the word.



China



Indonesia



Thailand



Singapore



Malaysia

> Cleanliness and hygiene care during disasters

Inclusive Oral Care

The Group, in collaboration with external partners, is developing a variety of initiatives to help everyone develop their own preventive dental habits, regardless of their living environment, physical, economic, educational or informational status. In Asia, we conducted oral healthcare awareness activities for visitors to churches and welfare facilities.



Awareness-raising activities at churches and welfare organizations (Hong Kong)

Action: Okuchikarada Project

Since 2021, we have been promoting the Okuchikarada Project, an initiative aimed at fostering oral healthcare habits and self-esteem among children. In particular, we are working to ensure that children from economically disadvantaged families,* who are more likely to have caries, do not miss out on oral healthcare. We have developed a proprietary experiential program about dental and oral health, and are working with NPOs to

provide this program mainly through “kodomo shokudo” (children’s cafeterias). Through content like quizzes and games, the program helps children enjoy learning about oral healthcare and develop their own oral healthcare habits. One of the most popular activities for children is decorating their own toothbrushes. Since 2024, we have also been working to expand consumer engagement by holding in-store events in collaboration with retailers to promote the formation of healthy habits. These activities are also conducted as part of an experiential sustainability training program, serving as a means of educating both executives and employees about sustainability.

* Source: Department of Social Medicine, National Center for Child Health and Development, Adachi City and Adachi City Board of Education (Fiscal 2016)



Educational and awareness activities at children's cafeterias are an opportunity for employee training



Collaborative event with a retailer

Information Related to Oral Healthcare

- [Preventive Dentistry \(Self-Care\)](#)
- [Tooth brushing Song, Videos and Posters](#)
- [Preventive Dentistry \(Professional Care\)](#)
- [Research and Academia \(Preventive Dentistry Research\)](#)
- [Related Links](#)

Information Related to Oral Healthcare Habits

- ✓ Approach ✓ Preventive Dentistry (Self-Care) ✓ Preventive Dentistry (Professional-Care)
- ✓ Inclusive Oral Care ✓ Research and Academia (Preventive Dentistry Research)
- ✓ Information Related to Oral Healthcare

Approach

Preventive oral care requires a mindset that prioritizes prevention over waiting for cavities to form before acting. Proactive oral healthcare necessitates building habits, including carrying out daily self-care based on the guidance of dentists and dental hygienists and regularly visiting the dentist for professional care. The Lion Group offers a variety of products and services that support both preventive dentistry habits that suit individual lifestyles and healthy minds and bodies. Furthermore, we are facilitating activities that expand these preventive dentistry habits to all of Asia by coordinating with government administrations, dentistry experts and partner corporations. We seek to contribute to improving people's health by offering opportunities for preventive dentistry at any time to any who need it throughout their lives.



Preventive Dentistry (Self-Care)

- ✓ Self-Care (Self-Implemented Preventive Dentistry) ✓ Tooth Brushing Song, Videos and Posters
- ✓ Promoting After-Lunch Tooth Brushing ✓ Promoting the Use of Dental Floss
- ✓ Promotion of Periodic Toothbrush Replacement and Recycling
- ✓ Developing Various Products and Services That Use IoT and AI, etc.
- ✓ Educational Activities to Promote Oral Healthcare at Specific Life Stages
- ✓ Developing Oral Healthcare Leaders ✓ Corporate Wellbeing Support Service

Self-Care (Self-Implemented Preventive Dentistry)

Even if you take care to brush your teeth carefully, without the proper knowledge and techniques, you can still end up leaving plaque behind. Establishing daily self-care habits in line with the principles of preventive dentistry is key to effectively managing and maintaining oral health.

The Lion Group is implementing a range of initiatives to promote brushing techniques that effectively remove plaque along with new habits that help foster awareness of preventive dentistry based on an understanding of one's own oral condition.

Tooth Brushing Song, Videos and Posters

In order to help elementary school-aged children acquire correct and thorough tooth brushing habits in a fun way, Lion has created a tooth brushing song with lyrics about the steps of tooth brushing, videos featuring the song as well as posters with the brushing steps. One of the videos is instructional and teaches children the proper brushing method and steps, and another is a fun animated version for children to watch once they have learned how to brush.

“Ee, Ha” Tooth Brushing Song Lyrics and Composition: Yoshida Yamada

> [Download the lyrics \[Japanese\]](#) 

Video (instructional version) [Japanese]

A dental hygienist teaches key points and demonstrates the brushing steps while following along with the song.

* Recommended for children who are still learning how to brush.



Video (animated version)

This animated video is designed to help children enjoy forming tooth brushing habits.

* Recommended for children who have already learned how to brush.



Art: Yoshitaka Yamada (Yoshida Yamada)

Tooth Brushing Steps Poster

Children can check the steps and key points of tooth brushing with the lyrics on the poster.

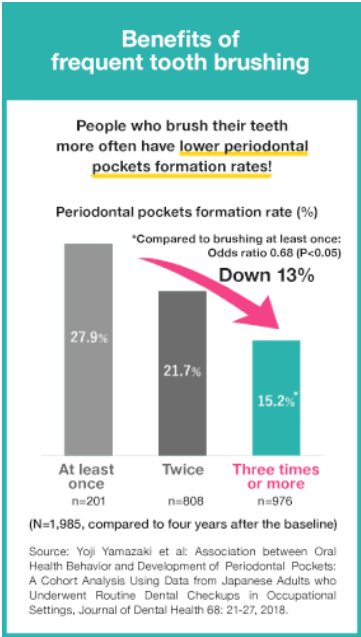
Character design: Yoshitaka Yamada (Yoshida Yamada)



Download [A1 version \[Japanese\]](#) [A3 version \[Japanese\]](#)

Promoting After-Lunch Tooth Brushing

Lion is advancing initiatives to promote after-lunch tooth brushing, aiming to help establish the habit of brushing three times a day. Today, approximately 60% of Japan’s population over the age of 15 is employed (Fiscal 2018 Labour Force Survey, Japan Statistics Bureau). While many consumers spend their afternoons in the workplace, only 40% of workers in offices and similar environments report regularly brushing their teeth after lunch, while another 22% report wanting to but not actually doing so (Lion survey). To address the needs of working people, Lion launched [MIGACOT](#), an oral care set designed for tooth brushing at the office that includes a cup. Lion is promoting this product along with educational activities to spread the mindset that brushing one’s teeth after lunch is a normal part of the workday among as many people as possible.



Promotion of Periodic Toothbrush Replacement and Recycling

Contributing to the SDGs by realizing “Good for the mouth!” and “Good for the Planet!”

Since its founding, Lion has worked to promote healthy oral healthcare habits among consumers. In recent years, marine plastics have become a major social issue. As a leader in oral healthcare and a manufacturer, Lion recognizes that it has a duty to address the issue of plastic recycling. By focusing on toothbrushes, which account for much of the plastic used by Lion products, we are working to contribute to the formation of healthy consumer living habits while helping to reduce environmental impact.



Instituting Toothbrush Replacement Day

Over time, regular use of a toothbrush causes the bristles to splay apart, reducing the brushing efficacy. According to a Lion survey, only about 40% of consumers replace their toothbrushes every month.* Those that do not give such reasons as “It’s wasteful to throw it out,” and “I wasn’t aware that the brushing effectiveness diminishes.”

* Although the exact timing may vary by individual, we generally recommend replacing your toothbrush every month.

Splayed Bristles and Plaque Removal Rate



In February 2018, we designated the 8th of every month Toothbrush Replacement Day* and started calling for monthly toothbrush replacement. To expand this program, we are collaborating with business partners by developing in-store point-of-purchase displays to remind consumers to replace their toothbrushes on the 8th of every month and creating posters promoting periodic toothbrush replacement for use in dental clinics.

Lion will continue these activities to promote toothbrush replacement with our business partners and dental clinics so that monthly toothbrush replacement becomes a regular habit.

* This day was registered and certified by the Japan Anniversary Association on December 27, 2017, and has been established as a new annual event.



Proposed sales display

➤ [News release: New Habit! Start Your Own Personalized “My Brush Day” on the First Day of the Month! \[Japanese\]](#)

Promoting Toothbrush Recycling

There is a concern that an increase in the frequency of toothbrush replacement due to the promotion of toothbrush replacement could lead to a rise in waste.

Addressing this concern, and in light of problem of marine plastics in recent years, Lion initiated its Toothbrush Recycling Program,* a first in Asia, to collect and recycle used toothbrushes, which had previously just been thrown away, in cooperation with TerraCycle Japan. Adopting the perspective that each consumer who participates in toothbrush recycling is an important partner, we are moving forward with the aim of realizing a resource-circulating society.



Toothbrush recycling activities at Nitobe Bunka Elementary School



Toothbrush Recycling Program [Japanese]

Developing Various Products and Services That Use IoT and AI, etc.

Children's Development Support Service *Okuchi-iku*

Since April 2023, we have been running the *Okuchi-iku* oral care program via a dedicated e-commerce site. The site, *Okuchi-iku Kamotto!* is designed for children experiencing the transition to adult teeth, a period when establishing a good foundation for straight teeth is important. This three-item set includes gummies for daily consumption to develop chewing strength, chewing gum for monthly use to check chewing strength, and an AI app to check teeth alignment via the *Okuchi-iku* members website. In addition, the “Magic Toothbrush,” which helps children graduate to brushing their own teeth in as little as one month, promotes the retention of toothbrushing skills through a voice-guided device, an application, and a tinting gel, all of which are fun and enjoyable to play with.



Gum Health Assessment Tool *HAGUKI CHECKER*

Aiming to increase awareness of preventive dentistry, in 2019, we launched *HAGUKI CHECKER*,^{*1} an online tool that checks the state of users' teeth and gums. Users simply use a smartphone or other device to take photos of the inside of their mouths, including the teeth and gums, and upload them to *HAGUKI CHECKER*. The online service then uses AI to identify individual teeth and check the state of the gums around each tooth (receding, dullness, swelling). Since its launch, approximately 71,000 people^{*2} have used the service.

By helping consumers see and understand their own oral environments, *HAGUKI CHECKER* sparks greater interest in the state of their gums. Periodic use over time can help consumers see the effects of changes in their oral healthcare habits by for example, making changes to their gums more readily apparent.

^{*1} Developed based on Lion's data and expertise, and created using the AI image analysis technology of Automagi Inc. and the service development technology of MTI Ltd.

^{*2} Figure for July 22, 2019 to May 16, 2024.

Items Checked

HAGUKI CHECKER provides an analysis of the state of the user's gums around each tooth, evaluating the following three factors on a three-point scale.

- Gum recession
- Gum dullness
- Gum fullness

The service also provides information about self-care methods, oral healthcare products and other aspects of oral healthcare in line with the analysis results.



Check results for each individual tooth

[HAGUKI CHECKER \[Japanese\]](#)



Educational Activities to Promote Oral Healthcare at Specific Life Stages

Daily oral healthcare is an important habit that affects lifelong health. Forming healthy oral care habits from a young age is crucial. Lion believes that practicing self-care at all life stages is important. In order to firmly establish healthy oral care habits appropriate to the needs of specific life stages, Lion is advancing initiatives in cooperation with external organizations, including government bodies, schools, hospitals and dental clinics. In addition, Lion supports the oral healthcare promotion activities of The Lion Foundation for Dental Health (LDH).

* Established in 1964, the Lion Foundation for Dental Health (LDH) changed its status to a public interest incorporated foundation in 2010. Lion fully supports LDH's activities to promote oral care awareness and education. LDH coordinates with the Japan Dental Association, universities, governmental bodies and other partners to help maintain and improve the dental and oral health of consumers through its three projects. By doing so, LDH stays at the forefront of oral health, contributing to society by helping to improve the quality of life of all people.

The Three Projects of LDH

| Infancy

Promoting Preventive Dentistry from Age 0

Lion aims to help establish preventive dentistry habits from as early in a child's life as possible. To this end, in terms of product development, we are enhancing our *CLINICA Kid's* series, which enables preventive dentistry from age 0. Samples of *CLINICA Kid's Gel* Toothpaste are offered at 18-month checkups. We believe that time spent on parent-assisted brushing is a valuable opportunity for deepening parent-child bonds. Therefore, in terms of making this information more prevalent, we are providing information through the website "HA!HA!HA! Park," which encourages preventive dentistry efforts for children.

| Elementary school students

The Oral Health Event of Tooth Brushing for Children—Reaching a Cumulative Total of More Than 3.03 million Children in and Outside Japan

The Oral Health Event of Tooth Brushing for Children, started in 1932, is held every year for elementary school students during Dental/Oral Health Week (June 4th to 10th). For the 81st event in 2024, participating schools chose a date to participate and took part by watching an approximately 40-minute long educational DVD. Approximately 300,000 elementary school students attending a total of 5,377 schools participated in 2024, including students in Japan and other Asian countries. The theme of the 81st edition of the event was "Brush Up Your Teeth and Yourself." Prepared with editorial supervision from Toshikazu Yasui of Meikai University, the program focuses on the gums and includes learning about individual oral conditions and using dental floss. In addition to promoting understanding of preventive dentistry, the program teaches students about the importance of consistency through oral care, a central part of healthy living habits.

Cumulative participants: 3.03 million



KidZania

Lion has been providing dental clinic-themed pavilions at KidZania Tokyo since 2006, at KidZania Koshien since 2009 and at KidZania Fukuoka since 2022. These pavilions have been popular with kids, particularly the “Dentist” and “Dental Hygienist” experiences, which allow them to get a feel for what it is like to work in these jobs.

At the pavilions, kids first undergo “training” as dentists or dental hygienists, learning about the importance of teeth and taking care of their own oral health and hygiene. They then use tools that are nearly identical to the real things, including polishers and dental vacuums, to treat cavities and apply fluoride treatments to patients (training mannequins used in dentistry schools) in the dentist’s chair. For completing their work, they receive a salary paid in the official currency of KidZania, usable at other pavilions.

After their work experience, kids have commented that “treating cavities seemed really difficult,” that they “learned the proper way to brush teeth” and that they were “happy to protect teeth by getting rid of plaque.” The dental clinic pavilions thus appear to be effective in communicating the importance of cavity prevention and oral health.



The Dental Clinic pavilion at KidZania Tokyo



Kids treating a patient with a cavity



The Dental Clinic pavilion at KidZania Koshien



Kids undergoing training



The Dental Clinic pavilion at KidZania Fukuoka



Kids learn how to hold and use dental tools

Junior and senior high school students

Providing educational content on developing oral health care habits

Lion has created *Start in Your Teens! Oral Health Habits: Oral Care for a 100-Year Lifespan*, a teaching resource for junior and senior high school students that instructors can employ to help students develop oral health habits. Broken down by age, the percentage of people with cavities* peaks at 46.03% among 8-year-old elementary school students, declines, and then rises again among 13-year-old junior high school students before reaching 44.52% among 17-year-olds. This teaching resource was created with the aspiration that students will learn to maintain good oral health care habits such as tooth brushing and interdental cleaning even as their school days grow ever busier and filled with studying and club activities as they advance through junior and senior high school.

This teaching resource is designed to make it easier for instructors at junior and senior high schools to take the initiative in communicating the importance of oral health care and practical methods to their students.

* Source: Ministry of Education, Culture, Sports, Science and Technology, “School Health Statistics Survey for Fiscal Year 2021”



•Download link

<https://reg18.smp.ne.jp/regist/is?SMPFORM=obnj-matekj-5d6245256e447f8f5718985ef0738b28> [Japanese]

The booklet, mainly targeting junior and senior high school students, includes questions that can be used in class, a history of oral care, and guidance on introducing new habits. Reference materials, worksheets and lesson plans, etc., are also available for instructors' additional use. Five types of materials are available free of charge: educational materials, a collection of materials for instructors, a toothbrushing calendar, lesson plans, and lesson support materials (with dialogues).

Click on the download link above and follow the instructions to obtain the materials.

* Applications are limited to school officials. (Only Japanese)

Developing Oral Healthcare Leaders

Lion seeks to promote preventive dentistry practices that consumers can perform themselves. To this end, in communities with which we have formed partnerships, we hold oral healthcare leader development lectures to empower local governments, teaching them how they, as oral healthcare leaders, can provide residents with tooth brushing information and practical techniques that can be beneficial to overall health. We are currently carrying out these activities in the cities of Ishinomaki in Miyagi Prefecture, Sakaide in Kagawa Prefecture and Taito Ward in Tokyo.

[➤ Ishinomaki \[Japanese\]](#)

[➤ Sakaide \[Japanese\]](#)



Parent and infant oral healthcare leader development lecture (for teachers and nurses at kindergartens and daycare centers) on May 15, 2024 in Sakaide City

Corporate Wellbeing Support Service

Lion offers oral care seminars and five-minute saliva tests for corporate employees and municipal employees to ascertain their oral condition. We strive to promote oral healthcare by helping people develop healthy habits starting with the mouth.



Preventive Dentistry (Professional-Care)

- ✓ Professional Care (Preventive Dentistry Implemented by Dentistry Specialists)
- ✓ Salivary Multi Test (SMT)
- ✓ Supporting the Implementation of Preventive Dentistry at Dental Clinics: L-Support

Professional Care (Preventive Dentistry Implemented by Dentistry Specialists)

The alignment of the teeth and other aspects of oral condition are unique to each individual. Receiving professional care from dentists or dental hygienists is crucial—not just to treat dental problems, but to prevent issues like cavities and gum disease before they arise. Such care includes fluoride treatments and instruction on brushing methods suited for one's own oral conditions. In addition, it is best to get regular checkups at a dental clinic two to three times per year to check the state of your oral condition, including the health of the teeth and gums. Lion promotes the habit of receiving regular professional care.

Salivary Multi Test (SMT)

SMT is a five-minute testing system that can measure the levels of six analytes related to dental and gum health and cleanliness (cariogenic bacteria, acidity, buffer capacity, leucocytes, proteins and ammonia) in saliva collected by rinsing the mouth with 3 ml of distilled water. This allows dentists or dental hygienists to provide immediate feedback to their patients as part of a dental checkup. This system is primarily used as a tool to support dental care institutions in creating opportunities for preventive dentistry and helps spark patients' awareness of preventive measures and motivation to establish oral healthcare habits.



Collecting a saliva sample after rinsing



Measured with test paper and special equipment



Share measurement results

Supporting the Implementation of Preventive Dentistry at Dental Clinics: L-Support

Lion Dental Products operates L-Support, a program to support the implementation of preventive dentistry at dental clinics. The L-Support program provides information and services useful for regular patient care to registered clinics so that they can effectively focus on preventive dentistry. The program offers seminars, video content and a dedicated website for dentistry professionals, providing many different materials to support them in gaining a broad range of preventive dentistry knowledge, including about oral healthcare products for dental clinics, as well as in improving their skills.



A preventive dentistry seminar



Using video content

* [Lion Dental Products Co., Ltd. \[Japanese\]](#)

Inclusive Oral Care

Brushing one's teeth is an extremely important habit that brings out and nurtures a person's innate power to live healthily. However, due to various life circumstances, including physical, economic, educational, and knowledge factors, disparities arise in the implementation of oral health care, leaving some unable to adequately care for their teeth and mouths. We consider the elimination of such disparities to be important and are working to eliminate them.

In particular, we are working to ensure that children from economically deprived families,^{*1} who tend to have higher rates of tooth decay, are not left behind.

Since 2021, we have been promoting the Okuchikarada Project, an initiative aimed at fostering oral healthcare habits and self-esteem among children. In particular, we are working to ensure that children from economically disadvantaged families,* who are more likely to have caries, do not miss out on oral healthcare. We have developed a proprietary experiential program about dental and oral health, and are working with NPOs to provide this program mainly through “kodomo shokudo” (children’s cafeterias). Through content like quizzes and games, the program helps children enjoy learning about oral healthcare and develop their own oral healthcare habits. One of the most popular activities for children is decorating their own toothbrushes. Furthermore, in 2022, we verified the effectiveness of the experiential program conducted in collaboration with partners in industry, government and academia in Okinawa Prefecture, which has the highest percentages of child poverty and children with cavities in Japan.^{*2} Results showed the signs that the experiences helped children to form oral healthcare habits and boost self-esteem. We will use the knowledge we gained from this verification to provide even more effective experiential programs.

Since 2024, we have also been working to expand consumer engagement by holding in-store events in collaboration with retailers to promote the formation of healthy habits. These activities are also conducted as part of an experiential sustainability training program, serving as a means of educating both executives and employees about sustainability.

Dental and Oral Health Program

Key aspects of the program

Enjoyable learning

Opportunities to be praised

Communication with adults





Before

After

Dental plaque buildup before and after the experiential program (The dyed areas indicate plaque buildup.)

^{*1} Department of Social Medicine, National Institute of Child Health and Development, Adachi Ward, Adachi Ward Board of Education (FY2016)

^{*2} Source: Ministry of Education, Culture, Sports, Science and Technology, 2020 School Health Survey Statistics

Lion Sustainability Website 2025 105

Research and Academic (Preventive Dentistry Research)

✓ Partnerships in Industry and Academia ✓ The Lion Award

Partnerships in Industry and Academia

Our society and ways of living are changing rapidly as we face such increasingly serious social issues as low birth rates, an aging population, declining population and the depletion of resources on the one hand and dramatic technological progress in such areas as AI and IoT on the other. In order to keep up with these changes and continue supporting the public's health, Lion is focusing on not just providing goods but offering new value to our customers. Open innovation through partnerships with external organizations, such as government agencies and other companies, is key to this endeavor.

In the oral healthcare field, we are investigating the status of dental alignment in elementary school students in cooperation with Kuroishi City in Aomori Prefecture and Hirosaki University, a Designated National University, to confirm the relationship between dental alignment and living habits. In addition, in collaboration with Hitachi Ltd. and Hitachi Health Center, Lion has confirmed the benefits of dental health checkups in the workplace on a 10,000-person scale, as well as obtained useful data that will lead to healthier employees. By acquiring and disseminating this new information and utilizing it in the development of products and services, we are able to derive value for the creation of healthier living habits.

The Lion Award

Lion established the [Lion Award](#) in 2001 to support the activities of academic associations and the development of young researchers. The prize is awarded via the International Association for Dental Research, the world's largest dental research association, the Asian Academy of Preventive Dentistry, a dental research association in Asia, as well as the Japanese Society of Pediatric Dentistry, Japanese Society for Oral Health, Japanese Society of Gerodontology, Japanese Association for Oral Biology and Japanese Society of Periodontology.

Trophy plaques and cash prizes are awarded to researchers to commend outstanding and creative research.



The Lion Award

Information Related to Oral Healthcare

[Dental Health Basics \[Japanese\]](#)

[Let's put it into practice! Preventive Dentistry \[Japanese\]](#)

[Dental and Oral Health \(Lidea\) \[Japanese\]](#)

[HA!HA!HA!Park \(Preventive Dentistry from age 0\) \[Japanese\]](#)

[Mama, you know what? \(Information site for childcare and baby teeth\) \[Japanese\]](#)

[Hamiga Kids \(Tooth brushing research site for elementary school students for healthy teeth\) \[Japanese\]](#)

➤ [Advertisement for "Oral Health Care" in Times of Disaster \(Appeared in the morning edition of the Yomiuri Shimbun National Edition on March 11, 2021\) !\[\]\(e50091943b385fe16d3277389202856f_img.jpg\) {PDF:997KB} \[Japanese\]](#)

Initiatives to Establish Cleanliness and Hygiene Habits

- ✓ My Bottle Sticker Drawing Contest
- ✓ Initiatives at Educational Institutions
- ✓ Food and Disaster Preparedness Initiatives
- ✓ Information Related to Cleanliness and Hygiene

My Bottle Sticker Drawing Contest

The Lion Group provides stable supplies of the hand soaps and sanitizers that are used in a variety of settings as well as conducts educational programs in Japan and across Asia mainly to promote the prevention of infection in the home and its transmission among family members.

Originating in Japan, *KireiKirei* is sold in Northeast, Southeast and South Asia.

The Lion Group held the Global My Bottle Sticker Drawing Contest in the countries and areas where we operate on October 15, Global Handwashing Day.* The contest is aimed at promoting the development of enjoyable handwashing habits to aid all families in leading healthier lives.

In 2024, we received approximately 5,000 applications from eight countries and areas. We will continue to work together as the Group to create cleanliness and hygiene habits.

* Established in 2008, the International Year of Sanitation, by international institutions, universities, companies and other actors working to address problems related to water and sanitation



KireiKirei supports Global Hand Washing Day: My Bottle Sticker Drawing Contest



The efforts of overseas groups

Initiatives at Educational Institutions

As part of its efforts to promote cleanliness and hygiene habits, the Group conducts activities at daycare centers, kindergartens and elementary schools to instill and establish handwashing habits. We incorporate handwashing exercises, storytelling and other activities to help children learn the importance of making handwashing a habit as well as how to wash their hands in a fun way.



Japan



Korea



Taiwan



Thailand



Malaysia

Food and Disaster Preparedness Initiatives

As well as educational institutions for children, the Group collaborates with governments, municipalities, and partner companies to promote cleanliness and hygiene in public facilities and outside the home (e.g., restaurants, hotels, etc.). We also work to ensure that basic hygiene and sanitation practices are firmly rooted in the lives of all people in Asia, including pregnant women, who are at increased risk regarding hygiene, and in times of disaster. In Japan, Lion has published a pamphlet covering oral and hand hygiene and health care in times of disaster as well as ways of preparing for such situations. In addition to providing information about hygiene and health in times of disaster, Lion participates in disaster readiness and other events around Japan to promote awareness and good practices.



Japan



Korea



Malaysia

> Cleanliness and hygiene care during disasters

Action: Contributing to Food Safety through Cleanliness and Hygiene Habits (Bangladesh)

In Bangladesh, a market we entered in 2022, we are working through the Japan International Cooperation Agency (JICA) to contribute to The Project for Strengthening the Inspection, Regulatory and Coordinating Function of the Bangladesh Food Safety Authority. Specifically, we are offering hygiene education related to hand washing and food safety. By training elementary school teachers and having them teach what they have learned at their schools, we were able to provide hand washing education not only to children, but also for their parents and local communities. In 2024, elementary school teachers and students from approximately 1,500 schools across the Gazipur and Lalmonirhat districts participated.



Hygiene and habit education at an elementary school in Bangladesh

Information Related to Cleanliness and Hygiene

- [Promotion through Our Businesses](#)
- [Hygiene and Healthcare in Times of Disaster](#)
- [Hand Hygiene Management for Professionals](#)
- [Related Links](#)

Information Related to Establishing Cleanliness and Hygiene Habits

- ✓ Approach
- ✓ Activity Policy
- ✓ Establishing Proper Cleanliness and Hygiene Habits
- ✓ Hygiene and Health Care in Times of Disaster
- ✓ Hand Hygiene Management for Professionals
- ✓ Related Links

Approach

Since the 1890s, Lion has implemented educational activities aimed at spreading the practice of washing with soaps and detergents. Furthermore, since the 1990s, when group infections through food poisoning came to be seen as a social problem in Japan, Lion has advanced the unique concept that washing with antibacterial hand soap can be fun, promoting the formation of proper hand washing habits alongside its products.

We can work together to keep germs and viruses off of us and keep from bringing them into the places we live, work and play. The first step is to wash our hands and gargle as soon as we get home. To help realize healthy living for all, Lion seeks to help firmly establish basic habits like these. Lion has long carried out activities to this end in Japan and across Asia.

Activity Policy

To establish cleanliness and hygiene habits, Lion's policy is to foster proper habits that can be practiced anywhere, anytime. In addition to fostering proper cleanliness and hygiene habits in everyday life with a focus on children, Lion promotes hand cleanliness care that can be practiced when there is insufficient water for washing and the establishment of cleanliness and hygiene practices for food service professionals, such as those working at restaurants and hotels. In doing so, we seek to go to consumers where they are under the *KireiKirei* banner, partnering with local communities, including government bodies and schools, to advance employee-led activities together.

Establishing Proper Cleanliness and Hygiene Habits

Employee Participation

Lion carries out activities to promote proper handwashing habits as part of junior employee training. Every year, around 100 junior employees work in teams to teach children at kindergartens and preschools around Japan the importance of handwashing.

Furthermore, we are helping increase awareness among employees through activities in coordination with retailers and by incorporating activities to promote proper handwashing habits at kindergartens and preschools into the training of junior employees. We are advancing initiatives with trading partners around the country, such as Sugiyama Drugs Co., Ltd., in Nagoya.



Activities to promote proper handwashing habits in nursery schools (2024)



Handwashing instruction by a Hygiene Meister at an elementary school (2025)

In 2021, we expanded the scope of employees' activities to promote proper handwashing to include nursery schools, kindergartens and elementary schools.

These activities involved employees teaching classes, the theme of which was “learning proper handwashing to protect our health and the health of those we care about.” In the classes, the employees worked to instill an understanding of handwashing and proper habits by encouraging the participating children to think about why handwashing is important and ways of protecting themselves from viruses and bacteria. To minimize the risk of infection during the COVID-19 pandemic, these classes were conducted as hybrid classes involving online and in-person elements, but since 2022 we have been shifting toward holding the events in person.



A school visit (2022)

From 2012 to 2024 around 1,700 employees participated in activities to promote good handwashing habits. Over this period, approximately 44,300 preschoolers, students and faculty took part in these activities.

Preschoolers, Students and Faculty Participating in Activities to Promote Proper Handwashing Habits

2020	2021	2022	2023	2024
Approx. 200	Approx. 1,300	Approx. 2,360	Approx. 2,510	Approx. 2,690

Student Handwashing Meister System

After tag rugby lessons, players from the Company's rugby team give handwashing presentations to instill proper techniques as well as the habit of washing hands after returning from outside.

In a new initiative, we launched the Student Handwashing Meister program in collaboration with industry, government and academic institutions.



The first student Handwashing Meister certification ceremony in Ishinomaki City (2025)



Student Handwashing Meister certification class

Promotion through Our Businesses

The *KireiKirei* brand has continued implementing the Kirei Relay Project, which aims to realize a society full of human interaction by encouraging people to practice hygiene habits for the sake of the people they care about. This project seeks to make everyday handwashing a more enjoyable habit through such activities as creating one-of-a-kind personalized *KireiKirei* hand soap bottles and campaigns at educational facilities promoting proper handwashing and gargling techniques.

Washing for at least 30 seconds is fundamental to the effective removal of viruses and germs from the hands. We are implementing fun activities to help foster proper habits like this even among small children.

In 2022, in support of Global Handwashing Day on October 15, we hosted the Global My Bottle Sticker Drawing Contest with the aim of establishing fun hand washing habits for the whole family. For the contest, children hand-drew designs for their own one-of-a-kind *KireiKirei* bottles. We received entries from children in Japan and other regions in Asia.



Installation of automatic soap dispensers in toilets at Kakogawa City Hall in 2021 (Kirei Relay Project)



Entries for the *KireiKirei* Global My Bottle Sticker Drawing Contest

- [Kirei Relay Project \[Japanese\]](#)
- [Proper Handwashing, Gargling and Sanitizing Techniques \[Japanese\]](#)
- [The Secrets of the Bacterial Barrier \[Japanese\]](#)
- [Bacteria Battle! Project \[Japanese\]](#)
- [Let's Create Together! KireiKireiMy Bottle Campaign \[Japanese\]](#)
- [Life Hygiene Information \(Lidea\) \[Japanese\]](#)



Local Communities

We are promoting proper handwashing habits at kindergartens, preschools, elementary schools and public facilities, mainly in areas across Japan where Lion facilities are located as well as in Ishinomaki City (Miyagi Prefecture), which was affected by the Great East Japan Earthquake and an area closely connected to our founder, and Sakaide City (Kagawa Prefecture), where *KireiKirei* Hand Soap is manufactured.

Specifically, we have been promoting proper handwashing habits at kindergartens and preschools in Ishinomaki City since 2012 as part of support for recovery from the Great East Japan Earthquake. In addition to this, through a comprehensive collaboration agreement with the city, we have conducted oral healthcare activities for residents since 2019.



Activities to promote proper handwashing habits in Sakaide City



Training session involving oral healthcare leaders in Ishinomaki City

キレイキレイのまち坂出 プロジェクト

KireiKirei City-Sakaide Project [Japanese]



Lion's initiatives to promote recovery from the Great East Japan Earthquake



Overseas Initiatives

Lion began marketing *KireiKirei* hand soaps overseas in 2005. Today, the brand is sold by Lion Corporation (Singapore) Pte Ltd, Lion Corporation (Thailand) Ltd., Southern Lion Sdn. Bhd., Lion Corporation (Korea), Lion Daily Necessities Chemicals (Qingdao) Co., Ltd., Lion Corporation (Hong Kong) Ltd. and Lion Home Products (Taiwan) Co., Ltd. Each company, alongside the provision of products, carries out activities to promote the formation of cleanliness and hygiene habits, aiming to increase awareness of cleanliness and hygiene. In Bangladesh, a new market for the Group, we will also contribute to the development of cleanliness and hygiene habits by providing educational materials through the Japan International Cooperation Agency (JICA) as a means of supporting children's hygiene education.



*Ai! Kekute** handwashing class in Lion Corporation (Korea)



Promoting handwashing habits in Lion Corporation (Thailand) Ltd.

* *Ai! Kekute* (literally, Oh! Clean!) is a hand soap brand marketed by Lion Corporation (Korea).

Lion Group's Social Contribution Activities

Hygiene and Health Care in Times of Disaster

In times of disaster, living in evacuation shelters, a limited water supply and other factors can increase hygiene-related risks in daily life, so keeping clean and taking care to stay healthy are extra important. In particular, maintaining oral hygiene and health—which is connected to one’s overall health—is crucial.

Lion has published a pamphlet covering oral and hand hygiene and health care in times of disaster as well as ways of preparing for such situations. In addition to providing information about hygiene and health in times of disaster, Lion participates in disaster readiness and other events around Japan to promote awareness and good practices.



“Hygiene and Health Care in Times of Disaster” pamphlet



“Hygiene and Health Care in Times of Disaster” book

➤ The “Hygiene and Health Care in Times of Disaster” pamphlet is available for download [here](#) (in English, Japanese, Simplified Chinese and Traditional Chinese)



Sumida-ku disaster preparedness fair (Ryogoku area)



Edogawa-ku disaster drill (Hirai area)



Kita-Harima business fair (Ono City)

Hand Hygiene Management for Professionals

Professionals who handle food, be it in restaurants, hotels, food product factories or other industries, all want to provide the best service possible so that their customers will enjoy their food with peace of mind, have a good time and make great memories.

Lion Hygiene Co., Ltd., as a comprehensive hygiene management company, helps create clean, safe and hygienic environments through products, hygiene assessments and other forms of support based on scientific insights in order to help food service professionals make their vision a reality. In particular, the foundation of hygiene management for professionals who handle food is thorough handwashing. As part of support efforts, Lion Hygiene provides hygiene management information that is important for such professionals, including not only handwashing techniques, but key points about hand washing timing and facilities, among other topics, through “Hygiene Tayori” fliers issued four times a year.

“Hygiene Tayori” fliers offering hygiene management information



When to wash hands: handling food



Key points for handwashing facilities



Key points of hygienic handwashing



Infectious disease prevention: bathrooms

Supporting Hand Hygiene
Management by Professionals (Lion
Hygiene Co., Ltd.) [Japanese]

Related Links

AI/IoT Cleanliness and Hygiene Initiatives

- [Joint initiative with Kirei Kirei and teamLab \[Japanese\]](#)
 - [Kirei Kirei × Sony ExploraScience joint workshop \[Japanese\]](#)
 - [Lion and Hakuhodo i-studio jointly develop IoT device Kirei Kirei Push Connection \[Japanese\]](#)
-

Academic Research on Cleanliness and Hygiene Initiatives

- > News Release: Households without a family member contracting an infectious disease took greater precautions against infection at an earlier stage! Summary of the results of the Consumer Survey on Household Infection Control Measures for Infectious Diseases [Japanese] 
- > News Release: A simulation model that visualizes the risk of viral infection in a residence immediately after returning home was developed. [Japanese] 
- > News Release: Bacteria growth that finds its way to your hands before you know it is inhibited by hand wash containing soap ingredients! [Japanese] 
- > News Release: Results of hygiene awareness survey and handwashing behavioral observation against COVID-19 in 2021 — More than 60% of respondents want frequent handwashing to continue even after the pandemic ends! [Japanese] 
- > News Release: Around 90% of consumers say they wash their hands after returning home, but a simulation shows that people are spreading viruses before they wash their hands [Japanese] 
- > News Release: Bad breath and susceptibility to getting colds are correlated! The findings of a study of 4,491 men and women aged 20 to 69. [Japanese] 
- > News Release: Hygiene habits are shifting from something we need to do to something we want to do. We set up a “Cleanliness Voting Booth” for a limited time at Shinjuku Station as an experiment to encourage hygiene behavior among people out and about at the gateway to the city. [Japanese] 
- > News Release: Survey of actual hand washing during the COVID-19 pandemic [Japanese] 
- > News Release: Worried about germ transmission at the office? Places and things to watch out for and ways to brush your teeth that reduce risk at the office [Japanese] 
- [Lidea lifestyle information website \(content relating to handwashing, gargling, disinfection, etc.\) \[Japanese\]](#)

Human Capital · Occupational Safety

- [✓ Basic Approach](#)
[✓ Overview of Efforts](#)
[✓ 2030 Objectives & Progress](#)
[✓ Initiatives](#)

Basic Approach

Lion aims to contribute to the realization of a better life and society, and to continuously improve its corporate value. Each and every employee is responsible for achieving this goal, and we believe it is important to respect and continually improve each employee's knowledge, abilities, motivation, health, etc. Furthermore, we are undertaking various initiatives based on the belief that drawing out and maximizing the diverse human capital of individuals as an entire organization is essential for realizing the future that Lion aims for.

Overview of Efforts

We are committed to human resource development that enhances the professional knowledge and skills of our employees, promotes healthy habits and creates an environment that encourages autonomous work styles in order to promote the growth and success of individuals. In addition, to create an organization that respects and makes the most of each individual's talents, we are promoting Diversity, Equity and Inclusion (DE&I), building sound labor-management relations and creating a safe and secure work environment. (Figure 1)



Figure 1. Initiatives to Activate Individuals and Organizations

2030 Objectives & Progress

Objectives (2030)	Indicators (2030)	Progress (2024 Results)
Enable human resources with diverse values and ideas to fully express their individuality and abilities and succeed professionally.	- Ratio of women in management ⇒ 30% or more - Employees who feel that employees with diverse values are able to succeed professionally ⇒ 80% or more	- Ratio of women in management: 24.9% - Employees who feel so: 61% (Japan)
Create an environment that helps employees fulfill their ambitions through synergy between work and private life.	Employees who feel that life outside of work (role at home and activities outside the office) has a positive impact on work ⇒ 75% or more	57% (Japan)

Objectives (2030)	Indicators (2030)	Progress (2024 Results)
Foster human resources who generate dynamism to realize innovative change by creating environments that enable all employees to exercise their diverse abilities to the fullest and embrace challenges.	Employees who are using diverse educational programs (Lion Career Village) for individualized skill acquisition and ability development ⇒ 100%	58%
Support mental and physical healthcare for employees to reinforce Group human resources and achieve sustainable corporate growth.	- Employees getting dental checkups ⇒ 100% - Absenteeism ⇒ Improve from the 2021 level	- Employees getting dental checkups: 92% (Japan) Note: Calculation method under consideration overseas - Absenteeism: 1.1% (Lion Corporation in Japan, Slightly up from 2021) Note: Calculation method under consideration overseas
Enhance systems to ensure compliance with occupational safety and health laws and regulations and to enforce safety awareness thoroughly for the safety and peace of mind of employees and outside partners working on site.	- Participation in safety education and training ⇒ Implement as planned (100%) at work sites - Compliance with occupational safety and health laws and regulations Serious accidents and incidents ⇒ Zero	- Participation in training: 100% as planned - Serious accidents and incidents: Zero However, there was one accident overseas, involving a contract employee working at the warehouse of one of our consolidated subsidiaries.

* The four items related to human capital will be revised and updated targets and indicators will be promoted starting from the 2025 results.

➤ [Sustainability Material Issues, 2030 Objectives and Indicators, 2024 Results and Measures to 2030](#)  (500KB)

Initiatives



Promoting Diversity, Equity and Inclusion



Promoting Work-Life Enrichment



Developing Human Resources



Improving Employee Health



Enhancing the Occupational Safety Management System



Labor-Management Relations



Promoting Diversity, Equity & Inclusion

- ✓ Approach
- ✓ Representative Activities
- ✓ Other Initiatives
- ✓ Employee Data

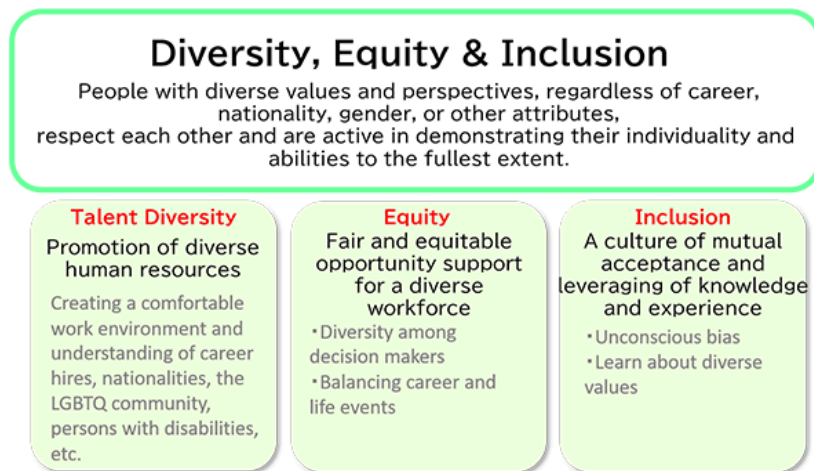
Approach

The Lion Group is promoting diversity, equity and inclusion in order to improve the creativity of its business activities.

To maintain the sense of urgency required to create new value and address life and social issues, it is necessary to maximize the varied knowledge and experience of our diverse human resources so they are equipped to generate new ideas and innovations to create better living habits. We will create an environment and foster a corporate culture in which employees with diverse values and perspectives, regardless of nationality, gender or other attributes, respect each other and can fully demonstrate their individuality and abilities.

Overview of Efforts

We have linked the realization of Vision 2030 to Diversity, Equity & Inclusion, which focuses on three key areas: talent diversity, which is the recruitment of people with diverse values and perspectives based on nationality, gender, and experience, and the creation of an environment in which everyone can work comfortably; equity, which is the creation of opportunities for diverse human resources to work and grow in a fair and equitable manner; and inclusion, which is the creation of a culture of mutual respect by leveraging each other's diverse knowledge and experience.



Leveraging diverse knowledge and experience to create better living habits

Overview of Diversity, Equity & Inclusion Efforts

In order to promote inclusion, we have implemented unconscious bias training programs for all levels, from employees to management, as part of our efforts to foster a corporate culture that makes the most of diverse knowledge and experiences and to provide skills for embracing diversity and mutually leveraging each other's strengths in business operations and value creation. Furthermore, we provide next-generation leader development training for each of the different career and living environment groups in order to achieve gender equity, teaching methods of work-life balance and strengthening skill development.

	<u>Inclusion</u> A culture of mutual acceptance and the leveraging of knowledge and experience	<u>Gender equity</u> Gender equity and equal opportunity support	
Management	The Importance of DE&I, Unconscious Bias Study Group		
Department Manager Division Head	Measures addressing bias and supporting the promotion of a corporate culture	·Female Leaders Talk	Women in Executive Positions
Management	Unconscious Bias Management Training	·External Mentoring Program ·Empowerment Seminars	Women's Leadership Development
Employees & Organization	Understanding Unconscious Bias Career Employer Onboarding Training Crossroads Diversity Game (Dialogue)	A place for dialogue and consultation on career, life, and health	Employees

Initiatives for Inclusion and Gender Equity

Representative Activities

Women's Promotion and Advancement in the Workplace

Lion recognizes that the professional participation and advancement of women is indispensable to the further enhancement of corporate value and is proactively implementing measures to promote the professional engagement of women.

To narrow the gap in compensation between men and women, we provide each employee with learning and fair growth opportunities while also providing training for evaluators aimed at ensuring that gender discrimination and unconscious bias do not affect their judgement of employees with regard to their education and training, care work responsibilities (i.e., home and childcare) and work experience. In March 2020, we endorsed and participated in the activities of "30% Club Japan,"^{*1} a campaign targeting boards of directors comprising 30% women. The club provides opportunities to participate in meetings with other companies to exchange opinions on women's activities and programs that encourage young women to think about their careers.

In addition, from 2022, we have launched a mentoring program and empowerment seminars to support the development of female leaders and diverse career advancement. Due to the provision of expert mentors from outside the Company, the building of internal and external networks, and the introduction of programs to consider and taking part in leadership activities and challenges that are unique to them, more than 80% of participants have experienced positive changes in their own awareness and behavior.

As a result of these efforts, the percentage of female employees in management positions^{*2} on a non-consolidated basis rose to 16.6% (as of the end of 2024).

Looking toward 2030, we aim to advance the professional development and promotion of women on a Group-wide basis, targeting a rate of women in management of at least 30% for the Group.

Lion's Action plans based on the Act on Promotion of Women's Participation and Advancement in the Workplace and its Declaration are available on the Ministry of Health, Labour and Welfare's portal site for information about positive action to promote women's participation and advancement in the workplace.



Women's Leadership Development workshop's Empowerment Seminar

🔗 [Lion's entry in the Ministry of Health, Labour and Welfare's database of companies submitting action plans and data based on the Act on Promotion of Women's Participation and Advancement in the Workplace \[Japanese\]](#)

➤ [Data on the promotion of women's activities](#)

*1 Japan chapter of a global campaign founded in the United Kingdom in 2010 with the goal of increasing the percentage of women in key decision-making bodies, including boards of directors, to 30%.

*2 Personnel holding managerial positions at the level of manager or higher

Other Initiatives

➤ [Click for details](#) 📄 (164KB) about other initiatives of Developing Human Resources

Employee Data



ESG Data and Third-Party Verification



Promoting Work-Life Enrichment

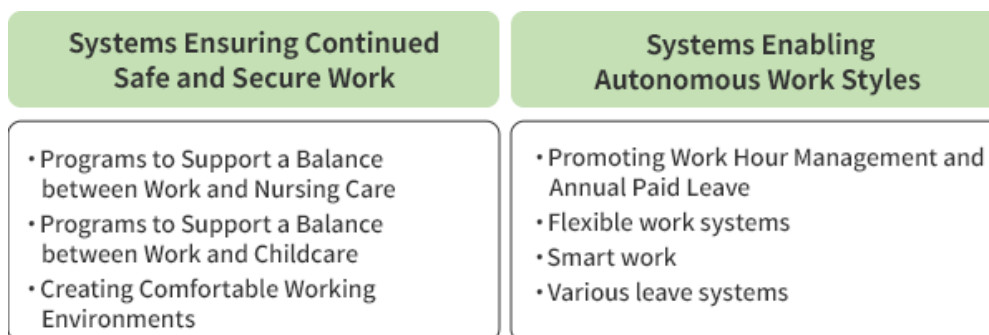
- ✓ Approach ✓ Overview of Efforts ✓ Representative Activities
- ✓ Systems Ensuring Continued Safe and Secure Work (Balancing Work and Nursing Care/Childcare)
- ✓ Systems Enabling Autonomous Work Styles ✓ Other Initiatives ✓ Employee Data

Approach

In our efforts to contribute to the realization of a better life and society, we believe it is important for our employees to feel empowered and fulfilled in their everyday lives. The Lion Group provides various types of support aimed at helping each individual achieve a sustainable work style to ensure mutual quality enhancement and synergy between work and lifestyle, so that employees can further enrich their lives.

Overview of Efforts

We are committed to helping each employee realize their personal aspirations for the medium to long term as well as the day-to-day lifestyles they desire.



Representative Activities

1. Systems Ensuring Continued Safe and Secure Work (Balancing Work and Nursing Care/Childcare)

For individual employees to be able to continue working with peace of mind over the long term, it is necessary to expand the range of life planning options for events that have a large impact on life, such as nursing care and childcare.

Programs to Support a Balance between Work and Nursing Care

Lion has enhanced support for employees engaged in nursing care of family members as part of efforts to create an environment that allows employees to continue to work with peace of mind while handling such responsibilities. In addition to ordinary annual paid leave, we have in place programs to support nursing care providers, including nursing care leave of up to 365 days, shorter work hours for nursing care (short hours flextime system), nursing care leave and accumulated leave for nursing care (accumulated expired annual paid leave). Furthermore, we have set up a support website targeting employees aged 40 and over to better provide information on nursing care, including videos of caregiving seminars for managers and individuals.

Programs to Support a Balance between Work and Nursing Care

Nursing care	365 days of nursing care leave	Up to a total of 365 days of leave in one-day units may be taken per family member requiring nursing care (in accordance with laws and regulations, this is available up to three times per employee)
	Shorter work hours for nursing care (short hours flextime system)	- Employees may reduce their work hours (by up to two hours per day) as long as necessary to provide nursing care - May be used in combination with the flextime system
	Nursing care leave	Employees may take up to five days per year to provide nursing care for one family member or up to 10 days per year to provide nursing care for more than one family member
	Accumulated leave (Close relative nursing care)	- Accumulated expired annual paid leave (up to 60 days) may be used for the nursing care of close relatives * Accumulated paid leave may also be taken for the employee's own medical care or for volunteering

Programs to Support a Balance between Work and Childcare

Lion is proactively enhancing its programs that support employees who are balancing work and childcare. We are expanding related programs in line with our action plans based on the Act on Advancement of Measures to Support Raising Next-Generation Children and the Act on Promotion of Women's Participation and Advancement in the Workplace and working to increase awareness among employees. As a result of these efforts, in 2023, 105% of eligible female employees (under the Act on Childcare Leave, Caregiver Leave, and Other Measures for the Welfare of Workers Caring for Children or Other Family Members, applicable to full-time employees only, full-time contract employees are excluded) took childcare leave. The number of male employees taking childcare leave is rising at 71% across a wide range of departments.*

* Based on calculations of the percentage of childcare leave, etc., used in accordance with the Child Care and Nursing Care Leave Law

Programs to Support a balance Between Work and Childcare

Childbirth	Maternity leave	• Six weeks before and eight weeks after childbirth (paid)
	Special leave for spouse's childbirth	• Two days (paid, with bonus)
Childcare	Childcare leave for birth	• Taken within eight weeks of the expected delivery date or actual delivery date, whichever is later • Up to 28 days • Can be taken in two parts • First two weeks of initial leave* are paid, bonus deducted
	Childcare leave	• May be taken until the child is two years old • May be taken in two parts until the child is one year old • Can be taken in turns by parents between one year and one year and six months, and one year and six months to two years • First two weeks of initial leave* are paid, bonus deducted
	Shorter work hours for childcare	• Employees may reduce their work hours by up to two hours per day until the child finishes first grade • May be used in combination with the flextime system
	Exemption from overtime work	• Employees with children below elementary school age may apply for exemption from overtime work
	Leave to nurse sick children	• Employees may take leave to care for children at or below elementary school third grade age who are not in school due to injury or sickness or because of class closures due to infectious disease outbreaks or so that they may participate in kindergarten entrance or graduation ceremonies (paid) • Employees may take up to five days per year for one child below elementary school age or up to 10 days per year for more than one such child

* Initial leave is the first leave taken, either for childbirth leave or childcare leave

[🔗 Frequently Asked Questions: Benefits \[Japanese\]](#)

Creating Comfortable Working Environment

When Lion relocated its head office in 2023, it installed family rooms and nursing rooms to enable employees who are raising children to work with peace of mind, as well as enable them to bring their children to work as necessary.



Family room



Nursing room

Perspectives of Employees Balancing Work and Childcare

I used Lion's childcare leave in 2016 and again in 2019 when I gave birth to my children. Lion's various support systems had been well established when I had my first child, but they were further strengthened for my second child, and I felt that they created a very comfortable working environment for mothers. I was very anxious about returning to work after childcare leave because I could not imagine a life of raising two children while working, especially considering that I have not only one child, but also my second child. However, when I attended the Back-to-Work Seminars, I heard stories from more experienced mothers and was able to get a better picture of what it is like to balance work and family life. Talking with other mothers who were returning to work at the same time made me feel like I could do my best, and Lion's systems were being improved, so I was able to look at returning to work in a positive light.

I met my husband while working at Lion, and when I had my second child, he was also able to take childcare leave. The Company as a whole is very supportive of parenting, regardless of gender, so we were able to enjoy raising our children without hesitation, which I appreciated.

Now, I am currently utilizing the short hours flextime system, the full flex system, and the telecommuting system. In addition, my superiors and coworkers are very understanding, so I am able to work in a flexible manner, which is very helpful, I feel that I am truly blessed to be able to work while raising my children.



2. Systems Enabling Autonomous Work Styles

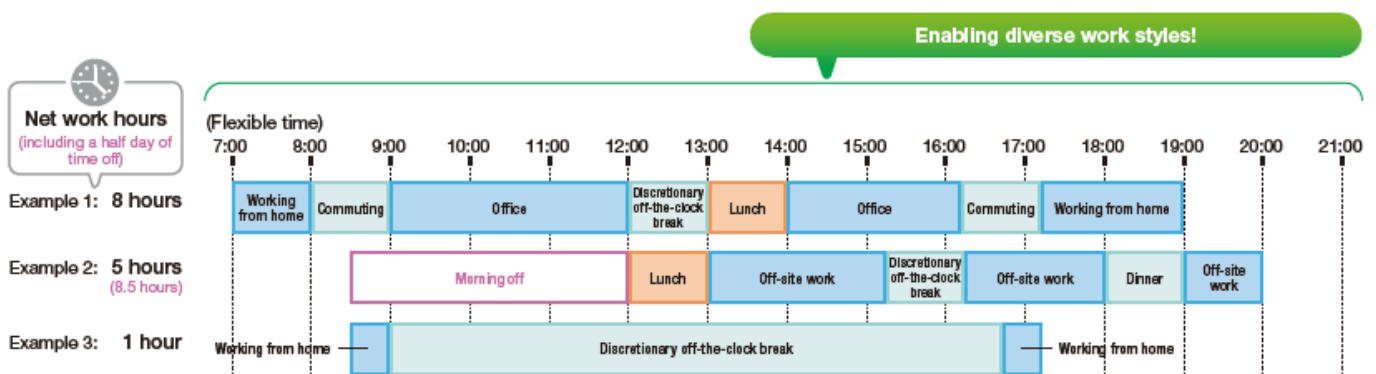
To achieve the daily lifestyles that employees seek, it is necessary to reduce overtime and long work hours, make the leave system more accessible and increase flexibility in work hours and locations.

Promoting Work Hour Management and Annual Paid Leave

We have been working to reduce long work hours and encouraging employees to take annual paid leave since 2010. We are promoting understanding through compliance training (e-learning) on work hour management. We are also working to achieve an 80% paid holiday acquisition rate.

Work System That Allows Employees to Choose Their Own Location and Hours

Since 2015, we have implemented a work-from-home system that promotes flexible work styles not bound to specific workplaces. This was done with the aims of accommodating autonomous work styles in line with the diversity of our employees and increasing productivity. In January 2021, we reinforced our telecommuting and full-flex systems (eliminating core time and enabling employees to take discretionary off-the-clock breaks), giving employees the choice of when and where to work. This shift toward more independent work styles that accommodate diverse needs has resulted in a usage rate for these systems of around 50%. The practice of work styles suited to individual needs continues to take root, helping improve professional fulfillment. Furthermore, because it is difficult to enable production site employees to freely set their own hours, we have established a system for such employees to take time off in hourly increments, not only for child and nursing care, but also for things that do not require a lot of time off such as family pick-up and drop-off, going to the doctor or school events. This system makes it easier for employees to balance their private lives and work, helping to bolster motivation.



Example Schedules Using Systems for Working from Home, Full-Flex Time and Discretionary Off-the-Clock Breaks

Smart Work

We have shifted from the traditional style of commuting to an office with assigned seating and set work hours to one utilizing ICT, which enables employees, depending on the nature of their work and their individual circumstances, to choose when and where they will carry out their job duties, whether it be in the office or at home.

We are continuing to cultivate an employee mindset focused on engaging in creative and high-value-added activities as well as foster a corporate culture that appreciates and rewards such efforts.



New office of headquarters

Employee Awareness and Behavior Survey

Since 2013, we have conducted an annual awareness and behavior survey of domestic Group employees in order to confirm changes in employee awareness and behavior, with the aim of achieving a state in which every employee feels fulfillment in their work. The results of the survey are used for measures to improve job satisfaction of employees.

[Click here for results](#)

Other Initiatives

[Click for details](#)  (156KB) about other initiatives of Developing Human Resources

Employee Data



ESG Data and Third-Party Verification



Developing Human Resources

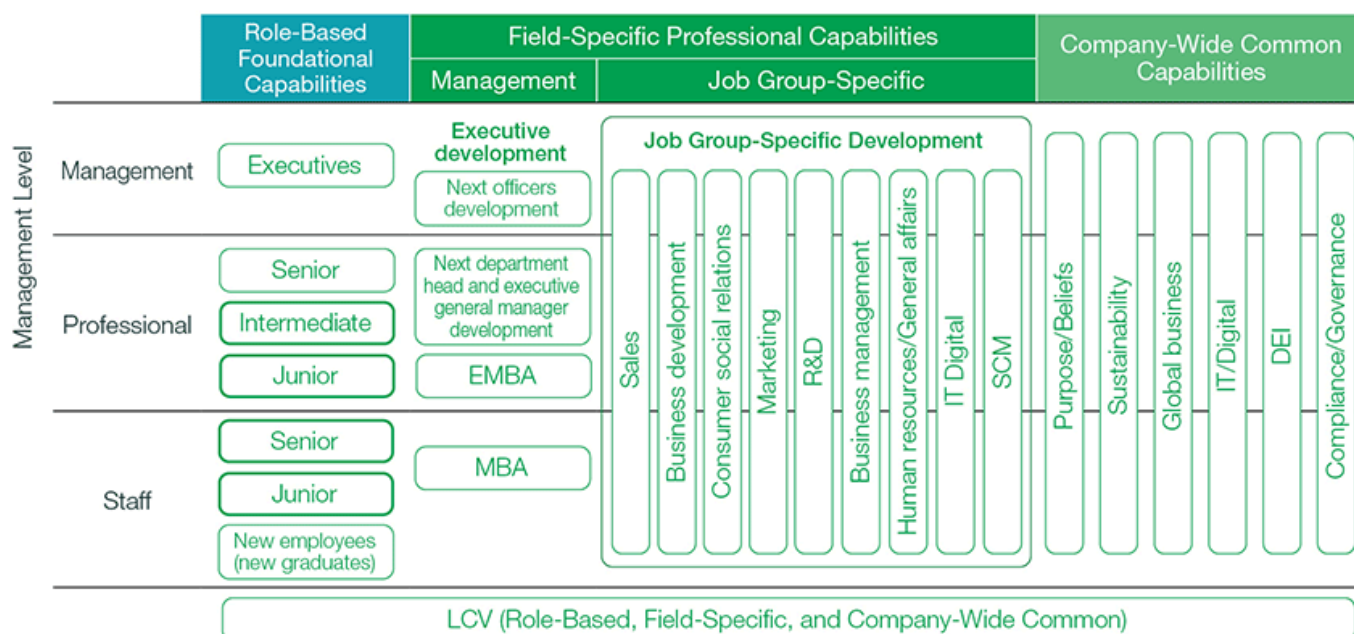
- ✓ Approach
- ✓ Overview of Efforts
- ✓ Representative Initiatives
- ✓ Other Initiatives
- ✓ Employee Data

Approach

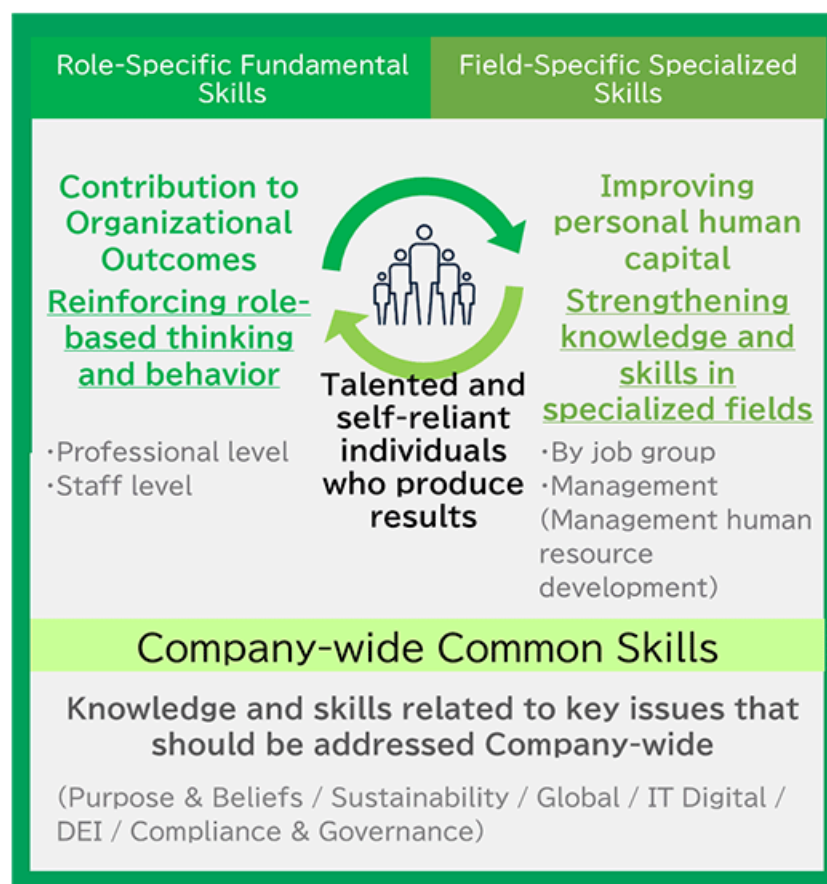
The Lion Group provides a wide variety of learning opportunities to enhance the knowledge and abilities of its employees so that each individual can contribute to the realization of its management vision. Furthermore, beyond the development of individual skills and careers, we are striving to enhance both individual and organizational capabilities by bolstering management skills and fostering next-generation management personnel to produce results for the organization as a whole.

Overview of Efforts

The Company will develop skills in three main areas: “Role-specific Fundamental Skills,” which are designed to enhance employees’ ability to achieve results in accordance with their roles within the organization; “Field-specific Specialized Skills,” which are designed to reinforce the knowledge and skills of each individual in their area of expertise; and “Company-wide Common Skills,” namely, skills required of all Lion employees.



Overview of Capacity Building Initiatives



Relationship between the three pillars for capacity building

Representative Initiatives

Improving Employee Problem-Solving Skills

Our “Role-Specific Fundamental Skills Development Program” has been introduced on a Company-wide basis with the aim of fostering employees’ ability to independently think and act based on their understanding of the roles they play in achieving organizational goals. The program is designed to enhance four key competencies: problem formulation, willingness to solve problems, ability to doubt and logical thinking. Competence in these areas is recognized as producing results in line with the standards required at each level, from management to non-management positions.

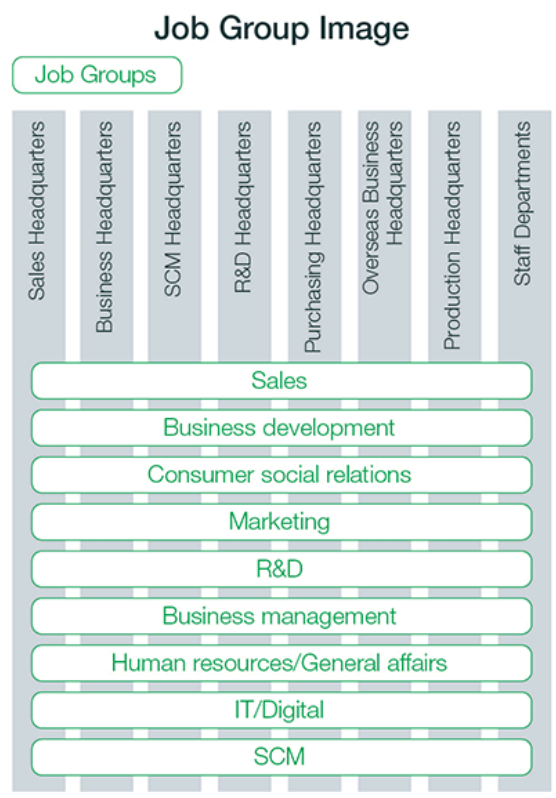
Fostering the Next Generation of Management Talent to Drive Vision 2030

This purpose of this program is to select and train the next generation of leaders capable of envisioning the future of the Lion Group from a long-term perspective and drawing out the dynamism of the entire organization. Through a practical curriculum that not only includes short-term training at business schools overseas to strengthen management literacy and deepen understanding of the Lion Group's history and management strategy but also offers new perspectives to executives seeking to realize the management vision, personnel from Japan and overseas are encouraged to take on leading roles in realizing the management vision.

Assessing and Improving Individual Expertise

We are also engaged in cross-organizational human resource development and career development for each “job group,” a collection of occupations and functional areas, with the aim of fostering highly specialized professional human resources capable of creating value in a globally competitive environment. The job groups are divided into nine specialized areas, and programs are developed to enhance professional knowledge and skills in each area.

* A job group is a cross-organizational classification of specialties that bundles functions and job types requiring similar expertise. It is established for career paths with defined specialized areas and serves as a category for implementing capability development within specialized fields, aimed at cultivating professional talent.



Other Initiatives

> [Click for details](#)  (164KB) about other initiatives of Developing Human Resources

Employee Data



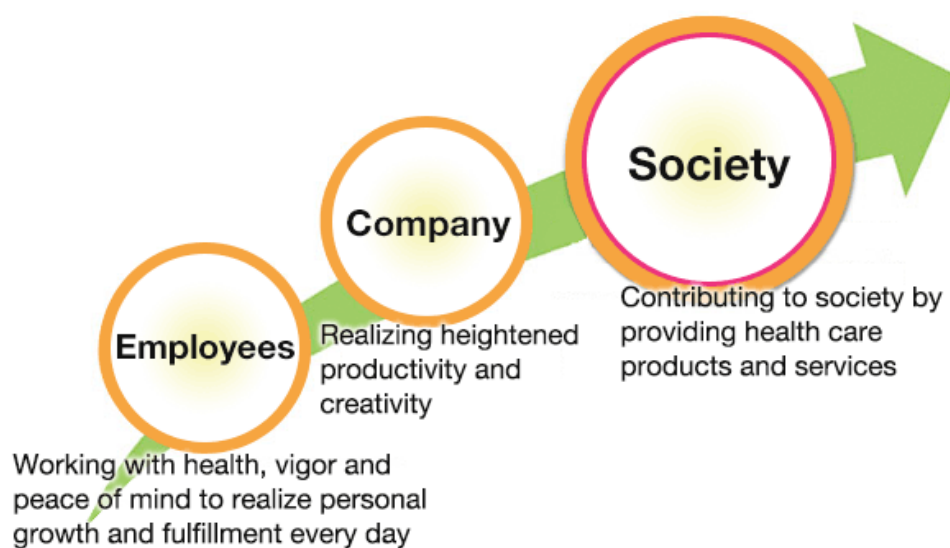
ESG Data and Third-Party Verification 

Improving Employee Health

- ✓ Approach
- ✓ Overview of Efforts
- ✓ Implementation Framework
- ✓ Representative Initiatives
- ✓ Other Initiatives
- ✓ Employee Data

Approach

Lion works in close coordination with employees and the Lion Health Insurance Society to support the formation of healthy habits—in such areas as lifestyle, oral health, mental health, cancer prevention and anti-smoking—based on the [Guidelines for Health](#), with the goal of realizing healthy minds and bodies for all.



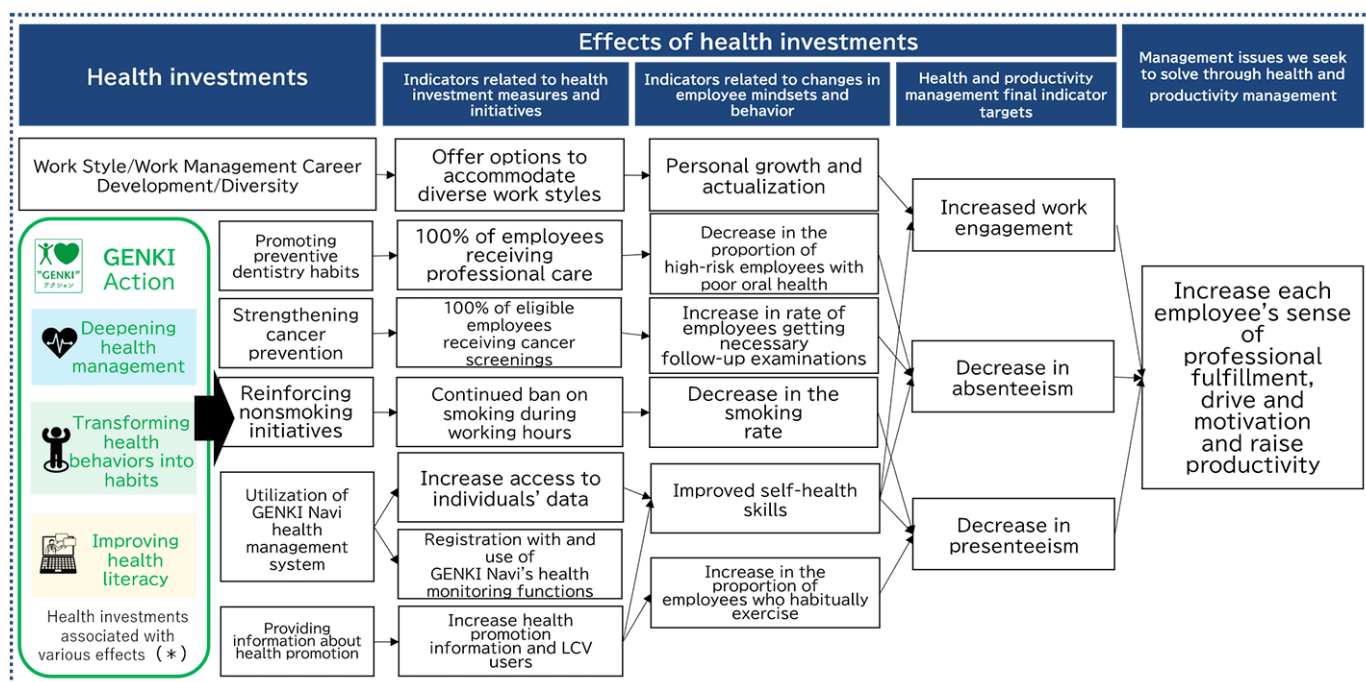
Approach to Employee Health Promotion

Overview of Efforts

We are implementing Lion-style health support, “GENKI” Action, to promote the formation of healthy habits. We support our employees’ autonomous efforts to cultivate their strengths regarding their health, thereby empowering them to demonstrate their diverse abilities.



Based on the three pillars of deepening health management, transforming health behaviors into habits and improving health literacy, we strive to promote preventive dental practices, cancer prevention, and the visualization of lifestyle habits through the use of health management systems, thereby improving productivity by increasing job satisfaction, ambition, and the motivation of each and every employee and strengthening the foundations of our health management.

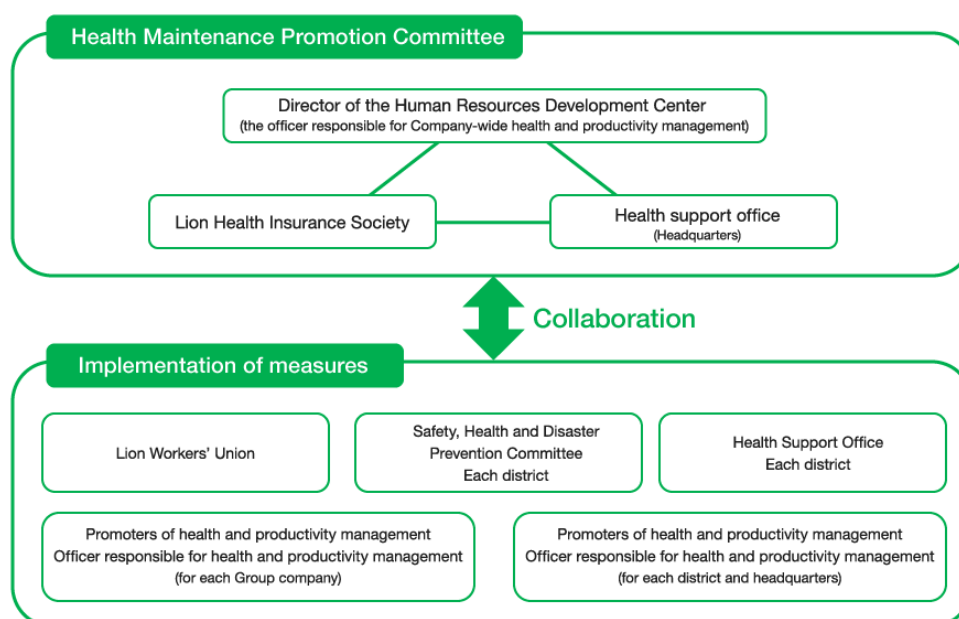


Health Management Strategy Map

* Generally, health investments correspond one-to-one to the indicators related to health investment measures and initiatives. However, some health investments correspond to multiple indicators related to health investment measures and initiatives. These health investments are deemed “health investments associated with various effects.”

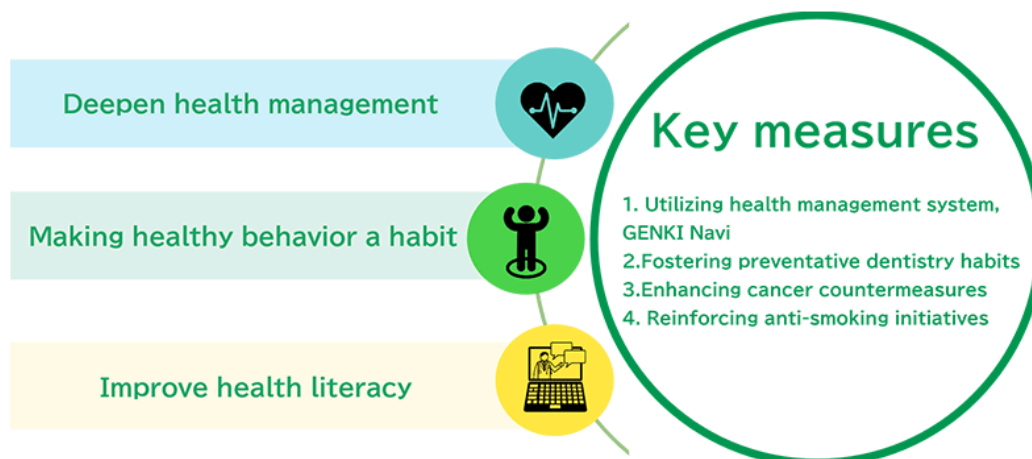
Implementation Framework

Lion promotes health management through cooperation between the Health Support Office and the Lion Health Insurance Society, led by the officer responsible for Company-wide health and productivity management. Health Support Offices are located in all 11 districts and are staffed by industrial physicians and nursing personnel. The Health Support Office in each region operates and promotes health maintenance and promotion measures in cooperation with the Head Office. The Head Office Health Support Office is responsible for developing Company-wide policies and plans and compiling statistics. We are committed to being a vibrant company through the systematic management of our employees' healthcare.



Representative Initiatives

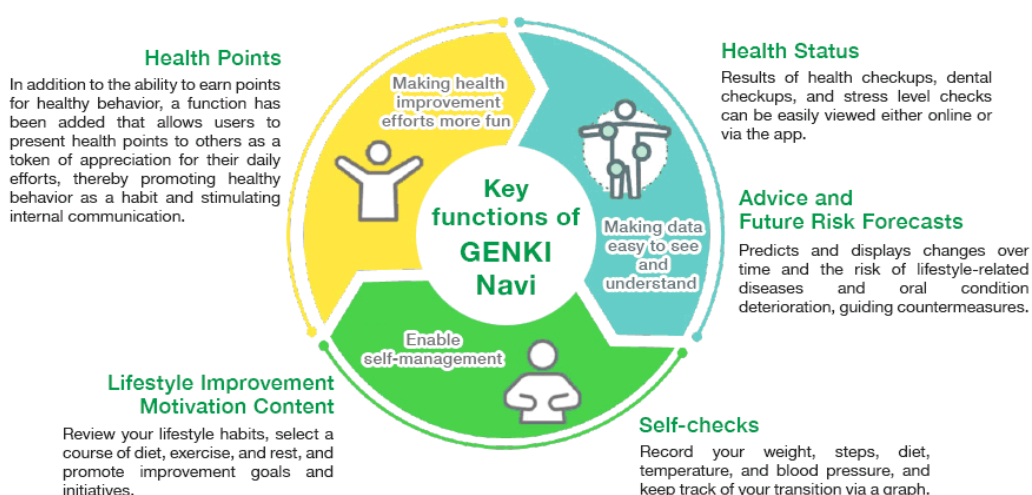
As part of our “GENKI” action activities, we have positioned the use and evolution of the GENKI Navi health management system, the promotion of preventive dental habits, and the strengthening of cancer prevention and smoking cessation as priority measures. We are also focusing on the visualization of lifestyle habits and the dissemination of information. Our total investment in these measures amounted to 12 million yen in fiscal 2024.



Overview of GENKI Action

1. Health management system, GENKI Navi

The health management system GENKI Navi was developed based on the concepts of “visualization,” “self-assessment,” and “enjoyable health promotion,” and is accessible from PCs and smartphones. With the aim of transforming health behaviors into habits and improving health literacy among employees, from April 18, 2022, we added a function that uses employees’ health checkup data to clearly present future health risks. Through this function, employees are able to reflect on their living habits and change their behavior.



Main functions of GENKI NAVI

2. Fostering preventive dentistry* habits

* An approach focused on prevention, rather than receiving treatment after cavities or other problems arise. This approach entails both receiving professional care at a dental clinic and practicing daily self-care on an ongoing basis.

Preventive Dentistry Program

Since the 1970s, Lion has continuously implemented preventive dentistry measures.

Since 2002, in collaboration with the Lion Health Insurance Society and the Lion Foundation for Dental Health, Lion has conducted All Lion Oral Health Activity (ALOHA), aimed at increasing employees’ oral health management abilities. Currently, the program is continuing over the long term as “ALOHA VIII” with a PDCA cycle. The percentage of employees who brush their teeth after lunch increased from 53% in 2002 to 80% in 2024, and the prevalence of periodontal disease with periodontal pockets of 4 mm or larger decreased from 33% to 27%.



Overview of ALOHA VIII

Practicing Preventive Dentistry (Encouraging Professional Care)

To make the practice of preventive dentistry easier for employees, we offer periodic, time-limited incentive campaigns for dental clinics where they can receive regular professional oral care. In addition to communicating the need for professional care examinations, the program provides participants with stickers bearing an original logo and computer background images to use when working remotely to inspire them to want to see a doctor. As a result, the professional care consultation rate in 2002 was 10%, but by 2024, it had increased to 56%.

3. Enhancing cancer countermeasures*

In 2021, Lion introduced a cost subsidy system for more accurate cancer screening and holding seminars to improve employee cancer literacy.

From 2024, the Lion Health Insurance Society has also launched a system to subsidize the cost of medical examinations provided to those who reach the age of 40 and older. These efforts have earned the company an award for excellence in cancer prevention for three consecutive years since 2022.

	40	41-49	50	51-59	60	61 and above
(1) Hepatitis B/C virus test	●					
(2) Stomach cancer risk screening	●					
(3) Gastroendoscopy			●		●	
(4) Large intestine endoscopy	●		●		●	
(5) Pulmonary CT scan			●		●	
(6) Secondary health checkup cost subsidy For lung, stomach, large intestine, uterus, breast, prostate cancers (Lion Health Insurance Society)	→					

Cancer prevention efforts

4. Reinforcing anti-smoking initiatives

We provide support and have created facilitative environments for employees who want to quit smoking in order to prevent exposure to secondhand smoke in the workplace. To improve work environments, in January 2020 we banned smoking during work hours, and in April 2020 we implemented official rules banning smoking indoors. Furthermore, since 2022, the Lion Health Insurance Society has continued its efforts to encourage people to quit smoking through a subsidy program for visits to smoking cessation clinics.

Other Initiatives

> [Click for details](#)  (308KB) about other initiatives of Developing Human Resources

Oral Care Seminars for Corporations

In order to promote preventive dentistry, we offer oral care seminars for outside companies in addition to our own.

 [Click here for more details.](#) [Japanese]

Employee Data



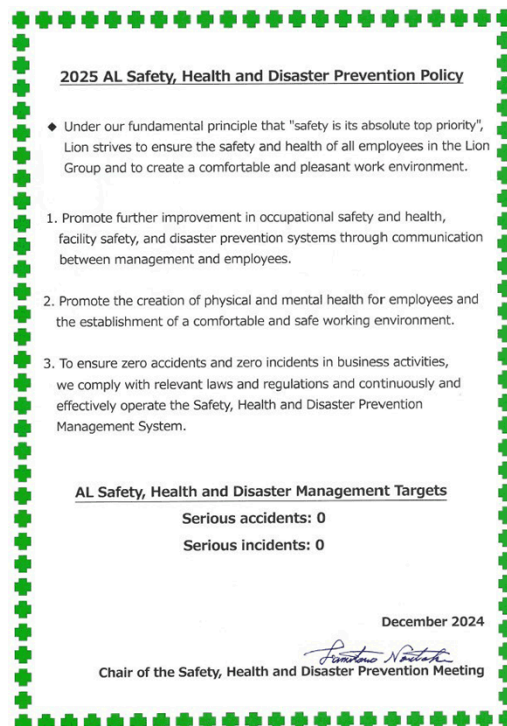
ESG Data and Third-Party Verification

Enhancing the Occupational Safety Management System

- ✓ Basic Philosophy and Policy ✓ Management System ✓ Implementation Framework
- ✓ Disasters and Accidents ✓ Disaster and Accident Prevention Initiatives
- ✓ Natural Disaster Prevention (Emergency Response) ✓ Educational and Awareness Activities
- ✓ Global Initiatives

Basic Policy and Philosophy

Lion has established the All Lion (AL) Safety, Health and Disaster Prevention Policy based on the shared basic philosophy that safety is its absolute top priority. Accordingly, it strives to ensure the safety and health of all Group employees and to clarify the Group's overall commitment to establishing a comfortable and pleasant work environment. This philosophy is shared by all Lion Group employees, including those overseas.



The All Lion (AL) Safety, Health and Disaster Prevention Policy

Management System

The Lion Group has added disaster prevention items to its Occupational Safety and Health Management System (OSHMS)* based on the guidelines of Japan's Ministry of Health, Labour and Welfare for establishing a unique Safety, Health and Disaster Prevention Management System. Since 2009, we have operated this system at all domestic Group companies, and since 2012 we have included internal audits in our efforts to improve the system's effectiveness. In addition, since 2014 we have been holding the Safety, Health and Disaster Prevention Meeting (originally launched in 1992 as the Environmental Security Conference). We work in accordance with OSHMS to reduce potential hazards and risks, continuously maintain work environments, create safer workplace environments and build related systems.

* A system for the systematic and organized operation and management of health and safety activities.

Implementation Framework

The Safety, Health and Disaster Prevention Meeting, chaired by a Lion Group director and executive officer, formulates and deliberates on Company-wide measures to ensure occupational safety (including the work environment, prevention of health problems, and promotion of mental health), facility safety and disaster prevention with the aim of improving conditions at all levels. In 2018, the system was strengthened with the establishment of a dedicated Safety, Health and

Disaster Prevention Department to function as the secretariat in this area, and we continue to promote efforts to thoroughly eliminate risk.

Furthermore, Lion Corporation and its domestic Group companies have established their own Safety, Health and Disaster Prevention committees based on the Industrial Safety and Health Act. At each site, employee feedback is considered when working to resolve issues, including problems specific to said site.

We also actively support overseas Group companies in their safety, health and disaster prevention activities from Japan, including sharing the All Lion (AL) Safety Philosophy.

Disasters and Accidents

In 2024, the number of fatalities due to work-related and equipment accidents among Group employees in Japan (including temporary employees) was 0.^{*1}

^{*1} However, there was one accident overseas, involving a contract employee working at the warehouse of one of our consolidated subsidiaries.

Number of fatalities due to work-related and equipment accidents among Group employees in Japan
(including temporary employees)

	2020	2021	2022	2023	2024
Lion	0	0	0	0	0
Domestic Group companies	0	0	0	0	0

In 2024, there were zero serious accidents among Group employees in Japan (including temporary employees). The number of victims of work-related occupational accidents was 29, of which 6 resulted in lost-workday injuries. Falls were the most common type of accident, accounting for six of the total, and four of these resulted in lost-workday injuries, highlighting that falls are likely to lead to serious injuries.

Occupational accidents among Group employees in Japan (including temporary employees)*2

Item	Indicators	Target	Past Results				
			2020	2021	2022	2023	2024
Lost-workday injuries*3	Frequency*4	Domestic Group as a whole	—	—	—	—	0.66 *6
		Breakdown					
		Office Locations	—	—	—	—	0.00
		Research Offices	0.00	0.00	0.00	0.67	0.67
		Factories	0.31	0.92	0.96	0.66	1.69
		Reference*7	0.93	1.07	1.16	1.04	1.23
	Intensity*5	Domestic Group as a whole	—	—	—	—	0.01 *6
		Breakdown					
		Office Locations	—	—	—	—	0.00
		Research Offices	0.00	0.00	0.00	0.00	0.02
		Factories	0.01	0.01	0.06	0.02	0.02
		Reference*7	0.03	0.02	0.06	0.03	0.04
Non-lost-workday injuries	Frequency*4	Domestic Group as a whole	—	—	—	—	2.53 *6
		Breakdown					
		Office Locations	—	—	—	—	1.95
		Research Offices	0.77	1.54	0.00	2.02	1.35
		Factories	2.78	2.15	2.56	5.49	4.05
All Accidents	Frequency*4	Domestic Group as a whole	—	—	—	—	3.20 *6
		Breakdown					
		Office Locations	—	—	—	—	1.95
		Research Offices	0.77	1.54	0.00	2.69	2.02
		Factories	3.09	3.07	3.52	6.15	5.73
Business vehicle accidents	Injuries (cases)	Domestic Group as a whole	2	0	0	1	2

*2 Excludes accidents occurring while commuting

*3 Death, lost-workday injury (more than 1 day), loss of bodily function due to non-lost-workday injury

*4 Frequency rate = lost-workday injuries (number of victims) / total number of working hours x 1,000,000 hours

*5 Intensity rate = number of days lost / total number of working hours x 1,000 hours

*6 From 2024, offices will be added to the scope of the calculation, and the scope will be expanded to cover the entire domestic Group.

*7 Reference: Ministry of Health, Labour and Welfare Survey of Occupational Accident Trends Chemical Industry

There were zero anomalies*8 in the domestic Group in 2024.

Equipment accidents (abnormal phenomena*8) (cases)

	2020	2021	2022	2023	2024
Lion	0	1	0	1	0
Domestic Group companies	0	0	1	2	0

*8 Fire, explosion, leakage, etc.

Disaster and Accident Prevention Initiatives

Top Safety Audits

Safety audits are systematically conducted at domestic Group production plants under the supervision of the chairperson of the Safety, Health and Disaster Prevention Meeting. To reduce the risk of accidents and disasters at factories, on-site audits are conducted to ensure that safety, health and disaster prevention activities are being implemented and, from an objective standpoint, that related standards are being maintained and improved.

In 2024, top safety audits were undertaken at three factories.*

* Osaka Plant, Oleochemicals Division of Lion Chemical Corporation, and Yokkaichi Plant of Lion Specialty Chemicals Co..



Top safety audit of the Osaka Plant conducted by the chairperson of the Safety, Health and Disaster Prevention Meeting (2024)

Occupational Safety

The secretariat of the Safety, Health and Disaster Prevention Meeting issues a “disaster bulletin” to all employees regarding occupational accidents that have occurred within the Group in Japan, in order to avert the risk of similar accidents occurring at each business site as well as to ensure that each and every employee stays on the alert against occupational accidents.

In recent years, falls have perennially been the most frequent cause of accidents, therefore, we will continue to promote activities focusing on their prevention.

Equipment Safety

The results of investigations of equipment accidents inform the implementation of equivalent improvements in similar areas at all domestic Group production plants. For example, learning from recent equipment leakage accidents, all of the Group’s production plants have conducted inspections of outdoor tanks used for hazardous material and oil storage, and reviewed their Equipment maintenance plans. Furthermore, we are considering the introduction of a new non-destructive inspection method to preemptively assess the risk of leakage due to age-related deterioration. We will continue to enhance the operation of the change management* process to further improve equipment safety technology and reduce accident risks in the medium and long term.

* Management activities to prevent risks associated with changes in equipment and operating conditions

Factory Disaster Prevention

All domestic Group production plants conduct joint disaster drills with local public fire departments to prepare for large-scale disasters at production plants and actively strengthen cooperation with local communities in case of emergency. In October 2024, the Kagawa Prefecture Petroleum Complex Comprehensive Disaster Drill* was conducted at the Oleochemical Plant of Lion Chemical Corporation as the lead company.



The Kagawa Prefecture Petroleum Complex Comprehensive Disaster Drill (2024)

* Participating organizations and companies: Shikoku Regional Development Bureau, Kagawa Prefectural Emergency Management and General Affairs Bureau, Sakaide City Fire Department, Takamatsu Coast Guard, Sakaide Coast Guard Station, Japanese Red Cross Society, Banshu District Special Disaster Prevention Council (Cosmo Oil Co., Ltd., Shikoku Electric Power Company, Mitsubishi Chemical Corporation, Kawasaki Heavy Industries, Ltd., YKK AP Inc, Lion Chemical Corporation)

Natural Disaster Prevention (Emergency Response)

The domestic Group has created detailed manuals and plans of action on how to respond in the event of a natural disaster. In particular, we consider large-scale earthquakes, heavy rainfall from linear precipitation belts, and other natural disasters to be corporate risks. Therefore, in addition to disaster drills conducted by each business site that specify detailed response details and action standards according to the scale and damage of the disaster, we conduct Company-wide joint disaster drills to promote activities aimed at risk mitigation.

In addition, to accommodate diversifying work styles, we have established a disaster preparedness system that integrates in-person and remote locations in preparation for large-scale natural disasters.

Anticipating an increase in the frequency and severity of natural disasters and the further diversification of work styles, we will further upgrade our disaster response system. At the same time, through safety confirmation drills and lifesaving courses, etc., we will also continue to strengthen the emergency response efforts undertaken by each employee as well as our disaster prevention activities that contribute to local communities.



Disaster prevention practice (Kuramae Headquarters)

Educational and Awareness Activities

Safety Education

To prevent occupational accidents, we must further enhance our safety management system and heighten every members' occupational safety awareness. We systematically implement safety awareness training via Company-wide internal e-learning and safety training at each business site. In 2024, there was a 100% implementation rate of safety education and training in each department, and 97.3% of all employees participated in the Company-wide internal e-learning and safety training.

Results of the Company-wide internal e-learning and safety training

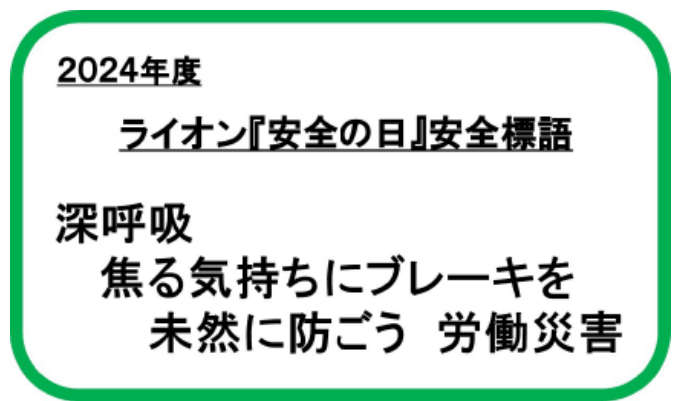
	2023	2024
Participants	4,373	4,256
Participation Rate	96.2%	97.3%

Safety Awareness Activities (Lion Safety Day)

Under a 33-year program to raise awareness of the importance of safety among all domestic Group employees, the Lion Group has designated June 26 of each year as "Lion Safety Day." Highlighting the event, a message and lecture on the importance of safety are delivered, respectively, by the president and the chairperson of the Safety, Health and Disaster Prevention Meeting and broadcast to all production plants throughout the entire domestic Lion Group during a Company-wide morning assembly. In conjunction with Lion Safety Day, we are also developing various safety awareness initiatives, such as safety slogans and safety awareness surveys for all domestic Group employees.



The message from the president broadcasted on Lion Safety Day (2024)



Safety slogan for Lion Safety Day 2024 (Japanese)

Global Initiatives

The Lion Group provides ongoing support to overseas Group companies based on their circumstances and strives to enhance their safety, health and disaster prevention systems.

In 2024, representatives from Lion visited three overseas production plants (Vietnam, Indonesia and Malaysia) and two overseas offices (Hong Kong and Singapore) to identify safety risks and improve areas of concern by checking the safety management situation in each country. In addition, they held discussions with local employees aimed at raising safety awareness and improving workplace accident prevention efforts.

We also supported the provision of safety guidance by an outside organization to an overseas production plant (Thailand), taking advantage of the Asia Occupational Safety and Health SAKURA Project, a project subsidized by the Ministry of Health, Labour and Welfare.



Discussion in Merap Lion Holding Corporation (Vietnam), 2024

Labor-Management Relations

- ✓ Promoting Amicable Labor-Management Relations
- ✓ The Lion Workers' Union
- ✓ Labor-Management Relations Data

Promoting Amicable Labor-Management Relations

Approach

Lion executes labor agreements with the Lion Workers' Union to promote sound labor-management relations based on mutual understanding and trust. As it does so, the Company adheres to the [Lion Group Charter for Corporate Behavior](#), which is based on an understanding of the social mission and responsibilities of the Company. Thus, in cooperation with its workers union, the Company works to grow its business and maintain and improve the working conditions of union members.

The agreements provide that: the Company shall recognize the freedom of union members to engage in lawful union activities; the Company shall not treat union members disadvantageously by reason thereof; and the Company and the union shall engage in labor-management meetings on a regular basis to consult with each other as equals.

Operating under a union shop agreement,* Lion endeavors to build amicable labor-management relations, in which employees and management proactively conduct such activities as reporting on business conditions and exchanging opinions about the working environment at labor-management meetings. At overseas Group companies, we actively maintain communication between employees and management in order to create a better work environment through the labor-management meetings and strive to establish and maintain sound labor-management relationships.

* A labor agreement in which workers are employed by a company on condition of becoming a member of a specific labor union.

The Lion Workers' Union

Approach

The mission of the Lion Workers' Union is to pursue the happiness and well-being of its members. To that end, the union seeks to maintain and improve the quality of its members' work environments and standards of living and to contribute to the independent growth of each individual to ensure a secure future. Through its activities, the union aims to increase the professional satisfaction of its members, in turn contributing to the development and growth of the Company. To fulfill its mission and principles, the Lion Workers' Union has established a medium- to long-term vision that it has been implementing since August 2020.

Lion Corporation (Korea) Receives the Prime Minister’s Award for Labor-Management Culture

The Labor-Management Culture award is given by the government of South Korea (the Ministry of Employment and Labor) to companies that have built and firmly established cooperative labor-management relations. It is one of the highest awards in the field of labor in South Korea.

Lion Corporation (Korea) (“LCK”) received the Prime Minister’s Award for Labor-Management Culture in 2017 in recognition of its initiatives aimed at building good labor-management relations.

The main initiatives of LCK recognized by the prize were as follows.

- Held labor-management talks four times a year to discuss work environments and implemented approximately 60% of the improvements suggested at these talks
- Treated non-regular employees (such as temporary and contract employees) on par with regular employees in terms of employee benefits and opportunities to participate in events
- With “fulfilling a spirit of love” and “people-centered management” as the foundations of its personnel policy, gave non-regular employees demonstrating excellent work attitudes and abilities priority when filling regular employee positions
- Designated a monthly volunteer day, with employees actively participating in social contribution activities

> Activities at Lion Corporation (Korea)

Labor-Management Relations Data

	Scope	2021	2022	2023
Percentage of companies with labor unions, labor-management councils, or other mechanisms for consultation between employees and management	Lion Group	86.4%	86.4%	86.4%
Percentage of employees who are members of the above	Lion Corporation (including employees on loan)	77.9%	65.9%	62.6%
	Lion Group	75.1%	72.9%	71.3%

Going forward, we will continue to advance initiatives aimed at building better labor-management relations.

Respect for Human Rights

- ✓ Basic Approach
- ✓ Human Rights Policy
- ✓ Implementation Framework
- ✓ 2030 Objectives & Progress
- ✓ Initiatives

Basic Approach

The Lion Group implements various measures in accordance with its purpose of making a difference in everyday lives by redesigning habits: ReDesign. One such measure is the [Charter for Corporate Behavior](#), which states that “We shall respect human rights ... observing both the spirit as well as the letter of all applicable laws and international rules.” Another is the [Behavioral Guidelines](#), which state that the Group will not permit child labor or forced or coerced labor, will provide equal employment opportunities and treat employees fairly, and will take an active interest in the human rights practices of its suppliers.

The Group has also declared its support for and adherence to the International Bill of Human Rights (the Universal Declaration of Human Rights, the International Covenant on Economic, Social and Cultural Rights and the International Covenant on Civil and Political Rights), which stipulates the fundamental human rights of all people in the world, as well as the Ten Principles of the United Nations Global Compact, the ILO Declaration on Fundamental Principles and Rights at Work and the Children’s Rights and Business Principles.

Respect for human rights is indispensable to the pursuit of happiness and a higher quality of life. The Group recognizes that it has a responsibility as a company to affirm diversity, including that of race, religion, gender, sexual orientation, age, nationality and disability, and to fully respect all human rights. Furthermore, it recognizes that doing so strengthens its business foundation.

Human Rights Policy

In 2019, based on the framework of the [United Nations Guiding Principles for Business and Human Rights](#)¹, the Lion Group established the [LION Human Rights Policy](#) to further clarify its stance on human rights abuses as well as its global efforts in this area. Since then, Lion has periodically reviewed its human rights policy to ensure the strength of its efforts.

In 2023, with the approval of the Board of Directors, we amended the LION Human Rights Policy in light of social conditions surrounding business and human rights as well as the status of the Group’s human rights due diligence* efforts, taking into careful consideration the elements necessary to the policy going forward.

The amended policy clearly stipulates, in great detail, a management system that emphasizes respecting human rights (human rights due diligence) and remedies to violations (internal and external whistle-blowing system) in addition to other related matters. The revised policy has been translated into the languages of the countries and areas in which Lion does business and disclosed to stakeholders involved in the Group’s business activities via the websites of Lion and its affiliated companies.

The Human Rights Policy applies to all executives and employees of the Lion Group. Moreover, the Group’s business partners and suppliers are required to support and respect the policy. The Human Rights Policy also stipulates that in the event of a conflict between internationally recognized human rights and national or local laws and regulations, the Group will seek to ensure that internationally recognized human rights principles are respected.

* Measures that companies must take to avoid violating human rights and to provide relief to victims of violations.

Implementation Framework

Initiatives regarding human rights are overseen by the S Subcommittee (Social Environment), led by an Executive Officer and established under the [Sustainability Promotion Council](#). When called for, these meetings report matters to the Executive Management Board or refers or presents them to the Executive Management Board and the Board of Directors. Participants in these investigative meetings comprise representatives of relevant divisions.

2030 Objectives & Progress

Objectives (2030)	Indicators (2030)	Progress (2024 Results)
Ensure respect for the human rights of all stakeholders affected by Group business activities, in line with the LION Human Rights Policy	Human rights due diligence implementation for material human rights issues ⇒100%	Human rights due diligence implementation Lion Group: 100% Suppliers: 92%

> [Sustainability Material Issues, 2030 Objectives and Indicators, 2024 Results and Measures to 2030](#)  (500KB)

Initiatives



Promoting Human Rights Due Diligence

>



Initiatives to Prevent Human Rights Violations along the Value Chain

>

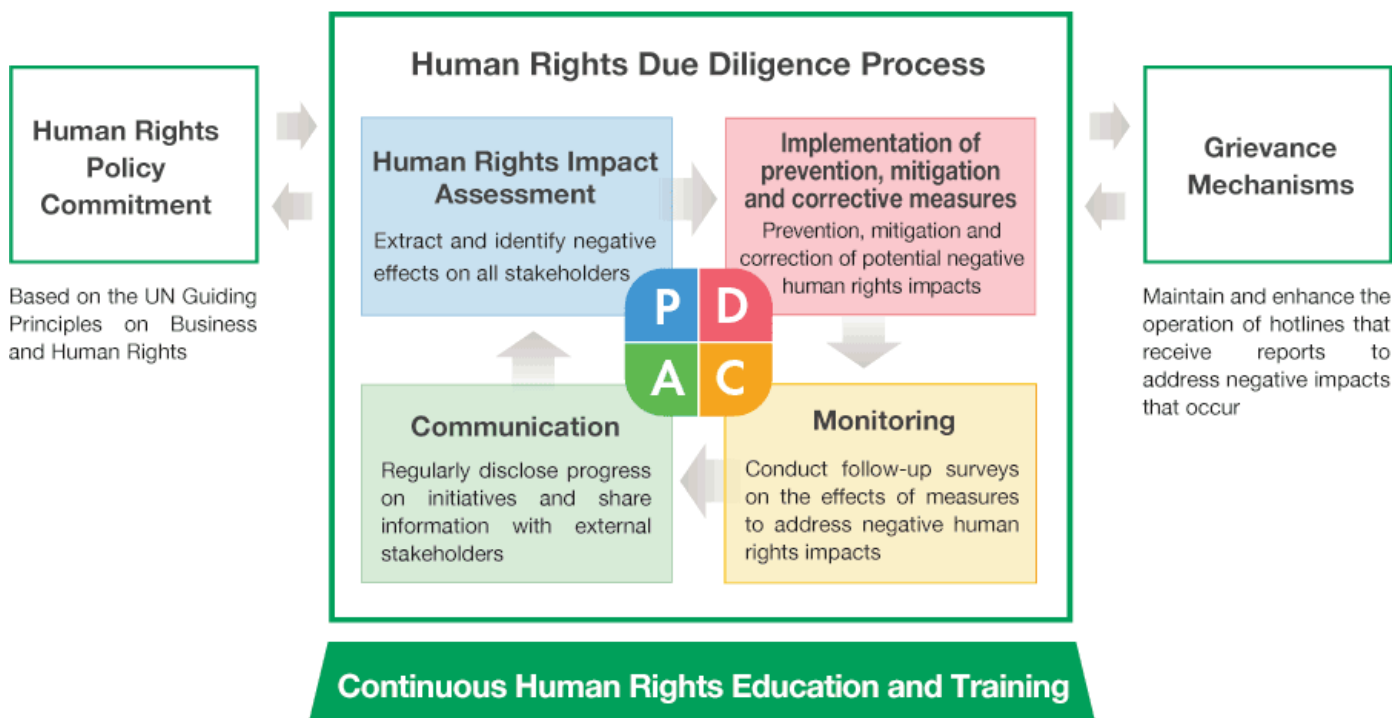
Promoting Human Rights Due Diligence

- ✓ Human Rights Due Diligence ✓ Human Rights Impact Assessment
- ✓ Implementation of Prevention, Mitigation and Corrective Measures ✓ Monitoring
- ✓ Communication ✓ Initiatives at Overseas Group Companies

Human Rights Due Diligence

The Lion Group, in order to take responsibility for identifying, preventing, mitigating and addressing negative human rights impacts caused or contributed to by its business activities, established the Human Rights Review Committee, a cross-departmental organization that takes the lead in promoting human rights due diligence* through the following process based on the UN Guiding Principles on Business and Human Rights while also engaging in dialogue with stakeholders involved with the Group's business, including employees and temporary employees, business partners, suppliers, communities, consumers, external experts and organizations related to human rights.

Recognizing that human rights risks may change as the Lion Group's business activities, social conditions and human rights conditions evolve, we will seek better ways to enhance the effectiveness of our efforts, such as by regularly implementing each step of the Human Rights Due Diligence Process, including the human rights impact assessment.



Overview of Human Rights Due Diligence

* Corporate measures to avoid causing human rights violations and provide remediation for the victims of such violations

Human Rights Impact Assessment

Overview of Anticipated Human Rights Risks in the Group's Business Activities

The Group's main business encompasses the development, manufacture and sale of household products. Among these, we notably handle many cleaning products, including laundry detergents. The surfactants that comprise the washing ingredients of such products are derived from such raw materials as palm oil, palm kernel oil and their derivatives. The main production areas for palm oil and palm kernel oil are Malaysia and Indonesia, and we recognize that these countries and areas as well as the commodities themselves bear relatively high human rights risks and pose problems regarding sustainable procurement, including human rights based on data provided by international human rights organizations and Sedex. Specifically, human rights risks such as overwork, the use of child labor and smoke damage from illegal slash-and-burn forest clearing are assumed for stakeholders who may be placed in vulnerable positions such as palm plantation workers.

Corrugated boxes used to package and transport household products use a large amount of paper and pulp as packaging materials, which may pose environmental human rights risks due to inadequate forest management and other factors.

In addition to palm oil and palm kernel oil and paper and pulp suppliers, we secure the cooperation of a wide array of raw material manufacturers and production contractors in procuring raw materials and other aspects of our manufacturing processes. If human rights risks in procurement become apparent due to transactions with suppliers that are not fully committed to sustainable procurement, including human rights, this could lead to business risks related to the supply of products and impact the reputation of the Group.

Furthermore, with regard to planning, manufacturing and sales of household products, we have multiple points of contact in and outside Japan with stakeholders, starting with Lion employees, temporary employees and business partners throughout the value chain, including those working in planning, procurement, research, production, sales and administration. Each point of contact has the potential to cause or encourage human rights risks such as discrimination and harassment on the basis of race or gender, overwork and excessive working hours. When expanding contacts with consumers as a result of changes in business structure, we must be more vigilant regarding privacy rights, including the management of personal information*.

* Refers to the International Trade Union Confederation (ITUC) Global Rights Index, etc.

Extrapolation of Human Rights Issues Anticipated in the Lion Group Business Activities

In order to further clarify the potential and actual human rights risks that may occur in the value chain in the countries and areas where the Group operates, we have identified as relevant to the Group's business activities the following human rights issues* from the International Bill of Human Rights, the Ten Principles of the UN Global Compact, the ILO Declaration on Fundamental Principles and Rights at Work, the Children's Rights and Business Principles and other international standards related to human rights.

In extrapolating human rights issues, we have referred to the social context surrounding business operations and human rights, the United Nations Environment Programme Finance Initiative (UNEP), guidelines on human rights formulated by the Japan Business Federation and advice from external experts.

* Extrapolated Human Rights Issues

Forced and coerced labor; freedom of movement and residence; child labor; right to an education; rights of young workers; freedom to form and join trade unions; equal pay for equal work; discrimination in hiring; discrimination in the terms and conditions of employment; discrimination in opportunities and evaluations; protection of motherhood and childhood; harassment; freedom of thought and religion; overwork and excessive working hours; right to rest and leisure; just compensation and living wages; freedom of employment and unemployment insurance; right to safe and healthy working conditions; right to a decent standard of living and health; right to social security; right to privacy; impacts on the lives of local residents; access to water; environmental management; consumer safety and health

The Lion Group's Human Rights Impact Assessment and Identification of Priorities

The Lion Group has identified certain human rights issues as potential challenges to its business activities through an assessment of potential and actual impacts on our stakeholders: our employees and temporary employees; business partners, including contractors; suppliers; communities, including indigenous peoples; and consumers.

Based on the United Nations Guiding Principles Framework and other guidelines on human rights, we assess the scale of human rights violations, the scope of those violations, the likelihood of occurrence and the possibility of resolution. This task was undertaken mainly by persons responsible for the relevant departments as well as an investigative committee on human rights, who after making a comprehensive judgment based on such factors as changes in business and society and the opinions of stakeholders, including external experts, created a risk map based on the results of the Human Rights Issue Check Sheet, which identifies outstanding human rights issues as priorities for the Company.

Implementation of Prevention, Mitigation and Corrective Measures

For priority issues (salient human rights issues) identified by the human rights impact assessment, we implement the following actions to prevent, mitigate and remedy negative human rights impacts.

Priority Issues for the Company (Salient human rights issues)	Measures and progress toward preventing, mitigating and correcting negative impacts
Suppliers using forced labor or child labor, violating the rights of young workers, imposing overwork and excessive working hours, impinging the right to enjoy safe and healthy working conditions, freedom of residence and relocation, denying the right to education, freedom of work and employment security	- We are promoting the procurement of third-party certified raw materials, such as RSPO and FSC certified products like palm oil, palm kernel oil, paper and pulp, in cases where human rights risks are of particular concern. 2024 results Certified palm oil and palm kernel oil derivatives: 46% of the Group (based on key raw materials) Certified paper and pulp: 46% of the Group (item ratio) - We are using self-checks based on the Lion Group Supplier CSR Guidelines and Sedex and implementing risk assessments at suppliers. 2024 results Supplier risk assessment implementation rate: 92% of the Group - We add the Lion Human Rights Policy, the International Bill of Human Rights and the ILO Declaration on Fundamental Principles and Rights at Work to the memorandum of the Lion Group Supplier CSR Guidelines and are requiring that the human rights policy be endorsed and followed by suppliers as well. 2024 results Memorandum of Understanding on human rights signed with 42 of the 90 major domestic companies
Supplier's local community access to clean water resources, impact on local livelihoods and environmental management	To prevent, mitigate and correct such negative impacts as lack of access to water resources in local residential communities near supplier bases, self-checks based on the Lion Group CSR Guidelines are including questions regarding environmental management to ascertain the status of specific initiatives undertaken for the community. 2024 results Monitoring has been conducted using self-checks based on the Lion Group CSR Guidelines
Overwork, excessive working hours and internal employee harassment among our business partners	To prevent, mitigate and correct the causes, contributing factors and the negative effects themselves of overwork and excessive working hours at our business partners, we are working to disseminate and establish the Lion Group Charter of Corporate Behavior and the Lion Human Rights Policy through e-learning and training programs for our employees. In addition, we are quantitatively assessing our employees' understanding of these issues and evaluate their behavior at work through the Compliance Awareness Survey. 2024 results Human rights training has been conducted at the Company and seven of our domestic affiliates and seven of our overseas affiliates.
Consumers' right to privacy	To prevent and reduce the risk of personal information leaks and thereby protect consumers' right to privacy, we have established policies and regulations such as the Personal Information Management Regulations, the Basic Policy of Our Information Management, the Information Management Regulations and the Information Security Regulations in accordance with the Act on the Protection of Personal Information. We also implement annual e-learning programs on information security and information management systems as part of Company employee education, and continually strengthen information security measures, including personal information protection at overseas affiliated companies, in accordance with laws and regulations.

Priority Issues for the Company (Salient human rights issues)	Measures and progress toward preventing, mitigating and correcting negative impacts
	2024 results Training for domestic employees on compliance with personal information management regulations has been conducted through e-learning Certification for information management systems is maintained for services entailing the handling of medical information

Access to Relief (Establishment of Grievance Mechanisms)

The Group has established the AL (All Lion) Heart Hotline, an internal and external whistle-blowing system, as a grievance mechanism to manage complaints about transgressions of business ethics, particularly those involving human rights.

Under this system, whistleblowers can be stakeholders from outside the Group, like business partners. The privacy of whistleblowers and reported parties informants is safeguarded and secrecy is assured for any investigations. Aside from anonymous reports, etc., all instances are also relayed to all whistleblowers.

For details of the system and the details of consultation and reporting, please refer to the following link on the Company’s website.

> Internal and External Whistle-Blowing System (AL Heart Hotline)

Monitoring

Each preventive, mitigating and corrective measure is assigned a qualitative or quantitative indicator and the investigative committee on human rights regularly reports the monitoring results for each measure to the S Subcommittee (Social Environment) twice a year.

Communication

External Disclosure

The status of human rights initiatives, etc. is published on the Company’s website as necessary.

Education, Dialogue

Lion implements annual e-learning training for all domestic employees (including part-time employees) to ensure that the Lion Group Charter of Corporate Behavior and the Lion Human Rights Policy are widely understood and firmly established.

In addition, every year we conduct a Compliance Awareness Survey for all domestic employees (including part-time employees) to quantitatively and qualitatively assess their awareness of compliance, including with regard to human rights and workplace behavior, while providing feedback to each department on the results to raise employee awareness and create a better environment.

In promoting human rights due diligence, we held study sessions and exchanged opinions on business and human rights with directors, Audit & Supervisory Board members, executive officers, managers of divisions with human rights jurisdiction and external experts to deepen understanding of the issues.

Participation in External Initiatives on Human Rights

The Group also participates in such external initiatives as workshops held by the Human Rights Due Diligence (HRDD) Subcommittee of the Global Compact Network Japan (GCNJ) and in working groups of the Supply Chain Subcommittee to promote understanding and awareness of social conditions surrounding human rights. The Japan Cosmetic Industry Association (JCIA), to which we belong, has formulated Sustainability Guidelines as well as the Guide to Human Rights and Labor Risk Responses in the Value Chain. In 2024, a social issues subcommittee that includes Lion employees, conducted a survey on gender equality for JCIA members.

Going forward, we will continue to actively work toward the realization of the sustainable development of society, including human rights.

Initiatives at Overseas Group Companies

Risk Assessment in the Lion Group

We regularly conduct hearings with each of our overseas Group company on issues regarding human rights that are assumed to be incorporated into their business activities. During those hearings the Company uses the Sustainability Activities Conformation Sheet, which with the help of external experts, identifies the issues that need to be considered in the countries and areas where we operate with respect to key sustainability issues as a means of ascertaining the status of prevention, mitigation and corrective measures and responses, as well as monitoring the progress of such measures and responses.

Risk Assessment of Suppliers

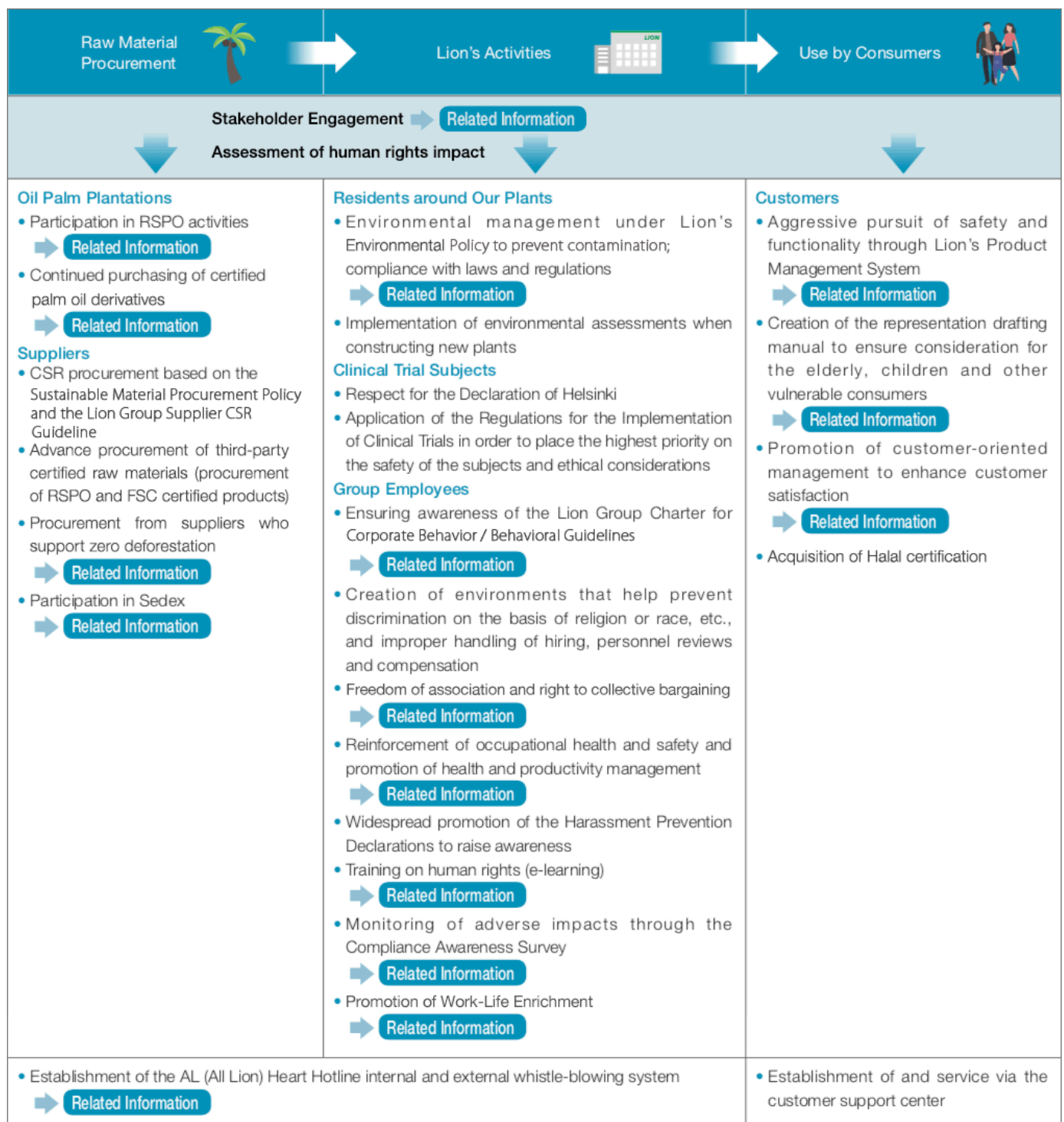
For suppliers that conduct business with our overseas affiliates, we use self-checks based on the Lion Group Supplier CSR Guidelines and Sedex's data analysis to assess the impact of suppliers on matters related to the Group's Procurement Policy, including human rights and labor.

Initiatives to Prevent Human Rights Violations along the Value Chain

- ✓ Overview of Lion's Human Rights Prevention Initiatives along the Value Chain
- ✓ Initiatives in Raw Materials Procurement ✓ Initiatives in Customer Use

Overview of Lion's Human Rights Prevention Initiatives along the Value Chain

The Group is taking the following steps to reduce the risk of potential human rights violations along each portion of the value chain involving the procurement of raw materials, activities at the Company and use by consumers.



Initiatives in Raw Materials Procurement

The Lion Group has clarified its stance on sustainability, including legal compliance, environmental conservation and respect for human rights in its [Procurement Principles](#) as part of its efforts to prevent human rights violations in raw material procurement. The Group is also evolving its efforts with its suppliers. We are also promoting the sustainable procurement of palm oil and palm kernel oil, our main plant-based raw materials, as we recognize the importance of such efforts.

(1) Raw Materials Procurement

Prevention and Mitigation Measures	2030 Targets and Progress in 2024
Procure third party-certified raw materials → Procure products certified by the Roundtable on Sustainable Palm Oil (RSPO) and Forest Stewardship Council (FSC)	- Target: 100% procurement of RSPO-certified materials - Progress: 99% of key raw materials are RSPO-certified (scope: consumer products sold in Japan)
	- Target: 100% procurement of FSC-certified materials - Progress: 75% of materials are FSC-certified (percentage of product types sold in Japan); we are promoting the use of paper certified by the FSC or the Programme for the Endorsement of Forest Certification (PEFC) and recycled paper as copy paper and in office supplies
Promote trade with suppliers with the ability to resolve social and environmental problems that may occur in the supply chain → Suppliers that support efforts aimed at zero deforestation	- Target: Procurement from suppliers that support efforts aimed at zero deforestation: All suppliers - Progress: 55% (scope: raw material suppliers for the Lion Group in Japan)

(2) Suppliers

Prevention and Mitigation Measures	Progress in 2024
Regular risk evaluations of the sustainability activities of suppliers	Conducted a self-check based on the Lion Group Supplier CSR Guidelines, and conducted a risk assessment on sustainability at suppliers of Lion, domestic Group companies, Lion Daily Necessities Chemicals (Qingdao) Co., Ltd., Lion Corporation (Korea), Lion Corporation (Thailand) Ltd. and Southern Lion Sdn. Bhd using Sedex.
Identification of high-risk suppliers	Set standards for high-risk suppliers for self-checks based on the Lion Group Supplier CSR Guidelines and Sedex
Audits of high-risk suppliers and formulation of improvement plans	High-risk suppliers were not applicable

* As of March 2025

Initiatives in Customer Use

As part of our efforts to ensure that our customers can use our products safely and with peace of mind, we have established a Product Management System, a set of rules that define our business processes and quality assurance at each stage of product development. In addition to complying with the Act on Pharmaceuticals and Medical Devices, the Act against Unjustifiable Premiums and Misleading Representations, the Health Promotion Act, and other related laws and regulations, we have established a representation drafting manual and conduct accurate and moderate advertising and promotions that do not cause misunderstanding or discomfort, taking the customer's viewpoint into consideration.

In countries and areas where many Muslims live, such as Malaysia and Indonesia, we are working to obtain Halal certification* so that local consumers can use our products with peace of mind.

* Certification under systems for labeling products that have cleared halal certification standards with a halal-certified mark. A halal certificate issued by a certifying body officially recognized by the country's halal certification authority is required to sell products with a halal-certified mark.

Examples of Halal-Certified Products



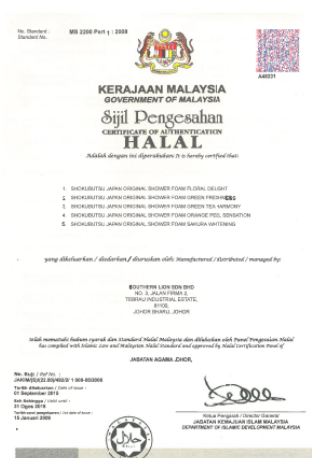
Systema toothpaste sold in Indonesia



Shokubutsu body wash sold in Malaysia



An Indonesian halal certificate



A Malaysian halal certificate

Building Responsible Supply Chain Management

- ✓ Basic Approach
- ✓ Overview and Implementation Framework
- ✓ 2030 Objective & Progress
- ✓ Initiatives

Basic Approach

The Lion Group regards the creation of responsible supply chain management through reinforced coordination with materials manufacturers and production contractors as a key issue in its supply chain initiatives. To reduce the negative environmental and social impacts of business activities and advance sustainable mutual business development, we must work with suppliers to evolve our sustainably initiatives based on our [Procurement Principles](#). These principles clearly lay out Lion's policy of considering legal compliance, environmental conservation and respect for human rights when selecting suppliers.

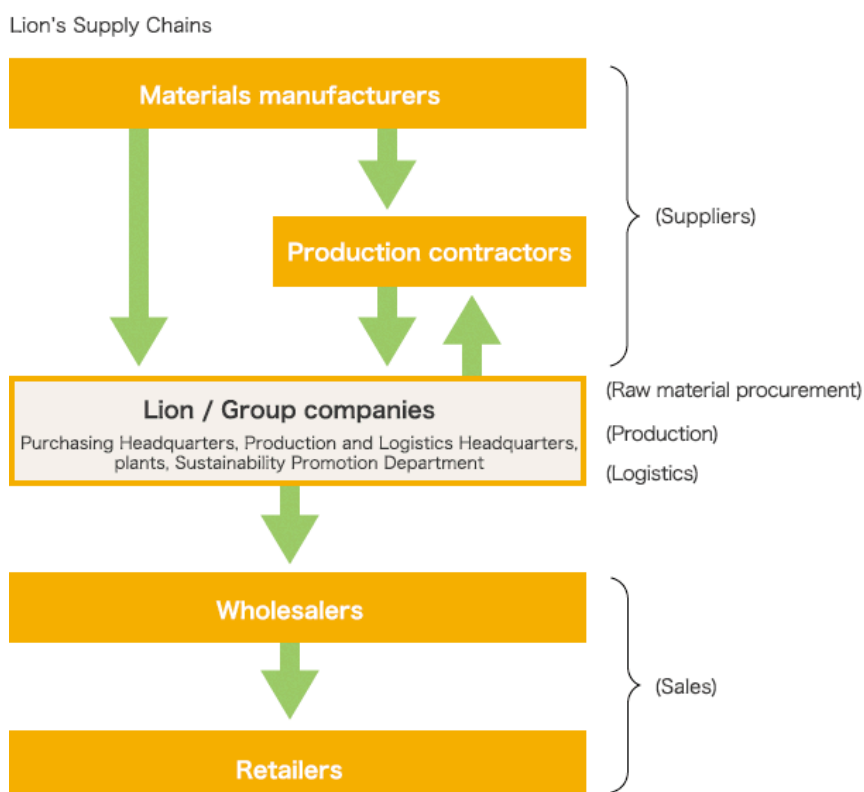
Furthermore, Lion recognizes the importance of promoting the sustainable procurement of palm oil, a key plant-based raw material for the Company, and is advancing initiatives to that end.

Instituting the LION Anti-Bribery Principles

The Lion Group established the [LION Anti-Bribery Principles](#) in January 2019 in light of developments around the world related to strengthening legal regulations against acts of bribery and corruption.

Going forward, we will continue working to ensure that our business activities are fully compliant with the laws and regulations of the countries and regions in which we do business.

Overview and Implementation Framework



2030 Objective & Progress

Objectives (2030)	Indicators (2030)	Progress (2024 Results)
Implement sustainable procurement with zero tolerance for human rights and labor problems (including child labor and forced labor) or environmental destruction in line with the Sustainable Material Procurement Policy and Lion Group Supplier CSR Guidelines.	- Procurement of third-party certified paper and pulp (FSC, PEFC, etc.) and palm oil, palm kernel oil and their derivatives (RSPO, etc.) ⇒ 100% - Procurement of third-party certified paper and pulp (FSC, PEFC, etc.) and palm oil, palm kernel oil and their derivatives (RSPO, etc.) from suppliers that support efforts aimed at zero deforestation ⇒ 100%	- Ratio of certified raw materials procurement Japan: Certified paper and pulp: 75% (item ratio) Certified palm oil and palm kernel oil derivatives: 99% (based on key raw materials) Lion Group: Certified paper and pulp: 46% (item ratio) Certified palm oil and palm kernel oil derivatives: 46% (based on key raw materials) - Ratio of suppliers supporting zero deforestation Japan: 54%, Lion Group: 41%

> Sustainability Material Issues, 2030 Objectives and Indicators, 2024 Results and Measures to 2030  (500KB)

Initiatives



Promoting Sustainability with Materials
Manufacturers and Production Contractors





Aiming for Sustainable Raw Material
Procurement



Promoting Sustainability with Materials Manufacturers and Production Contractors

- ✓ Self-Checks Based on the Lion Group Supplier CSR Guidelines
- ✓ Joined Sedex, the Supplier Ethical Data Exchange
- ✓ Employee Training on Sustainable Procurement

Self-Checks Based on the Lion Group Supplier CSR Guidelines^{*1}

To advance responsible procurement activities, each year the Lion Group asks that the materials manufacturers and production contractors (suppliers) it works with implement self-checks based on the [Lion Group Supplier CSR Guidelines](#) . In this way, we are promoting the creation of frameworks throughout the supply chain to avoid risk related to human rights, labor practices, the environment, fair operating practices, consumer issues and compliance.

Since 2014, we have moved the self-checks entirely online, enabling suppliers to respond more efficiently. We also provide suppliers with feedback based on the self-check results. The result of these efforts is a system that continuously advances CSR procurement, through which we aim for a 100% response rate every year.

In 2024, Lion Corporation (Korea) requested self-checks from its 89 suppliers, achieving a response rate of 84%. Lion Daily Necessities Chemicals (Qingdao) Co., Ltd. (China) requested self-checks from its 40 suppliers, achieving a response rate of 98%. Southern Lion Sdn. Bhd. requested self-checks from its 51 suppliers, achieving a response rate of 45%. Lion Corporation (Thailand) Ltd. requested self-checks from its 53 suppliers, achieving a response rate of 91%. Additionally, self-checks^{*2} were also conducted by 68 trading partners of Lion Engineering Co., a domestic Group company, achieving a response rate of 93%.

We will continue to promote sustainability initiatives with our suppliers in the countries where we have all of our Group's production division plants.

^{*1} The Lion Group Supplier CSR Guidelines comprise 21 guidelines under the five categories (Human Rights/Labor Practices, The Environment, Fair Operating Practices, Consumer Issues, Compliance)

➤ [Lion Group Supplier CSR Guidelines and Glossary \(English\)](#) 

➤ [Lion Group Supplier CSR Guidelines and Glossary \(Japanese\)](#) 

➤ [Lion Group Supplier CSR Guidelines and Glossary \(Japanese\) \(Lion Engineering Co. Ltd. version\)](#) 

➤ [Lion Group Supplier CSR Guidelines and Glossary \(Chinese\)](#) 

➤ [Lion Group Supplier CSR Guidelines and Glossary \(Korean\)](#) 

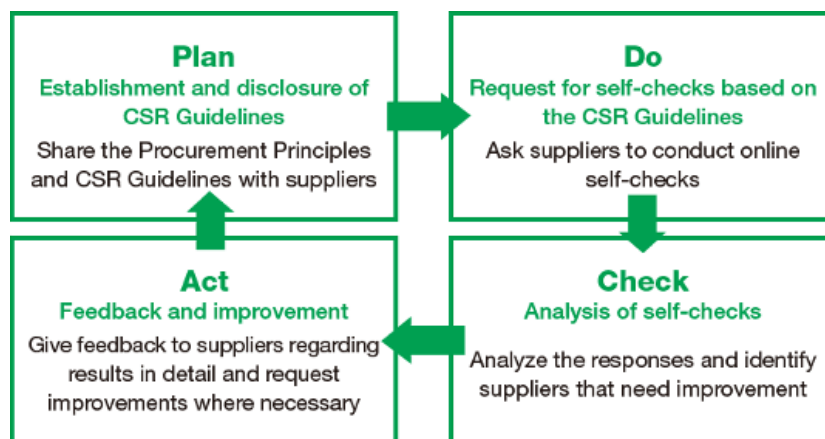
^{*2} Lion Engineering Co., Ltd.'s version of the self-check includes the addition of "Confrontation with antisocial entities: Cut off relations with antisocial entities and reject any unreasonable demands" to item 21.

Timeline of Sustainable and Responsible Procurement Initiatives

2005	Instituted the Basic Policy Regarding Purchasing and implemented appropriate procurement of raw materials and products.
2008	Established the Procurement Principles , which clarify our social and environmental considerations. Conducted a questionnaire survey for domestic and overseas raw material manufacturers and production contractors about their corporate activities regarding legal compliance, product service quality and safety, environmental considerations, labor practices and human rights, and fair trade.
2013	Amended the Procurement Principles and clarified our stance of considering legal compliance, environmental conservation and respect for human rights when selecting suppliers. Instituted the Lion Group Supplier CSR Guidelines  , which specify the sustainability initiatives we expect from raw material manufacturers and production contractors and asked our suppliers to conduct self-checks of their sustainability initiatives.
2014	Introduced an online self-check system.
2018	Lion Corporation (Korea) requested self-checks from its suppliers, expanding the number of countries in which the Group implements self-checks.
2019	- Established the LION Human Rights Policy and LION Anti-Bribery Principles to clarify our stance on initiatives for sustainable and responsible procurement. - Established the Sustainable Material Procurement Policy to advance initiatives aimed at the sustainable procurement of palm oil derivatives and pulp and paper products, which are key raw materials for the Lion Group. - Took part in the Supplier Ethical Data Exchange (Sedex)—headquartered in the United Kingdom—in order to further reduce social and environmental risk in purchasing.
2020	Overseas Group company Lion Daily Necessities Chemicals (Qingdao) Co., Ltd. requested self-checks from its suppliers.
2021	Domestic Group company Lion Engineering Co., Ltd. requested self-checks from its suppliers.
2022	Overseas Group company Southern Lion Sdn. Bhd. requested self-checks from its suppliers.
2023	Overseas Group company Lion Corporation (Thailand) Ltd. requested self-checks from its suppliers.
2024	Providing suppliers with reference materials to help improve CSR activities at the time of feedback. Examples of reference materials - SAFETY AND HEALTH AT THE HEART OF THE FUTURE OF WORK - Rules of the Game: An introduction to the standards-related work of the International Labour Organization - The Ten Principles of the UN Global Compact - GCNJ An Introduction to Sustainable Procurement-Promoting CSR in the Supply Chain

The Lion Group does business with suppliers who have implemented self-checks based on the [Lion Group Supplier CSR Guidelines](#)  .

PDCA Cycle for Self-Checks

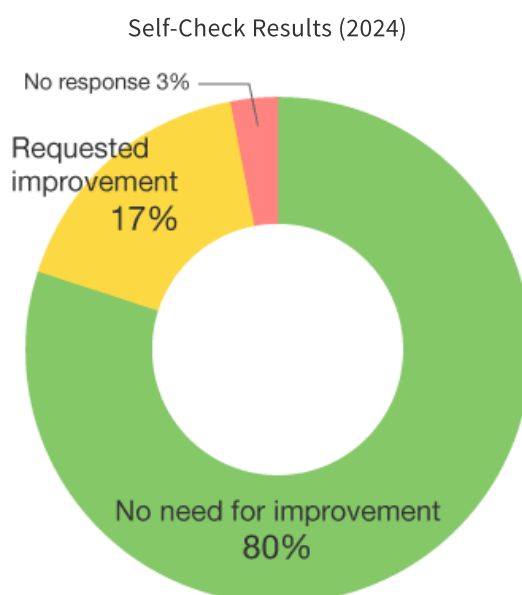


In order to ensure that our suppliers understand the importance of addressing sustainability-related issues, we include a section explaining the situation surrounding sustainability in our self-check request form. The self-check employs a three-step checking standard for each initiative and a detailed glossary.

Number of Primary Suppliers Requested to Self-Check and Response Rates (Target: 100% every year)

	Primary Suppliers	Response Rate
2020	574	100%
2021	502	100%
2022	474	96%
2023	436	96%
2024	392	97%

Results Summary



Number of companies monitored:
392 primary suppliers (raw material manufacturers and production contractors; 338 domestic and 54 overseas) of the domestic Lion Group

- The response rate in 2024 was 97%, and the average score, on a scale of 1 to 3 points, was 2.77, confirming that sustainability measures are being implemented throughout the supply chain.
- There were 379 primary suppliers that responded to the self-check.

Key Suppliers

The Lion Group considers suppliers from whom it purchases substantial amounts of raw materials and suppliers that cannot be readily replaced to be key suppliers. We monitor the sustainability initiatives of key suppliers on an ongoing basis. Specifically, we define key suppliers as the top 30 companies (on a purchase price basis) serving each of the three divisions of the Purchasing Headquarters (Raw Material Department, Packaging Material Department, Finished Product Department), for a total of 90 companies (total includes five Group companies).

Key Suppliers

	Number of key suppliers	Percentage of key suppliers among primary suppliers	Portion of purchasing that is from key suppliers (monetary basis, among all primary suppliers)
2020	90	15.7%	89%
2021	90	17.9%	89%
2022	90	17.9%	89%
2023	90	19.3%	89%
2024	90	25.6%	92%

High-Risk Suppliers

After receiving the self-checks, the Lion Group confirms whether or not suppliers are meeting the standards it has set for its key sustainability items. Suppliers with low scores are designated as high-risk suppliers. In 2024, there were no high-risk suppliers.

Selecting New Suppliers

Before doing business with a new supplier, Lion requires the company to perform a self-check based on the [Lion Group Supplier CSR Guidelines](#)  to confirm that the company meets the standards it has set for its key sustainability items.

Joined Sedex, the Supplier Ethical Data Exchange

Headquartered in the United Kingdom, Sedex is a not-for-profit organization that provides the world's largest platform for managing and sharing ethical supply chain data, with the aim of establishing ethical and responsible business practices in global supply chains. The Lion Group joined Sedex as an AB member at the end of 2019 in order to further reduce social and environmental risk in its purchasing. We encourage our suppliers to join Sedex to reduce the burden of self-checks and request that they use the platform provided by Sedex to submit their annual self-check responses. Of Lion's 90 key suppliers, 43 are using the Sedex platform (as of May 30, 2025). In addition, after the close of 2024, the Company has initiated a high-risk supplier response, requesting corrective action responses from seven suppliers whose management control scores and SMETA audit remediation responses did not meet its standards. All suppliers have since met the Company's standards, with improvements in SAQ updates and SMETA audit findings. Going forward, we will continue to reinforce and enhance supplier management and risk management.



Employee Training on Sustainable Procurement

Lion provides sustainable procurement training to every purchasing department employee who is involved in buying. We also hold study groups to help employees obtain certification under the Certified Procurement Professional (CPP) system offered by the Japan Management Association.* Participants not only learn buying operation management and gain practical knowledge, they learn about the importance of procurement that takes into account the environment, ethics, safety and hygiene, human rights and other such factors as well as about working with suppliers.

When selecting suppliers and setting pricing and other terms, we always enter into agreements through negotiations rooted in fairness and transparency. We thoroughly enforce compliance with the Act against Delay in Payment of Subcontract Proceeds, Etc. to Subcontractors through such means as training for Purchasing Headquarters employees.

In response to growing calls for CSR procurement, going forward, we will advance human resource development, including proactively sending employees to seminars related to purchasing and procurement.

* CPP: A qualification for persons involved in corporate purchasing and procurement indicating that the holder has acquired specialized knowledge in the field of purchasing and procurement.

[!\[\]\(3211b5d1d968fc1665909b34f9f16010_img.jpg\) CPP qualification website \[Japanese\]](#)

Aiming for Sustainable Raw Material Procurement

✓ Approach ✓ Sustainable Palm Oil Procurement ✓ Sustainable Pulp and Paper Procurement

Approach

The Lion Group aims to contribute to the achievement of the Sustainable Development Goals (SDGs), a set of shared worldwide goals for 2030. However, palm oil derivatives and pulp and paper products, which are key raw materials in the Lion Group's products, present risks related to raw material procurement to sustainable development in terms of human rights, labor issues and environmental issues. To address these risks, we have established the [Sustainable Material Procurement Policy](#). Based on this policy, we are advancing initiatives aimed at the sustainable procurement of palm oil derivatives and pulp and paper products.

Sustainable Palm Oil Procurement

The Lion Group is proactively advancing the utilization of plant-derived materials that are carbon neutral and non-depletable. Among the plant-derived materials that Lion uses are derivatives of palm oil—the world's leading vegetable oil in terms of production volume. Palm oil is produced in principally Malaysia and Indonesia.



The Raw Material Behind Palm Oil: Oil Palms

Palm oil production is increasing year by year, partly because oil palms (the source of palm oil) are highly productive and can be harvested throughout the year. However, with the rapid expansion of production, a number of issues have arisen in producing regions, such as the destruction of tropical rainforests and wildlife habitats as land is cleared for the development of new plantations. Furthermore, improper farming operations involving a wide range of human rights and labor abuses that reflect a lack of social justice have been identified. These include poor labor conditions with inadequate consideration given to health and safety, low wages, improper treatment of immigrant workers and the use of child labor.

Since 2006, Lion has been a member of the “[Roundtable on Sustainable Palm Oil \(RSPO\)](#)”,^{*1} which works toward the resolution of such issues. In 2012, the Oleochemical Production Site of Lion Chemical Co., Ltd., a domestic affiliate that procures palm oil from Malaysia and Indonesia, passed the RSPO's supply chain certification system^{*2} inspection and was certified as a plant that may handle RSPO-certified palm oils. Accordingly, Lion Group started procuring RSPO-certified palm oils from 2012. The Lion Chemical Corporation Fine Chemical Production Site received RSPO supply chain certification in March 2020, and Lion Corporation and all its plants (the Chiba Plant, Odawara Plant, Osaka Plant and Akashi Plant) were certified in August 2020. Moreover, Lion Specialty Chemicals Co., Ltd. was certified in June 2022.

The Lion Group’s aim for the end of 2030 is to ensure RSPO certification for all the palm oil derivatives it uses. As of the end of 2022, Lion had switched to RSPO-certified products for 99% of its domestic key raw materials, and continued this effort in 2024.

Furthermore, regarding the palm oil derivative used in its consumer products, the Group’s aim is to purchase only oil that can be traced to sustainability-conscious mills. To ensure traceability, the Group discloses a mill list detailing the key materials procured from its primary suppliers.

> Mill list 

Going forward, we will continue to work to procure sustainable palm oil.

*1 The Roundtable on Sustainable Palm Oil

The Roundtable on Sustainable Palm Oil (RSPO) believes that for palm oil production to be sustainable, it must not only be compliant with relevant laws and regulations, but economically sustainable, environmentally appropriate and socially beneficial. These requirements are laid out concretely in the RSPO Principles and Criteria. Only palm oil produced in accordance with these seven principles and 40 criteria can be RSPO-certified.

*2 RSPO Supply Chain Certification

This system certifies that RSPO-certified raw materials have a reliable delivery system in place throughout the entire supply chain, after audits by external auditors.



RSPO Supply Chain Verification
certificates of the Lion Chemical Co., Ltd.
Oleochemical Production Site and Fine
Chemical Production Site



RSPO Supply Chain Verification
certificate of Lion Corporation and all its
directly owned plants



RSPO Supply Chain Verification
certificate of the Lion Specialty
Chemicals Co., Ltd.

Sustainable Pulp and Paper Procurement

Pulp and paper are used in the manufacture of the Lion Group’s product packaging, booklets and pamphlets as well as in the copy paper and other office supplies the Company purchases. In order to better protect biodiversity in the procurement of these materials, based on the [Sustainable Material Procurement Policy](#), we are advancing the procurement of third party-certified paper products. As of the end of 2024, 99% (by weight) of such products procured from domestic manufacturers was third-party certified, and 75% (item ratio) of packaging materials for major products was third-party certified. In addition, we have identified the country of harvest’s administrative divisions (states, provinces, etc.) for 100% of the woodchips and pulp used in our product packaging.

Participation in External Supply Chain Initiatives

Lion has been a member of the [Roundtable on Sustainable Palm Oil \(RSPO\)](#), an international initiative, since 2006. Furthermore, since 2012, Lion has taken part in the Supply Chain Subcommittee of the Global Compact Network Japan, contributing to the preparation of various publications, such as an introductory text on CSR procurement.



[Roundtable on Sustainable Palm Oil \(RSPO\)](#)



[Japan Sustainable Palm Oil Network \(JaSPON\) \[Japanese\]](#)



[United Nations Global Compact \(UNGC\)](#)

Holding the Regional Purchasing Manager Meeting

The Lion Group holds the Regional Purchasing Manager meeting annually with the goals of reducing costs at the overall Group level and reinforcing communication between the purchasing staff of participating companies by fostering personal connections.

In 2024, the conference was held online as well as in-person in November, with participation from eight countries, including Japan. At the meeting, the 14th of its kind, representatives from each company reported on their use of such sustainable packaging materials as mono-materials and recycled plastics as part of their ESG initiatives, procurement of palm oil-related RSPO-certified products and their cost reduction efforts in addition to sharing information. We will continue to support the purchasing activities of each company to strengthen the purchasing power of the entire Group.

| Participating Overseas Group Companies

- Lion Corporation (Thailand) Ltd.
- Southern Lion Sdn. Bhd.
- PT. Lion Wings
- Lion Corporation (Korea)
- Lion Daily Necessities Chemicals (Qingdao) Co., Ltd.
- Lion Kallol Limited
- Merap Lion Holding Corporation

Green Purchasing

The second item of Lion's **Procurement Principles** states that Lion shall "Rationally select business partners not only on the basis of quality, cost and timely delivery, but also regulatory compliance, environmental protection, labor, and human rights, to fulfill our responsibility to customers and to create a sustainable, healthy society." In line with this principle, we promote environmentally friendly green purchasing on a Company-wide basis.

Along with green purchasing, we are committed to using environmentally friendly office supplies, including notebooks and company envelopes made from recycled paper and FSC certified paper. In addition, with the relocation to the new headquarters, we have shifted from a conventional purchasing model with multiple departments ordering such supplies independently to one in which a concierge counter handles bulk purchases, helping to regulate the overall volume of office supplies in stock.

Transition to Biomass Inks for Product Packaging

Products with reduced environmental impact are required if we are to minimize environmental problems such as marine plastic pollution and global warming. With this aim in mind, Lion has started using biomass inks* made from plant-based raw materials for some of the color inks used in product packaging (pouches, shrink films, attention seals, labels, etc.).

* Inks designed with biomass-derived raw materials as a portion of the resin component and comprising more than 10% plant-based ingredients in the ink film once dry.

Pursuing Customer Satisfaction and Trust

✓ Basic Approach ✓ Overview ✓ 2030 Objective & Progress ✓ Initiatives

Basic Approach

In order to provide products that will satisfy customers, Lion carries out quality assurance activities at all stages from the very beginning of the product development process to consumption by customers.

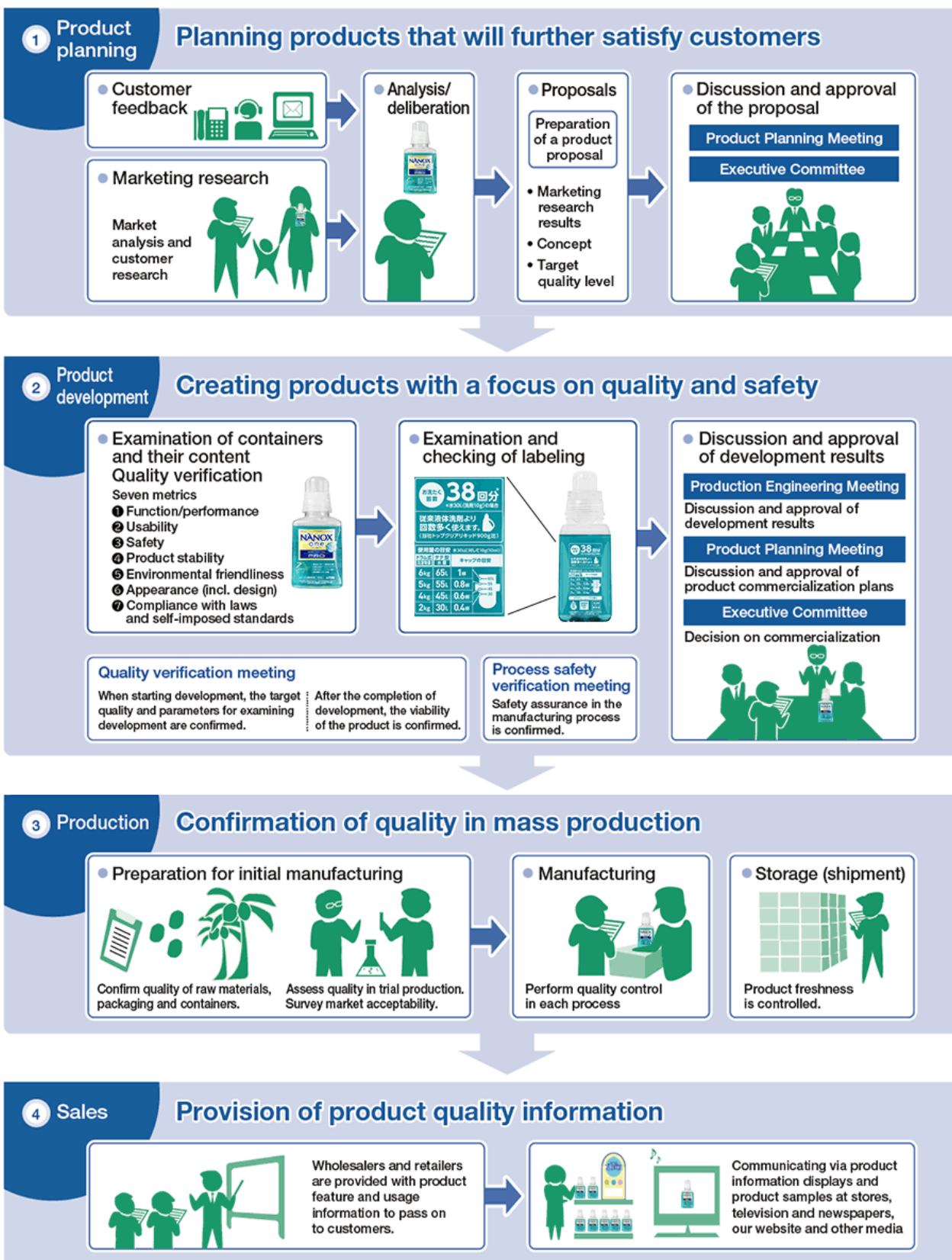
Specifically, by identifying the key requirements at each stage of corporate activities—①product planning, ②product development, ③production, ④sales and ⑤customer support—we are constantly pursuing customer satisfaction.

During product planning, valuable customer opinions are analyzed to identify specific needs. At the product development stage, product quality is verified with respect to seven metrics, including function and performance, and consideration is given to making labeling easy to read and accessible. During production, quality is thoroughly managed within each process, and products that have passed inspection are shipped in identifiable lots, aiding in effective after-sales management. A variety of information is sent to wholesalers and retailers, including product descriptions and samples.

Overview

Product Development Incorporating Customer Opinions





* Access the [Research & Development](#) page for more information.

2030 Objective & Progress

Objectives (2030)	Indicators (2030)	Progress (2024 Results)
Promote and reinforce customer-oriented business activities by improving customer support quality and the value of products and services.	Reflection of customer opinions in all products and services so that customers will continue to choose them	- Self-declaration of conformance to ISO 10002 (Japan, July) - Began providing the annual customer inquiry summary in digital format Company-wide - Began Company-wide sharing audio recordings of main customer inquiries and commendations - Developed a tool for overseas affiliates to share customer opinions

➤ [Sustainability Material Issues, 2030 Objectives and Indicators, 2024 Results and Measures to 2030](#)  (500KB)

Initiatives



Approach to Quality Assurance, Safety and Reliability



Initiatives to Respond to Our Customers



Reinforcing the Provision of Information to Customers



Approach to Quality Assurance, Safety and Reliability

- ✓ Approach ✓ Quality Policy ✓ Group-wide Reliability Assurance System
- ✓ Approach to Quality Assurance ✓ Approach to Safety and Reliability
- ✓ Approach to Responsible Product Representations
- ✓ Participation in Pharmaceutical Product Safety Initiatives ✓ Animal Testing Policy

Approach

Lion's mission is to earn the confidence and satisfaction of customers by providing excellent products and services that make a difference in everyday lives by redesigning habits.

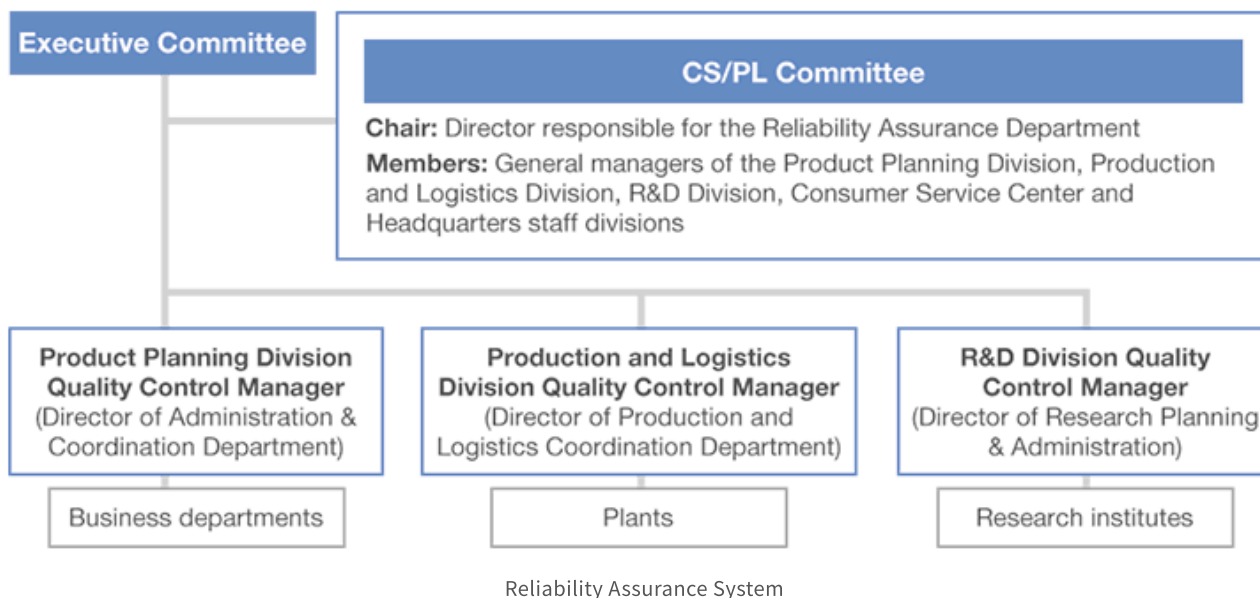
Quality Policy

Based on our [Quality Policy](#), we create high-quality products that meet customer needs.

Group-Wide Reliability Assurance System

In 2018, we established the Reliability Assurance Department to reinforce quality assurance based on a [Product Management System](#) covering the entire supply chain.

To implement quality assurance activities on a Company-wide basis, we have established the CS/PL Committee,* comprising representatives of the Product Planning Division, Production Division, R&D Division, Consumer Service Center and headquarters staff divisions. The Reliability Assurance Department serves as the secretariat for this committee. The CS/PL Committee provides overall management of quality assurance activities, monitoring Group-wide efforts and responses to issues in the areas of legal compliance, setting voluntary standards and targets, and developing superior products from the perspective of reliability assurance. Lion manufactures and sells products ranging from everyday sundries to pharmaceuticals, so its quality assurance system is designed in line with the respective standards for each product category. Furthermore, Lion maintains a system for swiftly taking the necessary measures to address any serious problems that may arise with its products. These measures include responding to individuals harmed or affected, disclosing relevant information to government authorities and customers, issuing product recalls and taking steps to prevent recurrences.



* CS/PL Committee: A committee focused on customer satisfaction (CS) and product liability (PL)

Approach to Quality Assurance

Product Management System

Based on its [Quality Policy](#), Lion has established a Product Management System, comprising regulations stipulating work processes and quality assurance practices at each stage of product development, in order to steadily and rationally develop excellent products and services that make a difference in everyday lives by redesigning habits.

This system is compliant with ISO 9001, the international standard for quality management systems. It defines the flow and mechanisms of quality assurance processes at each step of product development (strategy, planning, development, production, sales, post-launch improvements and disposal). Through the system, we put these processes into practice. Lion's headquarters, Sapporo office, Sendai office, Nagoya office, Osaka office, Fukuoka office, Singapore office, research centers (Hirai Research Center and Odawara Research Center) and plants (Chiba Plant, Odawara Plant, Osaka Plant and Akashi Plant), as well as six domestic affiliated companies (Lion Chemical Co., Ltd., Lion Specialty Chemicals Co., Ltd., Lion Hygiene Co., Ltd., Lion Pet Co., Ltd., Lion Engineering Co., Ltd. and Lion Dental Products Co., Ltd.) have acquired the ISO 9001 multi-site certification.

Quality Audits

Lion's auditing officers and staff periodically carry out quality audits of Lion and its contractors, providing guidance on improvement as needed. Locations are chosen from among all the operations of Lion and its contractors that are subject to these audits, and the selection of locations to undergo on-site surveys is informed by the timing and results of previous surveys.

Reinforcing the Quality Management Network among Overseas Group Companies

The Lion Group is expanding operations across Asia in line with its mission of providing excellent products and services that make a difference in everyday lives by redesigning habits. In recent years, the volume of intercompany import and export business between overseas group companies has been expanding. At the same time, there is a growing trend toward tighter regulations internationally, increasing the importance of greater coordination among quality management staff in each country.

In light of these changes, starting in 2018, we held the first annual Asia QA* Meeting, bringing together import, export and quality management staff from overseas Group companies. This meeting was held in person at Lion Headquarters, and a site tour of the production area was conducted at the Chiba Plant. Discussions were conducted, focusing mainly on the status of operations and issues on the ground as well as the creation of a system for coordination going forward, with the aim of reinforcing the Group-wide quality assurance system.

Going forward, we will continue to implement initiatives like this, striving to provide better products and services to customers in all the countries where we do business.

* QA: Quality assurance



The Asia QA Meeting (2024)

Approach to Safety and Reliability

To ensure that customers can use Lion products with confidence, we evaluate the safety of raw materials and ingredients as well as of final products during use.

Safety of Raw Materials and Ingredients

Before using a raw material, we first review existing data and information to determine its physical characteristics and if it has any hazardous properties (hazard assessment) as well as whether we will be able to safely use it in the product being developed (risk assessment). With the wide-ranging customers that use our products in mind, and with reference to safety reports from international organizations and standards in and outside Japan, we determine whether or not the material is suitable for use in the product.

Furthermore, in addition to health-related considerations, we similarly examine the material's impact on the environment after its use by consumers in line with the latest scientific appraisals. Based on these comprehensive considerations, substances deemed to require caution are carefully listed and managed.

When existing data is insufficient to reach a determination, we perform safety tests using officially designated and other objective methods of evaluation. Through such testing, we determine the limits within which the raw material can be used safely, taking into account the way the product will be used. Finally, for raw materials deemed suitable for use, we establish standards based on their applications (such as use in pharmaceuticals, quasi-drugs, cosmetics, food products or sundries). Raw materials that meet these standards are used in product manufacturing.

As with the raw materials of the product contents, we use only materials that meet appropriate standards for product packaging and containers.

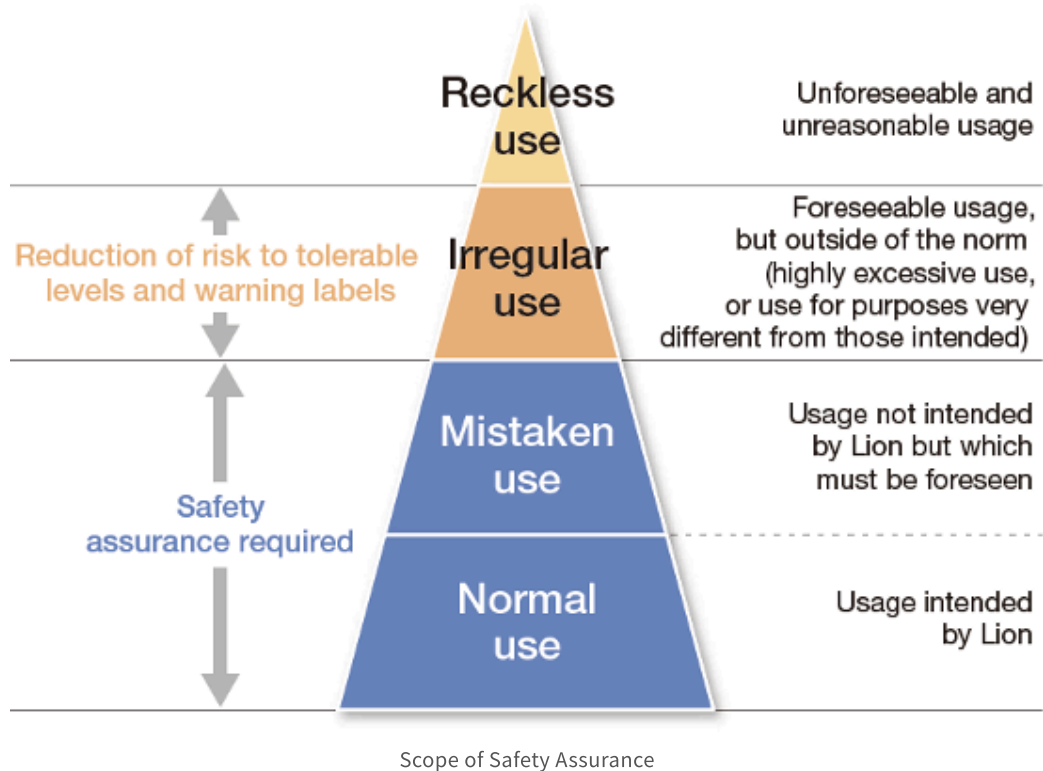
Even after products are launched, we continue to analyze research data on the raw materials and ingredients used to confirm that there are no issues with their continued use.

In some cases, small amounts of impurities arising from raw materials or manufacturing processes end up in products. Even if such impurities present no health concern, Lion implements quality management at every stage, including raw material purchasing and production, to reduce impurities as much as is feasible. One example of such efforts is Lion's response to a notice published by the Japanese government in 2012 about organic pigments that could have been unintentionally contaminated with polychlorinated biphenyls (PCBs). Upon the notice's publication, Lion moved quickly to confirm that there were no safety issues with its products. Since then, in accordance with the government's guidance, Lion has purchased and used such raw materials produced using designated best available technologies (BATs). Through efforts like these, we ensure that any impurities in our products are maintained at low levels that are safe for customers and the environment.

[➤ Fragrance Policy](#)

Safety of Products During Use

Giving due consideration to the various ways products may be used as well as product use by socially vulnerable customers, we perform safety evaluations based on an approach of avoiding risks at the product design stage. To this end, we use a checklist to determine whether the product design ensures safety in both “normal use” and “mistaken use” cases. For “irregular use” cases, we assess whether risk reduction is possible and whether the risk is tolerable, and as necessary clearly label the product with an explicit safety warning.



In addition, the quality verification meeting, which encompasses representatives of related departments, performs assessments based on customer use scenarios in order to prevent harm related to product use and to prevent the omission of items that should be checked for safety. If there is trouble with a product, we have an internal system in place, ready to promptly issue product recalls or otherwise respond as needed.

Centralized Management of Data on Bodily Issues Experienced by Consumers

Businesses must swiftly collect and centrally manage information from customers about the bodily issues they experience and quickly respond as appropriate. Information on bodily issues from customers who have used Lion products is collected and centrally managed by the Consumer Service Center. We have in place a framework for quickly and appropriately responding to such information, including sharing the information received with multiple specialized departments and reporting it to top management. Going forward, we will continue to educate staff involved in implementing responses about the importance of centralized data management and to collect and manage such information.

Approach to Responsible Product Representations

Basic Policy

In accordance with the [Lion Group Charter for Corporate Behavior](#) and [Behavioral Guidelines](#) Lion complies with the Pharmaceuticals and Medical Devices Act, Act against Unjustifiable Premiums and Misleading Representations, Health Promotion Act and other related laws and regulations. Furthermore, Lion strives to consider customer perspectives in order to make accurate and reasonable product representations (such as labels and advertising) that will not lead to misunderstandings or negative customer experiences.

To improve the quality of representations about all the products it sells (including food and pharmaceutical products), Lion has clearly defined its basic approach to product representation and established a representation drafting manual, comprising guidelines for preparing precise, appropriate product representations at each step of product development under its Product Management System. These guidelines apply to all product packaging and presentation as well as the wording and expressions used in instructions, pamphlets, sales handbooks, advertisements and other representations (including those for samples).

In line with the guidelines for product representations, representations are subject to stringent checks by specialized staff as well as external experts (attorneys, etc.), as needed. Through this system of thorough management, we advance the use of representations that are clear and easily recognizable to customers.

Lion's specialized representation checking staff strive to improve their expert abilities to ensure that they can make decisions and offer advice about representation quality that accurately reflect the latest legal interpretations, governmental tendencies and changes in society. To this end, they participate in lectures offered by governmental bodies and external seminars and, as needed, consult with external experts and governmental authorities.

Product Representations in the OTC Drug* Business

The information displayed on pharmaceutical product labels is subject to the stipulations of the Pharmaceuticals and Medical Devices Act (statutory labeling). The laws and regulations regarding fairness and appropriateness in pharmaceutical product advertising include the Pharmaceuticals and Medical Devices Act and the Standards for Proper Advertisement of Pharmaceuticals, etc., while industry self-regulations include the Japan Federation of Self-Medication Industries' Guidelines for the Proper Advertising of Over-the- Counter Medicines.

We believe that advertisements for pharmaceutical products that protect users' lives and health should be not only marketing information, but also information to encourage customers to use pharmaceutical products properly. Such advertisements must not encourage improper use, abuse or overuse due to insufficient caution.

Lion's departments in charge of creating and checking product representations share pharmaceutical product information templates for statutory labeling and an advertising check sheet based on the Standards for Fair Advertising Practices concerning Pharmaceutical Products, etc., for advertisements. By ensuring that representations are created and managed based on a common understanding of the regulations stipulated in the Pharmaceuticals and Medical Devices Act, we strive to efficiently and accurately advance proper representations.

The Japan Federation of Self-Medication Industries has established an advertising screening committee, which works toward appropriate advertising and evaluates pharmaceutical product advertisements after their publication. Comprising third-party and over-the-counter (OTC) drug manufacturer representatives, the committee works to ensure proper expressions in OTC pharmaceutical product advertising and enhance confidence in such advertising. Lion participates as a corporate member, contributing to efforts to ensure proper OTC drug advertising.

* OTC drugs: Pharmaceutical products that can be purchased at a pharmacy or drug store without a prescription. (Source: Japan Self-Medication Industry)

Product Representations in the Food Product Business

The contents to be labeled on food products are defined by the Food Labeling Standards under the Food Labeling Law (statutory labeling). In addition, the Act against Unjustifiable Premiums and Misleading Representations, the Health Promotion Act, and other legal regulations govern the proper labeling and advertising of health food products* handled by the Company, while the Fair Competition Code on the Labeling of Foods for Specified Health Uses and its enforcement regulations serve as fair competition codes.

Food products have three basic functions. The first and most important is nutrition (the primary function), the second is the sensory and enjoyment function (the secondary function) and the third is contributing to biological regulation to help maintain or improve health (the tertiary function). The food products that Lion sells are health food products*¹ that provide this tertiary function. While these products are thought to provide a health effect, it is important to ensure that they are properly marketed to avoid such misunderstandings as their being confused with pharmaceutical products or their effects being exaggerated.

Lion uses food product information templates for statutory labeling and an advertising check sheet based on related laws and regulations and voluntary industry rules for advertising. Furthermore, to ensure the provision of appropriate information to customers, checks by external experts (attorneys, etc.) as a third-party perspective are established in the advertisement confirmation step of the process as necessary.

*1 Health Food Products

The term “health food product” generally refers to any product that is claimed to be beneficial to health. In Japan, health food products that are labeled as having certain functions based on standards of safety and effectiveness established by the national government are classified as foods with health claims. There are three types of foods with health claims: foods with function claims*², foods for specified health*³ uses, and foods with nutrient function claims.

*2 Foods with function claims are food products that display claims of functions for which, prior to sale, manufacturers must submit scientifically based information on safety and functionality to the Director-General of the Consumer Affairs Agency. The manufacturers themselves are responsible for ensuring the accuracy of such information.

*3 Foods for specified health uses

Foods for specified health uses are food products for which permission to display claims of health functions has been granted by the Director-General of the Consumer Affairs Agency based on evaluations by the agency of the product’s safety and usefulness in maintaining or improving health.

Admonishment from the Consumer Affairs Agency Regarding Product Representations

Lion received an admonishment from the Consumer Affairs Agency under its Health Promotion Act regarding an advertisement for its product *Tomato Su Seikatsu Tomato Su Inryo* that ran from September 15 to November 27, 2015 in the daily newspaper on the grounds that said advertisement could be misunderstood by general consumers.

Lion takes this admonishment seriously. We have further reinforced advertisement submission management and are steadily advancing measures to prevent recurrences of such issues.

Initiatives to Ensure Proper Use

Lion's food products, particularly its processed food products in tablet form, are easy to consume and therefore present the potential risk of excessive intake. By such means as displaying recommended intake amounts in large print on the front of packages, Lion strives to provide clear labeling so that consumers can use its health food products appropriately.

Allergen Labeling

Lion requires its raw ingredient manufacturers and suppliers to provide information about their use of the eight ingredients that under the Food Labeling Standards are required to be listed on food product labels as allergens, as well as the 20 ingredients recommended for such labeling.* In particular, we carry out tests as appropriate to ensure appropriate labeling regarding functional substances (used as ingredients in foods with function claims) and substances with specified uses (used in foods for specified health uses).

Lion shares information about revisions to allergy labeling regulations and other such developments internally, mainly through a food safety team.

* Eight raw ingredients required to be listed as allergens: eggs, milk, wheat, buckwheat, peanuts, shrimp, crab and walnuts
20 raw ingredients recommended to be listed as allergens: apples, oranges, soy, sesame, etc.

Labeling in the Languages of the Places Where Products Are Sold

To ensure that customers can accurately understand the features of our products, our product labels, including usage instructions and ingredient lists, are presented in the official languages of the places where they are sold.

KireiKirei Hand Soap labels



Thai



Korean



Chinese

Employee Education and Training

To ensure thorough compliance with laws and regulations related to product representations (the Pharmaceuticals and Medical Devices Act, Act against Unjustifiable Premiums and Misleading Representations, Health Promotion Act, etc.), Lion provides e-learning for all employees and lectures for employees in related divisions as part of its legal education initiatives.

| OTC Drugs

Every year, Lion educates employees involved in the planning and sale of pharmaceutical and related products on product safety. This education, based on the Ministerial Ordinance on Good Vigilance Practice for Drugs, Quasi-Drugs, Cosmetics, and Medical Devices (the GVP Ordinance), teaches employees about the handling and correct use of safety information. Lion uses specified procedures for education about product representations to promote proper promotional activities. The education also covers related laws and regulations and appropriate product representations.

Participation in Pharmaceutical Product Safety Initiatives

Pharmaceutical Product Safety Activities

In Japan, under the Pharmaceuticals and Medical Devices Act, businesses must obtain a marketing license to manufacture and sell pharmaceutical products and quasi-drugs. Per this law, businesses must conduct appropriate management and supervision by establishing and properly operating systems of quality assurance and post-marketing safety control for such products and appointing a general marketing director, quality assurance director and safety control director.

As a company that manufactures and sells pharmaceutical products, quasi-drugs and cosmetics, Lion complies with such legal requirements and operates an appropriate marketing framework. Lion has created a manual for compliance with the GVP Ordinance for use in safety control. Safety control is carried out in accordance with this manual and managed by the safety control director. Furthermore, the safety control director manages the safety control divisions, and the general marketing director provides oversight to ensure proper operations and conducts post-marketing safety control. The safety control divisions operate according to internal manuals, including implementing post-marketing safety measures for the products Lion sells, collecting and evaluating safety data about pharmaceutical and other products, and, as needed, implementing safety measures.

The safety control divisions provide education and training to divisions that implement safety control to better promote the proper use of pharmaceutical and other products.

Participation in Industry Groups

To further enhance the safety of the pharmaceutical products it sells, Lion has been a member of the Japan Self-Medication Industry, an organization of OTC drug manufacturers, since 1978. A representative from Lion serves as a vice chair of said organization. The Japan Self-Medication Industry works to provide information about the correct use of OTC drugs and examines all kinds of issues related to OTC drugs, for example, researching how to make drug package inserts easier to read and understand.

Lion's safety control director and others regularly take part in the organization's committee meetings to gather the latest information on safety about the Act on Pharmaceuticals and Medical Devices and OTC drugs for safety control and legal compliance.

In addition to the Japan Self-Medication Industry, in the area of pharmaceutical products, Lion is a member of the Pharmaceutical Manufacturers' Association of Tokyo, and in the areas of quasi-drugs and cosmetics, Lion participates in the activities of the Japan Dentifrice Manufacturers' Association (JDMA) and the Japan Cosmetic Industry Association. Through such participation, Lion suggests research initiatives and measures related to regulations and conducts educational programs for customers about correct product use with the aims of promoting the manufacturing and quality control of pharmaceutical and other products as well as post-marketing safety management and correct product use.

Animal Testing Policy

The Lion Group adheres strictly to the international principles of the 3Rs for animal testing (Replacement, Reduction, Refinement) and supports the philosophy of animal welfare.

We proactively work to thoroughly ensure the safety and enhance the functionality of our wide range of products and services to better serve our customers. In developing cosmetics products (including medicated cosmetics), we do not use animal testing apart from exceptional circumstances in which it is required to ensure safety or satisfy legal requirements. Similarly, in developing other products, we employ alternative methods as long as the accuracy and replicability of the scientific data used as the basis for evaluating products are not negatively affected. When no alternative methods are available and we must use animal testing, we strive to do so properly and in line with the principles of the 3Rs and the laws of relevant countries.

Lion Corporation has long focused efforts on related research through participation in the Long-range Research Initiative of the Japan Chemical Industry Association and the Japanese Society for Alternatives to Animal Experiments. We will continue actively developing alternatives to animal testing and advancing business activities that contribute to both the health of our customers and animal welfare.

Initiatives to Respond to Our Customers

- ✓ Approach ✓ Overview ✓ Customer-Oriented Management Declaration
- ✓ Summary of Customer Inquiries ✓ Information Provision Leveraging Customer Feedback
- ✓ Proactive Utilization of Employees

Approach

So that we may leverage inquiries received from customers to develop new products and improve our products and services, such inquiries are registered in a database operating under a strict personal information management system and shared across the Company through an information sharing system that excludes personal information.

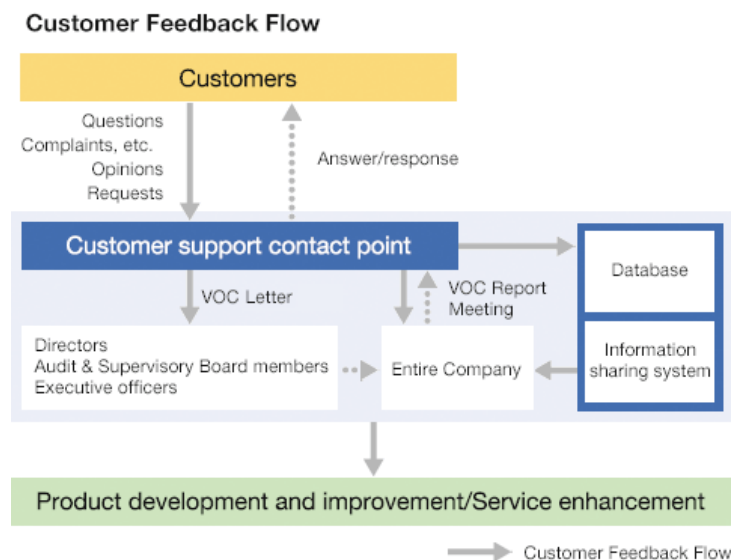
Items that are considered impactful to customer satisfaction and product use, and insights gleaned from contact with customers are shared daily to top management- and product development-related departments in the form of the VOC^{*1} Letter. Through such efforts, Lion works to improve customer service quality by gaining an understanding of the customer's perspective and by quickly considering and responding through improvement measures.

Customer feedback comes from a wide range of sources, including not only telephone calls and emails, but also SNSs^{*2} and the like. An internal dedicated organization (The Consumer Service Center) interprets and analyzes such this feedback and proactively disseminates information gleaned from it to the relevant departments.

*1 VOC: Voice of Customers

*2 SNS: Social networking services (such as X (formerly Twitter), Instagram, etc.)

Overview



More information about how our customer feedback is put to concrete use is available [here \[Japanese\]](#)

Customer-Oriented Management Declaration

In the course of developing and improving products and services, Lion places the utmost priority on customer satisfaction. At the same time, by implementing environmental conservation activities and further enhancing the [corporate governance](#) system, we aim to ensure the high level of trustworthiness that stakeholders expect. Currently, government agencies, consumer groups and business associations are working together to promote customer-oriented management initiatives at companies. In January 2017, Lion voluntarily declared that it would proactively work toward customer-oriented management, and we report progress on this front on our website and to the Consumer Affairs Agency. In July 2024, we will reestablish Basic Customer Service Policy and declare our commitment to prioritizing customer support throughout the company. We have also voluntarily declared that our customer service efforts are in compliance with ISO 10002. We will continue to promote prompt and appropriate customer support activities throughout the Company.

More information about Lion's Customer-Oriented Management Declaration is available [here](#)

More information about Lion's ISO 10002 Self-Declaration on Conformity is available [here](#)

Received an Award in the Good Practices of Consumer-Oriented Management Awards for Two Consecutive Years

Lion received the Minister of State's Award in the Good Practices of Consumer-Oriented Management Awards sponsored by the Consumer Affairs Agency in 2020, and in 2021, won the Selection Committee Chairman's Award together with Kao Corporation. This award recognizes companies that have made a consumer-oriented management declaration and implemented outstanding initiatives based on such declarations.

Spurred on by this award, Lion has continued to advance consumer-oriented management and contribute to the realization of a sustainable society.

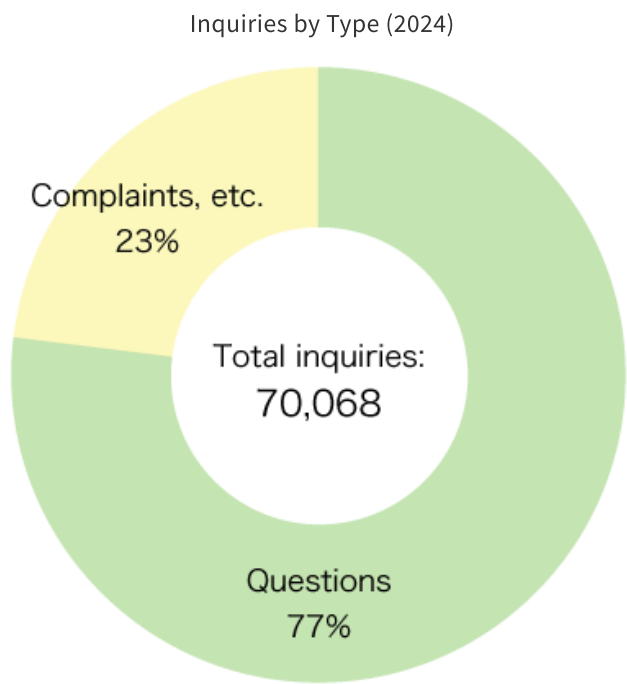


➤ [News Release: Lion Receives the Minister of State's Award in the Good Practices of Consumer-Oriented Management Awards](#) 

➤ [News Release: Kao and Lion Awarded the New Selection Committee Chairman's Commendation in the Good Practices of Consumer-Oriented Management Awards](#) 

Summary of Customer Inquiries

The Consumer Service Center receives an enormous volume of customer inquiries every year. In 2024, we received approximately 70,000 inquiries, 77% of the previous year’s volume. By content, questions about product use, retail outlets that carry Lion products, product quality, safety and other topics accounted for approximately 80% of all inquiries, while complaints and inquiries regarding problems and similar topics accounted for around 20%. Going forward, we will continue aiming to provide an environment that facilitates customer inquiries while responding to inquires in a sincere and timely manner. Phone and email contact information for inquiries is available on the [customer support \[Japanese\]](#) page of Lion’s website. Information regarding customer support is available [here \[Japanese\]](#).

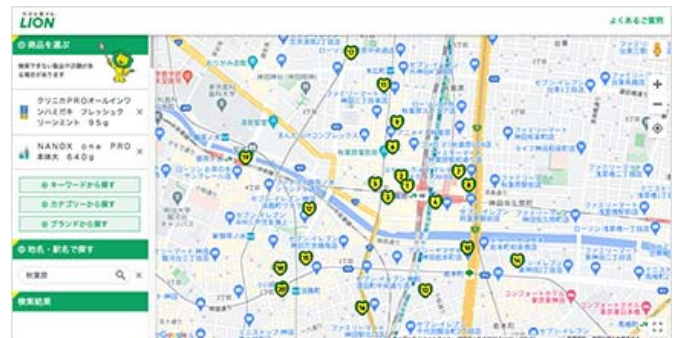


Information Provision Leveraging Customer Feedback

To be able to solve our customers’ questions and concerns anytime, anywhere—24 hours a day, 365 days a year, the [customer support](#) page of Lion’s Japanese-language website offers answers and solutions to common customer questions and problems as well as examples of products improved based on customer feedback, attracting considerable customer traffic. In addition, we have introduced a service that allows customers to locate products and store locations, as well as a chatbot program. Going forward, we will continue to provide useful information to customers.



🔗 [Product Q&A on Lion's website \[Japanese\]](#)



🔗 [Product and store locator service \[Japanese\]](#)

Examples of products developed or improved based on customer feedback are available [here \[Japanese\]](#).

Proactive Utilization of Employees

Lion strives to hire and develop the necessary human resources and foster an open and frank corporate culture in order to create innovative products and services that provide a high level of value to customers.

Fostering a Corporate Culture That Leverages Customer Opinions

We are working to foster a corporate culture in which all employees think and act based on an understanding of the customer's perspective.

We hold events for new employees hires and product development staff, etc., in which they listen to recordings of customer inquiry calls to experience hearing directly from customers. These events help participants understand the importance of the Company's contact points with customers and serve as an impetus to think about customer perspectives in their work. Furthermore, we report on the status of customer inquiries at regularly conducted meetings with planning and development departments and related divisions and operating sites (businesses and plants) and share such information internally.

Going forward, we will work to further enhance employee awareness in order to better provide products and services based on customer perspectives.



Employees listen to recordings of customer inquiry calls

Leveraging an Understanding of Consumer Perspectives in Our Operations

We are working to foster a corporate culture in which all employees think and act based on an understanding of the customer's perspective. As part of our response to Japan's severe demographic graying, we have a set of equipment that simulates the physical conditions of old age on hand at all times at the Consumer Service Center. By listening to feedback from our senior customers and wearing the simulation equipment while looking at product labels or holding product containers, we strive to deepen our customer insight and foster consideration and understanding of seniors and all customers among our human resources. These insights and considerations are put to use in product development, customer support and communications.

We are expanding the range of these efforts to include not only staff involved in product development, but the communicators that staff our phone lines, the Meisters of Daily Life engaged in communication efforts, and even new employees.



Meisters of Daily Life using equipment that simulates old age

Initiatives to Provide Support That Satisfies Customers

We hold phone service training in which customer support phone operators learn the skills to quickly and accurately understand and respond to the issues that customers seeking support have as well as a broad knowledge of Lion products and related topics. Specifically, we offer training in which operators discuss a wide range of case studies to mutually reinforce their skills, study groups focused on the health and living issues behind products, and training in pronunciation and word choice to make it easier for customers to understand our operators over the phone in order to enhance communication.

We have the results of these activities evaluated by a third party and strive to provide service that will better satisfy customers.

Further Enhancing Quality and Customer Satisfaction

Lion monitors its corporate brand penetration with the help of a market research company. The survey shown below examines the likelihood of product users recommending Lion products and services, the degree to which they feel they need such products and their desire to and their preferences at the time of questioning (for the purposes of the study, the Lion product users targeted were male and female general consumers over the age of 16). We will continue to gather objective data on customer opinions in order to provide high-quality products and services.

	2020 ^{*1}	2021	2022	2023	2024
Overall number of survey respondents	783	773	783	796	760
Of these, current product users	664	628	640	649	593
Response rate ^{*2} (%)	84.8	81.2	81.7	81.5	78.0
Recommendation rate ^{*3} (%)	47.6	40.0	44.7	43.6	42.3

Data from “Brand Strategy Survey,” Nikkei Research Inc.

*1 Overall scores of hygiene product suppliers increased due to the COVID-19 pandemic.

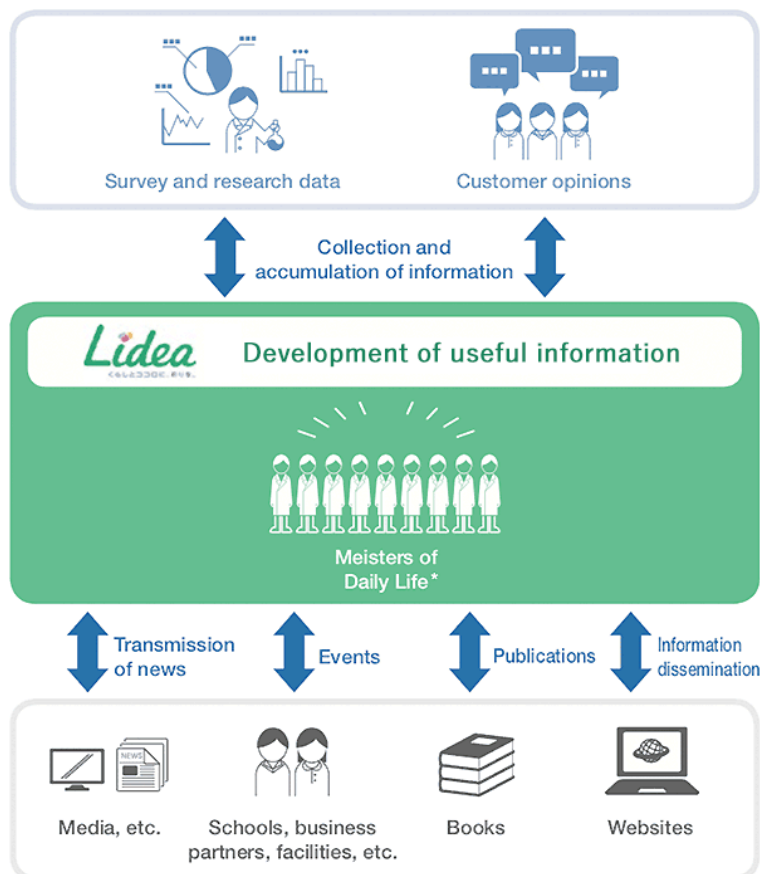
*2 Refers to the percentage of total survey respondents who reported that they currently use such products and services.

*3 Refers to the percentage of current users who intend to recommend the products and services.

Reinforcing the Provision of Information to Customers

Providing Useful Information for Daily Living and Promoting Educational Activities

Lion actively engages in communication with consumers with the aim of expanding our collection, development and dissemination of information that contributes to healthy and comfortable living.



* Specialists who research and provide information useful for comfortable, healthy living

Initiatives of the Meisters of Daily Life

Lion's Meisters of Daily Life, career researchers with specialist expertise, are conducting the following activities in the fields of oral care, healthcare, hygiene, laundry and living care. Meisters of Daily Life research useful lifestyle information to make everyday life healthy and comfortable and share colorful living ideas through various media and events.

Communication with Customers through Workshops



Handwashing hygiene classes at elementary schools (2024)



Kaji x Kaji Happy Share Project: housework sharing seminar co-hosted by Akaishi City and Lion (2024)



KURASHI NO BUKATSUDO (“Learn,” “Talk,” and “Experience” in-person events): Oral Health Club (2024)

Communication with Customers Using the “Lidea” Lifestyle Information Website

Lidea is a lifestyle information website aimed at inspiring curiosity about living habits and helping users cherish each day by providing content about Lion products, the technologies behind them, and approaches to daily living. The site provides accurate information that is useful for consumers’ daily living, presented mainly by the Meisters of Daily Life, lifestyle information specialists.

Going forward, Lion will continue to provide information useful for daily living through Lidea and use the information accumulated through Lidea to deepen diverse forms of communication with customers.



🔗 Lidea [Japanese] <https://lidea.to/day/>

Sustainability Communication Booklet

To help consumers easily and enjoyably understand Lion's sustainability initiatives, Lion has created a booklet titled "Foundation of Daily Life: In Numbers" (in Japanese). The booklet uses numbers to illustrate a variety of social issues closely related to daily living and highlights the ways that Lion is working to help solve these issues through products, educational activities and communications.

The booklet is distributed at events related to health, cleanliness and hygiene, and the environment, where Lion comes into direct contact with consumers.



[Japanese]

Initiatives for Those with Visual Impairments

Lion has provided various information to those with visual impairments.

➤ [Click here for more details \[Japanese\]](#)

Corporate Governance

2030 Objectives & Progress

Objectives (2030)	Indicators (2030)	Progress (2024 Results)
Build a comprehensive and exhaustive risk management system for identifying and quickly and appropriately dealing with risks to achieve sustainable corporate growth.	Disclosure of the results of monitoring significant business risks and progress in implementing reduction measures ⇒At least once a year	Disclosed once
Reinforce effective initiatives to instill compliance awareness and thus earn and maintain the trust of society.	- Participation in compliance education and training ⇒Implement as planned (100%) at work sites - Serious compliance violations ⇒Zero	- Participation in training: 100% as planned - Serious compliance violations: Zero
Build a sound, fair, transparent and highly effective governance system to enable sustainable corporate value enhancement.	- Disclosure of the results of the establishment and operation of the internal control system ⇒At least once a year - Improvement in evaluations from external organizations ⇒Continuously improve from the 2020 onward	- Disclosed once - Continued activities to maintain or improve evaluation compared with 2023

➤ Sustainability Material Issues, 2030 Objectives and Indicators, 2024 Results and Measures to 2030 PDF (500KB)

Basic Approach to Corporate Governance

Strengthening and enhancing the corporate governance system.



Compensation System for Corporate Officer

Compensation system for corporate officer and indicators for performance-linked compensation.



Internal Control System

Constantly working to build a more appropriate and efficient internal control system.



Risk Management

Comprehensively managing risk for the whole Lion Group.



Compliance

Promoting and enhancing compliance.



Information Security

Enhancing information security, including the establishment of policies and regulations.



Intellectual Property

Striving to create, protect and actively utilize intellectual property.



Policies and Declarations

The Basic Corporate Governance Policy and other policies.

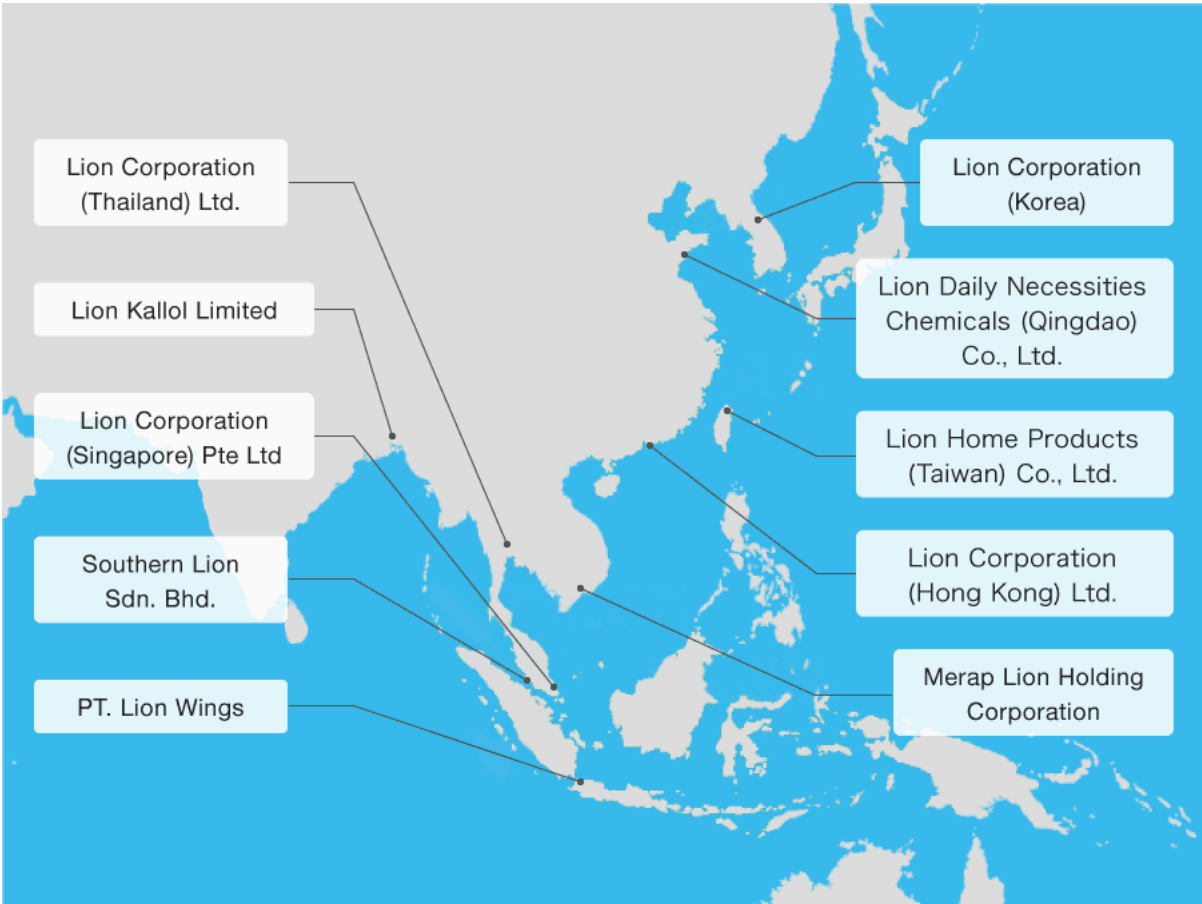


The Lion Group’s Social Contribution Activities

Basic Approach

The Lion Group believes that advancing initiatives to create healthy living habits by providing products and services as well as conducting educational activities and disseminating information is its social responsibility and a way of putting its purpose, “Make a difference in everyday lives by redesigning habits: ReDesign,” into practice. The Group is engaged in establishing oral healthcare habits as well as cleanliness and hygiene habits in Asia. In addition, we have been involved with environmental conservation activities and donation activities at various business locations and in the regions served by our overseas Group companies. In carrying out such activities, the Group has been promoting the activities while working closely with local citizens, forming partnerships with local governments, retailers, schools, dental experts and communities.

Sustainable Activities Conducted by Overseas Group Companies



Lion Corporation (Korea)	>	Lion Daily Necessities Chemicals (Qingdao) Co., Ltd.	>	Lion Corporation (Hong Kong) Ltd.	>
Lion Home Products (Taiwan) Co., Ltd.	>	Lion Corporation (Singapore) Pte Ltd	>	Lion Corporation (Thailand) Ltd.	>
Lion Kallol Limited	>	Southern Lion Sdn. Bhd.	>	PT. Lion Wings	>

Activities at Lion Corporation (Singapore) Pte Ltd

✓ Oral Healthcare ✓ Cleanliness ✓ Donation Activities

Oral Healthcare

1 Exhibition at the World Oral Health Day Public Forum 2024 in Collaboration with the National Dental Centre Singapore

On March 16, 2024, Lion Corporation (Singapore) Pte Ltd. ("LCS") collaborated with the National Dental Centre Singapore (NDCS) at the National Trade Union Congress (NTUC) Business Centre and exhibited at a public forum in support of World Oral Health Day with the educational themes on common dental issues such as dental caries, gum disease and the replacement of missing teeth. This forum was held as part of public oral health educational program to encourage people in Singapore to create positive oral habits such as proper toothbrushing, flossing and having balanced diet. After conducting educational activities, LCS had a booth to showcase LION Oral Care products and conducted an activity to engage audiences who were rewarded with LION products. All 400 participants were also given goodie bags that included *Systema* and *KODOMO* products sold by LCS.



The booth, displayed LCS products and promoted oral care habits (left); An event poster (right)

2 Product Sponsorship at Smileworks Dental Clinic

LCS had been working with Smileworks Dental Clinic to promote oral care habits so that patients can continue to take care of their oral health at home after receiving treatment. The collaboration was continued in 2024, and in addition to adult patients who visited the clinic from January 19 to February 2, 100 nursery school children aged 3 to 5 were examined. Both the child patients and collaborators were provided with *Systema* and *KODOMO* oral care sets.



Systema and *KODOMO* oral care sets

3 Promoting Good Oral Health through Dental Clinics

LCS supports Thomson Dental Centre, a dental clinic group in Singapore, in educating patients on good oral health habits. A dental care set containing *KODOMO* or *Systema* oral care products (products of LCS) is provided to first-time patients at Thomson Dental Centre. Dentists educate patients on correct tooth brushing and oral care habits using a dental care set (*KODOMO* Kid Set or *Systema* Gum Care Set) selected based on the patient's age and oral health conditions. Each dental set consists of an oral care information leaflet, a toothbrush, toothpaste and mouthwash. As of 2024, a total of 10,100 patients from Thomson Dental Centre have received the dental care sets.



The *Systema* and *KODOMO* logos are displayed on a sign from the Thomas Dental Centre

4 Community Dental Checkups for the Elderly in Collaboration with the NDCS

The NDCS has established a program of community dental checkups with the goal of raising awareness of the importance of oral health among the elderly. The checkups include the provision of guidance on the proper care of dentures and programs aimed at helping to provide treatment to relieve pain and maintain/restore patients' oral function. This program was temporarily suspended to prevent the spread of COVID-19 but was resumed at the end of 2020. LCS distributed *Systema Toothpaste* to 408 people over the age of 40 and senior citizens who participated in the community dental checkups from January to December 2024.

5 Participation in the Singapore Oral Health Conference 2024 in Collaboration with the NDCS

The Singapore Oral Health Conference is a biannual event that brings together dentists, general practitioners, specialists and researchers to exchange information on progress to date and expected future developments in oral health care. Held on August 17, 2024, at the NDCS, it provided an excellent opportunity for academic and international speakers for academic and clinical knowledge exchange under the theme "Trends and Innovations in Oral Health". LCS provided all 261 participants with *Systema* products.



Program booklet bearing the *Systema* logo

6 Educational Activities on Oral Health Care for Seniors

Since 1991, the International Day of Older Persons has been celebrated every year on October 1 by the member states of the United Nations with the aim of raising awareness of the rights of and discrimination against the elderly and the elimination of elder abuse.

On October 5, 2024, LCS supported NDCS for SingHealth's "International Day for Older Persons" event to raise awareness on the importance of oral health in healthy aging event with products giveaway at a booth set up by NDCS. Booth activities include oral frailty screening and Q&A to gain better understand of their own oral health. After the session, each participant received a *Systema* goodie bag supported by LCS.



Event poster bearing the *Systema* logo



Senior citizens at the booth being asked screening questions.

7 Participation in Sembawang Group's Health Festa 2024 in collaboration with the NDCS

On October 13, 2024, LCS supported NDCS's booth in the Health Fiesta 2024 event that was organized by Bukit Canberra to raise awareness for the Sembawang residents on the importance of oral hygiene. The event was targeted at families and there were activities like e-games and toothbrushing activities for the children. Participants received a goodie bag of *Systema*, *NONIO* & *Kodomo* Oral products.



Activity cards bearing corporate logos



An event poster

8 Oral Care Awareness Activities for Children to Seniors in Collaboration with T32 Dental Group

In March, April and August of 2023, LCS collaborated with T32 Dental Group to increase public oral health awareness through series of activities to target from the young to old. In this program, three activities were developed to raise oral care awareness.

- For pre-school children, dentist visits were conducted and tooth brushing educational activities at nursery schools were provided.
- For working adults, oral health talks and screenings were conducted.
- For senior citizens, Uweekly Health Talk (a health-related information session) was conducted.

LCS sponsored these activities and provided oral care products suitable for each target group from its *KODOMO*, *Systema* and *NONIO* brands. 1,076 people of all ages learned about the importance of oral care.



Systema システム
The Gum Care Expert

牙龈护理专家

健康牙龈，给更健康的你！

牙龈护理对整体健康至关重要。细菌会导致牙龈问题，它可能会增加患上其他疾病的几率，如心脏病和中风等¹。

什么是牙周病？
牙周病是一种出现在牙周袋的细菌感染。其主要导因是牙菌斑，它是由上亿细菌组成的软黏膜所形成。牙菌斑的毒素将会损害牙龈组织。

牙龈炎是牙周病的早期阶段，若不接受治疗，它将恶化成牙周病。

牙菌斑如何导致牙周病？
牙菌斑会于进食之后在牙齿周围形成，会造成牙龈肿胀、发炎以及刷牙时出血。

若不接受治疗，它将演变成牙周病。牙周病不仅将导致牙齿脱落，更与糖尿病及心脏疾病等其他健康问题息息相关¹。

Systema牙龈护理产品系列
采用日本狮王的先进的护齿科技，Systema牙龈护理专家，帮助提供卓越的牙龈护理。

Systema超纤细柔软刷毛牙刷能在7天内帮助改善牙龈健康²；而Systema牙龈护理牙膏则能帮助消灭99.9%的细菌³。

1. 牙科来源: Periodontology 2000, Vol. 44, 2007, David, W. P, Nadine, B & Timothy C.N., 113-126; Bryan S.M & Robert D., 103-112; Brian L.M & Q. Enia, L. O., 127-153.
2. 每天三次使用Systema超纤细柔软刷毛牙刷两次，就能在7天内帮助改善牙龈健康，效果因人而异。
3. 基于狮王无刺激配方，Systema Gum Care Toothpaste (Natural Breezy Mint/ Natural Joy Cool Mint/ Natural Sakura Mint) is proven in helping to kill 99.9% gum problem causing bacteria. Gum problem causing bacteria refers to bacteria inhabiting in the Biofilm Porphyromonas gingivalis, Fusobacterium nucleatum, Veillonella parvula, Actinomyces viscosus

Corporate dental screening activities & Systema article to educate on oral care

Special Joint Project
Actions for Handwashing Day 2024



In August 2024, 949 children from pre-school educational institutions attended a fun session to learn good hand hygiene and recycling habits, conducted by LCS and SembWaste, in anticipation of Global Handwashing Day.

Event Description:

The activity included an educational session on the importance of hand washing and good recycling habits, along with a fun quiz and the opportunity for the children to design their own hand soap bottle stickers to participate in a drawing contest. Through the activity, the children learnt the importance of hand washing and recycling, while expressing their creativity through the design of the bottle stickers.



KireiKirei Handwashing Day Activity 2024

Donation Activities

To fulfill its corporate social responsibility, LCS actively engaged in such corporate social responsibility activities as in-kind donations of hygiene products sold by the Company.

Donation Activities Related to the COVID-19 Pandemic

Collaboration with Specialist Dental Group for Oral Kits to Medical Staff at Hospitals

Period	November 2022
Outside collaborators	Mount Elizabeth Medical Centre
Donations	750 sets of oral care products, including <i>NONIO</i> mouthwash
Details	LCS collaborated with Specialist Dental Group to distribute oral care sets to 750 health care workers at Mount Elizabeth Medical Centre as a token of appreciation.



Oral care kits provided to healthcare professionals

Activities at Lion Corporation (Thailand) Ltd.

✓ Oral Healthcare ✓ Cleanliness ✓ Environmental Conservation Activity ✓ Donation Activities

Oral Healthcare

1 Awareness-Raising Activity “KODOMO School Road Show” to Promote Oral Care Utilizing the KODOMO Brand

Since 1999, Lion Corporation (Thailand) Ltd. (“LCT”) has conducted the *KODOMO* School Road Show, an educational program that provides children with information on oral hygiene and correct tooth brushing methods. Over the years, this activity has established a strong image for the *KODOMO* brand as well as expanded its sales.

From November 13, 2024, to February 14, 2025, 60,000 children aged 5-12 years old in the capital city of Bangkok and major provincial cities were educated on oral hygiene via fun stage shows held in collaboration with Chan Activation Company Limited and featured the *KODOMO* brand's cast of animal characters. Samples of *KODOMO* toothpaste were offered at the end of each event to help children develop good tooth brushing habits.



Presentation given by *KODOMO* brand animal characters



Demonstration of correct tooth brushing methods using a model



Children receive samples of *KODOMO* toothpaste

2 Oral Care Activity with the “Lion Smile Express” Mobile Dental Bus to Commemorate the Company's 55th Anniversary

LCT celebrated the 55th anniversary of its founding in 2024. LCT has a long history as a leading oral care company at the vanguard of public oral hygiene activities aimed at improving the awareness and habits of the Thai people regarding oral care.

In celebration of LCT’s 55th anniversary, from June 24, 2024, to December 31, 2024, LCT’s Marketing Division and Bangkok Smile Clinic collaborated to provide assistance to people, including children, without ready access to preventive or curative dental care in 31 locations in Bangkok and its vicinity. This served to promote oral care habits as a gateway to overall health and well-being.

Carrying out the service, dentists were stationed on the “Lion Smile Express,” a bus fully equipped as a mobile dental clinic with the latest in dental technology and equipment, including x-ray machines, examination chairs, and treatment systems, to provide free check-ups and treatment. More than 2,687 people, including children, adults, the elderly, the disabled, and orphans, visited the bus.

LCT remains committed to contributing to the health and happiness of the people of Thailand by helping them in “creating healthy living habits.”



A departure ceremony for the Lion Smile Express



Patients receiving dental care aboard the mobile dental bus



Activity Coordinators and Participants

3 Cavity Prevention Activities for Children in Cooperation with the Government

LCT's sustainability team taught 903 preschool and elementary school children correct tooth brushing methods using products from its *KODOMO* brand. The 2024 schedule was as follows.

- 2 schools in Laem Chabang on August 22 and 1 school on September 10
- 1 school in Wat Pharapatanporn on November 19
- 1 school in Wat Sukreebunyaram on November 29

The children were also delighted to be taught by the LION mascot, who also made an appearance.



Educational activities

4 Improving the Oral Function of Senior Citizens in Cooperation with a Provincial Public Health Office

Phrae Province is a markedly graying area in northern Thailand. Since 2018, in cooperation with the Provincial Public Health Office, LCT has been promoting activities to increase senior citizens' quality of life by reducing incidents of choking, increasing chewing strength and improving dry mouth. The concept behind these activities was the topic of a talk given by a dental specialist at the Lion Oral Health Award 2016. Dentists of the Provincial Public Health Office regularly present lectures about oral care in communities with large concentrations of senior citizens. To prevent declines in the mouth's function and to maintain and improve the vitality of the area around the mouth, the dentists teach mouth exercises called "*Kenkobi*." These exercises were developed by a public interest incorporated foundation established by Lion Corporation in Japan. Most attendees see improvement within six months of starting the exercise program, and their difficulties with dry mouth and choking are reduced. LCT provides the province with "*Kenkobi*" brochures and display boards to help more senior citizens do the exercises.

LCT implemented "*Kenkobi*" mouth exercises for senior citizens at Yannawa Elderly School on July 5, 2024, the Social Welfare Development Center for Older Persons on August 6 and Rai Nueng Elderly School on September 4. A total of 198 senior citizens participated in the event.

LCT will continue to contribute to improving oral care for the citizens of Thailand in cooperation with the Provincial Public Health Office.



Participants practicing “Kenkobi” mouth exercises together

5 Collaboration with Provincial Hospitals, Health Offices and Retailers

Milk teeth sometimes receive less attention than adult teeth because they eventually fall out. However, implementing oral care from a young age is very important because oral health affects overall health.

With the aim of promoting proper oral health care and firmly establishing the concept of preventive dentistry,* LCT collaborates with provincial hospitals and health offices to carry out related activities, for example, offering dental checkups, treatment and instruction in proper brushing to children. At local schools this begins with local dental hygienists conducting dental checkups. Then, if cavities are found, a treatment called the “Smart Technique” is performed. In 2018, LCT collaborated with local retailers to introduce correct brushing methods through a show for children aged 2 to 5 using the *KODOMO* brand. LCT provided discount coupons for LCT products viable only at the cooperating retailers. This initiative is aimed at encouraging children to continue to brush their teeth correctly at home.

In 2024, these activities were held in Thammanongkol, located in the Sriracha factory area on February 27 with 20 teachers from the Laem Chabang area participating in the event. LCT will expand this initiative to other areas to teach more people in Thailand about oral care.



A workshop for teachers

* Lion Group companies overseas are collaborating with dental professionals and retailers on initiatives based on the concept of preventive dentistry. Working together with dental professionals, Lion strives to increase awareness and understanding of oral care by sharing information on good oral care and practical tooth brushing methods. In addition, Lion promotes good oral care habits by providing products that suit individuals' specific oral care needs through retailers and other markets.

6 Oral Care Promotional Activities in Cooperation with the Government

The Thai government has held an annual Health Fair since 2012 with the aim of increasing Thai citizens' awareness of health issues. The 2018 Health Fair was held at the Ao Udom Community Center in Laem Chabang, Sriracha district. The fair's events take place in local community centers, where medical facilities and health product retailers set up booths manned by volunteer physicians and nurses who provide checkups for participants and prescribe medicine. LCT ran a booth in this fair, where visitors were informed about age-appropriate products and oral care methods, as well as being presented with products such as *SYSTEMA* and *GoodAge*, oral care brands marketed by LCT.



The booth at The Health Fair 2024

Special Collaboration Project
Actions for Handwashing Day 2024



In honor of Global Handwashing Day, which is observed annually on October 15, LCT’s Marketing Division pledged to donate one baht for every bottle of *KireiKirei* sold in 2024 to the Ramathibodi Foundation's home-based pediatric respiratory care project aimed at improving the well-being of children in Thailand. To date, a total of 0.3 MB (equivalent to 1.28 million yen) has been donated to the Foundation, which uses the funds to purchase medical equipment.

Through its *KireiKirei* brand, LCT remains committed to supporting the Thai people in their efforts to create healthy living habits.



Donation presentation ceremony conducted by LCT's Marketing Division

On October 15, 2023, LCT hosted the Global Handwashing Day Run at Suan Luang RAMA IX Park with 1,000 runners participating. This event was held in support of Global Handwashing Day, with the theme of “Handwashing Saves Lives” to promote and establish handwashing habits among the Thai people.



Photo from the running event

In addition to the event, a My Bottle Sticker Drawing Contest was held from August 1 to September 30, 2023. Those who purchased a bottle of *KireiKirei* from the LCT e-commerce site were able to download a drawing sticker for their bottle from the Facebook fan page. Participants were asked to post their drawn stickers to Facebook with the contest results being announced on Facebook as well as at the Global Handwashing Day Run in October. The following evaluation criteria were set for this contest:

- The resulting decoration must either be hand-drawn, a collage or created via computer
- The drawing must richly express dreams, hopes and emotions
- No particular skill level is required

Approximately 600 children participated in this drawing contest and enjoyed learning about the importance of handwashing.

1 Instruction on Healthy and Hygienic Living Habits at Elementary Schools

On November 27, 2024, LCT gave an extra-curricular lecture to second-year students of Bangkok Christian College on tooth brushing and handwashing. 500 students participated in this event.



Children happily learning how to brush their teeth and wash their hands with the LION mascot

2 'Happy Life Happy Home' Program at Elementary Schools

LCT held the Happy Life Happy Home program at elementary schools. This program taught the students techniques for keeping their bodies healthy and clean and for keeping their homes clean and comfortable. The program comprises two parts, Happy Life (covering tooth brushing, handwashing, face washing and showering) and Happy Home (covering laundry, dish washing and floor cleaning), and is aimed at increasing awareness of health, comfort and cleanliness through the use of LCT products.

On May 30, 2024, fourth and fifth grade students from Bangkok's Wat Dok Mai School and Sriracha's Thai Kasikorn Songkrow School on November 11 were taught not only how to brush their teeth and wash their hands, but also how to wash and care for their clothes.

The children were very interested in the program and they have been practicing what they learned at home.



A program in progress



Participating students



Children bring cloths to a clean white after a firsthand washing experience

Environmental Conservation Activity

1 Environmental Awareness for Communities near LCT

On November 25, 2022, LCT educated 42 seniors in the Yannawa area neighboring LCT’s facilities on how to separate reusable and recyclable waste. LCT encourages environmentally friendly habits through a point system in which employees receive points by bringing in reusable waste and properly disposing of it.



A lecture on properly sorting garbage

Donation Activities

To fulfill its corporate social responsibility, LCT, as a hygiene product manufacturer, actively engages in social contribution activities, such as in-kind donations of hygiene-related products sold by the company.

Activity 1 Support for dental building construction at a hospital in Chiang Mai

Date	May 20, 2024
Location	Samoeng Hospital in Chiang Mai Hospital in Chiang Mai
Donation	Donation toward the construction of a dental building for the hospital
Details	1 million baht (approximately 4.3 million yen) to support the construction of a new dental building at Chiang Mai's Samoeng Hospital in Chiang Mai Hospital



Donation presentation ceremony with LCT executives

Activity 2 Support for hospital repairs

Period	October 2024
Location	King Chulalongkorn Memorial Hospital
Details	LCT donated funds through the Thai Red Cross Society toward repairs to the Tiam-Saipin Chokuwattana building carried out in 2022 by the Saha Group.



LCT executives present relief funds

Activity 3 Donation of hand washing basins for influenza prevention

Date	March 2, 2023
Location	Bangkok: Wat Dokmai School, Wat Pariwat School, Wat Chonglom School, Wat Chong Nonsi School, Wat Khlong Phum School, Wat Klongmai School Sriracha: Wat Chukkacher school, Laemchabang School District 1, Thunsuklapittaya School, Wat Phrapratanporn
Donation	Provision of washbasins and <i>KireiKirei</i> hand soap
Details	Although COVID-19 infections are dwindling, influenza and other infectious diseases still exist. To raise awareness of cleanliness and hygiene habits, LCT provided washbasins and <i>KireiKirei</i> hand soap to elementary schools in the vicinity of its Bangkok office and Sriracha plant for students to wash their hands.





Donation activities

Activities at Southern Lion Sdn. Bhd.

✓ Oral Healthcare ✓ Cleanliness ✓ Environmental Conservation Activities ✓ Donation Activities

Oral Healthcare

1 Promoting *Systema* and *KODOMO* Oral Care Brands to Dental Clinics in Klang Valley City in Collaboration with the Malaysian Ministry of Health (MOH) and the Dental Society.

Southern Lion Sdn. Bhd. ("SL"), in collaboration with the Malaysian Ministry of Health (MOH) and the Dental Society, promoted products from its oral care brands to dental clinics in the city of Klang Valley. At these dental clinics, visitors were provided with samples of *Systema* brand products for adults and *KODOMO* brand products for children, resulting in greater brand recognition and more brand recommendations from participating patients. In 2024, samples were given to 57,494 people with an eye to helping them realize the importance of proper toothbrushing methods as well as increasing product sales.



Children having fun learning tooth brushing habits at events

2 Promoting the Lion Hygiene Program at Kindergartens and Primary Schools throughout Malaysia

The Lion Hygiene Program is a social contribution program established in 1998 by SL to promote good oral health habits in kindergartens and elementary schools throughout Malaysia. It is conducted throughout the year. The main objective of the program is to create awareness of the importance of maintaining good overall hygiene for better overall health. The program is targeted at children between the ages of 4 and 12 as SL believes that good overall hygiene must be cultivated from a young age.

The program was developed by the [Lion Foundation for Dental Health \(LDH\)](#), a public interest incorporated foundation established by Lion Corporation in Japan. SL has localized the program in terms of content and techniques to the local audience. Over the years, it has worked with government-run dental clinics and the Malaysian Dental Therapists' Association (MDTA) throughout Malaysia, and SL believes this program is an effective way to teach the Malaysian public proper brushing techniques. Since 2021, SL has incorporated handwashing into the Program, thus renaming it the Lion Hygiene Program.

The program is conducted in a fun and interactive way to make it more interesting to children. It includes activities such as a storytelling session, a slideshow, tooth brushing demonstrations, tips on good dental habits and basic handwashing steps. As a part of SL's commitment to creating awareness of good overall hygiene, every child involved in the program receives a *KODOMO* goodie bag with a toothbrush and toothpaste inside.

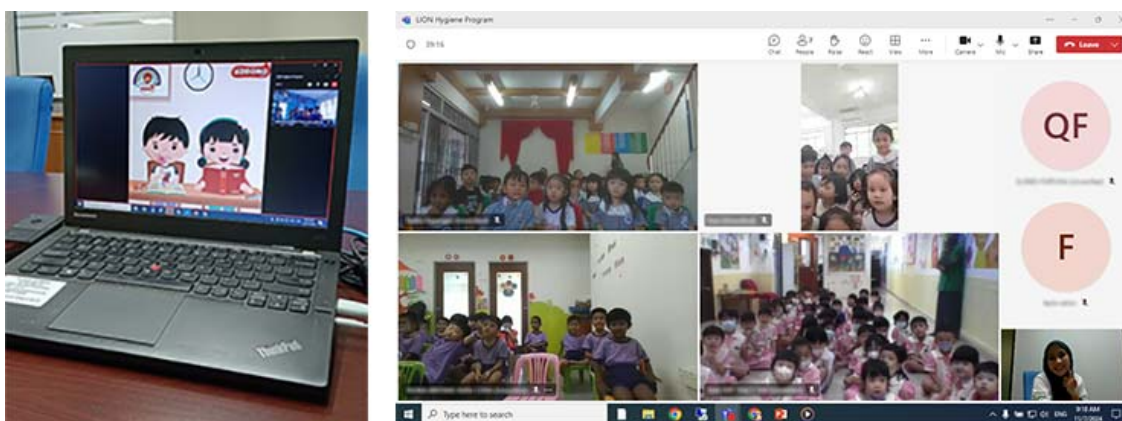
In 2024, the program was held from January to October, with 97,223 children participating. Total participants across Malaysia since the program started in 1998 number more than 1.32 million.



A demonstration of tooth brushing technique

3 Online Lion Hygiene Program

As a countermeasure against the spread of COVID-19, SL initiated an online oral and hand hygiene program aimed at 8,768 kindergarteners aged 4 to 6. Children took part in the fun, interactive program, which included instruction on tooth brushing techniques and proper handwashing method. From January through October 2024, SL enhanced the content, making it even easier for children to understand, even when participating online.



An online educational program

4 Activities to Promote and Raise Awareness of Oral Care Habits among the Elderly

On October 13, 2024, at the Imago Shopping Mall in Kota Kinabalu, Sabah, a wide range of activities, services and information on oral care were provided to improve the dental health and overall well-being of seniors over the age of 60. In addition to SL, dental clinics, community day care centers and the Kota Kinabalu County Public Health Department collaborated to create a dental health exhibition featuring interactive games, toothbrushing demonstrations for seniors and a costume competition while also providing samples to visitors who interacted with the SL official Facebook page. The 300 seniors who visited the event enjoyed learning about oral care habits



Seniors receive guidance at the SL booth

5 Oral Health Day in Southern Lion

As part of the company's efforts to promote preventive dentistry,* SL has been conducting Oral Health Day once a year since 2018 to create awareness among internal staff of the importance of good oral hygiene and gum disease prevention.

In 2024, the event was held at SL's headquarters in Johor Bahru in collaboration with the Oral Health Division of the MOH under KP Kota Tinggi. Free dental check-ups and treatment were provided for SL Staff. 148 employees participated in the dental check-ups. SL will continue this annual activity in an effort to increase awareness of good oral hygiene practices among all its staff.

* Lion Group companies overseas are collaborating with dental professionals and retailers on initiatives based on the concept of preventive dentistry. Working together with dental professionals, Lion strives to increase awareness and understanding of oral care by sharing information on good oral care and practical tooth brushing methods. In addition, Lion promotes good oral care habits by providing products that suit individuals' specific oral care needs through retailers and other markets.



Patients are signed in for check-ups



A check-up in progress

6 Oral Care Awareness Programs Held by the KODOMO Brand Team

From May to June 2024, the *KODOMO* Brand Team of Southern Lion's marketing division distributed *KODOMO* brand oral care products and branded goods to children aged 3 to 6 at Government Pre Schools to raise awareness about the importance of regular toothbrushing habits from an early age. The program began with an online workshop for teachers.

After completing the workshop, teachers received *KODOMO* workbooks, teacher's guides and posters as well as folders, samples and other materials provided by SL to distribute to the preschool children. Using these materials, the teachers then carried out the five-day tooth brushing instruction program. After the program ended, reports from the schools were collected. 30,055 children participated in the program, learning about oral care from their teachers.



A group photo of students holding their *KODOMO* merchandise

7 Expansion of *KODOMO* Brand Recognition through Collaboration with Pediatric Dental Specialists

From March 9 to 11, 2023, at the Berjaya Times Square Hotel, SL presented *KODOMO*, its oral care brand for children, to pediatric dental professionals and dental health care providers, forging strong relationships.



Exhibition and advertisements of the *KODOMO* brand on the day

8 Systema Gum Health Day campaign in Collaboration with Malaysia Society of Periodontology (MSP)

On May 12, 2023, at Aloft Sentral in Kuala Lumpur, SL partnered with Malaysia Society of Periodontology (MSP) to conduct an oral care campaign to inform middle- and upper-income consumers on the importance of gum care. 100 people, mostly of working age between 25 and 45, attended the promotional events. Three roadshows were held in major malls, reaching 50,000 people.

9 Fresh & White Raya Roving Campaign

SL organized a program to raise oral care awareness in Selangor, Perak, during the Ramadan fasting period (May 2023). Targeting low- to middle-income families in Malaysia, samples were provided at such sites where people gather as sports plazas and food courts, with a total of 1,000 people participating.

10 Driving Brand Recommendation through activities with Dental Academia

SL collaborated with various dental academia and associations such as Universiti Sains Islam Malaysia (USIM), Universiti Malaya, Malaysian Dental Association (MDA), Nicotine Addiction Research and Collaboration Center (NARCC), etc., for various awareness activities through 2023. Educational pamphlets and product samples were distributed during these activities. A total of 2,420 people participated in these awareness activities.



Exhibitions of *Systema* and *ZACT* brand products

11 Participating in the 30th MDA SCATE—Malaysian Dental Association Scientific Convention and Trade Exhibition

From February 17 to 19, 2023, SL participated in the 30th MDA SCATE — Malaysian Dental Association Scientific Convention and Trade Exhibition, an exhibition organized by the Malaysian Dental Association.

Raising the oral care awareness of the people of Malaysia and instilling and establishing good oral care habits is very important. 1,592 participants and dental professionals visited the exhibition. Participating in exhibitions such as this is a great opportunity for SL. The company will continue to strengthen its partnerships with dental professionals and promote activities related to preventive dentistry.

12 Dental Academy Gum Health Check Program for Middle-Class Families

SL conducted gum checks and distributed samples of *Systema* brand products and educational pamphlets to members of middle-class households between the ages of 35 and 49 in Selangor and Penang states during October and November 2023. 200 participants took part in the program.

Special Collaboration Project
Actions for Handwashing Day 2023



From August to September 2023, the *KireiKirei* Global Drawing My Bottle Sticker Drawing Contest was held at 18 elementary schools for first to fourth grade students. The contest was announced to school teachers as well as on the *KireiKirei* website and Facebook. After *KireiKirei* drawing stickers were distributed to participating elementary schools, students submit their drawn stickers to their homeroom teachers. Schools were asked to submit their top entries from each of the five grades. These five works from each school were then submitted for final judging, with SL awarding three prizes for excellence. The contest's judging criteria are as follows:

- Relevance to the handwashing theme (30%)
- Creativity (30%)
- Neatness (30%)
- Overall impact (10%)

The contest was a success, receiving 1,041 submissions out of 9,800 entries.

1 Toddler Program in collaboration with Ministry of Health (Johor State)

On October 6, 2023, SL participated in an event held at Majlis Bandar Raya Iskandar Puteri in Johor Bahru for a program with young parents with children aged two to four. SL conducted tooth brushing activities and demonstration of handwashing, accompanied by music and dance. The activity involved 500 toddlers and their parents.



Photos from an activity

2 Collaboration with Gov Dental Clinics and other institutions to create awareness of good hygiene habits

On April 21, 2023, SL, in collaboration with Kota Tinggi Dental Clinic, Bandar Mas Dental Clinic and MARA Professional College, conducted an awareness campaign in Kota Tinggi’s Kempas Menang Community. The event, with a target age range of 4 to 40 years old, was held at the Kempas Menang Community Hall in Kota Tinggi to raise hygiene awareness. The 50 participants enjoyed the activity and learned more on basic hygiene habits.



Photos from an activity

3 Lion Hygiene Program for Indigenous Children

On April 21 and 22, 2024, SL, in cooperation with the local government and Gov Dental Clinics of the Mersing area near Johor Bahru, where the company's headquarters is located, held an exhibition, dental examinations and treatment, hygiene and health care activities, sports, coloring, cooking and composing competitions, and rhythmic and tooth brushing instruction at a village kindergarten. The children enjoyed learning basic hygiene habits such as washing their hands as well as washing their hair and clipping their nails. The venues, Pulau Tinggi and Orang Asli Village Labong, Mersing, were attended by 350 people of various ages, ranging from 4 to 40 years old.



Handwashing awareness activity



Educational activities at a kindergarten

Environmental Conservation Activities

Campaign for Sustainable Recycling

From June 15 to 22, 2022, a campaign was held in SL’s cafeteria to raise employee awareness of recycling with the aim of achieving zero waste. Employees also brought in items they no longer use at home to turn them into gifts for those in need. During the campaign, 200 employees visited the cafeteria, raising environmental awareness.



Donated items



Participants holding donated items in the cafeteria



Executives receiving reports on activities



The SL staff leading the activity

Donation Activities

To fulfill its corporate social responsibility, SL, as a hygiene product manufacturer, actively engages in social contribution activities, such as in-kind donations of hygiene-related products sold by the company.

Activity 1 Donations to underprivileged families and flood victims

Date	September 1, 2024
Outside collaborators	Malaysian Red Crescent Society
Donations	1,500 sets of grocery/goodie bags
Details	Provided grocery/goodie bags for distribution to B40* households during the festive season. Created and provided hygiene kits for distribution to flood victims in preparation for expected flooding in the third quarter of 2024 and early 2025 * The B40 category represents the bottom 40% of household income in Malaysia, with per household income below RM4850.



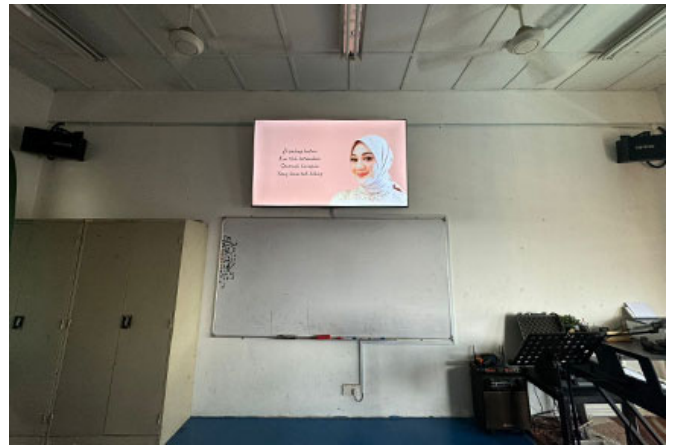
Donations from SL to the Red Crescent Society



Rvelief materials to flood victims

Activity 2 Provision of sanitary and educational environmental facilities to the community

Date	November 1, 2023
Outside collaborators	SK Kangka Tebrau
Donations	Provided Smart TVs for elementary school students from 6 to 12 years old.
Details	In collaboration with school management, SL worked to create an environment conducive to education for elementary school students ages 6 to 12 in SK Kangka Tebrau on November 1, 2023. Smart TVs were installed so that elementary school students, teachers, and parents in the community could watch educational content featuring sanitary guidance and sports programs as well as participate in fun activities. SL employees also participated in this activity, interacting with 700 participants.



Installation of Smart TVs

Activity 3 Donation drive for underprivileged students & family in preparation for Eid (Hari Raya Aidilfitri) festivities

Date	April 11, 2023
Outside collaborators	SK Kangka Tebrau
Donations	150 sets of daily necessities to prepare for Eid (Hari Raya Aidilfitri)
Details	SL donated 150 sets of daily necessities for families with children between 4 and 12 years old in the B1 category among B40* level residents in collaboration with SK Kangka Tebrau. * The B40 category represents the bottom 40% of household income in Malaysia and consists of 3.16 million households with a monthly income below RM5,250. (as of December 31, 2023)



Group photo with support recipients



Set of relief supplies

Activity 4 Cleanup activities at a flooded school

Date	October 24, 2023
Outside collaborators	Sek Keb Kangka Tebrau
Donations	Cleanup of flooded school using SL products
Details	SL employees joined children and their teachers in a cleanup activity around a flooded elementary school, using SL products. In total, 770 participants, including SL employees, students and teachers, took part in the activity.



Photos from the cleanup activity and SL products used

Activities at PT. Lion Wings

- ✓ Oral Healthcare
- ✓ Donation Activities

Oral Healthcare

Oral Healthcare

PT. Lion Wings (“LW”) values the establishment of good oral care habits from early childhood and, jointly with local dentists, has conducted oral care educational events in cooperation with educational facilities such as kindergartens and elementary schools in Indonesia since 2008.

Kindergarteners from the age of four or five and elementary school students up to ten years old are the main targets of the event, at which the importance of oral care is taught through a video featuring the brand characters of *KODOMO* (LW’s oral care product line for children) and instruction on toothbrushing techniques offered by dentists. At the end of the event, all participants, including the children and their families, brush their teeth together using the correct techniques so that they can then practice at home what they have learned through the event.

Moreover, every year LW visits the same kindergartens and elementary schools to ensure the ongoing practice of good oral care habits.

In 2024, from January to December, the event was held at 107 educational facilities from January to May, with about 10,700 children participating.



Photos from an event

2 Activities to Promote and Raise Awareness of Oral Care Habits among Adults

In June and December 2024, LW operated a booth for *Ciptadent*, sold by LW, in Grebek pasar, West Java, Indonesia, offering product samples and free dental check-ups. Approximately 300 residents participated in the activities, which provided an opportunity to learn the importance of creating healthy oral care habits.



Visitors at the *Ciptadent* booth

3 Raising Oral Care Awareness at Schools on World Oral Health Day

LW conducted oral care awareness activities at educational institutions in 2024, with the aim of establishing proper toothbrushing habits among students. Using the *Systema* brand toothpaste and toothbrushes sold by LW, the students brushed their teeth together, and developed quizzes and fun activities related to oral care. Three hundred people participated, mainly students and teachers.



Photo from the event

4 Oral Care Event Held at a Pedestrian Mall

Jakarta, the capital of Indonesia, is known worldwide for its heavy traffic and congestion. Therefore, every Sunday morning, the Indonesian government institutes a car-free day across about six kilometers of the city's central roads and opens them for the general public to enjoy as pedestrians. In 2023, LW held an oral care event during one of these periods of pedestrian paradise to expand contact with consumers and promote brand awareness. The event booth was visited by 1,000 participants, who each received samples of toothpaste and took part in a tooth brushing experience.

In 2024, the event was also held on September 1 at three locations in Bandung, the capital of West Java and third largest city in Indonesia with approximately 3,000 residents participating.





Photos from the event at the pedestrian mall

5 Activities to Promote Oral Care Habits for Parents and Children on Mother's Day

Mother's Day in Indonesia is celebrated on December 22, while in Japan it is celebrated the second Sunday in May. On December 21, 2024, in the city of Bandung, LW operated a booth at an event to raise oral care awareness among families, offering a tooth brushing experience, a dental check-up by a dentist, and product samples of items sold by LW. The event was attended by 1,000 children and their parents/guardians.



Dental check-ups performed by dentists



Hands-on tooth brushing experience for families at the event venue

Donation Activities

As a company that manufactures and sells products used in everyday living, and to fulfill its corporate social responsibility, LW actively engaged in such social contribution activities as donations of products sold by the company.

Activity 1 Community service activities during Lebaran*

Date	March 26, 2024
Donated items	Household goods
Details	Donation to consumers as a community contribution activity during the Lebaran season.

* Lebaran is a major festival to mark the end of the Islamic month of fasting (Ramadan).

Activity 2 Donations to orphanages

Period	April and December 2024
Donated items	Products sold by LW
Details	Donated products for 500 orphans free of charge



Activity 3 Donations for local environmental protection activities

Date	November 19, 2024
Donated items	Trees
Details	Donated 200 trees to aid local environmental protection efforts



Activities at Lion Corporation (Korea)

✓ Oral Healthcare ✓ Cleanliness ✓ Environmental Conservation ✓ Donation Activities

Oral Healthcare

1 Oral Care Guidance at Nursery Schools, Elementary Schools and Welfare Facilities

In cooperation with Seodaemun-gu Health Center and the Department of Preventive Dentistry and Public Oral Health at Yonsei University College of Dentistry, Lion Corporation (Korea) ("LCK") has set up tooth brushing facilities that provide dental checkups and instruction on proper oral care at educational institutions, where education on tooth brushing has been provided since 2014.

LCK has set up tooth brushing facilities targeted toward elementary school students from first to sixth grades within Seoul's Seodaemun District. At these facilities, dentists and dental hygienists provide ongoing oral care education and monitoring. Dental examinations are conducted twice a year for four years with follow-ups as needed. In order to ensure the children develop proper oral care habits, dental hygienists visit nursery schools, elementary schools and welfare facilities to educate them on such habits as brushing their teeth after meals as well as on correct preventive dentistry.

In 2024, 12 elementary schools participated with approximately 9,686 students receiving instruction on oral care, bringing the cumulative total number of students served to 80,695.



Photos from educational lectures

2 Holding the Oral Health Event of Tooth Brushing for Children

The Lion Group places emphasis on fostering children's awareness of dental and oral health in order to help them stay healthy for a lifetime. Aiming to teach correct oral care to elementary school students, the Lion Group has held the Oral Health Event of Tooth Brushing for Children since 1932. Currently, the event is held annually in Asia.

LCK has held the Oral Health Event of Tooth Brushing for Children since 2009. In May 2024, a total of 80 students— fourth grade students from a Japanese school in Seoul and fourth to sixth grade students from a Japanese school in Busan— participated in the event. In total, 8,368 children have participated in this event since 2009.



Oral Health Event of Tooth Brushing for Children (2019)



Children who participated in the event (2019)



LCK employees who participated in the event (2019)

3 Oral Care Product Promotion in Collaboration with Baby Food Companies

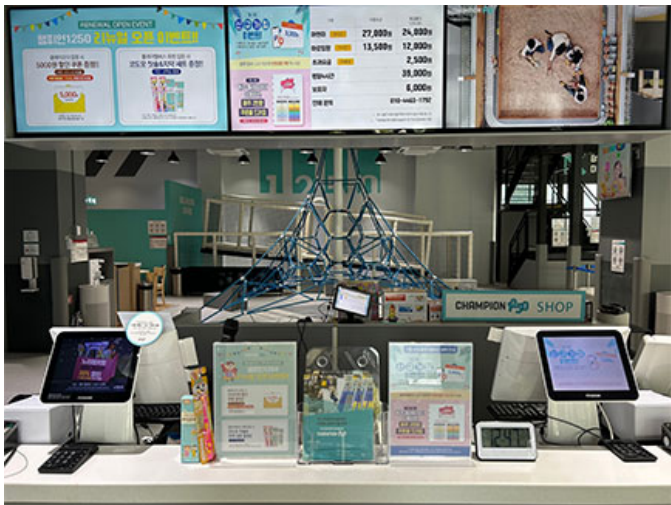
From 2022 and into 2023, LCK ran a campaign offering two-packs of *KODOMO Reliable Jelly Toothbrushes* to first-time customers of baby food for children aged 0 to 2. These customers also receive coupons they can use for future purchases of these toothbrushes. For families starting weaning, children learning to brush their teeth on their own with parents supervising and finishing up the job are very important habits to form. With the aim of establishing the habit of tooth brushing from an early age, in 2023, 3,500 people per month-for a total of 42,000 people participated in this activity.



A promotional advertisement

4 Oral Care Education for Children at Playtime Kids Café

In 2023, LCK partnered with Playtime, South Korea’s No. 1 local kids cafe, to provide 9,200 children aged 3 to 7 who visited Playtime facilities with a *KODOMO* Toothbrush. This activity was aimed at reducing children’s reluctance toward tooth brushing and informing them about the importance of oral care. A *KODOMO* Toothbrush commercial also played inside Playtime to increase brand recognition.



Marketing promotional materials

Special Collaboration Project Actions for Handwashing Day 2024



LCK held the My Bottle Challenge in support of Global Handwashing Day from August 1 to 30, 2024. Those who purchased *Ai! Kekute** either on Lion Korea Mall or NAVER.com were sent My Bottle Stickers. Lion Korea Mall then uploaded the stickers created by participating children to their official Instagram page. The families who provided the pictures were invited to join in the My Bottle Challenge, NAVER's live commerce event, where a contest was held to select the best entries based on criteria like affinity with the *Ai! Kekute* brand, whether it inspired a desire to wash one's hands, and artistry. Approximately 211 children enjoyed learning about hand washing.

* *Ai! Kekute* (literally, Oh! Clean!) is a hand soap brand marketed by LCK.



My Bottle Challenge online advertisement



NAVER from My Bottle Challenge participants

1 Locally Creating Good Hygiene Habits through the Yochi Yochi Campaign, a Maternity Support Initiative

Since 2013, LCK, together with the Ministry of Unification, has offered support for childbearing families in all 56 municipalities across South Korea by providing *Ai! Kekute* Birth Gift Sets free of charge through the renewal of its social contribution activity, the Yochiyochi Campaign. From 2024, LCK will offer a hygiene product set, which includes *Ai! Kekute* hand soap and *Systema* toothpaste and toothbrushes, to pregnant women for whom proper hygiene is especially important due to the strain pregnancy puts on immunity. The product packaging design was created in collaboration with *Arip & Werip*, a social enterprise that contributes to job creation for low-income elderly people, adding value to the product. In November 2023, LCK signed a partnership agreement with the City of Seoul and the Community Chest of Korea, to donate hygiene products for expectant mothers.

Beginning in 2024, the program provided *Yochi Yochi hygiene kits* to 40,000 registered pregnant women at 25 public health centers in Seoul.

Through this activity, LCK will contribute to the creation of cleanliness and good hygiene habits for 40,000 expectant mothers per year.



Photo from the partnership agreement ceremony between the City of Seoul, the Community Chest of Korea, and LCK



A provided hygiene supply set with a message from the perspective of a grandmother offering support that reads, “Congratulations on becoming a mother, my dear granddaughter who is more precious than flowers. Grandma will be there to support you even if things don’t go as planned.” in Korean.

2 Hygiene Education Campaign “Let’s Go! Super Healthy Hero”

“Let’s Go! Super Healthy Hero” is an online hygiene education project held in July 2024 for first and second grade elementary school students who are transitioning from baby teeth to permanent teeth. LCK, Good Neighbors Incheon Headquarter and Seed Co-op (a social cooperative for youth education) collaborated to provide online educational video content and a 30-day Challenge Mission. The campaign website and all educational videos are available in six languages: Korean, English, Japanese, Chinese, Vietnamese and Russian. This campaign has gained official approval and support from the Incheon Ministry of Education. Through this activity, about 900 first and second grade students at elementary schools in Incheon learned proper tooth brushing and hand washing hygiene habits.



A photo from a final on-site event



A provided online educational video content in six languages

3 *Ai! Kekute* and CGV Launch Collaborative Promotional Campaign

LCK is carrying out a large-scale promotional campaign for *Ai! Kekute Premium Moisture* in movie theaters operated by CGV, South Korea's largest movie theater chain. The campaign features posters and video advertisements in cinema lobbies across the country. Furthermore, theater restrooms are set up with posters, *Ai! Kekute* products and stickers that provide proper hand washing instructions. In 2024, the theaters saw 56 million visitors.



Sticker posted in theater restrooms providing instructions for hand washing using *Ai! Kekute Premium Moisture*

4 Supporting Healthy Living Environments for Socially Vulnerable People

Health problems arising from poor living environments (such as sick building syndrome and issues caused by house dust) among the elderly and other socially vulnerable people have become a social issue in South Korea. The Korean Government has launched a support project (via the Korea Environmental Industry & Technology Institute affiliated with the Ministry of Environment) to tackle this issue in cooperation with companies, hospitals and municipalities.

LCK has been a supporting member of this project since 2015, distributing daily care products such as dishwashing detergents, laundry detergents and oral care products in areas with significant vulnerable populations. In 2024, LCK offered support to 1,500 households, and it will continue to support this project with the aim of realizing healthy living environments for everyone.



Partnership agreement



Donating products to the elderly

5 *Ai! Kekute* Limited Edition Products Created in Collaboration with People with Disabilities: Season 4 Project

LCK releases *Ai! Kekute* limited edition products every year. Through the Miral Welfare Foundation and Goodwill,* people with disabilities are involved throughout the processes of product design, packaging, sales and handling donations related to these products. Proceeds of the donated *Ai! Kekute* Limited Edition to the Miral Welfare Foundation are used to create jobs for employees at Goodwill and BridgeOn Arte, an organization under the Miral Welfare Foundation that supports artists with developmental disabilities. This initiative is aimed at contributing to the employment and income growth of people with disabilities.

Project aims

- Create social and economic value through collaborative creation with people with disabilities
- Overcome subconscious prejudice against disabilities and respect the diversity of each individual
- Create a positive image of the brand and the company by showing that this campaign is unique to *Ai! Kekute*

In April 2023, the limited-edition products (Season 4) were launched, and the initiative contributed to the creation of employment for 30 people with disabilities.

* Goodwill is a non-profit organization that provides job training and employment services for people who are socially disadvantaged in their search for work, such as people with disabilities and homeless individuals.



An artist with a developmental disability participated in the package design



Ai! Kekute Season 4 limited edition project



Recommendations for in-store sales

6 Supporting the Korea Disease Control and Prevention Agency's Proper Hand Washing Campaign

LCK has established a relationship with the Korea Disease Control and Prevention Agency,* an agency under the Korean Ministry of Health and Welfare that was established to protect the health of the public.

In cooperation with the Korea Disease Control and Prevention Agency's hand washing campaign and in celebration of Global Handwashing Day on October 15, LCK's marketing office adhered campaign stickers to five long-selling *Ai! Kekute* products, which sold approximately 150,000 units between November 2022 and March 2023 through all distribution channels.

* The COVID-19 pandemic demonstrated the need to strengthen the government's disease control capabilities. Therefore, in 2020, the Korea Centers for Disease Control and Prevention were raised to agency status as the Korea Disease Control and Prevention Agency.



Leaflet provided by Korea Disease Control and Prevention Agency



Five Ai! Kekute products with campaign stickers

7 Promoting an Educational Hygiene Program for Children in Cooperation with Happy Alliance*

LCK signed a partnership agreement with Happy Alliance in August 2017 to engage in social contribution activities and promote a sustainable social contribution business model.

In March 2023, LCK provided Happy Boxes to 1,400 children suffering from food insecurity or living in economic conditions that present hygiene difficulties. These Happy Boxes contain Kids safe toothbrushes and toothpaste marketed by LCK and leaflets about cavity prevention, enabling children to practice proper brushing at home.

Moving forward, LCK will continue its partnership with Happy Alliance to contribute to improving children's quality of life.

* Happy Alliance is a network of enterprises, institutions and individuals that, based on sharing and cooperation, are working to bring about change by proactively addressing social issues.



Happy Alliance signing ceremony



LCK employee volunteers with boxes of products that include LCK daily necessities for delivery to the socially vulnerable

Environmental Conservation

1 LINE FRIENDS and the Ai! Kekute Brand Collaborate to Promote Refill Use

LCK's Ai! Kekute brand of hand soap is sold with containers made of 50% recycled plastic with an eye to reducing environmental impact. From 2024, NAVER, an online platform, offers eco-bags as a Global Warming Potential countermeasure to those who display and purchase products during Green Shopping Week, one of South Korea's largest eco-friendly promotional events. With the inclusion of refillable Ai! Kekute 4.5L products in its online catalog, LCK aims to reduce the amount of plastic used by encouraging greater consumer awareness of such environmental issues as the climate crisis and the need for the proactive use of environmentally friendly products. LCK will contribute to the fight against climate change by shifting the awareness and behavior of consumers through environmentally friendly products.



Advertisements for Ai! Kekute 4.5L promoting product refilling habits in collaboration with LINE FRIENDS and Naver.com

2 Environmental Cleanup Activities in Incheon's Seunggi Stream Area

In April 2024, LCK participated in an environmental cleanup in the Seunggi Stream area hosted by Incheon Metropolitan City Government.

This project involves picking up trash and removing invasive plants from in and around the Incheon Seunggi Stream in order to improve water quality and restore the local water ecosystem and thereby helping to improve nearby residents' quality of life. 10 LCK employees participated in the activity conducted in collaboration with the Incheon Metropolitan City Government, the Crime Prevention Policy Bureau of the Ministry of Justice, the Incheon Naval Sector Defense Command, Incheon Transit Corporation, the Environmental Corporation of Incheon, CJ CheilJedang and the Incheon Metropolitan City River Revitalization Preparation Group.

LCK is committed to the theme of "One Company, One River, One Company, One Road Building Campaign and Urban Development" and will continue to regularly participate in the West Sea Coastal Cleanup activities.



Cleanup activities in progress

Donation Activities

To fulfill its corporate social responsibility, LCK, as a hygiene product manufacturer, actively engages in such social contribution activities as in-kind donations of the hygiene products it handles.

Activity 1 Donation of portable warming devices for persons with physical disabilities

Date	November 2024; Physical Disability Day
Outside collaborators	GIVING Plus Foundation
Donation	Donation of three portable warming devices per family to 222 families
Details	GIVING Plus stores sell goods donated by companies and use all proceeds to employ and support the socially vulnerable. For store patrons with mild physical disabilities LCK provides <i>Ongam Therapy</i> , portable warming devices, while for those with severe physical disabilities and those with mobility impairments it provides daily household product kits, thereby helping 222 socially vulnerable households to stay warm in the winter.



Ongam Therapy, Portable warming devices provided by LCK

Activity 2 Donation of household products for children and youth of socially vulnerable groups in Incheon, in commemoration of LCK's 20th anniversary

Period	December 2024
Outside collaborators	Good Neighbors Incheon Regional Headquarters
Donation	<i>Ai! Kekute</i> hand soap, <i>BEAT</i> laundry detergent and <i>Ongam Therapy</i> , three types of portable warming devices.
Details	In celebration of its 20th anniversary, LCK contributed 20 million KRW worth of daily household goods to the Good Neighbors Incheon Regional Headquarters to support the development of proper hygiene habits and warm winter living for approximately 700 socially vulnerable children and youths using the Regional Welfare Center. LCK aims to promote a culture of sharing in the Incheon area, where the company's factory is located.



Presentation of donations with the sentiment that social contribution through business is LCK's mission and in its DNA.

Activity 3 November Braille Day commemoration activities

Period	Ongoing since 2022
Outside collaborators	Regular Consultative Committee for Household Goods Business Operators (LCK, LG Household & Health Care, AK, P&G Korea, Henkel Korea), Korea Consumer Agency, Korea Blind Union and the Community Chest of Korea
Donation	Produced Braille tags for product identification and LCK's household products (<i>BEAT</i> laundry detergent and <i>Chamgreen</i> dishwashing detergent) with Braille Labels
Details	Donated 15 million KRW worth of products and cash, including three LCK household products featuring Braille labels, including <i>BEAT</i> liquid detergent and <i>Chamgreen</i> dishwashing detergent. Produced 8,170 sets of Braille tags for 6 types of household products, namely, dishwashing detergents, laundry detergents, fabric softeners, shampoos, conditioners, and body washes, and 16,000 sets of Braille stickers for 2 types of cosmetics and other products to help promote the use of Braille tags for product identification.



Donation presentation ceremony with members of the Korea Consumers' Institute

Activities at Lion Daily Necessities Chemicals (Qingdao) Co., Ltd.

✓ Oral Healthcare ✓ Cleanliness ✓ Donation Activities

Oral Healthcare

1 Oral Care Awareness Activities for Children in Collaboration with Dental Clinics and Educational Institutions

Lion Daily Necessities Chemicals (Qingdao) Co., Ltd. (“QDL”) has conducted oral care educational activities in cooperation with 213 dental clinics and educational institutions in Shanghai, Beijing, Guangzhou and Hangzhou for the purpose of educating people on oral hygiene. This educational activity was designed to help children aged 0-12 understand the importance of brushing their teeth, and provided *KODOMO* brand toothpaste sets sold by QDL. Approximately 200,000 children learned the importance of tooth brushing.



Photos of a dental clinic and the product line to be rolled out on display.

2 Oral Care Education Activities in Collaboration with IBQ Dental Clinic

QDL, in collaboration with IBQ Dental Clinic in Shanghai, presented “LION first class,” an educational program on the subject of oral care, from January to December 2024. The program introduced oral care products sold by QDL, helping spark interest in such products and thereby creating potential customers. Also highlighted were creative displays designed to help find the right oral care products. Home oral care is important to dental health and this program provided a fun experience that helped 100,000 viewers online get a sense of that importance.



Interior of the IBQ Clinic

3 Promoting After-lunch Tooth Brushing Habit

Since 2023, QDL has continuously promoted and educated office workers about After-lunch tooth brushing.

In 2024, oral care products sold by QDL (*SYSTEMA* toothbrushes, *CLINICA* toothpaste and *NONIO* mouthwash) were distributed at 17 CBD offices in Shanghai, Beijing and Hangzhou, with the aim of raising awareness among office employees about the importance of brushing their teeth after lunch through product usage, interaction through games and displays of educational materials.

Brushing after lunch not only improves oral health but also has the synergistic effect of refreshing one's mood and promoting communication with others.

QDL is committed to continuing to promote better habits among the many people who live in China.



Office employees gather at the QDL event booth during their lunch break

Cleanliness

1 Handwashing Promotion for Children at Educational Institutions

QDL is promoting the importance of handwashing among children ages three and up at various educational institutions in Shanghai, Hangzhou, Ningbo, Suzhou, Shenzhen, Guangzhou, Beijing, Jinan, Qingdao and Wuhan. With the hope of making handwashing fun for children, QDL provides *KireiKirei* hand soap (a product it sells) and posts the “Happy Handwashing” slogan and stickers showing correct handwashing steps at handwashing sinks.

In 2024, this activity was conducted in 216 educational institutions, teaching about approximately 216,000 families correct handwashing methods.



Hand soap installations and promotional materials at each facility

2 Handwashing Activities at Kindergartens

In Shanghai, to prevent the spread of infectious diseases, children are encouraged to wash their hands before entering the kindergarten building. As a support measure, QDL has supported hand washing activities aimed at children ages three to six in kindergartens in Shanghai since 2016.

QDL provides *KireiKirei* hand soaps (a product it sells) to kindergartens for children to use at handwashing sinks. Moreover, QDL supports the handwashing classes conducted in kindergartens. In the handwashing classes, children are taught the importance of handwashing by their teacher, and every child receives a *KireiKirei Health Diary*, which contains instructions on correct handwashing techniques and timing.

In 2023, *KireiKirei Health Diaries* were distributed to approximately 76,000 children at 60 kindergartens.



Hand soap installations in a kindergarten

Donation Activities

To fulfill its corporate social responsibility, QDL, as a hygiene product manufacturer, actively engaged in social contribution activities, such as in-kind donations of hygiene products sold by the company.

Donations for children in need

Date	September 20, 2024; “Love Teeth Day”
Outside collaborators	Yuan Meng Foundation JD Public Welfare JD Maternal and Child JD Finance
Donations	Donation of <i>KODOMO</i> Products(products is sells) worth 1,000,000 RMB to Yuan Meng Foundation for developing children’s healthy oral habits.
Details	For National Teeth Day in China, QDL’s <i>KODOMO</i> brand team donated its products to “Love Smile, Spread Love” a public health event that has helped nearly 20,000 children from Sichuan, Chengdu and Yunnan for developing healthy oral habits.



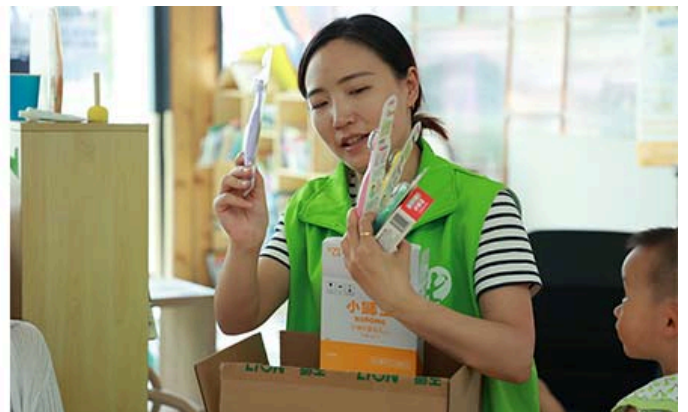
Event in collaboration with the AI YOU Foundation



Activities in Sichuan and Liangshan Xide, Sichuan



Activities in Sichuan and Xianxian



Activities in Chengdu and Liyuehtai, Chengdu

Activities at Lion Corporation (Hong Kong) Ltd.

✓ Oral Healthcare ✓ Cleanliness

Oral Healthcare

1 Educational Activities Promoting Oral Care Habits for People Living in Hong Kong

Lion Corporation (Hong Kong) Ltd. (“LCHK”) is engaged in activities aimed at promoting oral care habits for various demographics of people living in Hong Kong. On three occasions in 2024, oral care products sold by Lion Hong Kong were used to raise public awareness of oral care habits.

For parents and children of single-parent families, workshops were held at The Church of Christ in China Wanchai Church where 50 sets of *SYSTEMA Gokujo Premium Toothbrushes*, *CLINICA PRO Toothpaste* and *NONIO Mouthwash* were provided to 14 families (33 people) on January 20 and 18 families (39 people) on June 2 at Hong Kong Family Welfare Society , respectively, and a dental team from the University of Hong Kong conducted dental examinations.

For the elderly, Oral health education workshop utilizing *SYSTEMA Gokujo Premium Toothbrushes*, *CLINICA PRO Toothpaste* and *SYSTEMA Interdental Brushes* was held on March 18 and 19 at Tai O Alliance Church, where 30 people received a free full-scale dental checkup provided by the University of Hong Kong dental team.

Volunteers from the churches also assisted with these activities.



Participating families with products distributed at the event



Elderly people receiving guidance and dental check-ups from the dental team of the University of Hong Kong

2 Supporting “Love Teeth Day”

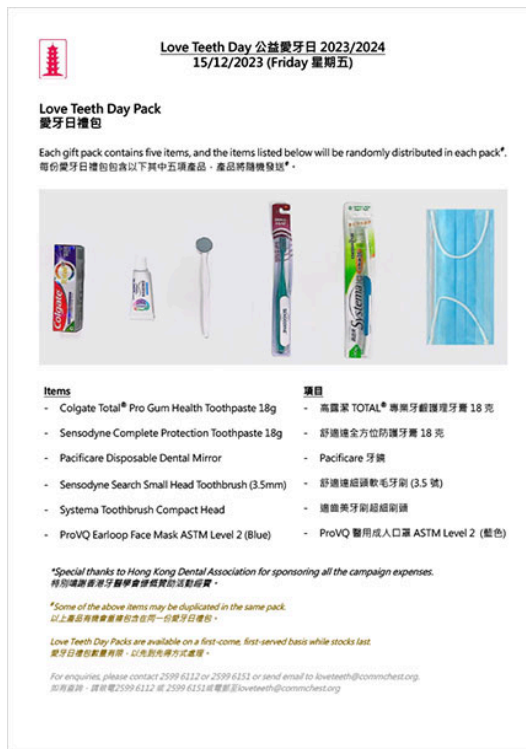
LCHK participated in “Love Teeth Day,” an annual charity fund-raising event in Hong Kong started in 2008, organized by the Community Chest of Hong Kong, the Hong Kong Dental Association and the Hong Kong Department of Health. LCHK has taken part for 14 consecutive years, since 2009. The aim of this campaign is to heighten public awareness of oral health and to encourage people to practice preventive oral care.

On December 15, 2023, “Love Teeth Day” was held and donations were collected from Hong Kong citizens to support oral health services for the needy. Participants who donated more than HK\$35 received the “Love Teeth Day Pack” in appreciation of their support. This is a gift set of various oral care products that promote oral care at home.

In 2023, LCHK donated 40,000 Systema toothbrushes for inclusion in the “Love Teeth Day Pack.”



Love Teeth Day 2023 poster



Love Teeth Day Pack

Special Collaboration Project
Actions for Handwashing Day 2024



From August 1 to 14, 2024, LCHK conducted the *KireiKirei* My Bottle Sticker Drawing Contest in support of Global Handwashing Day. Along with bottles of *KireiKirei*, LCHK distributed stickers to kindergarten students for them to draw on. A contest was held to encourage students to post their sticker drawings to KIREI's and Classmate Facebook page. Among the 3,172 sticker entries, 23 winners were chosen. The children enjoyed learning about the importance of maintaining good bacteria and staying healthy.



Three entries that received awards of excellence in the contest

Activities at Lion Home Products (Taiwan) Co., Ltd.

✓ Oral Healthcare ✓ Hygiene Care ✓ Donation Activities

Oral Healthcare

Oral Health Class for Children

With the aim of fostering children's awareness of dental and oral health from a young age, the Lion Group has held the Oral Health Event of Tooth Brushing for Children since 1932. Started in Japan, the event is presently held in Asia.

As part of this event, in cooperation with the [Lion Foundation for Dental Health \(LDH\)](#), Lion Home Products (Taiwan) Co., Ltd. ("LHPT") conducted oral health classes at two Japanese elementary schools and three local elementary schools in June 2019.

76 children from Japanese elementary schools (33 from Kaohsiung Japanese School and 43 from Taichung Japanese School) and 820 children from local elementary schools (120 from Taichung Wurih Elementary School, 100 from Kaohsiung Wucyuan Elementary School and 600 from New Taipei City Jimei Elementary School), for a total of 896 students, participated in the event. LHPT first held such classes at local elementary schools in 2018 and extended its outreach to different local schools in 2019. The event featured programs prepared specifically for students in lower grades (grades 1 to 3) and higher grades (grades 4 to 6).*

Students in lower grades were taught about the "function of teeth and replacement of the baby teeth by adult teeth" and "the source of cavities (plaque)" in a 30-minute class. They were also taught tooth brushing techniques for their specific tooth alignment using hand mirrors and toothbrushes.

For students in the higher grades, LDH explained the cause of gingivitis, gave tips for observing the gums, and then provided individual instruction on how to brush according to specific tooth alignment for preventing gingivitis using a model set of teeth.

Participating students found the content easy to understand and learned about the importance of teeth and tooth brushing.

* The Japanese elementary school system lasts for six years, from first grade to sixth grade.

Photos of the oral health class for children at Japanese elementary schools



Children from Kaohsiung Japanese Elementary School enthusiastically answering oral hygienist's (LDH) questions



Children from Taichung Japanese Elementary School listening carefully to a lecture delivered by an LDH oral hygienist

Photos of the oral health class for children at local elementary schools



Teaching correct tooth brushing methods to children
(Left: Taichung Wurih Elementary School, Center: Kaohsiung Wucyuan Elementary School,
Right: New Taipei City Jimei Elementary School)



Commemorative photo with the LION mascot, who is popular in Taiwan
(Left: Taichung Wurih Elementary School, Center: Kaohsiung Wucyuan Elementary School,
Right: New Taipei City Jimei Elementary School)

Special Collaboration Project
Actions for Handwashing Day 2024



LHPT is working in support of Global Handwashing Day. To teach children in Taiwan proper handwashing techniques, we received submissions from the “My Bottle Sticker Drawing Contest” held at kindergartens in Taiwan from April to August. 190 of these children designed stickers for *KireiKirei* bottles.



Winning stickers

1 Educational Programs to Raise Awareness of Handwashing Habits at Kindergartens

Handwashing has taken on an increased importance as a preventive measure since the COVID-19 pandemic. LHPT conducted educational programs on hand washing habits at a single kindergarten in three different cities (Keelung, Changhua and Tainan) in April 2024 with the aim of teaching children the importance of handwashing and proper handwashing methods. Classes conducted under the program last 30 to 40 minutes and comprise the parts listed below. Approximately 150 kindergarten students, teachers and parents participated in the programs.

1. Lesson from the teacher on handwashing hygiene
2. Singing and dancing to a special handwashing song
3. Drawing original hand soap bottle labels
4. Handwashing
5. Bacteria check

LHPT also donated *KireiKirei Foaming Hand Soap* to the schools for use in their handwashing areas so children could put the lessons into practice.

In the lesson on handwashing hygiene, the teachers talked about germs and viruses, how handwashing can protect your loved ones, the correct way to wash hands and the features of *KireiKirei Foaming Hand Soap*. The presentation also included an easy-to-understand bacterial experiment using black lights.

After the lesson, the children took home their original soap bottles featuring their hand-drawn stickers to use with their families, helping to promote their continued use of *KireiKirei Foaming Hand Soap*.

Furthermore, to publicize the event, LHPT collaborated with newspapers to publish articles. This increased the exposure of the event and boosted awareness of the importance of handwashing among an even greater segment of the public.



Education on handwashing at a kindergarten in Keelung



Education on handwashing at a kindergarten in Changhua



Education on handwashing at a kindergarten in Tainan

Donation Activities

To fulfill its corporate social responsibility, LHPT actively engaged in such social contribution activities as donations of products sold by the company.

Support for victims of the Hualien Earthquake

Period	April 2024
Donations	Donation of 100,000 New Taiwan dollars to the Taiwan Foundation for Disaster Relief
Details	Donation to the Taiwan Foundation for Disaster Relief, which is under the jurisdiction of the Taiwan Food and Drug Administration, with the goal of supporting the recovery of victims of the Hualien Earthquake, which struck on April 3, 2024. This donation was being used for disaster aid, medical care, recovery, and other efforts.

Activities at Lion Kallol Limited

Cleanliness

Raising Hygiene Habit Awareness in Bangladeshi Elementary Schools

Establishing hygienic habits is a significant social issue in Bangladesh since, in addition to its hot and humid climate, a number of communities lack proper sanitation. Therefore, the Lion Group participates in educational programs for general consumers under the Project for Strengthening the Inspection, Regulatory and Coordinating Function of the Bangladesh Food Safety Authority (BFSA), which has been developed by Japan International Cooperation Agency (JICA) and the BFSA to educate Bangladeshi elementary school students about good hand washing and hygiene habits related to food safety.

In 2024, we provided training for 100 elementary school teachers from Gazipur District in Dhaka Division and Lalmonirhat District in Rangpur Division, teaching them so that they themselves could pass on this training. Supporting these teachers' efforts to pass on their training to other teachers in their districts, we held educational activities on food hygiene at all 1,440 elementary schools in these districts. We continue to conduct activities to spread proper knowledge of food hygiene, food safety and handwashing among children.

Stories with large illustrations and card games help children learn proper hygiene habits in a fun way.

Illustrations and other art used in these picture shows is made under the supervision of Dhaka University, and were judged by teachers to be easily understood, with praise including "These showed examples of good habits and bad habits, so it was very helpful" and "These are good because it is easy for students to relate them to their own lifestyles" being given. These ideas are useful for us to improve certain aspects.

We will continue to collaborate with Bangladeshi teachers in 2025 and will continue with efforts to spread good hygiene habits to an even wider swath of the Bangladeshi population.



Guiding teachers on the use of teaching materials



Children participating in educational activities at elementary schools

Editorial Policy and Guideline Reference Tables

Editorial Policy

- Since 2011, we have systematized our initiatives for sustainability in accordance with ISO 26000, an international standard concerning corporate social responsibility. Our reporting is structured to reflect this.
 - [Lion Integrated Report 2025](#)  is intended to provide Lion’s shareholders, investors and other stakeholders with key information about the Company’s initiatives for increasing its corporate value over the medium to long term by fulfilling its purpose of “Make a difference in everyday lives by redesigning habits: ReDesign,” facilitating deeper understanding of the Lion Group.
 - The sustainability website provides additional detailed reporting on Lion’s ESG data, initiatives related to the SDGs and other sustainability initiatives.
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Referenced Guidelines:

| Integrated Report

- International Integrated Reporting Framework issued by the IFRS Foundation
- Guidance for Integrated Corporate Disclosure and Company-Investor Dialogues for Collaborative Value Creation issued by the Ministry of Economy, Trade and Industry

| Sustainability Website

- The Environmental Reporting Guidelines (2018) issued by the Ministry of the Environment
 - GRI Sustainability Reporting Standards issued by the Global Reporting Initiative
 - ISO 26000: 2010 Guidance on social responsibility issued by the Japanese Standards Association
-

Scope of Coverage:

Lion Corporation and all of its consolidated subsidiaries are covered, in principle.

- * Where the scope of coverage of reported activities or data differs from the above, a description is provided.
 - * Overseas consolidated subsidiaries are also covered by the [Sustainability Material Issues and Objectives for 2030](#).
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Period Covered

- *Integrated Report 2025*: From January 1, 2024 to December 31, 2024
 - Sustainability Website: From January 1, 2024 to Present
- * Some parts also include information about activities conducted outside of the above periods.
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Guideline Reference Tables

- [GRI Sustainability Reporting Standards Reference Table](#)
- [Reference Table for United Nations Global Compact COP](#)

GRI Sustainability Reporting Standards Reference Table

[Statement of use]

Lion Group refers to the GRI (Global Reporting Initiative) Sustainability Reporting Standards and reports to the information for the period from January 1, 2024 to December 31, 2024 including some up-to-date information.

[GRI 1 used]

GRI 1: Foundation2021

Note: “-” in the table indicates that the contents of the item are not reported on Lion's sustainability website.

GRI Standards		Website
GRI 2: General Disclosures 2021		
1. The organization and its reporting practices		
2-1	Organizational details	> Company Overview > Domestic Affiliates > Overseas Affiliates
2-2	Entities included in the organization's sustainability reporting	> Editorial Policy and Guideline Reference Tables
2-3	Reporting period, frequency and contact point	> Editorial Policy and Guideline Reference Tables
2-4	Restatements of information	> ESG Data
2-5	External assurance	> ESG Data · Third-Party Verification (Environment)
2. Activities and workers		
2-6	Activities, value chain and other business relationships	> Securities Report [Japanese]
2-7	Employees	> Securities Report [Japanese] > ESG Data Employee Data
2-8	Workers who are not employees	> ESG Data Employee Data
3. Governance		
2-9	Governance structure and composition	> Basic Approach to Corporate Governance
2-10	Nomination and selection of the highest governance body	> Lion Corporation Basic Corporate Governance Policy  > Corporate Governance Report 
2-11	Chair of the highest governance body	> Corporate Governance Report 
2-12	Role of the highest governance body in overseeing the management of impacts	> Basic Approach to Corporate Governance > Lion Corporation Basic Corporate Governance Policy  > Corporate Governance Report 
2-13	Delegation of responsibility for managing impacts	> Basic Approach to Corporate Governance > Sustainability Management (Implementation Framework)
2-14	Role of the highest governance body in sustainability reporting	> Sustainability Management (Implementation Framework) > Management Message
2-15	Conflicts of interest	> Securities Report [Japanese]
2-16	Communication of critical concerns	> Compliance > Internal Control System > Risk Management
2-17	Collective knowledge of the highest governance body	> Lion Corporation Basic Corporate Governance Policy 
2-18	Evaluation of the performance of the highest governance body	> Lion Corporation Basic Corporate Governance Policy 

GRI Standards		Website
		➤ Corporate Governance Report 
2-19	Remuneration policies	➤ Securities Report [Japanese] ➤ Lion Corporation Basic Corporate Governance Policy  ➤ Compensation System for Corporate Officer
2-20	Process to determine remuneration	➤ Securities Report [Japanese] ➤ Compensation System for Corporate Officer
2-21	Annual total compensation ratio	➤ Compensation System for Corporate Officer
4. Strategy, policies and practices		
2-22	Statement on sustainable development strategy	➤ Management Message ➤ Management Strategies and Medium-Term Management Plan
2-23	Policy commitments	➤ Policies and Declarations ➤ Respect for Human Rights
2-24	Embedding policy commitments	➤ Building Responsible Supply Chain Management ➤ Promoting Sustainability with Materials Manufacturers and Production Contractors
2-25	Processes to remediate negative impacts	➤ Lion Corporation Basic Corporate Governance Policy  ➤ Promoting Human Rights Due Diligence ➤ Risk Management
2-26	Mechanisms for seeking advice and raising concerns	➤ Lion Corporation Basic Corporate Governance Policy  ➤ Compliance
2-27	Compliance with laws and regulations	➤ Compliance
2-28	Membership associations	➤ Initiatives and External Evaluations ➤ Participation in External Environmental Initiatives ➤ Eco-First Commitment ➤ Participation in Pharmaceutical Product Safety Initiatives ➤ Building Relationships with Communities and External Organizations ➤ Participation in External Supply Chain Initiatives
5. Stakeholder engagement		
2-29	Approach to stakeholder engagement	➤ Stakeholder Engagement
2-30	Collective bargaining agreements	➤ Labor-Management Relations
GRI 3: Material Topics 2021		
3-1	Process to determine material topics	➤ Identifying Material Issues
3-2	List of material topics	➤ Sustainability Material Issues and Objectives for 2030
3-3	Management of material topics	➤ Sustainability Management (Implementation Framework)
200: Economic topics		
GRI 201: Economic Performance 2016		
201-1	Direct economic value generated and distributed	➤ Quarterly Financial Statements / Supplementary Materials
201-2	Financial implications and other risks and opportunities due to climate change	➤ Information disclosure based on TCFD recommendations
201-3	Defined benefit plan obligations and other retirement plans	➤ Securities Report [Japanese]

GRI Standards		Website
201-4	Financial assistance received from government	—
GRI 202: Market Presence 2016		
202-1	Ratios of standard entry level wage by gender compared to local minimum wage	—
202-2	Proportion of senior management hired from the local community	—
GRI 203: Indirect Economic Impacts 2016		
203-1	Infrastructure investments and services supported	—
203-2	Significant indirect economic impacts	—
GRI 204: Procurement Practices 2016		
204-1	Proportion of spending on local suppliers	—
GRI 205: Anti-corruption 2016		
205-1	Operations assessed for risks related to corruption	—
205-2	Communication and training about anti-corruption policies and procedures	> Compliance
205-3	Confirmed incidents of corruption and actions taken	—
GRI 206: Anti-competitive Behavior 2016		
206-1	Legal actions for anti-competitive behavior, anti-trust, and monopoly practices	—
GRI 207: Tax 2019		
207-1	Approach to tax	> Tax Policy
207-2	Tax governance, control, and risk management	> Compliance > Risk Management
207-3	Stakeholder engagement and management of concerns related to tax	> Stakeholder Engagement
207-4	Country-by-country reporting	> Tax Policy > Compliance
GRI 301: Materials 2016		
301-1	Materials used by weight or volume	> ESG Data Raw Material Usage, Container and Packaging Material Usage
301-2	Recycled input materials used	> Using Recycled Plastics
301-3	Reclaimed products and their packaging materials	> Using Recycled Plastics
GRI 302: Energy 2016		
302-1	Energy consumption within the organization	> ESG Data Total Energy Consumption in Business Activities
302-2	Energy consumption outside of the organization	> ESG Data Greenhouse Gas Emissions throughout the Supply Chain
302-3	Energy intensity	—
302-4	Reduction of energy consumption	> Reduce CO ₂ Emissions throughout Business Activities
302-5	Reductions in energy requirements of products and services	> Reduce CO ₂ Emissions throughout Product Lifecycles
GRI 303: Water and Effluents 2018		
303-1	Interactions with water as a shared resource	> Realizing a Resource-Circulating Society > Reducing Water Use
303-2	Management of water discharge-related impacts	> Water Use and Wastewater Discharge in Business Activities (Domestic and Overseas)
303-3	Water withdrawal	> ESG Data Water Usage (Water Withdrawal) in Business Activities > Reducing Water Use
303-4	Water discharge	> ESG Data Wastewater Discharge in Business Activities

GRI Standards		Website
		➤ Reducing Water Use
303-5	Water consumption	➤ ESG Data Overview of Environmental Burden Created by Business Activities
GRI 304: Biodiversity 2016		
304-1	Operational sites owned, leased, managed in, or adjacent to, protected areas and areas of high biodiversity value outside protected areas	➤ Activities at Operating Sites
304-2	Significant impacts of activities, products and services on biodiversity	➤ Overview of Lion's Biodiversity-Friendly Business Activities ➤ Information disclosure based on TNFD recommendation
304-3	Habitats protected or restored	➤ Activities at Operating Sites
304-4	IUCN Red List species and national conservation list species with habitats in areas affected by operations	—
GRI 305: Emissions 2016		
305-1	Direct (Scope 1) GHG emissions	➤ Scope 1 and 2 Greenhouse Gas Emissions from Domestic Operating Sites ➤ Scope 1 and 2 Greenhouse Gas Emissions from Overseas Operating Sites
305-2	Energy indirect (Scope 2) GHG emissions	➤ Scope 1 and 2 Greenhouse Gas Emissions from Domestic Operating Sites ➤ Scope 1 and 2 Greenhouse Gas Emissions from Overseas Operating Sites
305-3	Other indirect (Scope 3) GHG emissions	➤ Greenhouse Gas Emissions throughout the Supply Chain
305-4	GHG emissions intensity	—
305-5	Reduction of GHG emissions	➤ Reduce CO₂ Emissions throughout Business Activities ➤ Reduce CO₂ Emissions throughout Product Lifecycles
305-6	Emissions of ozone-depleting substances (ODS)	—
305-7	Nitrogen oxides (NOx), sulfur oxides (SOx), and other significant air emissions	➤ ESG Data Management of Chemical Substances ➤ Management of Chemical Substances Air Quality-Conscious Production Activities
GRI 306: Waste 2020		
306-1	Waste generation and significant waste-related impacts	➤ Realizing a Resource-Circulating Society
306-2	Management of significant waste-related impacts	➤ Recycling Resources
306-3	Waste generated	➤ ESG Data Waste
306-4	Waste diverted from disposal	➤ ESG Data Waste
306-5	Waste directed to disposal	➤ ESG Data Waste
GRI 308: Supplier Environmental Assessment 2016		
308-1	New suppliers that were screened using environmental criteria	➤ Promoting Sustainability with Materials Manufacturers and Production Contractors
308-2	Negative environmental impacts in the supply chain and actions taken	➤ Aiming for Sustainable Raw Material Procurement
GRI 401: Employment 2016		
401-1	New employee hires and employee turnover	➤ ESG Data Employee Data
401-2	Benefits provided to full-time employees that are not provided to temporary or part-time employees	—
401-3	Parental leave	➤ Promoting Work-Life Enrichment
GRI 402: Labor/Management Relations 2016		
402-1	Minimum notice periods regarding operational changes	—
GRI 403: Occupational Health and Safety 2018		

GRI Standards		Website
403-1	Occupational health and safety management system	➤ Enhancing the Occupational Safety Management System
403-2	Hazard identification, risk assessment, and incident investigation	➤ Enhancing the Occupational Safety Management System
403-3	Occupational health services	—
403-4	Worker participation, consultation, and communication on occupational health and safety	➤ Enhancing the Occupational Safety Management System
403-5	Worker training on occupational health and safety	➤ Enhancing the Occupational Safety Management System
403-6	Promotion of worker health	➤ Improving Employee Health
403-7	Prevention and mitigation of occupational health and safety impacts directly linked by business relationships	➤ Enhancing the Occupational Safety Management System Initiatives (Facility Safety/Occupational Safety)
403-8	Workers covered by an occupational health and safety management system	➤ Enhancing the Occupational Safety Management System
403-9	Work-related injuries	➤ Improving Employee Health ➤ Enhancing the Occupational Safety Management System Initiatives (Facility Safety/Occupational Safety)
403-10	Work-related ill health	➤ Improving Employee Health ➤ Productivity and Professional Fulfillment Indicators
GRI 404: Training and Education 2016		
404-1	Average hours of training per year per employee	➤ ESG Data Employee Data
404-2	Programs for upgrading employee skills and transition assistance programs	➤ Human Resource Development to Support Career Autonomy
404-3	Percentage of employees receiving regular performance and career development reviews	—
GRI 405: Diversity and Equal Opportunity 2016		
405-1	Diversity of governance bodies and employees	➤ Promoting Diversity, Equity & Inclusion
405-2	Ratio of basic salary and remuneration of women to men	➤ ESG Data Employee Data
GRI 406: Non-discrimination 2016		
406-1	Incidents of discrimination and corrective actions taken	—
GRI 407: Freedom of Association and Collective Bargaining 2016		
407-1	Operations and suppliers in which the right to freedom of association and collective bargaining may be at risk	➤ Promoting Human Rights Due Diligence
GRI 408: Child Labor 2016		
408-1	Operations and suppliers at significant risk for incidents of child labor	➤ Promoting Human Rights Due Diligence
GRI 409: Forced or Compulsory Labor 2016		
409-1	Operations and suppliers at significant risk for incidents of forced or compulsory labor	➤ Promoting Human Rights Due Diligence
GRI 410: Security Practices 2016		
410-1	Security personnel trained in human rights policies or procedures	—
GRI 411: Rights of Indigenous Peoples 2016		
411-1	Incidents of violations involving rights of indigenous peoples	—
GRI 413: Local Communities 2016		
413-1	Operations with local community engagement, impact assessments, and development programs	➤ Social Contribution Activities
413-2	Operations with significant actual and potential negative impacts on local communities	—
GRI 414: Supplier Social Assessment 2016		
414-1	New suppliers that were screened using social criteria	➤ Selecting New Suppliers
414-2	Negative social impacts in the supply chain and actions taken	➤ Aiming for Sustainable Raw Material Procurement

GRI Standards		Website
GRI 415: Public Policy 2016		
415-1	Political contributions	➤ Political Contributions
GRI 416: Customer Health and Safety 2016		
416-1	Assessment of the health and safety impacts of product and service categories	➤ Approach to Quality Assurance, Safety and Reliability
416-2	Incidents of non-compliance concerning the health and safety impacts of products and services	—
GRI 417: Marketing and Labeling 2016		
417-1	Requirements for product and service information and labeling	➤ Approach to Responsible Product Representations
417-2	Incidents of non-compliance concerning product and service information and labeling	➤ Admonishment from the Consumer Affairs Agency Regarding Product Representations
417-3	Incidents of non-compliance concerning marketing communications	—
GRI 418: Customer Privacy 2016		
418-1	Substantiated complaints concerning breaches of customer privacy and losses of customer data	—

Reference Table for United Nations Global Compact COP

Lion announced its support for the [United Nations Global Compact \(UNGC\)](#) in 2009 and takes part in related initiatives. As a signatory to the UNGC, COP (Communication on Progress) on the status of initiatives on ten principles in the four areas of “Human Rights,” “Labour,” “Environment” and “Anti-Corruption” is submitted once a year.

	UN Global Compact Principles	Website
Human rights	Principle 1: Businesses should support and respect the protection of internationally proclaimed human rights; and	› Charter for Corporate Behavior / Behavioral Guidelines › LION Human Rights Policy › Respect for Human Rights › Building Responsible Supply Chain Management › Promoting Sustainability with Materials Manufacturers and Production Contractors › Aiming for Sustainable Raw Material Procurement › Stakeholder Engagement › Promoting Diversity, Equity and Inclusion › Approach to Quality Assurance, Safety and Reliability › Improving Employee Health › Enhancing the Occupational Safety Management System
	Principle 2: Make sure that they are not complicit in human rights abuses.	› Charter for Corporate Behavior / Behavioral Guidelines › LION Human Rights Policy › Respect for Human Rights › Promoting Human Rights Due Diligence
Labour	Principle 3: Businesses should uphold the freedom of association and the effective recognition of the right to collective bargaining;	› Charter for Corporate Behavior / Behavioral Guidelines › LION Human Rights Policy › Respect for Human Rights › Human Capital · Occupational Safety › Labor-Management Relations
	Principle 4: The elimination of all forms of forced and compulsory labour;	› Charter for Corporate Behavior / Behavioral Guidelines › LION Human Rights Policy › Respect for Human Rights › Building Responsible Supply Chain Management › Promoting Sustainability with Materials Manufacturers and Production Contractors › Aiming for Sustainable Raw Material Procurement
	Principle 5: The effective abolition of child labour; and	› Charter for Corporate Behavior / Behavioral Guidelines › LION Human Rights Policy

	UN Global Compact Principles	Website
		➤ Respect for Human Rights ➤ Building Responsible Supply Chain Management ➤ Promoting Sustainability with Materials Manufacturers and Production Contractors ➤ Aiming for Sustainable Raw Material Procurement
	Principle 6: The elimination of discrimination in respect of employment and occupation.	➤ Charter for Corporate Behavior / Behavioral Guidelines ➤ LION Human Rights Policy ➤ Respect for Human Rights ➤ Human Capital · Occupational Safety ➤ Promoting Diversity, Equity and Inclusion ➤ Promoting Work-Life Enrichment ➤ Enhancing the Occupational Safety Management System
Environment	Principle 7: Businesses should support a precautionary approach to environmental challenges;	➤ Charter for Corporate Behavior / Behavioral Guidelines ➤ Promoting Environmental Initiatives for a Sustainable Planet Environmental Policy / Management ➤ Environmental Approach and Policy / Management ➤ Management of Chemical Substances ➤ Stakeholder Engagement
	Principle 8: Undertake initiatives to promote greater environmental responsibility; and	➤ Charter for Corporate Behavior / Behavioral Guidelines ➤ Management Message ➤ Approach and Implementation Framework ➤ Identifying Material Issues ➤ Participation in External Environmental Initiatives ➤ Realizing a Decarbonized Society ➤ Realizing a Resource-Circulating Society ➤ Initiatives and External Evaluations ➤ Stakeholder Engagement
	Principle 9: Encourage the development and diffusion of environmentally friendly technologies.	➤ Charter for Corporate Behavior / Behavioral Guidelines ➤ Participation in External Environmental Initiatives ➤ Recycling Resources ➤ Lion's Environmentally Friendly Products ➤ Environmental Communication
Anti-Corruption	Principle 10: Businesses should work against corruption in all its forms, including extortion and bribery.	➤ Charter for Corporate Behavior / Behavioral Guidelines ➤ Basic Approach to Corporate Governance ➤ Compliance ➤ LION Anti-Bribery Principles

ESG Data and Third-Party Verification

ESG Data

Environmental Data

- Overview of Environmental Burden Created by Business Activities
- CO₂, Energy
- Raw Material, Container and Packaging Material
- Water
- Waste
- Management of Chemical Substances
- Environmental Accounting
- Environmental Efficiency
- Production Site Environmental Data

Social Data

- Employee Data
- Productivity and Professional Fulfillment Indicators
- Sustainable Material Procurement

Governance Data

- Compliance E-learning Participation Rate
- The AL Heart Hotline Recognition Rate Among Employees, Consultations and Reports
- Product recalls from consumers or distributors

Third-Party Verification

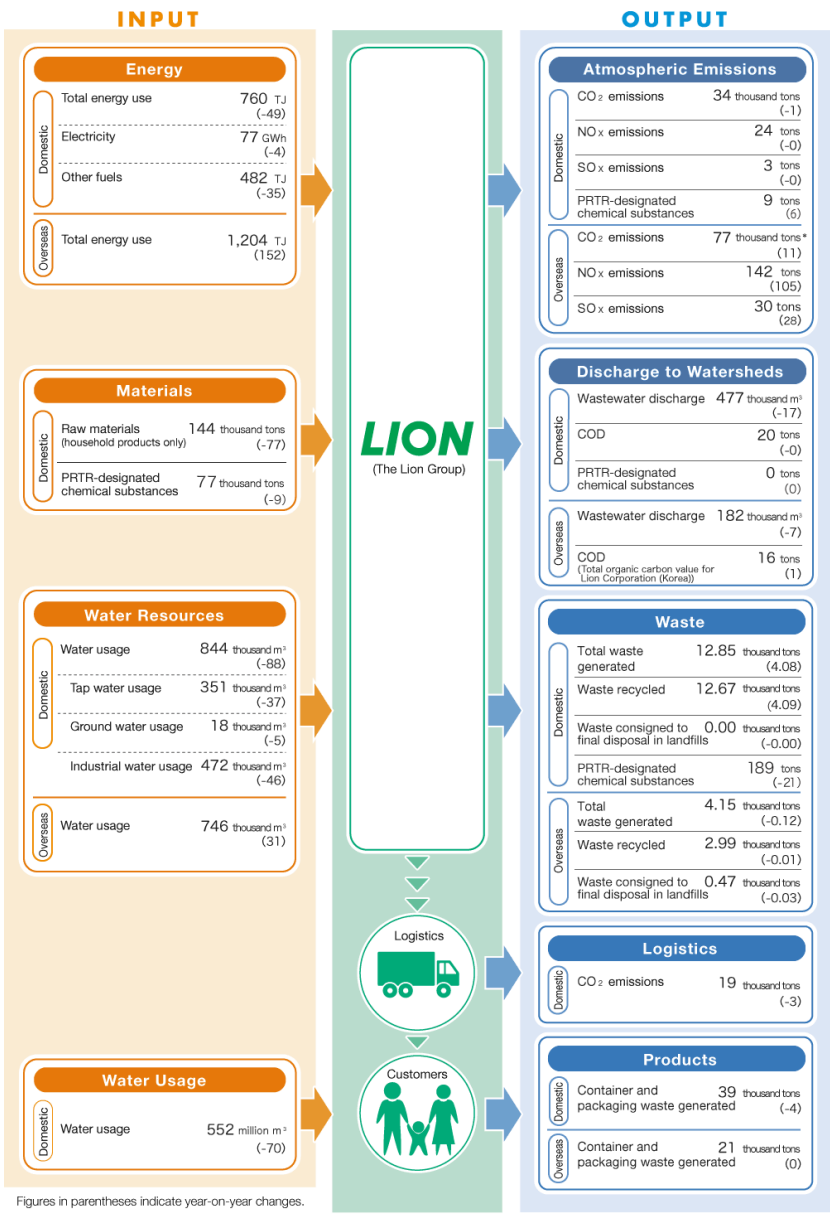
- Environment

ESG Data and Third-Party Verification



Environmental Data

Overview of Environmental Burden Created by Business Activities



[Scope of Data] Lion and domestic and overseas consolidated subsidiaries

[Period Covered] January 2024 to December 2024: However, data for PRTR-designated chemical substances is for April 2024 to March 2025

A new calculation method was adopted, which has been corrected in the figures.

CO₂ Emissions from Business Activities

Domestic	Unit	2017	2021	2022	2023	2024
Absolute quantity	Thousand t-CO ₂	77	74	73	35	34
Reduction from 2017	%	—	5	5	54	56

Overseas	Unit	2017	2021	2022	2023	2024
Absolute quantity	Thousand t-CO ₂	89	78	70 ^{*1}	66 ^{*1}	77 ^{*1}
Reduction from 2017	%	—	12	21	26	14

*1 Excludes carbon credit purchases. Including these, the amount was 85,000 tons in 2022, 82,000 tons in 2023 and 92,000 tons in 2024

Domestic and overseas total	Unit	2017	2021	2022	2023	2024
Absolute quantity	Thousand t-CO ₂	166	151	143 ^{*2}	101 ^{*2}	111 ^{*2}
Reduction from 2017	%	—	9	14	39	33

*2 Excludes carbon credit purchases. Including these, 159,000 tons in 2022, a 4% reduction, 117,000 tons in 2023, a 29% reduction and 126,000 tons in 2024, a 24% reduction.

➤ [More about related initiatives](#)

Total Energy Consumption in Business Activities

	Unit	2021	2022	2023	2024
Domestic	TJ	841	839	810	760
Overseas		1,275	1,143	1,053	1,204
Domestic and overseas total	TJ	2,116	1,982	1,862	1,965

➤ [More about related initiatives](#)

Total renewable and Non-Renewable Energy Consumption in Business Activities

		Unit	2021	2022	2023	2024	Target for 2024
Total non-renewable energy consumption	Domestic	GWh	233	232	145	134	—
	Overseas		313	316	291	332	—
	Domestic and overseas total	GWh	546	549	436	466	432
Total renewable energy consumption	Domestic	GWh	0.18	0.45	80	77	—
	Overseas		42	1	1	3	—
	Domestic and overseas total	GWh	42	1.8	81	79	—
Total renewable energy consumption/ total energy consumption	Domestic and overseas total	%	7.12	0.33	15.7	14.6	—

Greenhouse Gas Emissions throughout the Supply Chain

		Unit	2017	2021	2022	2023	2024
Scope 1		%	1.5	1.6	1.4	1.3	1.5
Scope 2		%	2.1	1.5	1.4	1.1	1.1
Scope 3	Purchased goods and services	%	21.8	23.6	24.8	25.9	28.7
	Capital goods	%	0.8	1.1	1.2	1.4	0.8
	Fuel- and energy-related activities not include in Scope 1 or Scope 2	%	0.4	0.6	0.6	0.6	0.7
	Upstream transportation and distribution	%	3.4	3.8	4.2	2.6	2.8
	Waste generated in operations	%	0.1	0.4	0.1	0.1	0.2
	Business travel	%	0.1	0.0	0.0	0.0	0.0
	Employee commuting	%	0.1	0.1	0.0	0.1	0.1
	Downstream transportation and distribution	%	0.1	0.2	0.2	0.1	0.2
	Processing of sold products	%	5.3	2.0	2.1	2.3	2.1
	Use of sold products	%	54.3	54.6	53.2	51.2	49.0
	End-of-life treatment of sold products	%	9.6	9.9	10.3	12.8	12.4
	Investments	%	0.4	0.6	0.5	0.5	0.4
Total		Million t-CO ₂	4.61	4.91	5.27	4.89	4.86

➤ [More about related initiatives](#)

Scope 1 and 2 Greenhouse Gas Emissions from Operating Sites

Domestic	Unit	2017	2021	2022	2023	2024
Scope 1	Thousand t-CO ₂	22	21	21	20	19
Scope 2 (location basis)		55	52	52	50	49
Scope 1 + 2 (location basis) total	Thousand t-CO ₂	77	73	73	70	68
Scope 2 (market basis)	Thousand t-CO ₂	55	52	52	15	15
Scope 1 + 2 (market basis) total	Thousand t-CO ₂	77	74	73	35	34
Amount of carbon credits purchased	Thousand t-CO ₂	0	0	0	0	0

Overseas	Unit	2017	2021	2022	2023	2024
Scope 1	Thousand t-CO ₂	45	56	49	43	54
Scope 2 (location basis)		43	41	38	41	42
Scope 1 + 2 (location basis) total	Thousand t-CO ₂	89	97	87	84	96
Scope 2 (market basis)	Thousand t-CO ₂	43	22	36	38	38
Scope 1 + 2 (market basis) total	Thousand t-CO ₂	89	78	85	82	92
Amount of carbon credits purchased	Thousand t-CO ₂	0	0	16	16	16

* A new calculation method was adopted, which has been corrected in the figures.

Domestic and overseas total	Unit	2017	2021	2022	2023	2024	Target for 2024
Scope 1	Thousand t-CO ₂	67	77	70	63	73	63
Scope 2 (location basis)		98	93	90	90	91	90
Scope 1 + 2 (location basis) total	Thousand t-CO ₂	166	170	160	153	164	—
Scope 2 (market basis)	Thousand t-CO ₂	98	74	89	54	54	53
Scope 1 + 2 (market basis) total	Thousand t-CO ₂	166	151	159	117	126	—
Amount of carbon credits purchased	Thousand t-CO ₂	0	0	16	16	16	—

* A new calculation method was adopted, which has been corrected in the figures.

Raw Material, Container and Packaging Material

Raw Material Usage (Domestic Household Products)

	Unit	2020	2021	2022	2023	2024
Raw material usage	Thousand tons	250	252	233	219	144

* A new calculation method was adopted, which has been corrected in the figures.

➤ [More about related initiatives](#)

Container and Packaging Material Usage (Domestic Household Products)

	Unit	2020	2021	2022	2023	2024
Plastic	Thousand tons	20	19	18	18	16
Corrugated cardboard		27	27	27	27	24
Cardboard		5	5	5	5	4
Glass		5	6	6	6	3
Metals		0.1	0.1	0.1	0.1	0.1
Total	Thousand tons	58	57	56	55	48

* A new calculation method was adopted, which has been corrected in the figures.

➤ [More about related initiatives](#)

Container and Packaging Material Usage (Domestic and Overseas Total Household Products)

	Unit	2020	2021	2022	2023	2024
Plastic	Thousand tons	42	43	36	36	35
Corrugated cardboard		59	58	56	57	56
Cardboard		13	13	7	7	7
Glass		5	6	6	6	3
Metals		0.1	0.1	0.1	0.1	0.1
Total	Thousand tons	119	120	105	106	101

* A new calculation method was adopted, which has been corrected in the figures.

Water

Water Usage (Water Withdrawal) in Business Activities

	Unit	2017	2021	2022	2023	2024
Domestic	Thousand m ³	917	920	940	932	844
Overseas		670	704	683	716	746
Total	Thousand m ³	1,586	1,624	1,623	1,647	1,590

➤ [More about related initiatives](#)

Water Usage (Water Withdrawal) by Source

		Unit	2017	2021	2022	2023	2024
Tap water	Domestic	Thousand m ³	339	387	365	388	351
	Overseas	m ³	645	689	655	482	413
	Total	Thousand m ³	983	1,076	1,020	870	764
Industrial water	Domestic	Thousand m ³	538	507	529	518	472
	Overseas	m ³	25	15	28	233	333
	Total	Thousand m ³	563	522	557	752	805
Groundwater	Domestic	Thousand m ³	38	25	44	24	18
	Overseas	m ³	0	0	0	0	0
	Total	Thousand m ³	38	25	44	24	18
Rain water	Domestic	Thousand m ³	1	2	2	2	2
	Overseas	m ³	0	0	0	0	0
	Total	Thousand m ³	1	2	2	2	2

Wastewater Discharge in Business Activities

	Unit	2020	2021	2022	2023	2024
Domestic	Thousand m ³	428	474	512	493	477
Overseas		183	211	180	189	182
Total	Thousand m ³	611	684	692	682	659

Wastewater Discharge by Destination

		Unit	2021	2022	2023	2024
Sewage systems	Domestic	Thousand m ³	302	322	302	276
	Overseas		64	74	85	85
	Total	Thousand m ³	366	396	387	361
Sea area	Domestic	Thousand m ³	118	130	135	154
	Overseas		0	0	0	0
	Total	Thousand m ³	118	130	135	154
River	Domestic	Thousand m ³	53	60	56	46
	Overseas		44	5	6	8
	Total	Thousand m ³	97	65	62	54
Other (industrial park treatment facilities)	Domestic	Thousand m ³	0	0	0	0
	Overseas		103	101	99	89
	Total	Thousand m ³	103	101	99	89

Breakdown of Water Use over the Lifecycles of Lion Products

	Unit	2020	2021	2022	2023	2024
Raw material procurement	%	19.3	19.4	19.8	21.0	20.1
Production	%	0.1	0.1	0.1	0.1	0.1
Transport	%	0.0	0.0	0.0	0.0	0.0
Use by consumers	%	76.2	76.2	75.8	74.0	74.9
Disposal by consumers	%	4.4	4.3	4.3	4.9	4.9

➤ [More about related initiatives](#)

Water Use over the Lifecycles of Lion Products

	Unit	2020	2021	2022	2023	2024
Water Usage	million m ³	2,273	2,291	2,303	2,228	2,057
Usage intensity per unit net sales	thousand m ³ /million yen	—	6.26	5.91	5.53	4.98
Decrease in usage intensity per unit net sales from 2017	%	—	2	7	13	22

Waste

Total Waste Generation, Total Waste Consigned to Final Disposal in Landfills and Total Resources Recovered

Domestic	Unit	2020	2021	2022	2023	2024
Total Waste Generation	Thousand tons	10.43	9.08	11.22	8.77	12.85
Total Waste Consigned to Final Disposal in Landfills		0.01	0.01	0.00	0.00	0.00
Total Resources Recovered		3.13	3.73	3.22	3.02	3.01

Overseas	Unit	2020	2021	2022	2023	2024
Total Waste Generation	Thousand tons	3.96	3.89	4.19	4.26	4.15
Total Waste Consigned to Final Disposal in Landfills		0.74	0.54	0.38	0.50	0.47
Total Resources Recovered		3.13	3.22	3.15	3.11	3.13

Domestic and overseas total	Unit	2020	2021	2022	2023	2024
Total Waste Generation	Thousand tons	14.39	12.97	15.41	13.03	17.00
Total Waste Consigned to Final Disposal in Landfills		0.75	0.54	0.38	0.50	0.47
Total Resources Recovered		6.26	6.95	6.37	6.13	6.13

* The historical data contained an error, which has been corrected in the figures.

➤ [More about related initiatives](#)

Waste Disposal by Method (Domestic + Overseas)

	Unit	2020	2021	2022	2023	2024
Recycled or reused	Thousand tons	16.38	15.15	17.56	13.86	17.65
Landfill		0.81	0.65	0.38	0.50	0.47
Incinerated (with energy recovery)		3.22	3.49	3.20	3.86	4.14
Incinerated (without energy recovery)		0.13	0.46	0.44	0.76	0.69
Disposal method unknown		0.00	0.00	0.00	0.00	0.00

* The historical data contained an error, which has been corrected in the figures.

Industrial Waste Disposal Facility Maintenance and Management Data

Chiba Plant

➤ [2024 Maintenance and Management Data \(updated June 20, 2024\)](#)  (PDF:84KB) [Japanese]

➤ [2023 Maintenance and Management Data \(updated May 08, 2024\)](#)  (PDF:86KB) [Japanese]

➤ [2022 Maintenance and Management Data \(updated May 19, 2023\)](#)  (PDF:88KB) [Japanese]

Management of Chemical Substances

PRTR-Designated Substance Emissions (Domestic)

	Unit	2020	2021	2022	2023	2024
PRTR-Designated Substance Emissions	Tons	2	3	2	3	9

PRTR-Designated Substance Emissions

➤ [2024 PRTR-Designated Substance Emissions Data for Production Sites in Japan \(Japanese\)](#)  (360KB)

Emissions of Nitrogen Oxides (NO_x), Sulfur Oxides (SO_x) and Particulate Matter

Domestic	Unit	2020	2021	2022	2023	2024
Emissions of Nitrogen Oxides (NO _x)	Tons	29	27	26	25	24
Emissions of Sulfur Oxides (SO _x)		4	3	3	4	3
Particulate Matter		1	1	1	0	0

Overseas	Unit	2020	2021	2022	2023	2024
Emissions of Nitrogen Oxides (NO _x)	Tons	71	33	3	38	142
Emissions of Sulfur Oxides (SO _x)		2	1	3	1	30
Particulate Matter		8	58	26	26	58

Domestic and overseas total	Unit	2020	2021	2022	2023	2024
Emissions of Nitrogen Oxides (NO _x)	Tons	100	60	56	62	167
Emissions of Sulfur Oxides (SO _x)		6	5	6	5	33
Particulate Matter		9	59	28	26	58

VOC Emissions (Domestic)

	Unit	2020	2021	2022	2023	2024
Volatile organic compound (VOC) emissions	Tons	68	69	57	53	54

COD in Business Activities

	Unit	2020	2021	2022	2023	2024
Domestic	Tons	20	22	28	21	20
Overseas		76	77	18	15	16
Total	Tons	96	100	47	36	36

* Lion Corporation (Korea) COD is TOC

* The historical data contained an error, which has been corrected in the figures.

➤ [More about related initiatives](#)

Environmental Accounting

Based on the Ministry of the Environment's guidelines, every year we calculate and disclose the environmental conservation cost and the economic benefits (real effect) of environmental conservation measures for the entire domestic Lion Group. (January 2024 to December 2024)

Breaking down total environmental conservation cost in 2024, although investment (capital expenditure) increased approximately ¥17.6 billion and overall cost decreased approximately ¥2.8 billion.

Environmental Conservation Cost

(Millions of yen)

Category	Key activity	January 2024 to December 2024	
		Investment	Cost
Business area cost	Pollution prevention	128	202
	Global environmental conservation	879	3,547
	Resource recycling	36	406
	Environmentally friendly products	3,037	3,062
Upstream/downstream cost	Container/packaging recycling	—	757
Administration cost	ISO 14001 registration, environmental education	0	629
R&D cost	R&D of environmentally friendly products, etc.	75	920
Social activity cost	Environmental improvement measures, donations to organizations	0	20
Environmental remediation cost	Pollution burden duties, etc.	0	1
Domestic Group total		4,156	9,546
	YoY	1,763	-284

Economic Benefit Associated with Environmental Conservation Measures

(Millions of yen)

Effects	YoY reduction
Cost reduction due to energy saving	277.1
Cost reduction due to resource saving	183.0
Reduced water utility cost	-26.6
Waste disposal reduction*	44.9

* Includes cost of sales of valuable waste

Environmental Efficiency

Every year, Lion calculates its environmental efficiency using the formula below to evaluate how efficient its business activities are in terms of the environmental burden they create. We continually strive to improve environmental efficiency.

Environmental efficiency =

Results of business activities (net sales)

Environmental impact*
(monetary value of environmental burden calculated using LIME)

* Environmental impact (harm) is calculated as a monetary amount using the Life-cycle Impact assessment Method based on Endpoint modeling (LIME).

Environmental Efficiency and Monetary Value of Environmental Burden (comparison with 2005)

	Unit	2020	2021	2022	2023	2024
Monetary value of environmental burden (comparison with 2005)	%	84	84	90	78	87
Environmental efficiency		340	344	326	373	330

Production Site Environmental Data

- > [Lion and domestic consolidated subsidiaries](#)  (PDF:172KB)
- > [Overseas consolidated subsidiaries](#)  (PDF:164KB)

ESG Data and Third-Party Verification



Social Data

✓ Employee Data

✓ Improving Employee Health

✓ Productivity and Professional Fulfillment Indicators

✓ Sustainable Material Procurement

Employee Data

Scope: Employees of Lion Corporation (hereinafter referred to as “non-consolidated employees”) and employees who work for affiliated companies or organizations while also being employed by Lion Corporation (hereinafter referred to as “employees on loan”). This includes executive officers not under delegated contracts, but excludes temporary, part-time and dispatched employees.

The Lion Group as a whole: Employees of domestic and overseas affiliated companies* in addition to non-consolidated and employees on loan.

* Temporary, part-time and dispatched employees are not included.

* Domestic and overseas affiliates included in calculations (16 companies):Lion Chemical Co., Ltd., Lion Expert Business Co., Ltd., Lion Specialty Chemicals Co., Ltd., Lion Hygiene Co., Ltd., Lion Pet Co., Ltd, Lion Engineering Co., Ltd., issua Company, Ltd., Lion Tomoni Co., Ltd., Lion Dental Products Co., Ltd., Lion Daily Necessities Chemicals (Qingdao) Co., Ltd., Lion Home Products (Taiwan) Co., Ltd., Lion Corporation (Korea), Lion Corporation (Singapore) Pte Ltd., Lion Corporation (Hong Kong) Ltd., Lion Corporation (Thailand) Ltd., Southern Lion Sdn. Bhd.

Reference: 23 linked subsidiaries

As of December 31 of each year

Diversity & Inclusion

		2020	2021	2022	2023	2024
		Employees				
Lion Corporation (including employees on loan)	Male	2,355	2,347	2,317	2,253	2,197
	Female	1,205	1,238	1,270	1,292	1,290
Lion Group	Male	—	4,454	4,425	4,306	4,256
	Female	—	2,944	2,979	2,976	2,949
		Female employee ratio				
Lion Corporation (including employees on loan)		33.8%	34.5%	35.4%	36.6%	37.0%
Lion Group		—	39.8%	40.2%	40.9%	41.4%
		Ratios of employees by age group				
Lion Corporation (including employees on loan)	Below 30 y/o	16.0%	16.0%	16.0%	14.9%	13.8%
	30-50 y/o	47.0%	46.0%	46.0%	46.2%	45.9%
	Over 50 y/o	37.0%	38.0%	38.0%	38.9%	40.2%
Lion Group	Below 30 y/o	21.0%	20.0%	19.0%	18.0%	17.1%
	30-50 y/o	52.0%	53.0%	53.0%	52.7%	52.6%
	Over 50 y/o	27.0%	27.0%	28.0%	29.2%	30.2%
		New hires (new graduates)				
		*The historical data contained an error, which has been corrected in the figures.				
Lion Corporation (including employees on loan)	Male	42	54	46	35	37
	Female	34	33	38	30	37
		New hires (mid-career hires)				
		*The historical data contained an error, which has been corrected in the figures.				
Lion Corporation (including employees on loan)	Male	6	20	7	17	31
	Female	12	13	14	8	22
Lion Corporation (including employees on loan)	Employees in management position	—	—	5	5	7
	Employees in non-management positions	—	—	14	20	46
		Ratio of companies with labor unions, labor-management councils, or other mechanisms for consultation between employees and management				
Lion Group	%	86.4%	86.4%	86.4%	86.4%	86.4%
		Ratio of employees who are members of the above				
Lion Corporation (including employees on loan)	%	66.2%	77.9%	65.9%	62.6%	60.6%
Lion Group	%	73.4%	75.1%	72.9%	71.3%	70.5%
		Re-hired retirees				
Lion Corporation (including employees on loan)	Number	243	293	343	462	475
	%	6.8%	8.2%	9.6%	12.8%	13.6%
		Temporary employees				
Lion Corporation (including employees on loan)	Number	196	130	104	78	60
		Employees with disabilities				
Lion Corporation (including employees on loan)	Number	75	77	79	85	79
	%	2.7%	2.7%* ¹	2.8%* ¹	2.9%* ¹	2.8%* ¹
Lion Group	Number	94	127	131	135	94
	%	1.3%	1.7%	1.8%	1.9%	1.3%

		2020	2021	2022	2023	2024
		Average service years (excluding rehired retirees)				
Lion Corporation (including employees on loan)	Male	19.7	19.5	19.6	18.3	16.9
	Female	14.0	14.1	14.2	13.1	13.1
		Total employee turnover rate ^{*2}				
Lion Corporation (including employees on loan)		2.4%	2.8%	3.3%	3.1%	3.8%
		Voluntary employee turnover rate				
Lion Corporation (including employees on loan)		1.2%	2.3%	1.6%	2.0%	2.2%
Lion Group		3.0%	4.9%	5.5%	5.8%	4.4%
		Employees who resigned within three years of entering the Company				
Lion Corporation (including employees on loan)	Number	10	4	6	11	12
	%	4.0%	1.6%	2.4%	4.4%	3.5%
		Percentage of female employees in management positions ^{*3}				
Lion Corporation (including employees on loan)	Number	83	93	98	127	133
	%	9.1%	10.3%	11.1%	14.2%	14.5%
Lion Group	Number	—	289	267	334	359
	%	—	20.4%	19.6%	23.5%	24.4%
		Percentage of female employees in top-level management positions (Senior Management)				
Lion Corporation (including employees on loan)	Number	—	2	2	3	1
	%	—	12.5%	9.1%	12.5%	4.5%
Lion Group	Number	—	47	44	44	42
	%	—	40.2%	38.9%	39.3%	38.2%
		Percentage of female employees in low- and mid-level management positions				
Lion Corporation (including employees on loan)	Number	—	91	96	124	132
	%	—	10.3%	11.2%	14.2%	14.5%
Lion Group	Number	—	242	223	290	315
	%	—	18.6%	17.8%	22.1%	23.2%
		Percentage of female employees in junior management positions ^{*4}				
Lion Corporation (including employees on loan)	Number	—	163	180	160	154
	%	—	27.8%	31.4%	32.0%	33.3%
Lion Group	Number	—	232	231	233	227
	%	—	28.1%	30.2%	26.3%	31.7%
		Percentage of female employees in management positions with revenue-generating functions				
Lion Corporation (including employees on loan)	Number	—	36	37	42	37
	%	—	9.9%	10.5%	12.8%	12.3%
Lion Group	Number	—	154	147	155	155
	%	—	24.0%	23.1%	25.2%	26.0%
		Percentage of female employees in STEM-related positions				
Lion Corporation (including employees on loan)	Number	—	19	19	32	22
	%	—	11.8%	12.3%	14.7%	13.4%
Lion Group	Number	—	39	40	58	45
	%	—	16.8%	16.3%	18.8%	18.3%

		2020	2021	2022	2023	2024
		The percentage of average salary of female employees against that of male employees				
Lion Corporation (including employees on loan)	Male directors	—	100%	100%	100%	100%
	Female directors	—	—	—	—	—
	Male external directors	100%	100%	100%	100%	100%
	Female external directors	100%	100%	100%	100%	100%
	Male employees in management positions	100%	100%	100%	100%	100%
	Female employees in management positions	89%	89%	93% ^{*5}	92% ^{*5}	89%
	Male employees in non-management positions	100%	100%	100%	100%	100%
	Female employees in non-management positions	76%	79%	79% ^{*5}	81% ^{*5}	82%
Lion Group	Male employees in management positions	100%	100%	100%	100%	100%
	Female employees in management positions	88%	93%	97%	91%	91%
	Male employees in non-management positions	100%	100%	100%	100%	100%
	Female employees in non-management positions	90%	91%	89%	92%	91%
		Regionally based employees				
	Users	2	0	8	9	0

*1 Uses the standard calculation for the domestic hiring rate

*2 Total employee turnover rate number should be the sum of the Voluntary employee turnover and the involuntary employee turnover rate (such as retirement, end of term, or death)

*3 Total of those in top-level (equivalent to Executive General Managers, Deputy Executive General Managers, etc., excluding the CEO and directors) and mid-level and low-level (equivalent to General Managers, managers, etc.) management positions

*4 Equivalent to supportive roles, such as assistant managers, etc.

*5 Verified by a third party

➤ [More about related initiatives](#)

Work-Life Enrichment

		2020	2021	2022	2023	2024
		Employees who took childcare leave				
Lion Corporation (including employees on loan)	Male	32	54	55	57	55
	Female	78	84	77	89	84
		Employees who took shorter work hours for childcare				
Lion Corporation (including employees on loan)	Male	0	0	0	0	1
	Female	77	78	65	74	87
		Average overtime per month [hours]				
Lion Corporation (including employees on loan)		9.2	12.5	13.8	12.4	12.3
		Annual paid leave used				
Lion Corporation (including employees on loan)		68.0%	65.9%	69.2%	74.8%	78.8%
		Volunteer leave used				
Lion Corporation (including employees on loan)	Users (total)	0	0	0	0	2
	Days taken	—	—	—	—	7
		Employee Awareness and Behavior Survey Employees who take pride in their work*				
Lion Corporation (excluding employees on loan)	Overall response rate	83.0%	84.3%	89.5%	93.5%	94.5%
	Overall	97.3%	80.5%	77.1%	74.5%	76.9%
	Male	97.5%	84.3%	78.2%	76.4%	78.9%
	Female	96.8%	77.0%	78.1%	75.4%	78.4%
	Below 30 y/o	95.3%	74.9%	71.9%	75.2%	77.7%
	30–39 y/o	96.7%	78.9%	76.9%	70.6%	69.6%
	40–49 y/o	96.8%	79.0%	75.9%	72.8%	76.1%
	50–59 y/o	97.9%	84.6%	79.5%	76.7%	79.2%
	60 y/o and above	97.2%	85.4%	82.1%	78.4%	85.2%
	Non-management positions	96.6%	77.5%	74.9%	72.1%	77.1%
	Management Positions (Including executives)	98.8%	89.6%	85.1%	82.1%	81.5%

* The survey options were changed starting in 2021 for the purpose of more rigorously assessing the current situation and aiming for a better state of affairs.

[➤ More about related initiatives](#)

Developing Human Resources

		2020	2021	2022	2023	2024
		Average hours per FTE of training and development				
Lion Corporation (including employees on loan)		14.6	52.8* ¹	58.1	50.2	38.1
Lion Group		12.1	31.0* ¹	34.9	32.1	25.9
		Average hours per FTE of training and development breakdown				
Lion Corporation (including employees on loan)	Employees below 30 y/o	—	97.7	93.1	80.4	79.9
	Employees 30–50 y/o	—	49.3	55.2	56.7	39.0
	Employees 50 y/o and above	—	54.5	46.3	31.0	22.3
	Male	—	49.2	66.9	54.4	39.2
	Female	—	59.8	41.9	43.0	36.4
	Top management positions	—	39.7	281.5	48.2	53.3
	Low- and mid-level management positions	—	83.3	128.5	79.0	61.1
	Junior management positions	—	42.9	18.7	67.4	16.4
Lion Group	Employees below 30 y/o	—	44.2	44.1	43.7	41.2
	Employees 30–50 y/o	—	26.3	31.7	32.8	25.0
	Employees 50 y/o and above	—	36.6	34.1	23.7	18.3
	Male	—	30.1	40.9	35.6	26.8
	Female	—	30.3	26.1	26.9	24.4
	Top management positions	—	21.1	63.8	29.3	29.3
	Low- and mid-level management positions	—	60.4	95.0	58.2	46.2
	Junior management positions	—	33.4	16.8	47.8	16.8
		Average amount spent per FTE on training and development				
Lion Corporation (including employees on loan)		¥52,300	¥67,100	¥94,800	¥74,793	¥77,549
Lion Group		¥29,300	¥36,700	¥51,400	¥43,992	¥45,162
		Average amount spent per FTE on training and development breakdown				
Lion Corporation (including employees on loan)	Employees below 30 y/o	—	¥67,100	¥288,300	¥107,671	¥152,507
	Employees 30–50 y/o	—	¥107,700	¥82,900	¥103,211	¥98,209
	Employees 50 y/o and above	—	¥24,100	¥27,700	¥28,557	¥21,262
	Male	—	¥70,800	¥98,300	¥76,049	¥76,269
	Female	—	¥60,000	¥87,500	¥72,602	¥79,730
	Top management positions	—	¥65,000	¥643,500	¥562,378	¥294,692
	Low- and mid-level management positions	—	¥105,000	¥176,600	¥119,545	¥138,747
	Junior management positions	—	¥44,000	¥182,900	¥62,361	¥49,480
Lion Group	Employees below 30 y/o	—	¥43,500	¥120,000	¥48,381	¥62,896
	Employees 30–50 y/o	—	¥46,700	¥40,700	¥52,257	¥49,336
	Employees 50 y/o and above	—	¥16,900	¥20,400	¥22,207	¥16,528
	Male	—	¥41,300	¥55,900	¥45,954	¥54,391
	Female	—	¥29,200	¥41,900	¥38,129	¥40,586
	Top management positions	—	¥33,700	¥108,200	¥168,668	¥103,555
	Low- and mid-level management positions	—	¥76,800	¥127,600	¥87,895	¥98,518
	Junior management positions	—	¥33,500	¥139,200	¥44,186	¥39,448

		2020	2021	2022	2023	2024
		Type of individual performance appraisal				
Coverage of the MBO system ^{*2} at Lion Corporation	Top management positions	Introduced	Introduced	Introduced	Introduced	Introduced
	Low- and mid-level management positions	Introduced	Introduced	Introduced	Introduced	Introduced
	Junior management positions	Introduced	Introduced	Introduced	Introduced	Introduced
	Employees in non-management positions	Introduced	Introduced	Introduced	Introduced	Introduced
Coverage of the MBO system ^{*2} : % of all employees	Top management positions	55.7%	57.3%	53.3%	59.8%	59.8%
	Low- and mid-level management positions	95.4%	95.5%	94.8%	94.7%	94.7%
	Junior management positions	94.6%	94.9%	94.4%	97.6%	97.6%
	Employees in non-management positions	62.1%	63.6%	66.2%	69.4%	69.4%
		Percentage of open positions filled by internal candidates (internal hires) ^{*3}				
Lion Corporation (including employees on loan)		88.5%	69.0%	89.1%	95.1%	92.2%
Lion Group		49.2%	55.7%	67.6%	82.5%	66.0%

*1 Figures for 2021 increased due to the inclusion of divisional training and development hours

*2 MBO: Management by Objectives

*3 Percentage of internal hires: Internal hires / (external mid-career hires + internal hires)

[➤ More about related initiatives](#)

Improving Employee Health

			2020	2021	2022	2023	2024
Lion Corporation (including employees on loan)	Physical health	Rate of employees getting regular health checkups	100.0%	100.0%	99.8%	99.9%	99.9%
		Rate of employees getting necessary follow-up examinations	58.0%	59.6%	59.4%	55.7%	62.0%
		Rate of employees requiring specific health guidance (ages 40 and over)* ¹	17.8%	16.8%	15.8%	14.4%	15.0%
		Rate of employees requiring specific health guidance (ages 40 and over)* ¹	74.9%	83.6%	79.4%	85.1%	—
		Rate of employees with metabolic syndrome (ages 40 and over)	13.6%	14.3%	13.6%	12.9%	14.0%
		Rate of employees who fall into the pre-metabolic syndrome group (ages 40 and over)	14.7%	14.4%	12.1%	13.4%	13.8%
		Rate of employees maintaining a healthy body weight	69.4%	66.9%	67.5%	67.7%	66.2%
	Living habits	Employee nonsmoker rate	81.7%	82.6%	83.1%	83.6%	83.9%
		Rate of employees who habitually exercise	23.7%	24.8%	26.1%	26.1%	26.9%
		Proportion of employees who are sufficiently rested after sleep	66.0%	67.4%	68.0%	66.9%	68.0%
		Proportion of employees who eat breakfast habitually	80.7%	75.8%	75.3%	74.4%	74.9%
		Suitable rate for employees who habitually drink alcohol	83.0%	84.5%	83.0%	89.2%	87.7%
	Mental health	Stress level check implementation rate	98.2%	94.7%	97.5%	98.3%	98.5%
		Rate of employees with high stress levels	7.9%	9.2%	8.7%	9.5%	8.6%
	Health literacy	Proportion of employees who respond that they “mostly understand” or “understand well” their health checkup results	89.8%	89.8%	91.2%	90.8%	90.8%
		Proportion of employees who respond that they “know what to do” or “mostly know what to do” to improve their health based on their health checkup results	86.3%	87.2%	88.6%	88.6%	88.9%

*1 Figures calculated by health insurance society (insured persons of the entire group)

Productivity and Professional Fulfillment Indicators

			2021	2022	2023	2024	Target 2030
Lion Corporation (including employees on loan)	Productivity	Performance(Presenteeism)* ¹	86.7%	84.7%	85.9%	85.0%	85.0% or more
		Rate of absence due to illness or poor health(Absenteeism)* ²	0.7%	0.8%	0.9%	1.0%	Decrease in 2021 (0.7%)
	Professional fulfillment* ³	Work engagement	2.6	2.6	2.4	2.4	3.0 or more
		Proportion of employees that respond that they are “satisfied” or “mostly satisfied” with their jobs	71.8%	75.4%	69.4%	68.9%	—
		Proportion of employees that respond “I believe so” or “I somewhat believe so” to the statement “My job is professionally fulfilling”	74.8%	71.2%	73.2%	71.5%	—

*1 Presenteeism: A condition in which a person goes to work while suffering from some disease or symptom and has reduced work performance and labor productivity.

Measured using SPQ (University of Tokyo 1-item version), 2024 Number of respondents: 3,461, Response rate: 97.2%.

*2 Absenteeism: sick leave, state of being absent from work due to illness

Absence rate = number of days lost/total number of days worked (calculated from work information)

*3 Work engagement: measured using stress check (Work Engagement: average score of 2 questions on a 4-point scale)

2024 Number of respondents: 3,348, response rate: 98.5%

Sustainable Material Procurement

Switching rate to RSPO-certified products for key raw materials (Domestic)

2020	2021	2022	2023	2024
93%	93%	99%	99%	99%

➤ [More about related initiatives](#)

Procurement rate of third-party certified paper from domestic paper manufacturers for key products

2020	2021	2022	2023	2024
98%	98%	99%	98%	99%

➤ [More about related initiatives](#)

Number of primary suppliers who filled out self-checks questionnaires and Response Rate

	2020	2021	2022	2023	2024
Number of suppliers	574	502	474	436	392
Response Rate	100%	100%	96%	96%	97%

➤ [More about related initiatives](#)

Key Suppliers

	2020	2021	2022	2023	2024
Number of key suppliers	90	90	90	90	90
Percentage of key suppliers among primary suppliers	15.7%	17.9%	17.9%	19.3%	25.6%
Portion of purchasing that is from key suppliers (monetary basis, among all primary suppliers)	89%	89%	89%	89%	92%

➤ [More about related initiatives](#)

ESG Data and Third-Party Verification

Environment

Social

Governance

Third-Party Verification

Governance Data

- ✓ Compliance E-learning Participation Rate
- ✓ The AL Heart Hotline Recognition Rate Among Employees
- ✓ AL Heart Hotline Consultations and Reports
- ✓ Product recalls from consumers or distributors

Scope: Lion Corporation + domestic Group companies

Compliance E-learning Participation Rate

2020	2021	2022	2023	2024
99.5%	99.2%	98.1%	96.2%	97.3%

> More about related initiatives

The AL Heart Hotline Recognition Rate Among Employees

2020	2021	2022	2023	2024
99.5%	99.0%	99.4%	99.5%	98.6%

AL Heart Hotline Consultations and Reports

	2020	2021	2022	2023	2024
Harassment	8	12	13	17	20
Personnel and labor management issues	7	5	9	7	5
Others	58	2	3	13	9

> More about related initiatives

Product recalls* from consumers or distributors

Scope: Lion Corporation

2020	2021	2022	2023	2024
0	0	0	0	0

ESG Data and Third-Party Verification



Conducting Third-Party Verification (Environment)

To ensure the transparency and accuracy of its environmental data, the Lion Group has undergone third-party verification regarding data on its greenhouse gas emissions (Scope 1, Scope 2 and main Scope 3 categories) and water withdrawal and discharge from SGS Japan Inc. Most recently, the Group obtained third-party verification opinions regarding its environmental data for 2024.

Going forward, we will utilize third-party verification and work continuously to improve accuracy.

Verification Opinion

28 May 2025
Opinion No : SGS25/049

Mr. Masayuki Takemori
Representative Director,
President and Executive Officer
Lion Corporation
1-3-26 Kuramae, Taito-ku, Tokyo

Objective
SGS Japan Inc. (hereinafter referred to as "SGS") was commissioned by Lion Corporation (hereinafter referred to as "the Organization") to conduct independent verification based on Criteria of Verification (ISO14064-3: 2019 and the SGS verification protocol) regarding the data prepared by the Organization on the scope of verification (hereinafter referred to as "the Statement"). The objective of this verification is to confirm that the Statement in the Organization's applicable scope has been correctly calculated and reported in the Statement in conformance with the criteria, and to express our views as a third party. The Organization is responsible for the preparation and fair presentation of the Statement.

Scope
The scope of verification is Scope 1 and 2 emissions, Scope3 emissions, water usage (water withdrawal) and discharge, and COD emissions.
The period subject to report is from 1 January 2024 to 31 December 2024.
Refer to the attached sheet for the detailed scope of verification.

Procedure of Verification
The Statement was verified in accordance with Criteria of Verification, and the following processes were implemented at a limited level of assurance:

- Verification of the calculation system: Interviews on the measurement, tabulation, calculation, and reporting methods employed by the Organization as well as review of related documents and records
- Verification of the Statement: On-site verification and voucher review conducted at Osaka plant and Chiba plant, and analytical procedures and interviews for the other sites in the scope of verification carried out at the head office

The criteria for this review are based on, GHG Emissions Calculation and Reporting Manual Ver. 5.0, IEA Emissions Factors 2024, Act on the Rational Use and Proper Management of Fluorocarbons, and the protocol specified by the Organization.

Conclusion
Within the scope of the verification activities employing the methodologies mentioned above, nothing has come to our attention that caused us to believe that the Organization's Statement was not calculated and reported in conformance with the criteria.
SGS Japan Inc. affirms our independence from the Organization, being free from bias and conflicts of interest with the Organization.

For and on behalf of SGS Japan Inc.
Yokohama business Park North Square 1
134, Godo-cho, Hodogaya-ku, Yokohama
Business Assurance
Head of Certification/Accreditation

Yuji Takeuchi

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Attached file

28 May 2025
Opinion No : SGS25/049

The details of the scope of verification

The scope	The boundary	The statement
1 Scope 1 and 2	4 domestic plants, 2 domestic research centers, 6 domestic offices, 1 domestic logistics base of the Organization, 4 domestic plants, 5 overseas plants, 1 overseas research center, 9 overseas offices of its Group Companies (32 sites in total) ¹⁾	Energy related carbon dioxide emissions Scope 1: 61,967 t-CO ₂ Scope 2: 53,621 t-CO ₂ GHG emissions other than energy related carbon dioxide : 10,896 t-CO ₂
2 Scope3 Category 1	Raw materials and packaging materials for products sold by the Organization and Lion Corporation (Korea) and indirect procurement of the Organization	545,017 t-CO ₂
3 Scope3 Category 11	Products sold by the Organization and Lion Corporation (Korea) ²⁾	933,273 t-CO ₂
4 Scope3 Category 12	Products sold by the Organization and Lion Corporation (Korea)	218,124 t-CO ₂
5 Water usage (water withdrawal) including the water sources of city water, industrial water, underground water and rainwater	4 domestic plants of the Organization, 4 domestic and 4 overseas plants of its Group Companies (12 sites in total)	Water usage(water withdrawal) : 1,452 thousand m ³ Water discharge : 582 thousand m ³
6 COD emissions	4 domestic plants of the Organization, 4 domestic and 3 overseas plants of its Group Companies (11 sites in total)	34 t

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Verification Opinion

Initiatives and External Evaluations

- ✓ Participation in Initiatives
- ✓ Status of Inclusion in SRI Indices
- ✓ Evaluations and Certifications

Participation in Initiatives

The United Nations Global Compact (UNGC) is a global initiative in which companies and organizations take action as upstanding members of society by exercising responsible, productive leadership to realize sustainable growth. Participating companies and organizations are asked to uphold and put into action ten principles in the four areas of “Human Rights,” “Labour,” “Environment” and “Anti-Corruption.”



The Ten Principles of the UN Global Compact

Human Rights	Principle 1: Business should support and respect the protection of internationally proclaimed human rights; and
	Principle 2: Make sure that they are not complicit in human rights abuses.
Labour	Principle 3: Business should uphold the freedom of association and the effective recognition of the right to collective bargaining;
	Principle 4: The elimination of all forms of forced and compulsory labour;
	Principle 5: The effective abolition of child labour; and
	Principle 6: The elimination of discrimination in respect of employment and occupation.
Environment	Principle 7: Business should support a precautionary approach to environmental challenges;
	Principle 8: Undertake initiatives to promote greater environmental responsibility; and
	Principle 9: Encourage the development and diffusion of environmentally friendly technologies.
Anti-Corruption	Principle 10: Business should work against corruption in all its forms, including extortion and bribery.

Lion announced its support for the UNGC in 2009 and takes part in related initiatives. Furthermore, Lion is a member of the [Global Compact Network Japan \(GCNJ\)](#)[\[Japanese\]](#) , a local network of the UNGC. The GCNJ has subcommittees aimed at promoting the CSR activities of its member companies. Lion participates in the Supply Chain, Environmental Management, HRDD and SRI/ESG subcommittees. The subcommittees share information on the latest CSR-related developments through lectures by experts and examples of initiatives at participating companies. They also prepare various publications to support the CSR efforts of diverse corporate actors based on the experience of the participating companies across a wide range of industries.

Publications Lion Has Helped Prepare

◎Supply Chain Subcommittee

 [Introductory text on CSR procurement \(bringing CSR to the supply chain\)](#) [\[Japanese\]](#)

 [CSR procurement self-assessment tool set](#) [\[Japanese\]](#)

Others

- > [Participation in External Environmental Initiatives](#)
 - > [Participation in Pharmaceutical Product Safety Initiatives](#)
 - > [Participation in External Supply Chain Initiatives](#)
 - > [Participation in External Human Rights Initiatives](#)
-

Status of Inclusion in SRI Indices

In addition to financial considerations, the Lion Group works to address environmental, social and governance issues and has been selected for inclusion in leading socially responsible investing (SRI) indices in and outside Japan. Inclusion in these indicates that we are recognized globally as a highly trustworthy company that meets high standards of corporate ethics and corporate social responsibility.

As of August 2025

MSCI Selection Indexes*¹



 [MSCI Selection Indexes](#)

MSCI Japan ESG Select Leaders Index*¹



 [MSCI Japan ESG Select Leaders Index](#) [\[Japanese\]](#)

MSCI Japan Empowering Women (WIN) Select Index*1

2025 CONSTITUENT MSCI JAPAN
EMPOWERING WOMEN INDEX (WIN)

[🔗 MSCI Japan Empowering Women \(WIN\) Select Index](#)

[➤ News Release](#)

MSCI Nihonkabu ESG Select Leaders Index*1

2025 CONSTITUENT MSCI NIHONKABU
ESG SELECT LEADERS INDEX

[🔗 MSCI Nihonkabu ESG Select Leaders Index \[Japanese\]](#)

[➤ News Release](#)

FTSE4Good Index Series



FTSE4Good

[🔗 FTSE4Good Index Series](#)

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FTSE Blossom Japan Index



**FTSE Blossom
Japan Index**

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FTSE Blossom Japan Sector Relative Index



**FTSE Blossom
Japan Sector
Relative Index**

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S&P/JPX Carbon Efficient Index



[🔗 S&P/JPX Carbon Efficient Index](#)

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Morningstar Japan ex-REIT Gender Diversity Tilt Index (GenDi J) *2



[🔗 Morningstar Japan ex-REIT Gender Diversity Tilt Index](#)

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SOMPO Sustainability Index



[🔗 SOMPO Sustainability Index \[Japanese\]](#)

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Evaluations and Certifications

Our environmental, logistics and human resources initiatives have been highly evaluated by governmental and other external institutions.

As of August 2025

CDP Water Security



[CDP Water Security](#)
[News Release](#)

Supplier Engagement Assessment



[Supplier Engagement Assessment](#)
[News Release](#)

Sustainability Year book



[Sustainability Year book](#)
[News Release](#)

SBT Initiative



[SBT Initiative](#)
[News Release](#)

NIKKEI Sustainable Management Survey, SDGs
Edition



[🔗 Nikkei SDGs Management Survey](#)

NIKKEI Sustainable Management Survey, Smart
Work Edition



[🔗 NIKKEI Smart Work \[Japanese\]](#)

ESG Finance Awards Japan



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Digital Transformation Certification



[🔗 Digital Transformation Certification \[Japanese\]](#)

Health & Productivity Management Outstanding
Organizations



[🔗 Health & Productivity Management Outstanding Organizations](#)

[➤ News Release \[Japanese\]](#)

Kurumin and Platinum Kurumin Certification



[🔗 Kurumin and Platinum Kurumin Certification \[Japanese\]](#)

Japan Sports Agency's Sports Yell Company



[Sports Yell Company \[Japanese\]](#)

[News Release \[Japanese\]](#)

Tokyo Sports Promotion Company Certification System



[Tokyo Sports Promotion Company Certification System \[Japanese\]](#)

[News Release \[Japanese\]](#)

Eco rail mark



[Eco rail mark](#)

Stakeholder Engagement

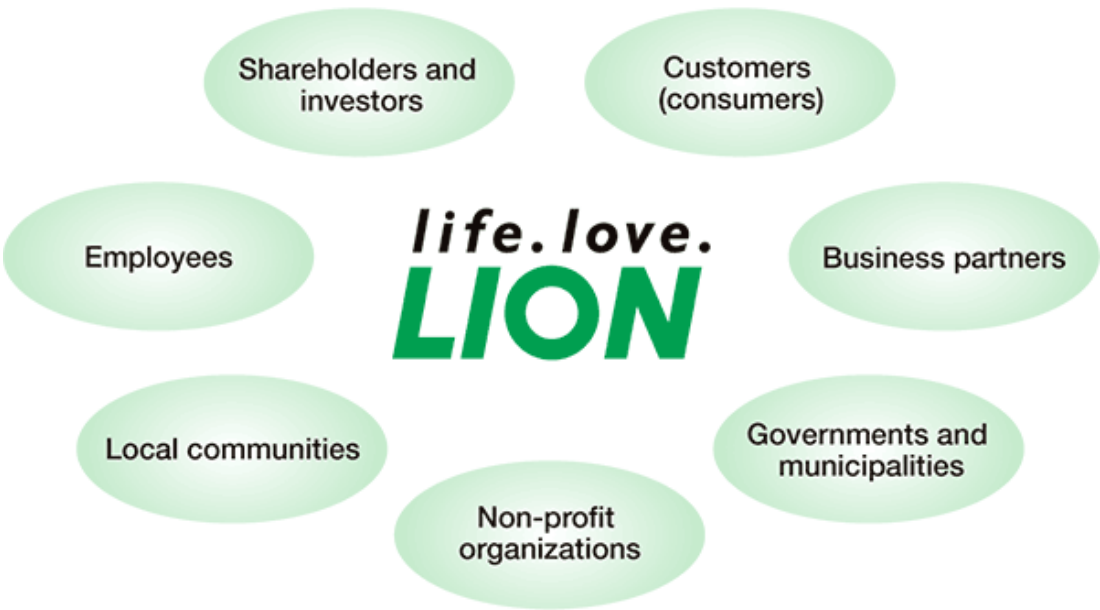
Approach

The Lion Group recognizes the importance of meeting the expectations and demands of stakeholders. To that end, mutual understanding with our stakeholders is essential for us to continue our sustainable growth. We strive to actively engage stakeholders in dialogue and collaboration by through various forms of communication.

We value and take seriously our stakeholders’ opinions and suggestions. After analyzing and reviewing them internally, we incorporate them into our future corporate activities to further improve our sustainability efforts.

Lion’s Main Stakeholders

Lion considers its main stakeholders to be its shareholders, investors, customers (consumers) and business partners, as well as municipalities, governments, non-profit organizations, local communities and employees.



Stakeholder Engagement

To ensure that it will be able to continue to contribute to society, Lion listens carefully to the opinions of stakeholders and promotes stakeholder engagement* via the following communication methods. The opinions we receive are reported to management and the relevant departments and are utilized in our business activities.

* The process in which a company actively engages with its stakeholders through dialogue and other means to achieve mutually acceptable outcomes in order to fulfill its corporate social responsibility (see the Japan Business Federation's Implementation Guidance on Charter of Corporate Behavior, 7th Edition)

Main Stakeholder Communication Methods

Putting Our Purpose into Practice: "Make a difference in everyday lives by redesigning habits: ReDesign"

Stakeholder	Major responsibilities	Main engagement opportunities
Shareholders and investors	• Business growth (sales and profit) • Returning profits to shareholders • Sound and transparent management • Accountability and constructive dialogue • Effective corporate governance	• Annual Meeting of Shareholders, Annual Meeting of Shareholders convocation notice • Financial results briefings • Briefings for individual investors and institutional investors • IR tours: Individual interviews with overseas institutional investors and analysts
	• Enhancing disclosure content • Timely disclosure of management-related information	Website: Investor Relations and News Release sections
	Proactive disclosure of financial and non-financial information	Integrated Report
Customers (consumers)	Redesigning habits	Promotional activities and exhibition events
	Safe and reliable manufacturing	Factory tours
	Product development emphasizing the consumer's perspective	Consumer research: group interviews, monitoring surveys
	Supplying superior products and services useful for everyday living	Commercials, in-store shopping, online shopping
	Promoting information useful for everyday living	Lion's website and social media
	Appropriate, sincere customer service	Customer support

Stakeholder	Major responsibilities	Main engagement opportunities
Business partners	● <u>Suppliers (raw material manufacturers, production contractors)</u> • Establishing supply chain management that takes human rights and the environment into consideration • Responsible raw material procurement	• Self-checks/feedback based on the Lion Group Supplier CSR Guidelines • Compliance consultation and whistle-blowing system (AL Heart Hotline)
	● <u>Retail stores, wholesalers</u> • Building relationships of trust through fair and equitable trade • Stable supply of products • Proposing value-added products and services that meet consumer needs • Contributing to the revitalization of markets in each category	• New product briefings, product seminars • Lion network, wholesaler meetings • Sales floor strategy proposal meetings, merchandising meetings • Collaborative events and fairs • Collaborative environmental initiatives
Governments and municipalities	Appropriate dialogue with supervisory authorities	Councils, committees, opinion exchange meetings, personnel exchanges
	Collaboration to resolve local social issues	Conclusion of agreements, collaborative events and initiatives
	Building and maintaining equitable and sound relationships	Debriefings and information exchange meetings
Non-profit organizations	Collaborative, cooperative support for solving social and environmental issues	• Conclusion of agreements, collaborative events and initiatives • Opinion exchange meetings • Support through monetary and product donations
Local communities	Solving social and economic issues	Social contribution activities and participation in the local community
	Contributing to regional revitalization and development and collaboration with local communities	Connecting with local residents through events
	• Promoting health and educating the next generation on hygiene and cleanliness • Proposing educational curriculums • Environmental education	• Health seminars • Disaster relief • Supporting science classes • Forest maintenance activities
	Consideration for the natural environment	Environmental beautification activities
	Biodiversity conservation	Conservation activities with local residents

Stakeholder	Major responsibilities	Main engagement opportunities
Employees	• Providing a comfortable working environment for employees. • Support for job satisfaction	• Internal communications through the Group intranet, etc. • Employee awareness and behavior surveys • Compliance Awareness Survey
	• Building good relationships • Fostering an organizational culture that encourages innovation	• Roundtable with the President to exchange ideas with management • Creating new businesses through the new value creation program
	• Fair evaluation and treatment • Improving the employee benefits system	• Labor-management meetings • Individual interviews
	Utilizing and developing human resources	• Various educational programs and training for skills acquisition and ability development • Rank-specific training
	Promoting occupational safety and health	• Workplace accident prevention program • e-learning training
	Promoting and managing health	Health checkups, dental checkups
	Respecting human rights	• Compliance consultation and whistle-blowing system (AL Heart Hotline) • e-learning training
	Respecting diversity	

Stakeholder Dialogue

Lion regards dialogue with stakeholders as a valuable opportunity for seeing how its aspirations as a company compare with society’s demands and calibrating its sense of balance as a good corporate citizen.

In recent years, in light of the growing importance of responding to new demands from society, we hold study meetings for management as part of our stakeholder dialogues. These meetings bring together outside experts with Lion’s top management to discuss sustainability topics directly related to corporate operations. The suggestions and opinions expressed in these dialogues are reflected in Lion’s operations and used to further promote sustainability activities.

In May 2022, we held a study meeting on the topic of respect for human rights, which has been attracting attention as a major social issue in recent years. At this meeting, an outside expert specializing in human rights served as an instructor, leading discussion with Lion’s chairman, president, directors, Audit & Supervisory Board members and executive officers.

We will continue working to understand and meet the needs of our customers and society through a variety of forms of dialogue with stakeholders.

Implemented	Participating stakeholders	Theme
2022	Outside experts	Respect for human rights (United Nations Guiding Principles on Business and Human Rights)—Why it is crucial to strengthen initiatives to ensure respect for human rights now
2021	An NPO	The Okuchikarada Project for children (Inclusive oral care)
	Outside experts, employees	Spreading awareness of sustainability
2020	Outside experts	ESG-oriented management
2019	Outside experts	Promoting sustainability-oriented management

Social Contribution Activities

- ✓ Approach ✓ Initiatives with Local Governments ✓ Employee Participation
- ✓ Sports Promotion Activities ✓ Working towards Gender Equality
- ✓ Collaboration with Local Communities ✓ Donation Activities (Philanthropy)

Approach

Since its founding, Lion has sought to help consumers create healthy living habits through the provision of products and services while carrying out educational and awareness activities and communication aimed at promoting people's healthy daily lives.

In Asian countries, Lion is engaged in initiatives that contribute to the sustainable development of society and the global environment through the areas of health, comfort and cleanliness (see [Lion Group Charter for Corporate Behavior](#).) We believe that our continued business viability depends on co-existing harmoniously with the communities in which we are involved, such as those where Lion facilities are located. We therefore strive to help solve issues in and invigorate local communities by strengthening partnerships with local residents, government agencies and citizens' groups. In addition, by increasing opportunities for every employee to get involved in business-related educational activities, we foster human resources that create new value informed by a high level of social and environmental awareness.

Initiatives with Local Governments

Ishinomaki City, Miyagi Prefecture

Lion's founder, Tomijiro Kobayashi, had close ties to Ishinomaki City. Honoring this connection, Lion has pursued recovery support initiatives in the city on a continuous basis since the Great East Japan Earthquake in 2011.

In January 2019, Lion formed a comprehensive collaboration agreement with the city to promote the health of city residents and revitalize the area using its accumulated health improvement expertise. In January 2024, after a long suspension in our activities due to COVID-19, we signed on for the second phase of the comprehensive collaboration agreement and will continue working with Ishinomaki City. We will continue to implement a variety of initiatives based on employee participation.



A group photo of a tree planting event at Ishinomaki Minamihama Tsunami Memorial Park



Lion's initiatives to promote recovery after the Great East Japan Earthquake



Yamanashi City, Yamanashi Prefecture

Since October 2006, in accordance with an agreement with Yamanashi City, Lion has been involved in the maintenance of a city-owned forest, which is called “Lion Forest in Yamanashi” the first of the Company Forest Promotion Projects being promoted by Yamanashi Prefecture. Our goal is to increase employee awareness of the environment through the experience of caring for the forest, which serves as a water source. We are also trying to rehabilitate the adjacent developed land into a satoyama. Through this activity, We are also engaging with the local community.



Forest maintenance activities



Sakaide City, Kagawa Prefecture

The *KireiKirei* City-Sakaide Project is an initiative implemented through a partnership agreement signed in 2014 by Sakaide City, the Lion Chemical Co., Ltd. Oleochemical Production Site and Lion that aims to improve the health of the citizens of Sakaide City by educating them about healthy habits such as handwashing and oral healthcare.



Handwashing awareness activities at the Furusato no Oyako Festival



Sumida-ku, Tokyo

In 2020, Lion formed an agreement with the municipality of Sumida-ku, where our headquarters were formerly located, to collect and recycle used toothbrushes with the aim of recovering plastic resources.

Between April 2020 and March 2021, used toothbrushes were collected from elementary schools and other organizations (many of which are educational institutions), recycled into rulers, and returned to the collecting organizations.



A visit to a participating elementary school



An elementary school student showing off his new ruler



15 cm rulers incorporating recycled toothbrush plastic



Taito-ku, Tokyo

In March 2023, we concluded an agreement with the municipality of Taito-ku upon the relocation of the Head Office to that area. This agreement was forged with the aim of collaborating and cooperating in the promotion of local residents' health and contributing to community development for the realization of a sustainable society and our harmonious coexistence with the community.

Together, we are promoting activities in the following seven areas. In addition, an annual meeting to report on these activities is held to confirm their progress and to deepen mutual friendships.

Partnership Agreement Activities

- (1) Measures promoting health and dental health
- (2) Environmental measures and product recycling
- (3) Promotion of a gender-equal society
- (4) Sound upbringing of children and youth
- (5) Disaster prevention measures
- (6) Tourism promotion
- (7) Promotion of sports
- (8) Others



Signing Ceremony for the Comprehensive Collaborative Agreement

Employee Participation

Sustainability Training

We conduct sustainability training on themes related to the two most important issues of “promoting initiatives for a sustainable global environment” and “creating healthy living habits” with the aim of enriching employee understanding and awareness of key sustainability issues, as well as advancing the integration of key sustainability issues with business operations.

Participation in such activities and direct contact with social issues enhances problem-solving skills, employee teamwork, and empathy while raising awareness of social contribution, and we are actively engaged in activities that contribute to human resource development.

| Sustainability Experiential Training—Environmental/Oral Health Care Awareness Activities

We launched a sustainability experiential training program in 2024 to further improve contributions of sustainability to our operations. In addition to classroom lectures, the training incorporates on-site activities such as water resource conservation activities through forest maintenance and oral health care awareness activities for elementary school students held in school cafeterias. Through the training program, we have seen improvements in the level of understanding of key sustainability issues and in the level of implementation through business operations.



Sustainability experiential training
Lion Yamanashi Forest (forest maintenance/water conservation activities)



Sustainability experiential training
Okuchikarada Project (oral health care awareness activities)

Sustainability Experiential Training	2024 participants
Environmental	148
Oral health care awareness	93

Sustainability Experiential Training—Handwashing Awareness Activity

Since 2014, as part of the Company’s training program, our younger employees go to kindergartens and preschools across Japan to teach children about the importance of good handwashing habits through a set of fun song and dance activities. In addition to providing products, our employees play a helpful role in promoting self-directed cleanliness and hygiene habits.



Events held in kindergartens and preschools

Supporting Science Education

“Rico-Challe” Training Event Participation

Since 2019, Lion has been holding events to support “Rico-Challe,” a campaign to support female junior high, high school and university students choosing science, technology, engineering and mathematic (STEM) fields being implemented by the Gender Equality Bureau Cabinet Office, the Ministry of Education, Culture, Sports, Science and Technology Education Policy Bureau and the Japan Business Federation.



Education Support Activities for Science Students

One example of how Lion supports science education is by conducting experience-based lessons for high school students from Super Science High School designated schools,* helping these students to deepen their knowledge, and by offering tours of the Research and Development Headquarters that cover the history of Lion’s technological development, the motivations of the developers and the technologies used in Lion products in order to foster their interest in science. Because students are able to hear from researchers directly, these events help students develop a sense of what it is like to work in research.

* The Ministry of Education, Culture, Sports, Science and Technology has implemented the Super Science High School program since 2002 to carry out research and development focused on math and science education with the goal of developing future international scientists and engineers. Under the program, upper secondary schools providing advanced math and science education are designated as Super Science High Schools and receive special support.

| Volunteer Researchers Conduct Science Classes

Edogawa-ku, where Lion's Hirai Research Center is located, has been conducting an ongoing science education center project for more than 50 years in which the ward, schools, and local residents collaborate to teach children about the fascinating scientific phenomena happening around them. For more than 15 years, we have been holding science classes for elementary school students to familiarize them with interface science, which is the foundation of Lion's products, and to help them become familiar with science in their daily lives.

➤ [Click here for more research institute activities \[Japanese\]](#)

Sports Promotion Activities

Activities of the Lion Fangs, Lion's Rugby Club

The Lion Fangs, Lion's rugby club, celebrated its 50th anniversary in 2022. We would like to take this opportunity to thank the many people who have continued to support us and help us achieve this milestone. We would like to express our sincere gratitude. As part of its sports promotion activities, the Company's rugby club holds the Lion Rugby Festival every year in spring at the Chiba Plant sports field. About 700 members of the community, mostly children from the local rugby school, attend each year. During the festival, currently active rugby players teach rugby skills in an easy to understand way to young aspiring players ranging from kindergarten to upper elementary school students.

In addition, since 2012, as part of Lion's project to promote recovery from the Great East Japan Earthquake, the rugby club has been holding rugby classes in the city of Ishinomaki, as well. Every year, 100 people attend this event. Furthermore, from 2024, we will co-sponsor the Taito Rugby Festival organized by the Taito-ku Board of Education, which saw roughly 200 participants in its inaugural year. Through rugby, we will continue to participate in a variety of community and social contribution activities.



Lion Fangs [Japanese]





Activities at the Chiba Plant



Activities in Ishinomaki



Activities in Taito-ku

Other Sports Events Supported by Lion



RCC Hiroshima Women's Ekiden (long-distance relay race) [Japanese]



RKK Women's Ekiden (long-distance relay race) [Japanese]



All Japan Junior Kendo Tournament [Japanese]



Walking Event [Japanese]

Working towards Gender Equality

Kaji × Kaji Happy Share Project

Lion is promoting the Kaji × Kaji Happy Share Project in partnership with municipalities and companies across Japan with the aim of eliminating the “chore gap” in households. By helping foster smoother relations within households in the communities where we promote this project, we are supporting the resolution of a variety of social issues, such as women’s participation in the labor force and the low birth rate. Through this project, we are working with municipalities to provide useful information not only to married couples, but broadly throughout communities.



Household chore seminar in Akashi City



Kaji × Kaji Happy Share Project [Japanese]

Collaboration with Local Communities

Plant Tours

Lion considers plant tours to be an important contact point between customers and the Company. So that customers can get to know Lion products and witness the extremely high priority the Company places on safety and environmental conservation in its operations, we welcome many visitors to the plants every year. Plant tours were suspended from February 2020 to prevent the spread of COVID-19 but since 2023, we have been proceeding with the phased reopening of the program.



Chiba Plant (2024)



Odawara Plant (2019)



Odawara Plant (2019)



Akashi Plant (2019)

2024 Plant Tours
(January 1, 2024 to December 31, 2024)

Plant	Chiba	Odawara	Osaka	Akashi	Total
Participants	2,154	186	37	62	2,439

- > Chiba Plant
- > Odawara Plant
- > Osaka Plant
- > Akashi Plant

Environmental Beautification Activities

Cleanup Activities Near Plants and Offices

Valuing communication with local communities, Lion Group plants and offices proactively engage in cleanup activities not just within their own grounds, but in the surrounding areas, as well.



Cleanup activities near the Akashi Plant



Cleanup activities near the Odawara Plant



Cleanup activities near the Chiba Plant

| Cleanup activities at Momochihama Beach (Fukuoka Office)

The Club of Rome Conference in Fukuoka, Kyushu held in May 1992 was an opportunity for citizens, companies, and local governments to cooperate in Love Earth Clean-up, a local environmental beautification activity launched as a practical way to implement the theme of the conference, “Global Environment and Local Action.” Employees and their families participate in the cleaning of Momochihama beach, which is near the Fukuoka office.



Cleanup activities at Momochi Seaside Park near the Fukuoka Office

| Sekiguchi River Cleanup Participation (Odawara Office Site)

The Odawara City Kouzu Ward Neighborhood Association holds an annual cleanup of the Kouzu Coast. Lion employees in Odawara have been participating in the cleanup activities since 2003. In 2008, the location of the cleanup was changed to the nearby Sekiguchi River. We have continued participating in the cleanup every year.



Employees engaged in cleanup activities

| Kamisu City Coastal Cleanup Activities (Lion Chemical Corporation Fine Chemical Production Site)

The Lion Chemical Corporation Fine Chemical Production Site has been conducting cleanup activities with employees and local residents on the Kamisu City coastline (Hikawa and Hasaki beaches) every June since 2009 as part of our community contribution activities.



Wearing matching green T-shirts during cleanup activities



Employees engaged in cleanup activities

Biodiversity Conservation Activities at Lion's Operating Sites

Lion provides a wide variety of products that support daily living based in significant part on value derived from nature. Accordingly, Lion is committed to the sustainable use of resources and to the preservation of biodiversity in line with its Biodiversity Policy.



| Other Events Supported by Lion



Donation Activities (Philanthropy)

Every year, Lion and its domestic Group companies, conduct surveys to assess the results of their social contribution activities in addition to compiling and managing donations and other contributions.

The total amount donated fiscal 2024 was approximately ¥413.8 million.

* Monetary donations include donations to the [Lion Foundation for Dental Health \(LDH\) \[Japanese\]](#)[🔗](#)

Integrated Report & Sustainability

- ✓ Integrated Report 2025 ✓ Integrated Report Back Numbers
- ✓ Sustainability Website 2025 <PDF> ✓ Lion's Sustainability: SDG-Related Initiatives
- ✓ Sustainability Communication Book [Japanese] ✓ Eco Pamphlet [Japanese]
- ✓ "Hygiene and Health Care in Times of Disaster"book [Japanese]

Integrated Report 2025

(January 1–December 31, 2024)



[Download All Pages](#)  (15.5MB)

[Partial correction of Integrated Report 2025](#)  (144KB)

[Please share your thoughts and feedback](#)

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- Integrated Report 2023 (7.82MB)
Subject Period: January 1, 2022 to December 31, 2022 
- Integrated Report 2022 (10.0MB)
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Sustainability Website 2025 <PDF>



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Lion's Sustainability: SDG-Related Initiatives

| 2024



[> A3-size LION's SUSTAINABILITY 2024 \(for viewing\) \[Japanese\]](#)  (11.7MB)

[> A4-size LION's SUSTAINABILITY 2024 \(for printing\) \[Japanese\]](#)  (11.8MB)

*Click URLs in the PDF to jump to related videos and web pages.

Lion's Sustainability: SDG-Related Initiatives Back Number

[> Lion's Sustainability: SDG-Related Initiatives 2023](#)  (10.8MB)

[> Lion's Sustainability: SDG-Related Initiatives 2022](#)  (11.0MB)

[> Lion's Sustainability: SDG-Related Initiatives 2021](#)  (6.8MB)

Sustainability Communication Booklet

“Foundation of Daily Life: In Numbers”



[Sustainability Communication Booklet \[Japanese\]](#) (PDF: 13.3MB)

Eco Pamphlet

This pamphlet uses graphs and illustrations to explain Lion’s environmental initiatives.



[Eco Pamphlet \[Japanese\]](#) (PDF: 5.25MB)

“Hygiene and Health Care in Times of Disaster”book

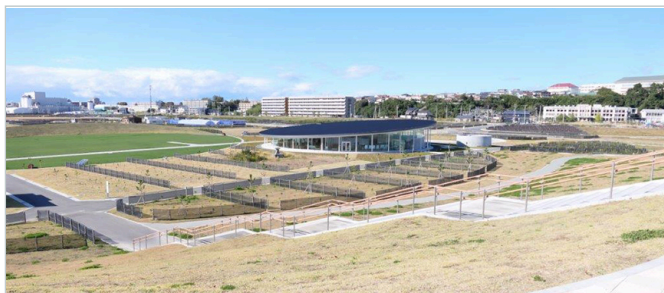
This PDF offers information on hygiene and health care amid disasters. The PDF explains the importance of hand cleanliness care and oral care in times of disaster and provides helpful advice on preparing for emergencies and food safety in disaster situations.

Information for families on disaster preparedness and caring for young children, the elderly and people with disabilities in the event of a disaster is also included.



[Six-page version: Print and fold at the center. \[Japanese\]](#)

Related Links



Lion's Initiatives to Promote Recovery from the Great East Japan Earthquake

In Ishinomaki City, Miyagi Prefecture, a place of significance to Lion's founder, Tomijiro Kobayashi, we are engaged in various activities utilizing Lion's resources.



Hygiene and Health Care Information for Times of Disaster

We provide information on hygiene and health care such as oral healthcare and hand hygiene care in times of disaster, as well as everyday preparations.



Lion's SDG-Related Initiatives

We have established partnerships with various parties to address various issues and achieve the SDGs.

