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LION

Qualitative Growth in Domestic Businesses

TOP HYGIA Launched

In the laundry detergent market, the composition of sales accounted for by high-value-added, super-concentrated liquid laundry detergents has risen from 2% in 2009 to 20% in 2012.*1 *2 Lion newly introduced *TOP HYGIA*, a detergent of this kind, which "enhances the antibacterial properties of clothing with each washing." These detergents have created a new category that is becoming the driving force for market expansion.

*1 2012 INTAGE Inc., SRI Survey
*2 According to Lion's classification

Refer to page 24 for additional details.

http://www.lion.co.jp/en/press/html/2012012f.htm

Steady Growth in the Oral Care Business

In the oral care business, Lion is strengthening its position in the market and improving profitability by further developing its *Clinica* and *Dentor Systema* brand lines, which boast sales of ¥10 billion each, as well as other higher-priced toothpastes. Percentage sales of toothpastes with retail prices of ¥500 or more per tube rose from 25% of the market in 2007 to 35% in 2012.* Sales of Lion's higher-priced *Dent Health* showed annual growth of 111% during the fiscal year.

*2012 INTAGE Inc., SRI Survey