

## Lion Expands Hygiene Education Support to 50,000 People in Bangladesh in Collaboration with JICA

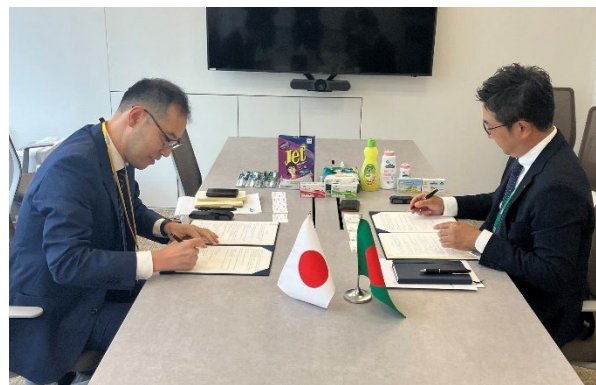
Contributing to the development of cleanliness and hygiene habits in Asia

Lion Corporation (Representative Director, President and Executive Officer: Masayuki Takemori), working with the Japan International Cooperation Agency (President: Akihiko Tanaka, hereinafter “JICA”), signed an agreement on Thursday, June 5, 2025 to support hygiene education for elementary school students and teachers as well as parents and the neighboring communities in Bangladesh. The signing of this agreement marks the third year of this activity.

In Bangladesh, the spread of various infectious diseases due to such challenging living conditions as a lack of safe and clean water has become a serious social issue. Over the past two years, Lion has worked through JICA to provide 76,000 children at 2,088 elementary schools in two districts and three counties in Bangladesh with education on food hygiene and safety practices along with proper hand washing techniques. The newly signed agreement is expected to facilitate the further expansion of the scope and scale of our hygiene education support as well as the continuation of ongoing efforts. We will also persist in efforts to contribute to the development of cleanliness and hygiene habits in Bangladesh by promoting the understanding and spread of proper hygiene knowledge.



Agreement Signing Ceremony  
Left: Makoto Sakata, General Manager,  
Business Development Department 2,  
Southeast and South Asia Business  
Division, Lion Corporation  
Right: Mikiya Saito, Director General  
Economic Development Department, Japan  
International Cooperation Agency (JICA)



The agreement signing  
ceremony

### ■ Background

The Group’s corporate activities are guided by its management vision of “Becoming an advanced daily healthcare company,” which is based on the Purpose, “Make a difference in everyday lives by redesigning habits: ReDesign.”

In Vision2030 2nd STAGE\*, our medium-term management plan launched this year, we have established “enhancing consumer quality of life” as one of our top priority material issues for 2030. In particular, as non-

financial indicators, we aim to provide 500 million people with better oral healthcare habits and 500 million with cleanliness and hygiene habits.

In addition to a hot and humid climate, people in Bangladesh face many hygiene issues involving such factors as water infrastructure and various infectious disease risks. Therefore, in 2024 Lion renewed its agreement with JICA, continuing its support from the previous year of a JICA-led Project for Strengthening the Inspection, Regulatory and Coordinating Function of the Bangladesh Food Safety Authority (BFSA). From September 2024 to January 2025, Lion worked through JICA to conduct awareness-raising activities on cleanliness and hygiene habits targeting approximately 50,000 teachers and students at approximately 1,500 elementary schools in two districts of Bangladesh: the Narayanganj and Lalmonirhat districts.

We administered a quiz on proper hand washing techniques to ensure food hygiene and safety both before and after the workshop. The average accuracy rate after the workshop was 94.7%, a significant improvement from the pre-workshop average of 77.8%. A follow-up survey showed a high satisfaction rate of 99.9%, with participants commenting that the workshop was practical and easy to learn from.

\* [Management Strategy-Medium-Term Management Plan](#) (2025-2027)

## ■ Summary

We have signed a new agreement concerning “The Project for Strengthening the Inspection, Regulatory and Coordinating Function of the Bangladesh Food Safety Authority (BFSA), in collaboration with JICA.” We will be implementing hygiene education support, which is provided to target schools on an equal footing with the largest scale ever.

## Matters of cooperation

Provision of know-how and educational materials to aid Bangladeshi elementary school teachers and students as well as their parents and neighboring communities in learning about and disseminating proper hygiene knowledge.

## Target

Approximately 1,400 elementary schools (approximately 50,000 students) in the suburbs of the Dhaka District and other areas

## Period of execution

From Thursday, June 5, 2025, to Tuesday, March 31, 2026

## ■ Comments

### • JICA

We would like to express our sincere gratitude to Lion Corporation for their recent donation to support hygiene improvement activities in the country of Bangladesh. This donation will be used for hand washing awareness activities (e.g., picture-story shows related to food safety) for elementary school students in the ongoing Project for Strengthening the Inspection, Regulatory and Coordinating Function of the Bangladesh Food Safety Authority (BFSA).

Over the past two years, we have been conducting hand washing awareness activities with the cooperation of Lion Corporation. This activity has resulted in changes not only in the behavior of children but also that of teachers, families and others around them, contributing to greater awareness of food safety and environmental hygiene among the people of Bangladesh.

Based on Lion Corporation’s corporate philosophy of “Make a difference in everyday lives by redesigning habits” and JICA’s vision of “Leading the world with trust,” we aim to create a society in which people believe in a bright future and pursue diverse possibilities.

•Lion Corporation

Through JICA, the Company will continue to support hygiene education for teachers, students and their parents and neighboring communities in Bangladesh. This initiative has been implemented as an activity aimed at realizing one of the Company's top priority material issues, which is to enhance consumer quality of life. By promoting understanding of proper hygiene practices and encouraging their adoption in everyday life, we will contribute to the establishment of cleanliness and hygiene habits in the local community, as well as to the improvement of health awareness throughout the region. When implementing this initiative, we plan to promote awareness activities in collaboration with other companies and local governments in order to establish cleanliness and hygiene practices that protect loved ones. Going forward, the Company will continue to focus on these initiatives with the aim of providing 500 million people with better hygiene and cleanliness habits.

■ Results of 2024 Activities

Health Education Overview

Target: Approximately 24,000 children attending 776 elementary schools in the Gazipur and Dhaka districts and approximately 28,000 children attending 773 elementary schools in the Lalmonirhat and Rangpur districts

Period: September 2024 to January 2025

Method: After receiving training on hygiene, teachers from the target elementary schools returned to their schools to conduct hygiene education. This was carried out to raise awareness in all elementary schools in the targeted districts.

Content: Education on proper food hygiene and safety and hand washing methods using special card materials and picture-story shows



The learning process using cards as teaching materials. By comparing pictures depicting good and bad examples of several food-related real-life situations, the children learn to decide for themselves what is good and what is bad and to share their opinions with each other.



Using cards, the teacher presents a story of good and bad scenarios illustrated with pictures. The children take turns responding to the teacher's questions.

Results

Both students and teachers reported a very high level of satisfaction with the workshop, reaching 99.9%. Feedback from teachers included comments regarding the practical nature of the session, which enabled them to learn effective hand washing techniques, as well as the students' ability to effectively learn hand washing practices. After the workshop, 99.0% of the children who participated showed behavioral changes, such as an increase in the frequency of hand washing before meals and after using the toilet. Furthermore, 99.5% of children shared what they learned through the training with their families and those around them, contributing to improved hygiene literacy and the establishment of hygiene habits

both inside and outside the home.

Teachers also took this educational initiative as an opportunity to take proactive measures to ensure the hygiene of their students. As a specific example, when food vendors came to sell snacks at schools, we encouraged them to cover their food and serve it on plates, resulting in an improvement in the school environment.

Together with the Bangladeshi people and related organizations, we will continue to contribute to the realization of a world in which everyone can enjoy a clean and hygienic environment and stay healthy with peace of mind.

(Related Information)

We have also established a joint venture company in Bangladesh manufacturing and marketing laundry detergents and other products.

- May 31, 2022: [Lion to Establish a Joint Venture Company in Bangladesh](#)
- February 28, 2023: [Notice of Planned Additional Investment in Bangladesh Joint Venture \(Subsidiary\)](#)
- October 30, 2023: [Notice of Planned Additional Investment in Joint Venture \(Subsidiary\) and Construction of New Plant in Bangladesh](#)
- March 8, 2023: [Lion Supports the Hygiene Education of Children in Bangladesh through JICA](#)
- June 17, 2024: [Lion Collaborates with JICA to Strengthen Support for Hygiene Education in Bangladesh Contributing to the development of cleanliness and hygiene habits in Bangladesh](#)