

Lion Becomes the First Consumer Healthcare Company in Asia to Participate in the FDI World Dental Congress 2025 as a Diamond Exhibition Sponsor

Lion Corporation (Representative Director, President and Executive Officer: Masayuki Takemori) participated as a Diamond Exhibition Sponsor* at the FDI World Dental Congress 2025, an annual meeting hosted by FDI World Dental Federation (FDI), one of the world's leading organizations for dentists and other specialists. This marks the first time a consumer healthcare company in Asia has claimed this title. The FDI World Dental Congress 2025 was held from September 9 (Tuesday) to 12 (Friday), 2025 at the National Exhibition and Convention Center in Shanghai, China.

* Seven companies participated as Diamond Exhibition Sponsors for this event alongside the main sponsor.



Representatives from FDI and the Chinese Stomatological Association who visited Lion's exhibition booth

■ Lion's Objective as a First-Time Diamond Exhibition Sponsor

The Lion Group aims to enhance its corporate value by generating social and economic value through the creation of better habits. Furthermore, accelerating the growth of our oral healthcare business is one of the key themes defined in our Vision2030 2nd STAGE medium-term management plan launched earlier this year. Our participation as a Diamond Exhibition Sponsor is a means of communicating our vision as a company dedicated to securing access to oral healthcare whenever and wherever needed for all of society, fostering oral healthcare habits that support universal health and to gaining the trust and endorsement of dental stakeholders worldwide.



FDI Partner Logo

The FDI World Dental Congress 2025, attended by numerous dental professionals and general visitors from around the world, featured academic programs including a tobacco cessation project, which Lion began sponsoring this year, as well as a dental show.

Through opportunities to build connections with dental professionals in China, the host country of this year's event, and other countries, Lion has taken a significant step toward gaining the trust of dental stakeholders around the world.

■ An Interview with Enzo Bondioni

In an interview, Enzo Bondioni, Executive Director of FDI, shared his views on FDI's aims and his hopes for Lion.

According to Mr. Bondioni, the challenge that FDI, and oral healthcare worldwide, faces is ensuring that oral health is recognized as being just as important as general health and, therefore, plays an integral part of our health as a whole. When asked about his hopes for Lion, he expressed that the importance of contributing to oral health lies in discussing and collaborating on the direction both Lion and FDI will take going forward.



Lion staff member interviewing Mr. Bondioni

He also described the Shanghai conference as the largest conference to date and offered comments expressing his hopes for the role Lion will play, given our participation in the event.

■ Dental Show Exhibits

(1) Overview of Lion's Exhibition Booth

At the dental show, we introduced toothpastes, toothbrushes and other oral healthcare products Lion markets throughout Asia along with the technologies behind them. We also showcased services for consumers, businesses and dental clinics that utilize digital technology to support the establishment of oral healthcare habits.



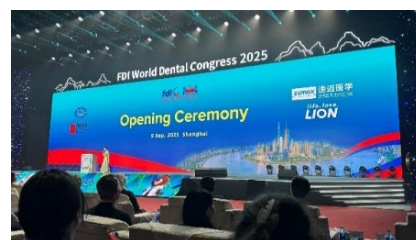
Lion's exhibition booth

(2) Visitor Feedback

Representatives of dental organizations and dentists from around the world visited our exhibition booth and provided the following feedback. We believe that, based on these comments, Lion's participation in the event enhanced company recognition and heightened expectations for our products and services.

Excerpted comments:

- I realized that Lion was a sponsor during the event's opening ceremony. That really gave me a sense of how they are expanding their activities globally and I can't wait to see what they have in store for the future.
- I was introduced to Lion's toothbrushes through a past event, and now I use them regularly. They have smaller heads and unique bristles, which completely sets apart from other products available in China. I recommend them to my patients too.
- Lion's suite of services designed to encourage new oral care behaviors and habits are extremely important when it comes to maintaining and improving oral health. I hope Lion considers rolling out these services in China as well.



Opening ceremony

Lion also took part in scientific programs and networking events for attendees. During the scientific programs, we presented reports on research conducted by the Lion Group. (The details of these reports are presented below in "Reference information.")

■ Working to Establish Oral Healthcare Habits

The Lion Group's focus extends beyond oral hygiene to encompass the enhancement of oral functions such as eating, speaking, and smiling, and, accordingly, it is developing businesses that contribute to the improvement of health and quality of life for people across Asia. Looking ahead, we will continue to deliver value to healthcare product and service markets by leveraging our R&D capabilities, brand power as well

as an extensive lineup of preventive dentistry products amassed since our founding, even as we accelerate the adoption of good oral healthcare habits in Asia. This will be achieved through the cooperative relationships with the dental professionals and relevant organizations we have fostered at this event.

Through its participation in this event, the Lion Group is continuing its efforts to enhance recognition and build trust as an oral healthcare company. At the same time, we are leveraging our R&D and marketing capabilities to contribute to consumers' everyday health by creating better habits.

Relevant information:

Please visit the FDI World Dental Congress website for more details.

FDI World Dental Congress 2025

<https://2025.world-dental-congress.org/En>

Reference information

The following is an outline of reports delivered at the scientific programs regarding the five research projects.

<1>

Title: Low-Intensity Blue Light Enhances Whitening Effect of Hydrogen Peroxide

Presented by: Ruiqing Chen, Kuniyuki Itose, Jun Takahashi and Ryosuke Hachisuka of Lion Corporation

Summary: This study examined the effectiveness of a tooth-whitening treatment that uses low-intensity blue light in conjunction with hydrogen peroxide. Our results demonstrated that blue light irradiation at an intensity of 50 W/m² promotes the generation of radicals from hydrogen peroxide, with the resulting hydroxyl radicals effectively removing model stains.

<2>

Title: The Clinical Effects of Toothpaste Containing Dextranase and IPMP

Presented by: Chika Akabane¹, Ayaka Iwasaki¹, Kenta Suzuki¹, Naho Suzuki¹, Taiki Suzuki¹, Gotaro Iizumi¹, Yasushi Fukuda¹, Naoko Kawaguchi¹, Debao Li², Ruixue Zhu², Yisi Zhong³, Zhi Zhou⁴, Deyu Hu³

1: Lion Corporation

2: Lion Innovation Center (Shanghai) Co., Ltd.

3: West China School of Stomatology, Sichuan University

4: Stomatological Hospital of Chongqing Medical University

Summary: A clinical trial demonstrated the plaque-inhibiting effect of toothpastes containing dextranase to be significantly higher than that of the control group.

<3>

Title: Sodium Pyrrolidone Carboxylate Inhibits Dentin Adhesion of *Streptococcus Mutans*

Presented by: Ryosuke Komatsu, Chika Akabane and Kenta Suzuki of Lion Corporation

Summary: An experiment on bovine teeth demonstrated the inhibiting effects of sodium pyrrolidone carboxylate on the adhesion of cariogenic bacteria to the root surface of teeth (dentin) through its collagen.

<4>

Title: Optimization of Whitening Toothpaste Using Artificial Intelligence-Based Bayesian Optimization

Presented by: Ryunhee Kim¹, Eisuke Inagaki², Masatsugu Miyazaki¹, Yasushi Okuda¹

1: Lion Innovation Center (Shanghai) Co., Ltd.

2: Lion Corporation

Summary: Applying a machine learning approach known as Bayesian Optimization, this study explored toothpaste formulations containing specific whitening ingredients. *In vitro* evaluations confirmed that whitening efficacy could be achieved even at low concentrations, which had previously been considered challenging. The analysis also identified key formulation parameters that contribute to the whitening effect. These findings demonstrate the effectiveness of AI-based optimization in discovering new formulas and maximizing whitening performance.

<5>

Title: Study of Toothbrush Factors Influencing Both Cleaning Efficacy and Gentleness

Presented by: Yuichiro Kakehashi, Haichao Liu, Masatsugu Miyazaki and Yasushi Okuda of Lion Innovation Center (Shanghai) Co., Ltd.

Summary: This study investigated factors influencing the balance between cleaning efficiency and a gentle brushing sensation. It demonstrated that through the optimization of bristle density on wide-head toothbrushes, effective plaque removal and even load dispersion can be simultaneously achieved.