

May 31, 2022

Company name: Lion Corporation
Representative: Masazumi Kikukawa,
Representative Director,
President and Executive Officer
Code: 4912
Tokyo Stock Exchange

Lion to Establish a Joint Venture Company in Bangladesh

Lion Corporation (“Lion”) herein announces a decision reached at today’s Board of Directors meeting to establish a joint venture company with Kallol Limited (“Kallol”), which operates in Bangladesh.

1. Reasons for Establishing the Joint Venture

The Lion Group has established the management vision “Becoming an advanced daily healthcare company” for 2030, driven by its purpose, “Make a difference in everyday lives by redesigning habits: ReDesign,” and is carrying out corporate activities to realize this vision. In particular, to expand the Overseas Business, which will be important to achieving the vision for 2030, Lion is working to reinforce its businesses in countries and areas where it already operates while also entering new countries and areas with the aim of expanding its presence in Asia. Until now, Lion has exported certain products to the Bangladesh market through its overseas affiliates. Now, to expand its business in this market, which is expected to see ongoing growth, Lion has decided to make a full-fledged entry into Bangladesh by establishing a joint venture company in partnership with Kallol, which operates in the country.

Kallol Group of Companies boasts brands in the fabric care, beauty care and other fields, as well as a distribution network and sales capabilities covering all of Bangladesh. We will pursue synergy by combining these business foundations with the Lion Group’s strengths in product development and production technology. By doing so, we aim to make a difference in more people’s everyday lives and achieve business expansion in Bangladesh.

2. Overview of the Joint Venture

(1) Name	Lion Kallol Limited
(2) Location	Dhaka, Bangladesh
(3) Representative	Masaaki Mitsui
(4) Businesses	Sale of household products
(5) Capital	70 million BDT (approx. ¥104 million)
(6) Date of establishment	Late September 2022 (tentative)
(7) Major shareholders and shareholding ratios	Lion:75.0% Kallol: 25.0%

3. Overview of Kallol

(1) Name	Kallol Limited	
(2) Location	Dhaka, Bangladesh	
(3) Representative	Ghulam Mostafa	
(4) Businesses	Sale of watches and writing instruments	
(5) Capital	136 million BDT (approx. ¥203 million)	
(6) Date of establishment	1999	
(7) Relationships with Lion	Capital relationships	None
	Personal relationships	None
	Business relationships	None

4. Schedule

Conclusion of joint venture agreement	May 31, 2022 (tentative)
Establishment of joint venture company	Late September 2022 (tentative)
Start of operations	October 1, 2022 (tentative)

Note: The timing of the establishment of the joint venture company and its start of operations are subject to change, depending on progress made on conditions related to its establishment.

5. Forecasts

This transaction is expected to have only a minor impact on consolidated results of the Lion Group for the fiscal year ending December 2022.