

## **Lion Establishes the Lion Oral Health Initiative for 2030**

Lion Corporation has launched the Lion Oral Health Initiative, the collective name of Lion's activities in the oral health field among the four fields of value creation\*<sup>1</sup> set out as growth drivers for the Group to realize the Vision2030\*<sup>2</sup> long-term strategic framework.

\*<sup>1</sup> For more information about the four fields of value creation, including the oral health field, please refer to Reference 2 at the end of this release.

\*<sup>2</sup> For more information about the Vision2030 long-term strategic framework, please refer to Reference 1 at the end of this release.

### **1. Background**

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 recent years, the relationship between dental and oral health and healthy life expectancy has become increasingly clear, and a resolution on oral health was approved at the Seventy-fourth World Health Assembly of the World Health Organization (WHO). Since 2017, the Japanese government has recognized oral care as one of the most important factors for extending healthy life expectancy in its Basic Policy on Economic and Fiscal Management and Reform, indicating the importance of strengthening oral health and establishing and enhancing the dental healthcare system.

The Lion Oral Health Initiative aims to help improve health by supporting the formation of positive preventive dentistry habits tailored to each individual's lifestyle as well as physical and mental health status. Based on the concept of the Lion Oral Health Initiative, we will implement corporate activities in the oral health field aimed at 2030.

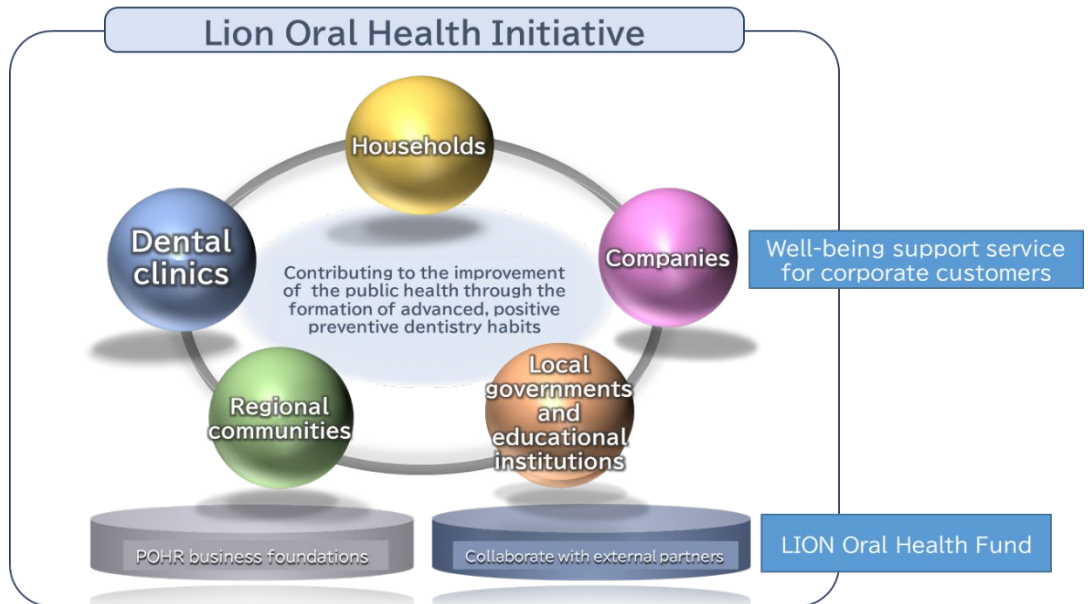
### **2. Overview**

Working with the government and the dental industry, Lion is taking the lead in encouraging people to adopt positive preventive dentistry habits and is pursuing a variety of measures to this end. We will continue to develop our corporate activities in this area under the umbrella of the Lion Oral Health Initiative, which encompasses all aspects of our efforts in the oral health field as we move toward 2030.

Our pursuit of corporate activities will center on creating positive preventive dentistry habits by connecting all points of contact related to oral health, from dental clinics to workplaces and the home as well as local governments and within regional communities. In addition, we will build a new foundation for the Personal Oral Health Record (POHR) business using oral health data and collaborate with external partners to achieve this as an advanced initiative.

Through the corporate activities developed as part of the Lion Oral Health Initiative, we will work to create positive preventive dentistry habits among people by going beyond our boundaries as a manufacturer to develop new businesses that provide functional and experience-based value.

Corporate Activities under the Lion Oral Health Initiative



\* For details on the corporate well-being support service and the Lion Oral Health Fund, please see the relevant releases released August 8, 2022.

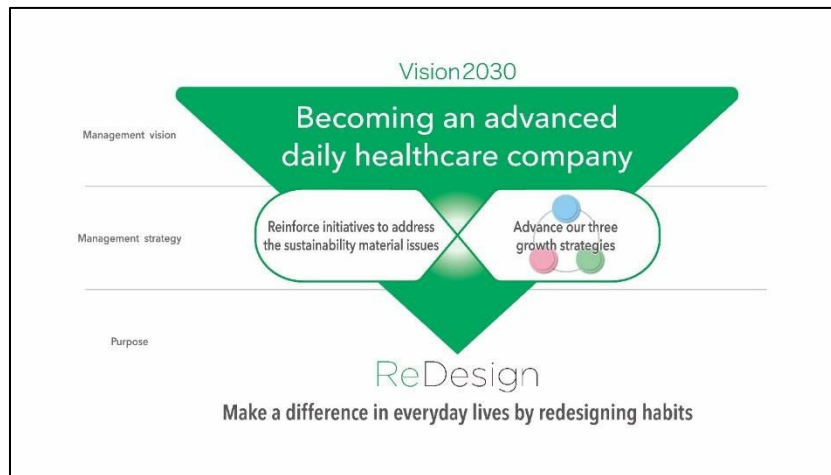
Related Information

- Lion Establishes ¥3.0 billion Lion Oral Health Fund for Investment in the Oral Health Field: [https://lion-corp.s3.amazonaws.com/uploads/tmg\\_block\\_page\\_image/file/8266/20220808b.pdf](https://lion-corp.s3.amazonaws.com/uploads/tmg_block_page_image/file/8266/20220808b.pdf)
- Lion Launches New “Okuchi Plus You ” Corporate Well-Being Support Service: [https://lion-corp.s3.amazonaws.com/uploads/tmg\\_block\\_page\\_image/file/8267/20220808c.pdf](https://lion-corp.s3.amazonaws.com/uploads/tmg_block_page_image/file/8267/20220808c.pdf)

## Reference 1

### Vision2030 Long-Term Strategic Framework

Vision2030 is based on Lion's purpose and comprises Lion's management vision for 2030 and management strategies for achieving this vision.



#### (1) Management Vision

##### **Becoming an advanced daily healthcare company**

We will realize healthy minds and bodies for all by creating new customer experiences to make everyday habits more natural, easy and enjoyable.

#### (2) Management Strategies for Realizing the Management Vision

Lion will speed up business growth by advancing the three basic strategies of Vision2030: a. Accelerate growth in four fields of value creation, b. Transform our business foundations for growth and c. Generate dynamism to realize innovative change.



##### **1. Accelerate growth in four fields of value creation**

Focusing on the four fields of value creation, the directions for growth, we will evolve existing businesses and create new businesses to further accelerate growth in Japan and overseas.

##### **2. Transform our business foundations for growth**

We will continue to engage in and reinforce strategic investment (M&A, SCM, infrastructure, digital, sustainability, etc.) necessary for future growth and transform our business base to one that promotes growth.

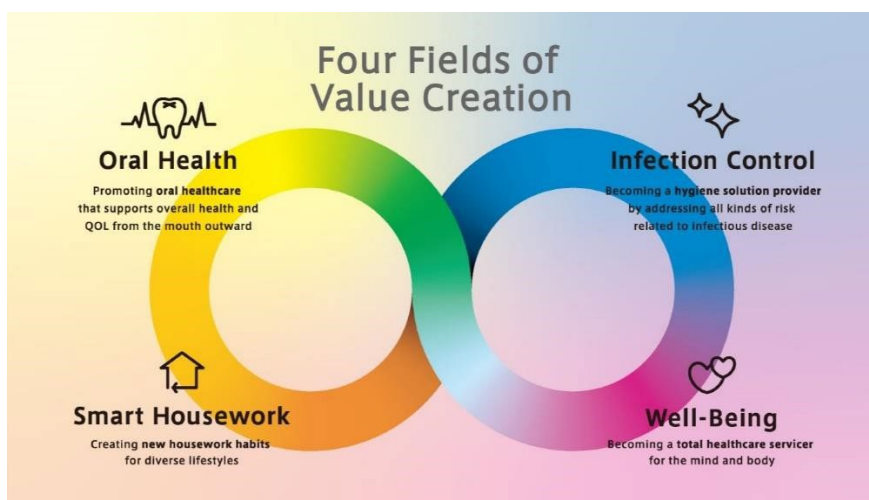
##### **3. Generate dynamism to realize innovative change**

We will create dynamism to transform into a company that can grow sustainably by improving employee engagement through professional fulfillment reforms and diversity and inclusion initiatives.

## Reference 2

### **Four Fields of Value Creation**

The Lion Group will offer healthcare that it is uniquely positioned to provide to more consumers, mainly in Asia. By doing so, the Group aims to make a difference in diverse aspects of daily living and, as a result, accelerate its business growth and enhance its presence in Asia. To this end, we have designated four fields where we provide value as growth drivers for the Lion Group going forward.



### **Oral Health**

**Promoting oral healthcare that supports overall health and QOL from the mouth outward.**

Lion aims to leverage its strengths as Japan's leading oral care manufacturer to integrate innovative oral care products and services into the daily lives of individuals as a new form of healthcare. By doing so, we seek to realize business expansion beyond the bounds of our existing businesses.

### **Infection Control**

**Becoming a hygiene solution provider by addressing all kinds of risk related to infectious disease.**

As a company with a long history of supporting cleanliness, Lion's mission is to transform its business. We will expand our business from living spaces to encompass public and industrial spaces in order to defend against bacteria and viruses on all fronts—bodies, objects and spaces by providing hygiene solutions.

## **Smart Housework**

### **Creating new housework habits for diverse lifestyles.**

As lifestyles and living situations diversify, one-size-fits-all ideas for improving housework increasingly fall short of meeting consumer needs. Building on the basic concept of smart housework that is fun and efficient, we will establish a unique edge by reframing housework generally to maximize authentic comfort at the individual level and by cooperating closely with external partners across a wide range of categories.

## **Well-Being**

### **Becoming a total healthcare servicer for the mind and body.**

We will transform into a total healthcare servicer that supports health and happiness at each life stage by building connections with consumers through habitual self-healthcare and by expanding the solutions we offer and integrating our services through collaboration with external partners.