

Jan. 31, 2023

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

## Lion to Establish Research and Development Subsidiary in China

Lion Corporation (President: Masazumi Kikukawa) announces the decision reached at today's Board of Directors meeting to establish a wholly owned research and development (R&D) subsidiary in China.

### 1. Reasons for Establishing the Company

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, including China, its most important market, with the aim of expanding its presence in Asia.

Lion decided to establish the new wholly owned R&D subsidiary in Shanghai to bolster and accelerate its product development in China. The new subsidiary will accelerate consumer research-centered R&D and provide products and services that help realize better living habits for consumers in China.

### 2. Overview of the New Company

(1) Name	Lion Innovation Center (Shanghai) Co., Ltd.
(2) Location	Shanghai, China
(3) Representative	Chairman: Atsushi Naito
(4) Business	R&D
(5) Capital	USD2.5 million (approx. ¥330 million)
(6) Date of establishment	May 2023

Note: The date of establishment is subject to change due to permission and registration procedures.

### 3. Outlook

Although the financial impact of this acquisition is expected to be insignificant, forecasts of the consolidated results of the Lion Group for the fiscal year ending December 2023 will be announced on February 13, 2023 and account for such impact.