

Feb. 13, 2023
Company name: Lion Corporation
Representative: Masazumi Kikukawa,
Representative Director,
President and Executive Officer
Code: 4912
Tokyo Stock Exchange

Notice Concerning Changes in Corporate Management and Representative Directors

Lion Corporation hereby announces that its Board of Directors passed a resolution at a meeting held today regarding changes in its corporate management and representative directors. These changes will be finalized upon the approval of the 162nd Annual Meeting of Shareholders, scheduled for March 30, 2023, and the passing of a resolution at the following the Board of Directors meeting on the same day. Details are as follows.

1. Reasons for the Changes

Driven by its purpose, “Make a difference in everyday lives by redesigning habits: ReDesign,” the Lion Group is working toward the achievement of its management vision, “Becoming an advanced daily healthcare company.”

Lion is advancing initiatives based on three growth strategies under Vision2030 1st STAGE, its medium-term management plan for the three years that began in 2022. These three strategies are “Accelerate growth in four fields of value creation,” “Transform our business foundations for growth” and “Generate dynamism to realize innovative change.” At the same time, Lion is focusing on initiatives aimed contributing to the realization of a sustainable society.

Now, Lion has decided to transition to a new corporate management in order to further enhance its corporate value by rapidly and vigorously advancing the above initiatives.

Following the transition, Lion’s current representative director, president and executive officer Masazumi Kikukawa will serve as chairman and oversee the management strategy of the overall Lion Group as chief executive officer. At the same time, current senior executive officer Masayuki Takemori will serve as president and executive officer and oversee the overall execution of operations as chief operating officer.

2. Details of Changes (Scheduled for March 30, 2023)

Name	New position	Current position
Itsuo Hama	Executive Advisor	Representative Director Chairman of the Board of Directors
Masazumi Kikukawa	Representative Director Chairman of the Board of Directors Chief Executive Officer	Representative Director President and Executive Officer Chief Executive Officer
Masayuki Takemori	Representative Director President and Executive Officer Chief Operating Officer	Senior Executive Officer Executive General Manager of Health and Home Care Products Division

3. Career History of the New President and Executive Officer

Name (Date of Birth)	Career history		No. of Lion Corp. shares owned
Masayuki Takemori (February 24, 1970)	April 1993	Joined Lion Corporation	4,500
	January 2010	Brand Manager of Living Care Business Department, Household Products Division	
	January 2012	Brand Manager of Living Care Business Department, Health and Home Care Products Division	
	January 2014	Brand Manager of Fabric Care Business Department, Health and Home Care Products Division	
	January 2018	Executive General Manager of Fabric Care Business Department, Health and Home Care Products Division	
	January 2021	Executive Officer, Executive General Manager of Health and Home Care Products Division	
January 2022	Senior Executive Officer, Executive General Manager of Health and Home Care Products Division (current position)		

Note: The number of Lion Corporation shares owned shown above is as of December 31, 2022.

4. Scheduled Date of Changes

March 30, 2023