

September 29, 2017

Company name: Lion Corporation

Representative: Itsuo Hama, Representative Director,  
President and Executive Officer

Security code: 4912; the First Section of the Tokyo  
Stock Exchange

## **Notice Regarding the Acquisition of all Shares of and Name Change of a Consolidated Subsidiary**

Based on a resolution of the Board of Directors made at a meeting today, Lion Corporation announces its decision to acquire all the shares of its consolidated subsidiary CJ Lion Corporation ("CJ Lion") held by CJ OliveNetworks Co., Ltd. ("CJ OliveNetworks"), making CJ Lion a wholly owned subsidiary. In line with this acquisition, Lion will change the name of CJ Lion. Details are as follows.

### **1. Reason for Making CJ Lion a Wholly Owned Subsidiary**

Under the Vision2020 management vision, Lion is expanding its business in Asia as part of its basic strategy of quantitative expansion of overseas businesses. Lion's corporate brand has now developed a firm foothold in the South Korean market. As such, Lion has decided to acquire all the shares of CJ Lion Corporation held by CJ OliveNetworks (1% of CJ Lion's shares), making CJ Lion a wholly owned Lion subsidiary, and to change said subsidiary's name.

### **2. Overview of the Subsidiary**

Name: CJ Lion Corporation

Location: Incheon Metropolitan City, South Korea

Representative: Hitoshi Suzuki, Chairman of the Board of Directors

Businesses: Manufacture and sale of laundry detergents, dishwashing detergents,  
toothpaste, toothbrushes, etc.

Capital: 9,976 million KRW

### **3. Overview of the Seller of the Shares**

Name: CJ OliveNetworks Co., Ltd.

Location: Seoul Metropolitan City, South Korea

Representative: Hou Min Ho, Representative Director

Businesses: Distribution and retailing of beauty care and personal care products;  
development and operation of IT systems

\* CJ OliveNetworks Co., Ltd. is a subsidiary of holding company CJ Corporation

#### 4. Shares to be Acquired and Shareholdings before and after Acquisition

Shares held by Lion before acquisition	1,975,298 (99% of voting rights)
Shares to be acquired	19,952 (1% of voting rights)
Shares held by Lion after acquisition	1,995,250 (100% of voting rights)

#### 5. New Company Name

LION CORPORATION (KOREA)

#### 6. Schedule (Tentative)

Company name change: Late November 2017

Share purchase: Late December 2017

#### 7. Forecasts

The abovementioned share purchase is expected to have only a minor impact on Lion's consolidated financial results for the fiscal year ending December 31, 2017.