

Lion Receives the Minister of State's Award in the Good Practices of Consumer-Oriented Management Awards

Lion Corporation has received the Minister of State's Award in the fiscal 2020 Good Practices of Consumer-Oriented Management Awards organized by the Consumer Affairs Agency. This award is granted in recognition of companies that have made a voluntary declaration of consumer-oriented management and implemented outstanding initiatives based on such declaration.



■ Good Practices of Consumer-Oriented Management Awards

To promote the spread and development of consumer-oriented management, the Consumer Affairs Agency bestows the Good Practices of Consumer-Oriented Management Awards as a way of recognizing companies that have implemented especially outstanding initiatives in this area. For the fiscal 2020 awards, the agency defined consumer-oriented management as management that enhances corporate value through co-creation and collaboration with consumers. Lion received the Minister of State's award in recognition of its longstanding initiatives in the mainstay oral hygiene business implemented in line with business growth, including efforts to promote healthy habits for all ages and, more recently, the development of products to help establish proper tooth brushing as part of children's daily lives using IoT technology.

■ Lion's Consumer-Oriented Management Declaration

Since its founding in 1891, Lion has worked to benefit society through its business activities. In January 2017, Lion was one of the earliest companies to issue a consumer-oriented management declaration, which it published on its website. This declaration lays out Lion's corporate spirit, handed down over 130 years of business activities consistently undertaken from a consumer perspective, and its management policies. Every year since making the voluntary consumer-oriented management declaration, Lion has carried out and disclosed a variety of follow-up activities in line with the declaration.

Spurred on by this award, Lion will continue working toward its management vision for 2030 of "Becoming an advanced daily healthcare company" and realizing healthy minds and bodies for all consumers, working as one to continue advancing consumer-oriented management and contribute to the realization of a sustainable society.

Related Information

◇ Consumer Affairs Agency Website

- Promoting consumer-oriented management (Japanese)

https://www.caa.go.jp/policies/policy/consumer_research/consumer_oriented_management/

- Consumer Affairs Agency News Release “Fiscal 2020 Good Practices of Consumer-Oriented Management Awards Selection Results” (Japanese)

[https://www.caa.go.jp/notice/assets/consumer_research cms208 201218 01.pdf](https://www.caa.go.jp/notice/assets/consumer_research/cms208_201218_01.pdf)

- Consumer Affairs Agency News Release Appendix “Fiscal 2020 Good Practices of Consumer-Oriented Management Awards Selection Results” (Japanese)

[https://www.caa.go.jp/notice/assets/consumer_research cms208 201218 1.pdf](https://www.caa.go.jp/notice/assets/consumer_research/cms208_201218_1.pdf)

◇ Lion's Website

- Lion Corporation Customer-Oriented Management Declaration (Japanese)

<https://www.lion.co.jp/ja/company/consumer-orientation/>

- Lion Corporation Customer-Oriented Management Declaration Follow-up Report (Japanese)

https://www.lion.co.jp/ja/pdf/consumer-orientation/lion_followup202007.pdf

- Lion's Sustainability

<https://www.lion.co.jp/en/csr/management/>

- Lion Integrated Report 2020

https://www.lion.co.jp/en/ir/pdf/ar/ir2020_A3.pdf