



The *KireiKirei* Brand Supports the Creation of a Clean and Hygienic Environment Partnership Agreement Concluded with Kakogawa City, Hyogo Prefecture

Lion Corporation (President: Masazumi Kikukawa) signed an agreement with Kakogawa City (Mayor: Yasuhiro Okada), Hyogo Prefecture, on Wednesday, June 30, 2021, to collaborate and cooperate in the “Relay Project for Cleanliness” being undertaken to support Kakogawa City’s efforts to improve hygiene habits.

Since February 2021, the *KireiKirei* brand has been implementing the Relay Project for Cleanliness (hereinafter referred to as “the project”) in collaboration with companies, corporations and organizations that are working towards the same objective: a society characterized by communities interacting through cleanliness and hygiene activities undertaken with eye to maintaining the well-being of loved ones.

We are pleased to announce that Kakogawa City, which has declared itself a “Wellness City” and is making various efforts to help all its citizens live their daily lives in a good environment, has agreed to support this project. Going forward, we will support the efforts of the people of Kakogawa City to maintain cleanliness and hygiene habits by providing *KireiKirei* brand products to city halls and other facilities and by conducting educational programs. This is the first time in Japan that we are working with a local government on the Relay Project for Cleanliness.

< Purpose of the Project >

The purpose of this project is to promote the adoption and establishment of cleanliness and hygiene habits in Kakogawa City through collaborative activities that make effective use of the resources of both Kakogawa City and the Company through mutual cooperation.

< Main Collaboration and Cooperation Matters > Activities to improve and promote hygiene practices among citizens visiting and employees working in government buildings

- (1) Provide *KireiKirei* products and place them appropriately in government buildings
- (2) Provide educational programs aimed at improving hygiene habits
- (3) Matters related to the Relay Project for Cleanliness promoted by Lion Corporation
- (4) Other matters as deemed necessary through consultation between the two parties

The Group’s management vision is “becoming an advanced daily healthcare company,” and the Group’s corporate purpose is to “make a difference in everyday lives by redesigning habits.” As part of our efforts towards infection control, one of our management strategies, we will continue to contribute to the realization of a society where people can live clean lives by creating living habits together with consumers.

< Project Inquiries >

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The latest information on the project will be posted on the *KireiKirei* brand website below.
<https://kireikirei.lion.co.jp/> (Japanese)