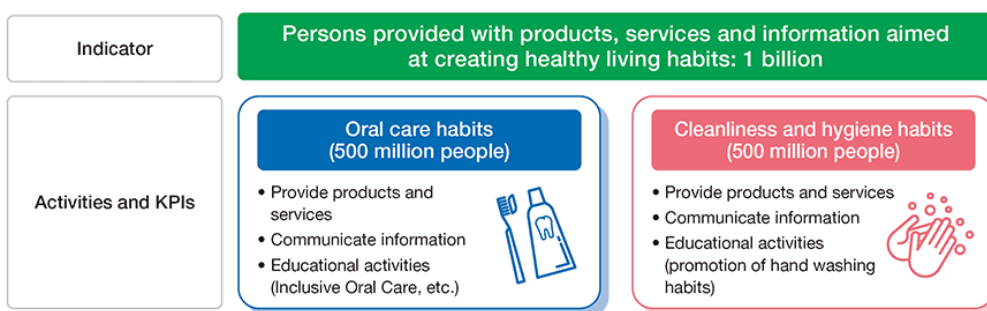


Creating Healthy Living Habits



Basic Approach

The Lion Group, in providing daily commodities and services, plays an important role in society, and we believe that enhancing basic living habits that directly contribute to health, like tooth brushing and hand washing, is at the core of our value creation. As awareness of and social demands related to health and hygiene continue to grow, we will contribute to the creation of healthy living habits for 1 billion people in our business areas by further promoting and advancing our purpose, “Make a difference in everyday lives by redesigning habits: ReDesign.”



The Lion Group's initiatives leading up to 2030

Initiatives



Initiatives to Establish Oral Care Habits



Initiatives to Establish Cleanliness and Hygiene Habits



The Lion Group's Social Contribution Activities



Initiatives to Establish Oral Care Habits

Sustainability Material Issues 2 Creating Healthy Living Habits



- ✓ Approach ✓ Preventative Dentistry (Self-Care) ✓ Preventative Dentistry (Professional-Care)
- ✓ Inclusive Oral Care ✓ Research and Academia (Preventive Dentistry Research)

Approach

To date, the Lion Group has worked to establish tooth brushing habits to maintain and improve overall oral health, including the prevention of cavities and gum disease. With the theme of “realizing healthy minds and bodies,” we will strive to evolve the idea of preventive dental habits through self-care that can be done at home as well as professional care through the guidance of dentists and dentistry experts. We will make use of AI and IoT to promote enjoyable preventive dentistry* habits, while also broadening our solutions in other ways to benefit the lives of people. Furthermore, we will work with local governments to promote preventive dentistry habits with people whom we previously have not been able to focus on. By providing people with opportunities to engage in proper oral care, we will realize “Creating healthy living habits.”

* The idea is that preventive dentistry focuses not on waiting to treat cavities until after they form, but preventing them before they can occur.



Preventive Dentistry (Self-Care)

- ✓ Self-Care (Self-Implemented Preventive Dentistry) ✓ Tooth brushing Song, Videos and Posters
- ✓ Promoting After-Lunch Tooth Brushing ✓ Promoting the Use of Dental Floss
- ✓ Promotion of Periodic Toothbrush Replacement and Recycling
- ✓ Development of Products and Services Using IoT and AI
- ✓ Educational Activities to Promote Oral Care at Specific Life Stages
- ✓ Developing Oral Healthcare Leaders ✓ Corporate Oral Care Seminars

Self-Care (Self-Implemented Preventive Dentistry)

Even if you take care to brush your teeth carefully, without the proper knowledge and techniques, you can still end up leaving plaque behind. Establishing daily self-care habits in line with the principles of preventive dentistry is key to effectively managing and maintaining oral health.

The Lion Group is implementing a range of initiatives to promote brushing techniques that effectively remove plaque along with new habits that help foster awareness of preventive dentistry based on an understanding of one's own oral conditions.

Tooth Brushing Song, Videos and Posters

In order to help elementary school-aged children acquire correct and thorough tooth brushing habits in a fun way, Lion has created a tooth brushing song with lyrics about the steps of tooth brushing, videos featuring the song as well as posters with the brushing steps. One of the videos is instructional and teaches children the proper brushing method and steps, and another is a fun animated version for children to watch once they have learned how to brush.

| “Ee, Ha” Tooth Brushing Song Lyrics and Composition: Yoshida Yamada

[> Download the lyrics \[Japanese\]](#) 

Video (instructional version) [Japanese]

A dental hygienist teaches key points and demonstrates the brushing steps while following along with the song.

* Recommended for children who are still learning how to brush.



Video (animated version)

This animated video is designed to help children enjoy forming tooth brushing habits.

* Recommended for children who have already learned how to brush.



Art: Yoshitaka Yamada (Yoshida Yamada)

Tooth Brushing Steps Poster

Children can check the steps and key points of tooth brushing with the lyrics on the poster.

Character design: Yoshitaka Yamada (Yoshida Yamada)



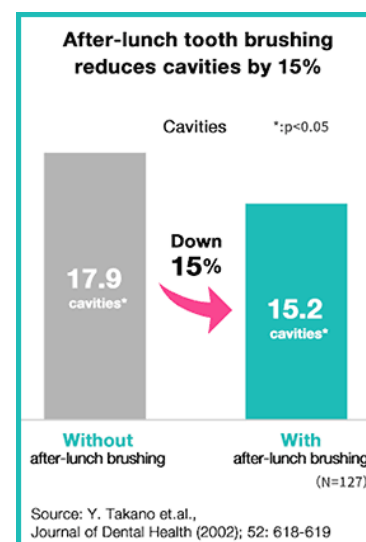
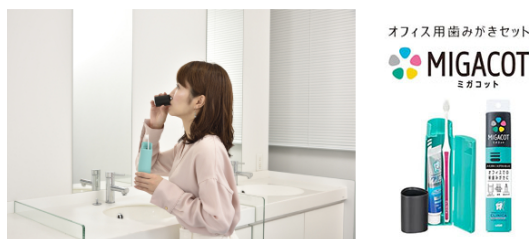
Download [A1 version \[Japanese\]](#)  [A3 version \[Japanese\]](#) 

Promoting After-Lunch Tooth Brushing

Lion is advancing initiatives to promote after-lunch tooth brushing, aiming to help establish the habit of brushing three times a day.

With more women entering the workforce, the employed population in Japan has been steadily rising. Today, approximately 60% of those over the age of 15 are employed (Fiscal 2018 Labour Force Survey, Japan Statistics Bureau). While many consumers spend their afternoons in the workplace, only 40% of workers in offices and similar environments report regularly brushing their teeth after lunch, while another 22% report wanting to but not actually doing so (Lion survey).

To address the needs of working people, Lion launched **MIGACOT**, an oral care set designed for tooth brushing at the office that includes a cup. Lion is promoting this product along with educational activities to spread the mindset that brushing one's teeth after lunch is a normal part of the workday among as many people as possible.



➤ **Related Information: Co-Creation Space: point 0 marunouchi (Demonstration 1: Office toothbrush set)**

Promoting the Use of Dental Floss

Under the theme "Taking preventive dentistry a step forward," we promote initiatives to communicate the necessity and benefits of preventive dentistry.

One of the key points of effective oral self-care is to completely remove all dental plaque. Only about 60% of the plaque that forms between the teeth can be removed using a toothbrush alone. The combination of toothbrush and dental floss, however, improves plaque removal by 50%.

In addition to providing products for children old enough to floss (those in elementary school and above) and other consumers who may not be used to using dental floss, Lion carries out activities to promote the necessity of using dental floss and correct flossing techniques.*



* Lion holds the Oral Health Event of Tooth Brushing for Children every year to provide a fun opportunity for elementary school students to learn how to use dental floss and brushing techniques suited to the arrangement of their own teeth.

🔗 **CLINICA ADVANTAGE Smooth and Slim Floss**

Promotion of Periodic Toothbrush Replacement and Recycling

Contributing to the SDGs by realizing “Good for the mouth!” and “Good for the Planet!”

Since its founding, Lion has worked to promote healthy oral care habits among consumers. In recent years, marine plastics have become a major social issue. As a leader in oral care and a manufacturer, Lion recognizes that it has a duty to address the issue of plastic recycling. By focusing on toothbrushes, which account for more plastic use than any other Lion product, we are working to contribute to the formation of healthy consumer living habits while helping to reduce environmental impact.



Instituting Toothbrush Replacement Day

Over time, regular use of a toothbrush causes the bristles to splay apart, reducing the brushing efficacy. According to a Lion survey, only about 40% of consumers replace their toothbrushes every month.* Those that do not give such reasons as “It’s wasteful to throw it out,” and “I wasn’t aware that the brushing effectiveness diminishes.”

* Although the exact timing may vary by individual, we generally recommend replacing your toothbrush every month.

Splayed Bristles and Plaque Removal Rate



In February 2018, we designated the 8th of every month Toothbrush Replacement Day* and started calling for monthly toothbrush replacement.

To expand this program, we are collaborating with business partners by developing in-store point-of-purchase displays to remind consumers to replace their toothbrushes on the 8th of every month and creating posters promoting periodic toothbrush replacement for use in dental clinics.

Lion will continue these activities to promote toothbrush replacement with our business partners and dental clinics so that monthly toothbrush replacement becomes a regular habit.



* This day was registered and certified by the Japan Anniversary Association on December 27, 2017, and has been established as a new annual event.

> News release: New Habit! Start Your Own Personalized “My Brush Day” on the First Day of the Month! [Japanese]

Promoting Toothbrush Recycling

There is a concern that an increase in the frequency of toothbrush replacement due to the promotion of toothbrush replacement could lead to a rise in waste.



Addressing this concern, and in light of problem of marine plastics in recent years, Lion initiated its Toothbrush Recycling Program,* a first in Asia, to collect and recycle used toothbrushes, which had previously just been thrown away, in cooperation with TerraCycle Japan. Furthermore, in 2020, we launched a toothbrush recycling initiative in coordination with municipal garbage collection operations, a first in Japan. Adopting the perspective that each consumer who participates in toothbrush recycling is an important partner, we are moving forward with the aim of realizing a resource-circulating society.



Toothbrush recycling activities

Collection points
1,080

Toothbrushes collected
Approx. 1,050,000

(As of June 30, 2022)

Development of Products and Services Using IoT and AI

| *CLINICA Kid's Hamigaki no Okeiko*

Lion developed *CLINICA Kid's Hamigaki no Okeiko*, an IoT toothbrush linked to an app that helps children learn the importance of tooth brushing and correct brushing techniques in a fun way in order to form healthy tooth brushing habits from a young age. In developing this product, we put particular emphasis on offering an experience that would encourage children to take the initiative themselves in tooth brushing. Specifically, we ran trials in which children tried using prototypes for a day, a week or a month. This allowed us to identify increasing motivation to brush one's teeth, learning tooth brushing techniques and getting better at tooth brushing as important areas in which we could provide value through experience. With guidance from pediatric dentistry experts, we developed a toothbrush attachment that contains an accelerometer to sense toothbrush motion as well as an app that uses a picture book format to make it easy for children to understand the importance of tooth brushing and feel a clear sense of satisfaction and progress. Through a development process prioritizing the consumer's perspective, we are contributing to the formation of healthy tooth brushing habits in childhood and thus making a difference in everyday lives.



CLINICA Kid's Hamigaki no Okeiko

[CLINICA Kid's Hamigaki no Okeiko\[Japanese\]](#)

| *HAGUKI CHECKER*

Aiming to increase awareness of preventive dentistry, in 2019, we launched *HAGUKI CHECKER*,^{*1} an online tool that checks the state of users' teeth and gums. Users simply use a smartphone or other device to take photos of the inside of their mouths, including the teeth and gums, and upload them to *HAGUKI CHECKER*. The online service then uses AI to identify individual teeth and check the state of the gums around each tooth (receding, dullness, swelling). Since its launch, approximately 16,000 people^{*2} have used the service.

In February 2022, we have signed a comprehensive partnership agreement with Koshi City in Kumamoto Prefecture to provide citizens with opportunities to think about their own oral health by answering a simple questionnaire, either at home or on the go. We plan to use technologies that leverage machine learning to process data on gum conditions from the smart app *HAGUKI CHECKER*, as well as health checkup data, to visualize participants' level of oral health.

By helping consumers see and understand their own oral environments, *HAGUKI CHECKER* sparks greater interest in the state of their gums. Periodic use over time can help consumers see the effects of changes in their oral care habits by for example, making changes to their gums more readily apparent.

> **News release: Comprehensive Partnership Agreement with Koshi City, Kumamoto Prefecture, for Community Development**

^{*1} Developed based on Lion's data and expertise, and created using the AI image analysis technology of Automagi Inc. and the service development technology of MTI Ltd.

^{*2} Figure for July 22, 2019 to December 26, 2019.

Items Checked

HAGUKI CHECKER provides an analysis of the state of the user's gums around each tooth, evaluating the following three factors on a three-point scale.

- Gum recession
- Gum dullness
- Gum fullness

The service also provides information about care methods, oral care products and other aspects of oral care in line with the analysis results.



Check results for each individual tooth

[🔗 HAGUKI CHECKER](#)



Educational Activities to Promote Oral Care at Specific Life Stages

Daily oral care is an important habit that affects lifelong health. Forming healthy oral care habits from a young age is crucial. Lion believes that practicing self-care at all life stages is important. In order to firmly establish healthy oral care habits appropriate to the needs of specific life stages, Lion is advancing initiatives in cooperation with external organizations, including government bodies, schools, hospitals and dental clinics. In addition, Lion supports the oral care promotion activities of The Lion Foundation for Dental Health (LDH).

* Established in 1964, the Lion Foundation for Dental Health (LDH) changed its status to a public interest incorporated foundation in 2010. Lion fully supports LDH's activities to promote oral care awareness and education. LDH coordinates with the Japan Dental Association, universities, governmental bodies and other partners to help maintain and improve the dental and oral health of consumers through its three projects. By doing so, LDH stays at the forefront of oral health, contributing to society by helping to improve the quality of life of all people.

[🔗 The Three Projects of LDH](#)

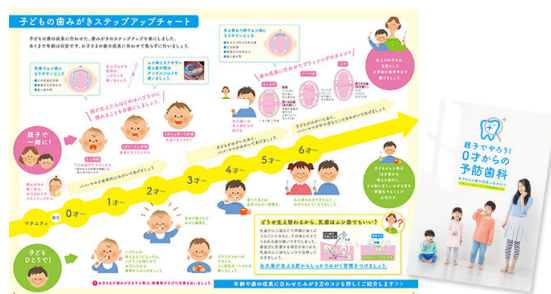
| Maternity

Lion runs the dentistry information website *ORALcom*, where it offers answers to common questions about issues related to the oral health of expectant mothers and infants.

| Infancy

Promoting Preventive Dentistry from Age 0

Lion aims to help establish preventive dentistry habits from as early in a child's life as possible. To this end, Lion developed the *Safety Handle* Toothbrush, which enables preventive dentistry from age 0. We believe that time spent on parent-assisted brushing is a valuable opportunity for deepening parent-child bonds. To spread this idea, we are providing information through [videos designed to spread empathy \[Japanese\]](#) and the website "HA!HA!HA! Park," which encourages preventive dentistry efforts for children. We also distribute a booklet titled "Preventive Dentistry from Age 0" to dental and obstetrics clinics across the country, aiming to help caregivers obtain the correct knowledge they need.



The “Preventive Dentistry from Age 0” booklet provides information about toothbrushing techniques for each stage of development

Elementary school students

The Oral Health Event of Tooth Brushing for Children—Reaching a Cumulative Total of More Than 2,460,000 Children in and Outside Japan

The Oral Health Event of Tooth Brushing for Children, started in 1932, is held every year for elementary school students during Dental/Oral Health Week (June 4th to 10th). For the 79th event in 2022, participating schools choose a date to participate and took part by watching an approximately 40-minute long educational DVD. Approximately 250,000 elementary school students attending a total of 4,585 schools participated in 2022, including students in Japan and other Asian countries. The theme of the 2022 event was “Brush Up Your Teeth and Yourself.” Prepared with editorial supervision from Meikai University President Toshikazu Yasui, the program focuses on the gums, including learning about individual oral conditions and using dental floss. In addition to promoting understanding of preventive dentistry, the program taught students about the importance of consistency through oral care, a central part of healthy living habits.

Cumulative participants: 2,460,000



The Oral Health Event of Tooth Brushing for Children in Japan and other Asian countries.

> The Oral Health Event of Tooth Brushing for Children in Japan and other countries (mainly in Asia)

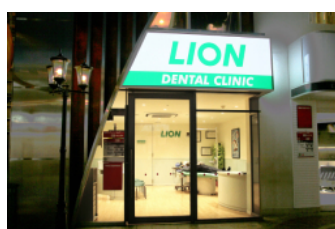


KidZania

Lion has provided dental clinic-themed pavilions at KidZania Tokyo since 2006 and at KidZania Koshien since 2009. These pavilions have been popular with kids. At them, children can choose from two activities: the “Dentist” experience or the “Dental Hygienist” experience. These allow them to experience what it is like to work in these jobs.

At the pavilions, kids first undergo “training” as dentists or dental hygienists, learning about the importance of teeth taking care of their own oral health and hygiene. Then, they use tools that are nearly identical to the real things, including polishers and dental vacuums, to treat cavities and apply fluoride treatments to patients (training mannequins used in dentistry schools) in the dentist’s chair. For completing their work, they receive a salary paid in the official currency of KidZania, usable at other pavilions.

After their work experience, kids have commented that “treating cavities seemed really difficult,” and “adult teeth don’t grow back, so I definitely want to brush well and make sure I don’t get any cavities.” The dental clinic pavilions thus appear to be effective in communicating the importance of cavity prevention and oral health.



The Dental Clinic pavilion at
KidZania Tokyo



Kids treating a cavity on a
mannequin



The Dental Clinic pavilion at
KidZania Koshien



Kids undergoing training

Developing Oral Healthcare Leaders

Lion seeks to promote preventive dentistry practices that consumers can perform themselves. To this end, in communities with which we have formed partnerships, we hold oral healthcare leader development lectures to empower local governments, as oral healthcare leaders, to provide residents with tooth brushing information and practical techniques that can be beneficial to overall health. We are currently carrying out these activities in the cities of Ishinomaki and Sakaide.



Oral healthcare leader development
lecture in Sakaide

> [Ishinomaki](#)

> [Sakaide \[Japanese\]](#)

Corporate Oral Care Seminars

Lion offers dental and oral health seminars for corporate and municipal employees. We are committed to helping people develop healthy habits starting with the mouth and to promoting oral healthcare.



Preventative Dentistry (Professional-Care)

- ✓ Professional Care (Preventive Dentistry Implemented by Dentistry Specialists)
- ✓ Salivary Multi Test (SMT)
- ✓ Supporting the Implementation of Preventive Dentistry at Dental Clinics: L-Support

Professional Care (Preventive Dentistry Implemented by Dentistry Specialists)

The alignment of the teeth and other oral conditions are unique to each individual. Receiving professional care from dentists or dental hygienists is crucial—not just to treat dental problems, but to prevent issues like cavities and gum disease before they arise. Such care includes fluoride treatments and instruction on brushing methods suited for one's own oral conditions. In addition, it is best to get regular checkups at a dental clinic two to three times per year to check the state of your oral conditions, including the health of the teeth and gums. Lion promotes the habit of receiving regular professional care.

Salivary Multi Test (SMT)

SMT is a five-minute testing system that can measure the levels of six analytes related to dental and gum health (cariogenic bacteria, acidity, buffer capacity, leucocytes, proteins and ammonia) in saliva collected by rinsing the mouth with 3 ml of distilled water. This allows dentists or dental hygienists to provide immediate feedback to their patients as part of a dental checkup. Knowing objectively their oral health conditions helps motivate patients to engage in preventive dentistry.

Furthermore, as part of Lion's efforts to promote preventive dentistry, this test is incorporated into the Company's internal dental checkups and utilized to establish good oral care habits among employees. Dental checkups with SMT are currently suspended to prevent the spread of COVID-19.



Collecting a saliva sample after rinsing



Measured with test paper and special equipment



Share measurement results

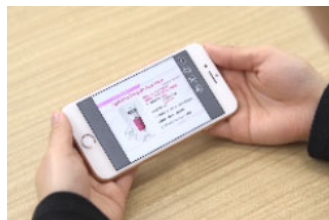
Supporting the Implementation of Preventive Dentistry at Dental Clinics: L-Support

Lion Dental Products Co., Ltd.* operates L-Support, a program to support the implementation of preventive dentistry at dental clinics.

The L-Support program provides information and services useful for regular patient care to registered clinics so that they can effectively focus on preventive dentistry. The program offers seminars, video content and a dedicated website for dentistry professionals, providing opportunities to gain a broad range of preventive dentistry knowledge, including about oral care products for dental clinics.



A preventive dentistry seminar



Using video content

[!\[\]\(ec9132f1d27c8919987d92907322654d_img.jpg\) *Lion Dental Products Co., Ltd. \[Japanese\]](#)

Inclusive Oral Care

To ensure that anyone can develop effective oral care habits, we are increasing opportunities for people to learn about oral care through the Inclusive Oral Care project as a way to tackle social issues. In Japan, the relative poverty rate among children (13.5%^{*1}) is becoming a public concern. Children of economically disadvantaged families have inferior health habits and fewer beneficial experiences^{*2} than the children of more affluent households. There is also a correlation between poverty and cavities, with children of economically disadvantaged families more likely to have unhealthy teeth. Based on the “Dental and Oral Health” concept, we developed an experience-based program called the Okuchikarada Project. With employees acting as volunteers, we are working with NPOs and local governments at children’s cafeterias to promote preventive dentistry habits and boost children’s self-esteem.



*1 Percentage of children under 18 who live in relative poverty (FY2019 Comprehensive Survey of Living Conditions, Ministry of Health, Labour and Welfare)

*2 Receiving praise from others, communicating with adults, acquiring life skills, etc.



Research (Preventive Dentistry Research)

✓ Partnerships in Industry and Academia ✓ The Lion Award

Partnerships in Industry and Academia

Our society and ways of living are changing rapidly as we face such increasingly serious social issues as low birth rates, an aging population, declining population and the depletion of resources on the one hand and dramatic technological progress in such areas as AI and IoT on the other. In order to keep up with these changes and continue supporting the public's health, we are focusing on not just providing goods but offering new value to our customers. Open innovation through partnerships with external organizations, such as government agencies and other companies, is key to this endeavor. One example of open innovation is the joint research we are conducting under the auspices of the Center of Innovation Science and Technology based Radical Innovation and Entrepreneurship Program, known as COI STREAM.*

* The Center of Innovation Science and Technology based Radical Innovation and Entrepreneurship Program (COI STREAM) is a program launched in 2013 by the Ministry of Education, Culture, Sports, Science and Technology (MEXT) to help revitalize Japan's economy. Focusing on a vision of society a decade in the future, COI STREAM is aiming, through industry-academia collaboration, to realize radical innovation that is difficult for industry or academia to accomplish alone. To that end, COI STREAM has established innovation platforms—COI sites—at 18 locations across Japan to drive industry-academia collaborative research. Lion has been participating in such research with Hirosaki University, a COI site location since 2015.



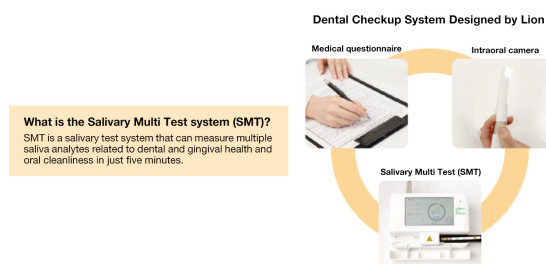
The Hirosaki University COI project (2013-2021) was an innovative social platform for the creation of “*sukoyaka-ryoku*,” meaning the ability to maintain health. It focused on the research, development and commercialization of solutions that use health-related big data to detect early signs of conditions like dementia and lifestyle-related diseases as well as to prevent their onset. One of the primary motivators of this platform initiative was the fact that Aomori Prefecture, in which Hirosaki University is located, has the lowest life expectancy of any prefecture in Japan. Aomori Prefecture has an aging population and higher risks of age-related disease and lifestyle-related diseases than the norm. For many years, the average life expectancy in Aomori has been the lowest among all prefectures for both men and women.

Hirosaki University has set the goal of reversing Aomori's reputation for short life expectancy and is currently running a large-scale health examination program for the residents of the Iwaki district in the city of Hirosaki. Each year, around 1,000 residents take part in the Iwaki health exam, which has accumulated big data comprising approximately 2,000 data points per patient on the health of more than 20,000 individuals. The Hirosaki University COI project used these health data sets as the basis of its research, development and commercialization of unique health innovations that can come only from big data insights from regions with short life expectancy. As a participant in this program, Lion engaged mainly in research into oral health and sleep. Our aim was to understand how these two factors influence lifestyle habits, physical constitution and whole body health and to develop and promote solutions that help extend healthy life expectancy.

Designing a Dental Checkup System

Under the Hirosaki University COI project, a new health checkup system (quality of life system) that promotes health consciousness and lifestyle changes related to such conditions as metabolic syndrome, locomotive syndrome, dental/oral conditions, clinical depression and dementia was developed. Lion was responsible for the dental/oral part of the health checkup. We assessed changes in examinees' awareness and behavior based on an oral health program that consisted of Lion's proprietary Salivary Multi Test system (SMT), an intraoral camera that lets the examinees see the state of their own teeth and gums, and a medical questionnaire.

Currently, many companies and local authorities omit dental checkups from their health checkup programs due to time constraints, cost or the availability of dental clinicians. Lion aims to realize a reliable and easy to use dental checkup system and, in the future, systems that will make it easier and more convenient to get dental checkups.



Oral Healthcare Studies Course Opened at Hirosaki University

Lion has established an ongoing new Oral Healthcare Studies collaborative research course from May 2016 to March 2022 at the Hirosaki University Graduate School of Medicine for research into the ways that oral health and sleep are related to the health of the whole body. In recent years, it has been suggested that an individual's intraoral condition and quality of sleep may affect the health of their entire body and that good oral care may prevent lifestyle-related diseases. Offered in partnership with the Aomori Medical Association and the Aomori Dental Association, this course searches for scientific evidence of these links, and the results of this research may provide the basis for the creation of new products and services.

Employee's Perspective

Tatsuyuki Midorikawa,
Research and Development Headquarters,
Business Coordination Department
(Formerly the LIFE SCIENCE RESEARCH LABORATORIES)

I started a two-year residency at Hirosaki University in April 2016. My job was to analyze health-related big data with the goals of identifying the lifestyle habits and physical constitutional factors that can cause sleep disorders and to elucidate the relationship between sleep and health. During my residency, I also visited Imabetsu, Mutsu and other areas in Aomori prefecture to take part in health awareness activities aimed at improving health literacy* in communities, workplaces and schools.

I have been inspired by the passion and commitment of the faculty, local residents, partner companies and local governments working together on this unprecedented open innovation. All these groups are driven by the belief that good health cannot be achieved without changing the way society works. I feel privileged to have been at the forefront of this endeavor through the Hirosaki University COI Program to chart a new direction for the healthcare industry. I hope that the data analysis work I have carried out will lead to the introduction of a new healthcare business that benefits society.

* Having correct health knowledge and understanding how to put it into practice



The Lion Award

Lion established the [Lion Award](#) in 2001 to support the activities of academic associations and the development of young researchers. The prize is awarded via the International Association for Dental Research, the world's largest dental research association, as well as, in Japan, the Japanese Society of Pediatric Dentistry, Japanese Society for Dental Health, Japanese Society of Gerodontology, Japanese Association for Oral Biology and Japanese Society of Periodontology. In the 20 years since its establishment, the prize has been awarded to 209 researchers.

[> Lion Award](#)

Initiatives to Establish Cleanliness and Hygiene Habits

Sustainability Material Issues 2 Creating Healthy Living Habits



Approach

Since the 1890s, Lion has implemented educational activities aimed at spreading the practice of washing with soaps and detergents. Furthermore, since the 1990s, when group infections through food poisoning came to be seen as a social problem in Japan, Lion has advanced the unique concept that washing with antibacterial hand soap can be fun, promoting the formation of proper hand washing habits alongside its products.

We can work together to keep germs and viruses off of us and keep from bringing them into the places we live, work and play. The first step is to wash our hands and gargle as soon as we get home.

To help realize healthy living for all, Lion seeks to help firmly establish basic habits like these. Lion has long carried out activities to this end in Japan and across Asia.

Activity Policy

To establish cleanliness and hygiene habits, Lion's policy is to foster proper habits that can be practiced anywhere, anytime. In addition to fostering proper cleanliness and hygiene habits in everyday life with a focus on children, Lion promotes hand cleanliness care that can be practiced when there is insufficient water for washing and the establishment of cleanliness and hygiene practices for food service professionals, such as those working at restaurants and hotels. In doing so, we seek to go to consumers where they are, partnering with local communities, including government bodies and schools, to advance employee-led activities together.

Initiatives

- ✓ Establishing Proper Cleanliness and Hygiene Habits: Employee Participation / Promotion through Our Businesses / Local Communities
- ✓ Hygiene and Health Care in Times of Disaster
- ✓ Hand Hygiene Management for Professionals

Establishing Proper Cleanliness and Hygiene Habits: Employee Participation

Lion implements activities to promote proper hand washing habits, mainly with the *KireiKirei* brand, aiming to realize everyday health and comfort for consumers. We carry out activities to promote proper hand washing habits as part of junior employee training. Every year, around 100 junior employees work in teams to teach children at kindergartens and preschools around Japan the importance of hand washing.

Furthermore, we are helping increase awareness among employees through activities in coordination with retailers and by incorporating activities to promote proper hand washing habits at kindergartens and preschools into the training of junior employees.



Activities to promote proper hand washing habits as part of junior employee training (2019)

In 2021, we expanded the scope of employees' activities to promote proper hand washing to include elementary schools. To minimize the number of visitors to elementary schools and thereby lower virus infection risk, the employees leading the activities conducted hybrid class visits that could be joined online.

The theme of the classes was “learning proper hand washing to protect our health and the health of those we care about.” In the classes, the employees worked to instill understanding of hand washing and proper habits by encouraging the participating children to think about why hand washing is important and ways of protecting themselves from viruses and bacteria.



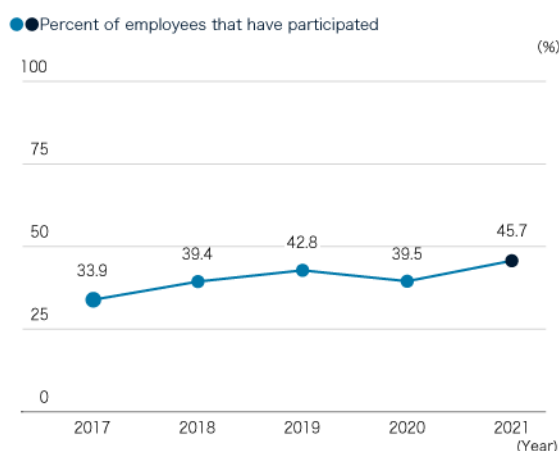
A hybrid class merging in-person and online learning

In addition, Lion incorporates activities to promote proper hand washing habits at kindergartens and preschools into training for junior employees and activities implemented in coordination with retailers, thereby helping raise employee awareness. We are advancing initiatives with retailers around the country, such as Sugiyama Drugs Co., Ltd., in Nagoya.



Lion aims for all current employees to have participated in activities to promote good hand washing habits by 2050. From 2012 to 2021, 1,449 employees participated (cumulative participation rate 45.7%). Over this period, approximately 36,700 children participated in these activities.

Percentage of All Current Employees That Have Participated in Activities to Promote Proper Hand Washing Habits



Preschoolers, Students and Faculty Participating in Activities to Promote Proper Hand Washing Habits

2017	2018	2019	2020	2021
6,700	5,900	4,100	200	1,300

Cumulative total since 2012: Approx. 36,700

Establishing Proper Cleanliness and Hygiene Habits: Promotion through Our Businesses

The *KireiKirei* brand is implementing the Kirei Relay Project, which aims to realize a society full of human interaction by encouraging people to practice hygienic habits for the sake of the people they care about.

This project seeks to make everyday hand washing more fun. For example, one activity has participants create one-of-kind personalized *KireiKirei* hand soap bottles, and another involves promoting a week-long hand washing challenge for preschools and elementary schools. Through these and other activities, the project is promoting the formation of proper hand washing and gargling habits.

Washing for at least 30 seconds is fundamental to the effective removal of viruses and germs from the hands. We are implementing fun activities to help foster proper habits like this even among small children.

Establishing Proper Cleanliness and Hygiene Habits: Local Communities

We are promoting proper hand washing habits at kindergartens, preschools, elementary schools and public facilities, mainly in areas across Japan where Lion facilities are located as well as in Ishinomaki City (Miyagi Prefecture), which was affected by the Great East Japan Earthquake and an area closely connected to our founder, and Sakaide City (Kagawa Prefecture), where *KireiKirei* Hand Soap is manufactured.

Specifically, we have been promoting proper hand washing habits at kindergartens and preschools in Ishinomaki City as part of support for recovery from the Great East Japan Earthquake since 2012. Since 2015, junior employees at Lion's Sendai Office (also in Miyagi Prefecture) have taken part in these activities as part of their training.



Activities to promote proper hand washing habits in Ishinomaki City



Activities to promote proper hand washing habits in Sakaide City

Lion began marketing *KireiKirei* hand soaps overseas in 2005. Today, in addition to Japan, the brand is sold by Lion Corporation (Singapore) Pte Ltd, Lion Corporation (Thailand) Ltd., Southern Lion Sdn. Bhd., Lion Corporation (Korea), Lion Daily Necessities Chemicals (Qingdao) Co., Ltd., Lion Corporation (Hong Kong) Ltd. and Lion Home Products (Taiwan) Co., Ltd. Each company, alongside the provision of products, carries out activities to promote the formation of cleanliness and hygiene habits, aiming to increase awareness of cleanliness and hygiene.



*Ai! Kekute** hand washing class in Lion Corporation (Korea)



Promoting hand washing habits in Lion Corporation (Thailand) Ltd.

* *Ai! Kekute* (literally, Oh! Clean!) is a hand soap brand marketed by Lion Corporation (Korea).

Lion Group's Social Contribution Activities

Hygiene and Health Care in Times of Disaster

In times of disaster, living in evacuation shelters, a limited water supply and other factors can increase hygiene-related risks in daily life, so keeping clean and taking care to stay healthy are extra important. In particular, maintaining oral hygiene and health—which is connected to one’s overall health—is crucial.

Lion has published a pamphlet covering oral and hand hygiene and health care in times of disaster as well as ways of preparing for such situations. In addition to providing information about hygiene and health in times of disaster, Lion participates in disaster readiness and other events around Japan to promote awareness and good practices.



“Hygiene and Health Care in Times of Disaster” pamphlet



“Hygiene and Health Care in Times of Disaster” book
Six-sheet version
Print out and fold stacked sheets down the center to make a book

➤ The “Hygiene and Health Care in Times of Disaster” pamphlet is available for download [here](#) (in English, Japanese, Simplified Chinese and Traditional Chinese)

Disaster Readiness Events



Sumida-ku disaster preparedness fair
(Ryogoku area)



Edogawa-ku disaster drill
(Hirai area)



Kita-Harima business fair
(Ono City)

Hand Hygiene Management for Professionals

Professionals who handle food, be it in restaurants, hotels, food product factories or other industries, all want to provide the best service possible so that their customers will enjoy their food with peace of mind, have a good time, and make great memories.

Lion Hygiene Co., Ltd., as a comprehensive hygiene management company, helps create clean, safe and hygienic environments through products, hygiene assessments and other forms of support based on scientific insights in order to help food service professionals make their vision a reality. In particular, the foundation of hygiene management for professionals who handle food is thorough hand washing. As part of support efforts, Lion Hygiene provides hygiene management information that is important for such professionals, including not only hand washing techniques, but key points about hand washing timing and facilities, among other topics, through “Hygiene Tayori” fliers issued four times a year.

* “Hygiene Tayori” fliers offering hygiene management information



When to wash hands: handling food



Key points for hand washing facilities



Key points of hygienic hand washing



Infectious disease prevention: bathrooms

Supporting Hand Hygiene Management by Professionals (Lion Hygiene Co., Ltd.) [Japanese]



AI/IoT Cleanliness and Hygiene Initiatives

[🔗 Joint initiative with KireiKirei and teamLab \[Japanese\]](#)

[🔗 KireiKirei × Sony ExploraScience joint workshop \[Japanese\]](#)

Academic Research on Cleanliness and Hygiene Initiatives

- Around 90% of consumers say they wash their hands after returning home, but a simulation shows that people are spreading viruses before they wash their hands [Japanese] [PDF](#)
- Bad breath and susceptibility to getting colds are correlated! The findings of a study of 4,491 men and women aged 20 to 69. [Japanese] [PDF](#)
- Hygienic habits are shifting from something we need to do to something we want to do. We set up a “Cleanliness Voting Booth” for a limited time at Shinjuku Station as an experiment to encourage hygienic behavior among people out and about at the gateway to the city. [Japanese] [PDF](#)
- Survey of actual hand washing during the COVID-19 pandemic [Japanese] [PDF](#)
- Worried about germ transmission at the office? Places and things to watch out for and ways to brush your teeth that reduce risk at the office [Japanese] [PDF](#)
- 🔗 Lidea lifestyle information website (content relating to handwashing, gargling, disinfection, etc.) [Japanese]
- News release: KireiKirei Medicated Hand Sanitizing Series Launched [Japanese]

Lion Group's Social Contribution Activities

Basic Approach

The Lion Group believes that advancing initiatives to create healthy living habits by providing products and services as well as conducting educational activities and disseminating information is its social responsibility and a way of putting its purpose into practice. The Group is engaged in establishing an oral health care and cleanliness and hygiene habits in Asia. In addition, we have been involved with environmental conservation activities at various business locations and in the region served by our overseas Group companies. In carrying out such sustainable activities, our employees take the initiative, promoting the activities while working closely with local citizens, forming partnerships with local governments, retailers, schools, dental experts and communities.

Sustainable Activities Conducted by Overseas Group Companies

* Some activities have been cancelled or postponed to prevent the spread of COVID-19. The Lion Group is revising its activities, including the use of online technologies, as it continues working to create healthy living habits.



Lion Corporation (Singapore) Pte Ltd >

Lion Corporation (Thailand) Ltd. >

Southern Lion Sdn. Bhd. >

PT. Lion Wings >

Lion Corporation (Korea) >

Lion Daily Necessities Chemicals (Qingdao) Co., Ltd. >

Lion Corporation (Hong Kong) Ltd. >

Lion Home Products (Taiwan) Co., Ltd. >

Activities Creating Healthy Living Habits as a Group




The Oral Health Event of Tooth Brushing for Children in Japan and other countries (mainly in Asia) >



Promoting Cleanliness and Hygiene Habits >

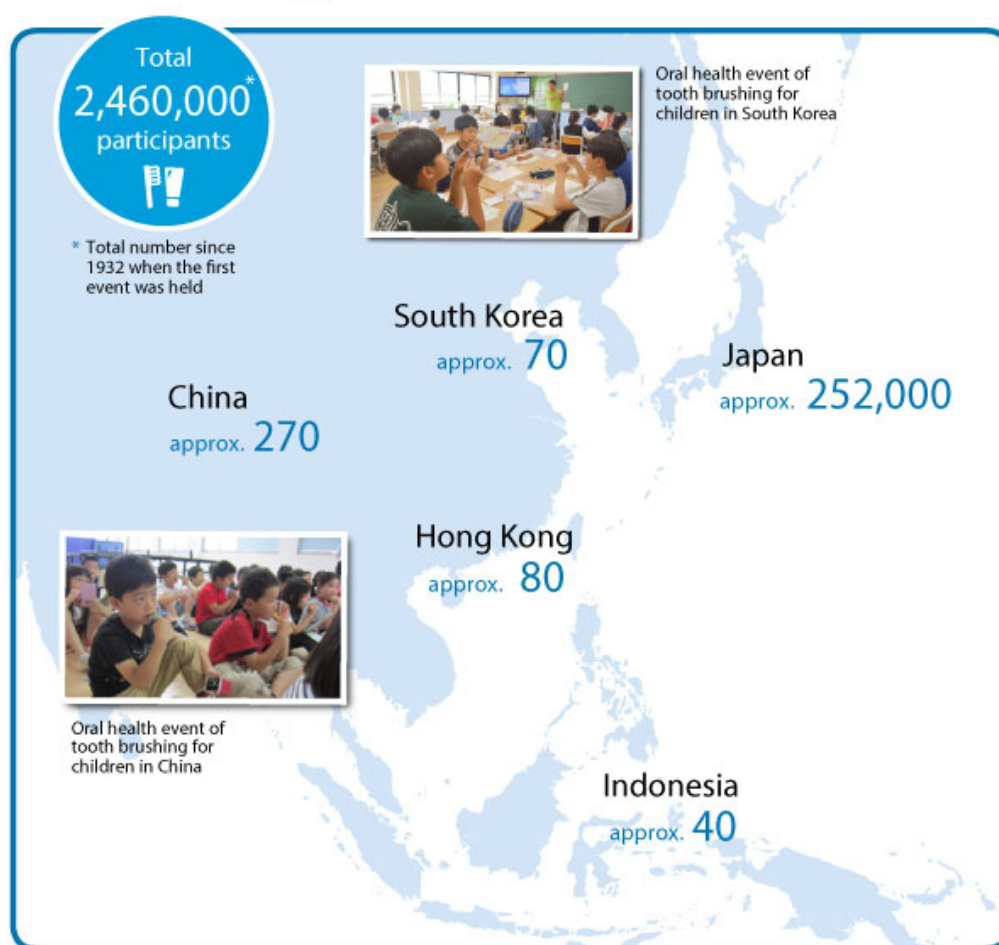
The Oral Health Event of Tooth Brushing for Children in Japan and other countries (mainly in Asia)

In order to maintain lifelong dental and oral health, it is important to establish proper oral care habits early on. Placing emphasis on fostering elementary school students' awareness of dental and oral health, Lion has held the Oral Health Event of Tooth Brushing for Children since 1932, in cooperation with the [Lion Foundation for Dental Health \(LDH\)](#). The event is held every year during dental/oral health week, from June 4 to 10.

2022 marked the 79th year of this event. Instead of holding a single event via live webcast, as in recent years, a more flexible format was adopted. Schools in Japan could participate on any day by using a 45-minute educational DVD. In 2022, approximately 250,000 children at 4,585 schools are scheduled to participate.

The annual event is held in Japan as well as other countries, mainly in Asia.

Estimated participants in 2022



Promoting Cleanliness and Hygiene Habits

As the global COVID-19 pandemic rages on, taking care to prevent infection has become a regular party of daily life. The Lion Group provides stable supplies of hand soaps and sanitizers and carries out educational programs about correct hand washing habits in Japan and across Asia. Going forward, using digital tools, we will work to spread hygiene habits suited to living in the new normal created by the pandemic as we evolve our businesses accordingly.



Activities at Lion Corporation (Singapore) Pte Ltd

✓ Oral Health Care ✓ Cleanliness ✓ Donation Activities

* Some activities have been cancelled or postponed to prevent the spread of COVID-19. The Lion Group is revising its activities, including the use of online technologies, as it continues working to create healthy living habits.

Oral Health Care

1 Educational Event Held by the PAP Community Foundation Sparkletots Preschool

22nd March is designated by the United Nations as World Water Day. In celebration of World Water Day in 2021, the PAP Community Foundation (PCF)* Sparkletots Preschool taught children about the importance of saving water in their daily routines, such as during tooth brushing. Lion Corporation (Singapore) Pte Ltd (“LCS”) supported the event by providing 600 *KODOMO Toothbrush* and *KODOMO Toothpaste* sets for the preschool’s 5- and 6-year-old pupils.



Newsletter distributed to parents

* PAP Community Foundation (PCF) is a charitable foundation founded by the Singapore People’s Action Party (PAP) in 1986 and is committed to nurturing a multi-racial, fair, just and inclusive society through the provision of educational, welfare and community services.

2 Supported the Singapore Dental Association’s Oral Health Awareness Campaign

In March 2021, the Singapore Dental Association (SDA) launched an integrated online communication campaign targeting consumers to raise awareness and correct misconceptions regarding oral care. The campaign comprised of the three parts shown below. Invited by SDA to participate the third part, LCS provided SG\$60 worth of *Systema* and *KODOMO* products to each of the 22 key opinion leaders.



Campaign card

- I. Survey of Singaporeans on their oral health habits: 500 respondents
- II. Solicitation of user generated content under the hashtag #toothtruths on Instagram to encourage Singaporeans to talk about their oral health journey
- III. 22 key opinion leaders received oral care gift boxes and talked about their oral health journey on their Instagram accounts

3 Product Sponsorship to Smileworks Dental Clinic

Smileworks Dental Clinic celebrated its 20th anniversary in 2021. To mark the anniversary, from August to December 2021, LCS provided goodie bags containing sets of Lion oral care products to enable patients to practice oral care at home after treatment at the clinic. In total, LCS provided 1,460 goodie bags of *Systema* products for adult patients and 360 goodie bags of *KODOMO* products for pediatric patients.



Systema and *KODOMO* oral care sets

4 Partnership with Health Promotion Board in Afterschool Oral Care Program

In August 2021, the Health Promotion Board (HPB) launched the Afterschool Oral Care Program, a one-year program targeting children aged 3-5 years at day-care centers and nursery schools with the aim of teaching the importance of oral care from a young age. The program entails dental clinic staff visiting day care centers and nursery schools to perform dental screenings and educate children about the importance of oral care. LCS provided 60,000 sets containing *KODOMO* Toothpaste and leaflets for distribution to the children after the conclusion of the program.



KODOMO brand pamphlets

5 Singapore Oral Health Therapy Congress

The Singapore Oral Health Therapy Congress is an annual meeting of dentistry experts, where speakers discuss a wide range of topics that are not limited to oral hygiene, but also include total well-being and pediatric management.

Program was continued in 2021 on 17th & 24th October, with about 300 participants from dentistry experts.

LCS sponsored the event with cash support, but the event organizer suspended its planned distribution of products in order to maintain social distancing



Event poster



Event held online

6 Promoting Good Oral Health through Dental Clinics

LCS supports Thomson Dental Centre, a dental clinic group in Singapore, in educating patients on good oral health habits. A dental care set containing *KODOMO* or *Systema* oral care products (products of LCS) is provided to first-time patients at Thomson Dental Centre. Dentists educate patients on correct tooth brushing and oral care habits using a dental care set (*KODOMO* Kid Set or *Systema* Gum Care Set) selected based on the patient's age and oral health conditions. Each dental set consists of an oral care information leaflet, a toothbrush and toothpaste, with mouthwash in the *Systema* sets. In 2021, a total of 10,100 patients from Thomson Dental Centre had received the dental care sets.



7 Collaboration with Association of Orthodontists (Singapore)

The World Federation of Orthodontists (WFO) has designated May 15 as World Orthodontic Health Day. Started in 2017, this is a day for orthodontists around the world to celebrate and promote orthodontics awareness.

In celebration of the Silver Jubilee for WFO, the Association of Orthodontists (Singapore) (AOS) has approached LCS to partner and celebrate the event with the following program:

- Smile with braces contest
- Distribution of oral care kits
- One-day seminar with the WFO Council

However, the contest and the one-day seminar could not be held in 2020 due to the novel coronavirus pandemic (COVID-19). Instead, LCS continued the support of 4,500 sets of *Systema* oral care products that were distributed to patients who had started their orthodontic treatment in May at the participating clinics.

Each set included: a *Systema* toothbrush, toothpaste, mouthwash and interdental brush along with an insert card from the World Federation of Orthodontists.



World Orthodontic Health Day insert card included with the *Systema* products

* The World Federation of Orthodontists (WFO) was founded in 1995 with the aim of advancing the art and science of as well as clinical practices in the field of orthodontics around the world. It has grown to 112 affiliate organizations, representing almost 10,000 orthodontists who have become WFO Fellows.

8 Community Dental Checkups for the Elderly in Collaboration with National Dental Centre Singapore

National Dental Centre Singapore (NDCS) has established a program of community dental checkups with the goal of raising awareness of the importance of oral health among the elderly. The checkups include the provision of guidance on the proper care of dentures and programs aimed at helping to provide treatment to relieve pain and maintain/restore their oral function.

This program was temporarily suspended to prevent the spread of COVID-19 but was resumed at the end of 2020. LCS distributed *Systema Toothpaste* to 480 senior citizens who participated in the community dental checkups in November 2020.

9 Participation in a Public Forum in Collaboration with National Dental Centre Singapore

In March 2019, LCS participated in the public forum organized by National Dental Centre Singapore (NDCS) in commemoration of World Oral Health Day to educate the general public about commonly asked questions on oral care issues. The forum covered a wide array of common oral care topics such as diabetes and oral health, oral sores and remedies for cracked teeth, as well as tips on good oral care. After the event, the participants received goodie bags that included *Systema* products. Approximately 200 members of the general public participated in the forum.



Program leaflet



Presentation by a dentist

* National Dental Centre Singapore (NDCS) is a division under Singapore's Ministry of Health that specializes in multi-disciplinary care for complex dental conditions. NDCS also actively organizes community outreach with partner brands like *Systema* and *KODOMO*, which are LCS's oral care brands.

10 Collaboration with Specialist Dental Group – “Kiddie Visit @ SDG”

Specialist Dental Group (SDG) collaborated with local preschools to conduct “Kiddie Visit @ SDG,” in which they arranged for either preschoolers to visit a dental clinic or a dentist to visit the preschool. The participating preschoolers were educated on the importance of caring for their teeth from a young age. They were introduced to the tools used for cleaning teeth and taught their functions.

This event was held in February, May, June, September and October of 2019, and approximately 180 preschoolers aged 3-5 years participated.

LCS supported this meaningful event by providing *KODOMO Toothbrush* and *KODOMO Toothpaste* for use in the oral care demonstrations and samples for all participants.



Preschoolers receiving *KODOMO Toothbrush* and *KODOMO Toothpaste* samples packed in *KODOMO* plastic bags

11 Supporting a Public Seminar on Managing Common Dental Problems

In August 2019, Specialist Dental Group and Channel NewsAsia* jointly organized a public seminar at Mandarin Orchard Singapore titled “A Healthy Smile amp; You: Specialists’ Perspectives.” This seminar was held to educate the general public on achieving good oral and overall health through modern dentistry and expertise. At the event, dentists shared knowledge in four specialty areas of dentistry: endodontics, periodontics, oral and maxillofacial surgery, and prosthodontics. About 500 participants learned about managing common dental problems through modern dentistry and dental expertise. LCS supported this seminar by providing *Systema* products for the event goodie bag.



Goodie bag with *Systema* products for participants
(Source: Specialist Dental Group’s Facebook page)



Presentation by a specialist

* Channel NewsAsia is a Singaporean English-language TV news channel. Aiming to help viewers “Understand Asia,” it reports on global news from an Asian perspective.

12 Initiative to Cultivate Good Dental Habits in Collaboration with a Medical Group

Cultivating good oral habits from childhood is very important. LCS collaborated with Raffles Dental (part of Raffles Medical Group*) via the *KODOMO* brand (product of LCS) to provide on-site dental screening to the preschoolers at the PAP Community Foundation (PCF)** Sparkletots Preschool and educate them about the importance of taking care of their oral health. A copy of the children’s dental check results was later shared with their parents. The participants received an event goodie bag that included *KODOMO* products, enabling them to practice correct oral care habits at home. 700 preschoolers participated in the educational event in 2018.

* Raffles Medical Group is an integrated private healthcare provider in Asia. It owns and operates a fully integrated healthcare organization based in Singapore.

** PAP Community Foundation (PCF) is a charitable foundation founded by the Singapore People’s Action Party (PAP) in 1986 and is committed to nurturing a multi-racial, fair, just and inclusive society through the provision of educational, welfare and community services.

13 Educating Children on the Importance of Cultivating Good Dental Habits from a Young Age

On an ongoing basis, Singapore Dental Health Foundation* is involved in teaching children good dental habits from a young age. The foundation has initiated a project that involves working with childcare centers to bring children under their care to nearby dental clinics for dental screening and tooth brushing demonstrations, as well as to learn about the importance of cavity prevention and early treatment. LCS has supported this meaningful activity by providing *KODOMO* toothbrushes and toothpaste for all participants to encourage them to practice good dental habits from a young age since 2017. The project has been well received, garnering positive feedback from parents while participating children gain awareness of their dental health.

In 2018, 72 children participated in the event.



Children observing the dentist at work to understand the procedure of a dental check-up

* Singapore Dental Health Foundation is an organization of volunteers working to increase dental health awareness and promote dental health in Singapore. The foundation's activities include providing public dental screenings and conducting dental talks, seminars, forums, etc.

Hygiene Care

Teaching Correct Hygiene Habits in Collaboration with Manulife

Free Bee SG* tied up with insurance company Manulife to promote a “Prevent and Protect” program for infectious diseases such as hand-foot-and-mouth-disease.

This program was held in April 2019 and reached out to preschools in Singapore to provide information about insurance coverage for hand-foot-and-mouth disease and other diseases. Approximately 1,100 goodie bags, which included *KireiKirei* products, were distributed to families with young children. As part of the program, LCS visited preschools with the Lion mascot to educate children on hygiene tips and encourage good hygiene practices using *KireiKirei* brand hand soap and body soap marketed by LCS.

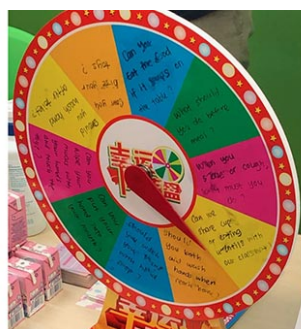
* Free Bee SG is a non-profit online community for parents to obtain information, freebies, etc., regarding pregnancy and parenting.



Poster to promote logo recognition during events



Facebook post to promote *KireiKirei* products



Hygiene-related Q&A during events



Lion mascot visits a preschool

Donation Activities

To fulfill its corporate social responsibility, LCS actively engaged in such corporate social responsibility activities as in-kind donations of hygiene products sold by the Company.

Donation Activities through Online Events

Activity 1 Collaboration with Centre for Domestic Employees (CDE) - May Day Domestic Employees Celebration

Period	June 2021
Outside collaborators	<ul style="list-style-type: none"> National Trades Union Congress (NTUC) Centre for Domestic Employees (CDE)
Donations	<i>Systema</i> and <i>Kyusoku Jikan</i> products
Details	The May Day Domestic Employees Celebration 2021 virtual live show was organized by the CDE, which is a unit under NTUC. The program was live-streamed to domestic employees in recognition of their hard work and contributions. 250 domestic employees took part in the program, and LCS supported the event by sponsoring products for the game show segment.



Slide showing appreciation for sponsors shown during the event (featuring the *Systema* and *Kyusoku Jikan* logos)

Donation Activities Related to the COVID-19 Pandemic

Activity 1 Collaboration with Healthcare Service Employees' Union (HSEU) supporting healthcare workers

Period	February, March, May, July 2020
Outside collaborators	<ul style="list-style-type: none"> National Trades Union Congress (NTUC) HSEU (an affiliate of the NTUC, which represents healthcare service employees in both public and private healthcare institutions and organizations)
Donations	About SGD\$175,000 worth of LCS products, including <i>Systema</i> , <i>Shokubutsu</i> and <i>Kyusoku Jikan</i> (cooling sheets for feet) products
Details	HSEU donated care kits as a token of appreciation for the healthcare workers working on the front lines of the COVID-19 pandemic. LCS supported this meaningful initiative by providing Lion products to 15,500 healthcare workers, with donations including <i>Systema</i> , <i>Shokubutsu</i> and <i>Kyusoku Jikan</i> products, to show these healthcare heroes its utmost appreciation and respect.



Leaflet for the healthcare workers



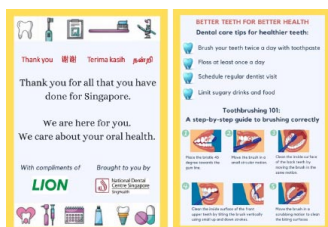
NDCS members packing the care kits



Care kit for the healthcare workers

Activity 2 Collaboration with National Dental Centre Singapore (NDCS) supporting migrant workers

Period	April 2020
Outside collaborators	National Dental Centre Singapore
Donations	10,008 care kits including <i>Systema</i> toothbrushes and toothpaste, Fresh & White toothpaste, Between toothbrushes and <i>Shokubutsu</i> Body Foam
Details	As part of measures to counter a COVID-19 outbreak in migrant workers' dormitories, NDCS reached out to LCS to collaborate in promoting oral health education and providing oral care items to migrant workers.



Leaflet for the migrant workers



Care kit for the migrant workers



NDCS members packing the care kits

Activity 3 Donations in collaboration with the Singapore Dental Association

Period	February and April 2020
Outside collaborators	Singapore Dental Association
Donations	<ol style="list-style-type: none"> 1,500 care kits including <i>Systema</i> toothbrushes and toothpaste as well as <i>Shokubutsu</i> Body Foam 200 of the above care kits
Details	<ol style="list-style-type: none"> In February 2020, in response to a request from Mount Alvernia Hospital, LCS donated cleanliness and hygiene product sets to 1,500 healthcare professionals as part of initiatives to show appreciation for their work. In April 2020, in conjunction with the Singapore Dental Association, LCS donated cleanliness and hygiene product sets to about 200 migrant workers at Mount Alvernia Hospital.

Activity 4 Collaboration with Association of Orthodontists (Singapore) supporting Ministry of Health (MOH) staff

Period	July 2020
Outside collaborators	Association of Orthodontists (Singapore)
Donations	1,300 care kits including <i>Systema</i> , <i>Shokubutsu</i> and <i>Kyusoku Jikan</i> (cooling sheets for feet) products
Details	In commemoration of the 25th annual World Orthodontic Health Day (WOHD) on May 15, 2020, the Association of Orthodontists (Singapore) initiated a CSR collaboration with LCS to provide care kits for MOH staff. LCS donated the kits to show appreciation for the MOH employees who have been working tirelessly to battle the pandemic.

Activities at Lion Corporation (Thailand) Ltd.

✓ Oral Health Care ✓ Cleanliness ✓ Environmental Conservation Activity ✓ Donation Activities

* Some activities have been cancelled or postponed to prevent the spread of COVID-19. The Lion Group is revising its activities, including the use of online technologies, as it continues working to create healthy living habits.

Oral Health Care

1 Lion Oral Health Award

Lion Corporation (Thailand) Ltd. (LCT) held Lion Oral Health Award ceremony online in July 2021. In collaboration with Thailand's Ministry of Public Health, LCT has been supporting and fostering people conducting studies and activities that are beneficial to preventive dentistry in Thailand since 2009.

For the 2021 Lion Oral Health Award, LCT bestowed three awards to dentists and dental nurses. About 700 people, including dentists and dental nurses, participated in the accompanying online seminar.



Mr. Boonyarith Mahamontri, President of LCT, presenting the winners of the Lion Oral Health Award 2021



The three winners

2 Improving the Oral Function of Senior Citizens in Cooperation with a Provincial Public Health Office

Phrae province is a markedly graying area in northern Thailand. Since 2018, LCT has been promoting activities to increase senior citizens' quality of life by reducing incidents of choking, increasing chewing strength and improving dry mouth in cooperation with the Provincial Public Health Office. The concept behind these activities was the topic of a talk given by a dental specialist at the Lion Oral Health Award 2016. Dentists of the Provincial Public Health Office regularly present lectures about oral care in communities with large concentrations of senior citizens. To prevent declines in the mouth's function and to maintain and improve the vitality of the area around the mouth, the dentists teach mouth exercises called "Kenkobi" developed by Lion Foundation of Dental Health (LDH), a public interest incorporated foundation established by Lion Corporation in Japan. Six months after starting the exercise program, most attendees improve and their difficulties with choking and dry mouth are reduced. LCT provides "Kenkobi" brochures and display boards to the province to help more senior citizens do the exercises.

In 2020, activities were conducted in Chonburi Province in eastern Thailand and in Bangkok. A total of about 150 senior citizens participated in the event.

LCT will continue to contribute to improving oral care for the citizens of Thailand in cooperation with the Provincial Public Health Office.



Attendants listening and watching the demonstration of “Kenkobi” mouth exercises with “Kenkobi” brochures in their hands



Senior community members practicing “Kenkobi” mouth exercises in Chonburi Province



Commemorative photo with community members in Chonburi Province



Senior community members practicing “Kenkobi” mouth exercises in Bangkok

3 Collaboration with Provincial Hospitals, Health Offices and Retailers

Milk teeth sometimes receive less attention than adult teeth because they eventually fall out. However, implementing oral care from a young age is very important because oral health affects overall health.

With the aim of promoting proper oral health care and firmly establishing the concept of preventive dentistry,* LCT collaborates with provincial hospitals and health offices to carry out related activities, for example, offering dental checkups, treatment and instruction in proper brushing to children. At local schools this begins with local dental hygienists conducting dental checkups. If cavities are found, a treatment called “Smart Technique” is performed by a dentist.

In 2018, LCT collaborated with local retailers to introduce correct brushing methods through a show for children ages 2 to 5 using the KODOMO brand. LCT provided discount coupons for LCT products viable only at the cooperating retailers. This initiative is aimed at encouraging children to continue to brush their teeth correctly at home.

The activity was conducted in Ranong Province (in southern Thailand) in 2020, with 238 children. LCT will expand this initiative to other areas to teach more citizens in Thailand about oral care



The Smart Technique treatment



Participants with KODOMO brand mascots

* Lion Group companies overseas are collaborating with dental professionals and retailers on initiatives based on the concept of preventive dentistry. Working together with dental professionals, Lion strives to increase awareness and understanding of oral care by sharing information on good oral care and practical tooth brushing methods. In addition, Lion promotes good oral care habits by providing products that suit individuals' specific oral care needs through retailers and other markets.

4 Oral Care and Health Education for Employees during Their Pregnancy

During pregnancy, the secretion of saliva tends to decrease due to an increase in the production of such hormones as estrogen, causing the risk of cavities and periodontal disease to rise.

LCT conducts seminars to communicate the importance of health and oral care during pregnancy to expectant employees at its Humanized Hall facility. Regarding health management, nurses from LCT's nurse office and doctors give lectures on necessary nutrition during pregnancy. With regard to oral care during pregnancy, they conduct lectures on how a mother's oral condition can affect her baby's oral health and teach correct tooth brushing practices.

In 2020, 10 employees who were either expecting or recent mothers participated in this seminar.



Presentation of proper toothbrushing technique by LCT staff



Attendants brushing their teeth after a lecture



Commemorative photo with attendants

5 Working with a Provincial Public Health Office in Southern Thailand to Reduce Cavities

Childhood cavities are a big problem in southern Thailand. To solve this problem, LCT has started a project aimed at reducing cavities among five local families in cooperation with the Provincial Public Health Office in Pattani Province. The issue in this area is that neither parents nor children are well educated about oral care. They do not know correct practices for preventing cavities. The idea for this project, called "preventive dentistry with the whole family," was the topic of a lecture given by a dentist at the Lion Oral Health Award 2017.

The participating five families will practice correct self-care at their homes and go to see a dentist periodically for additional routine care. Their dentist will record their oral conditions using smartphones and use these records to give them feedback.

LCT will contribute to solving social issues in southern Thailand by establishing good oral care habits and reducing cavities through this project.



Routine care at the dentist's office



Recording oral conditions using a smartphone

6 Oral Care Promotional Activities in Cooperation with the Government

The Thai government has held an annual Health Fair since 2012 with the aim of increasing Thai citizens' awareness of health issues. The 2018 Health Fair was held at the Ao Udom Community Center in Laem Chabang, Sriracha district. The fair's events take place in local community centers, where medical facilities and health product retailers set up booths manned by volunteer physicians and nurses who provide checkups for participants and prescribe medicine. LCT ran a booth in this fair to introduce and practice "*Kenkobi*" mouth exercises with participants over 50 years old. LCT also gave participants products from its *GoodAge* and *SALZ* oral care brands for seniors. About 1,000 people participated in the Health Fair in 2018.



"*Kenkobi*" mouth exercises with participants

Cleanliness

1 Instruction on Healthy, Hygienic Living Habits at Elementary Schools

In September 2021, LCT held the Happy Life Happy Home program for 4th and 5th graders (ages 9 to 11) at elementary schools in Bangkok. This program, held online, taught the students techniques for keeping their bodies healthy and clean and for keeping their homes clean and comfortable.

The program comprises two parts, Happy Life (covering tooth brushing, hand washing, face washing and showering) and Happy Home (covering laundry, dish washing and floor cleaning), and is aimed at increasing awareness of health, comfort and cleanliness through the use of LCT products. The elementary school students learned ways of keeping their bodies and homes clean, as well as the proper use of related products, from the participating LCT staff. 89 students participated in these online events.



The Lion mascot greeting online participants



Lecture about proper tooth brushing and hand washing techniques



Lecture about proper tooth brushing technique

In-person Event in 2020



Proper tooth brushing techniques



Washing dishes



Washing clothing



Bathing



Cleaning the floor



Group photo of participating students

2 The Public-Private Collaboration Project

LCT contributes to the Public-Private Collaboration Project being advanced by the government of Thailand. In 2019, oral health and hand-washing educational activities were held in Lamphun Province and at the Saha Group's Fair.* The theme of LCT's booth was the importance of proper oral health and hygiene practices.

At the Saha Industrial Park in Lamphun, LCT encouraged good hygiene practices using *KireiKirei* hand soap to teach the local students and provided education about “*Kenkobi*” mouth exercises for senior citizens.

At the Saha Group Fair, Saha Group companies meet each year and set up booths to exhibit their public-private collaboration projects. This year, LCT invited senior citizens from a senior club in Yannawa district, Bangkok, and Rai Nueng community center in Sriracha district, Chonburi, to join in “*Kenkobi*” mouth exercises training and provided instruction on proper tooth brushing methods at the booth. About 360 people from nearby communities participated this year.

* LCT is a joint venture of Lion Corporation and the Saha Group.



Encouraging good hygiene practices with *KireiKirei* hand soap at the Saha Industrial Park in Lamphun



Presentation on oral care at the Saha Industrial Park in Lamphun



“*Kenkobi*” mouth exercises for senior citizens at Saha Group Fair



Instruction on proper tooth brushing methods

3 Conducting Hand Washing Classes for Elementary School Students near a Production Site

LCT provides classes on hand washing for children at schools near its Sriracha Plant. Children first rub a special cream on their hands that glows under a black light to simulate grime. Then, they are asked to wash their hands and check under the black light how well the cream came off. From this exercise, children see how washing hands with just water or washing hands poorly cannot get rid of dirt properly and are then taught proper washing techniques.

Since most of the students who participate in the hand washing lecture do not habitually wash their hands before lunch, LCT will continue its efforts to contribute to the establishment of hygienic habits among students.



Washing hands correctly



Reviewing the hard-to-wash parts after checking under a black light

Environmental Conservation Activity

Tooth Brushing Lectures at an Environmental Fair

LCT operated a booth at the “Eco-Products International Fair 2016,” an environmental fair. The concept of the booth was that humans are part of the environment and that “people can harmonize with the environment as long as they are healthy.” The booth also featured the environmental efforts of LCT and Lion Corporation Japan.

On the event’s main stage, LCT conducted tooth brushing seminars for elementary school students, teaching that one’s overall health starts with oral health, in line with LCT’s booth concept.



Tooth brushing lectures on the main stage



Students visiting LCT's booth

Donation Activities

To fulfill its corporate social responsibility, LCT, as a hygiene product manufacturer, actively engages in social contribution activities, such as in-kind donations of hygiene-related products sold by the company.

Activity 1 Donations for seniors in rural areas

Period	March 2021
Location	Disaster Action Center, The Thai Red Cross Society
Donations	3,600,000 units of <i>KireiKirei</i> alcohol gel 50 ml
Details	Working with the Relief and Community Health Bureau of the Thai Red Cross Society, LCT donated <i>KireiKirei</i> alcohol gel for inclusion in health care bags provided to seniors in rural areas who require long-term support.



Activity 2 Donation of products for flooding victims

Period	October 2021
Location	MCOT Public Company Limited (Thai state-owned public broadcaster)
Donations	LCT hygiene products
Details	LCT took part in the MCOT Careless Project, donating hygiene products to support victims of flooding in Saraburi.



Donation activities related to the COVID-19 pandemic

Activity 1 Donation of products for medical personnel and patients

Period	May 2021
Location	Charoenkrung Pracharak Hospital (Bangkok)
Donations	LCT products worth 1,000,000 baht
Details	LCT donated hygiene products to medical personnel and COVID-19 patients at a field hospital managed by Charoenkrung Pracharak Hospital.



Activity 2 Donation of products for medical personnel and patients

Period	May 2021
Location	Royal Thai Air Force Hospital (Bangkok)
Donations	LCT hygiene products worth 500,000 baht, including the following: <ul style="list-style-type: none"> · Systema toothpaste · Q'lean Shampoo · Shokubutsu-Monogatari (Plant Story) Shower Cream · Flore bar soap · Dentor Pro Clean toothbrush · Kodomo talcum powder · Lipon F Purify dishwashing detergent · Silver Nano Powder Detergent · KireiKirei alcohol spray · Essence alcohol spray · Look Multi Surface Spray · Look floor cleaner
Details	LCT donated hygiene products to medical personnel and COVID-19 patients at a field hospital managed by Royal Thai Air Force Hospital.



Activity 3 Donation of products for medical personnel and patients

Period	May 2021
Location	Banphaew Hospital
Donations	LCT hygiene products worth 121,662 baht
Details	LCT donated hygiene products to medical personnel and COVID-19 patients at a field hospital managed by Banphaew Hospital.



Activity 4 Donation of products for medical personnel and patients

Period	May 2021
Location	Bangkok Metropolitan Administration City Hall
Donations	Saha Group hygiene products worth 2,500,000 baht
Details	LCT partnered with Saha Group to donate Saha Group hygiene products, including LCT products, to medical personnel and COVID-19 patients at a field hospital managed by the Bangkok Metropolitan Administration City Hall.



Activity 5 Donation of products for medical personnel and patients

Period	June 2021
Location	Medical Service Department, Bangkok Metropolitan Administration
Donations	LCT hygiene products worth 200,000 baht
Details	LCT donated hygiene products to medical personnel and COVID-19 patients at a field hospital managed by the Bangkok Metropolitan Administration.



Activity 6 Donation of products for medical personnel and patients

Period	July 2021
Location	Takbai Hospital (Narathiwat Province)
Donations	LCT hygiene products worth 100,000 baht
Details	LCT donated hygiene products to medical personnel and COVID-19 patients at Takbai Hospital.



Activity 7 Donation of products for medical personnel and patients

Period	July 2021
Location	<ul style="list-style-type: none"> · Leamchaban Hospital · Somdej Phraborom Ratchathewi Hospital · Chonburi Hospital
Donations	LCT hygiene products
Details	LCT donated hygiene products to medical personnel and COVID-19 patients at three hospitals near its factory.



Activity 8 Donation of products for patients

Period	July 2021
Location	Wat Dok Mai School
Donations	LCT hygiene products
Details	LCT donated hygiene products for COVID-19 patients at an isolation center set up at Wat Dok Mai School.



Activity 9 Donation of products to a temple

Period	August 2021
Location	Wat Ton Bon Temple
Donations	<ul style="list-style-type: none"> · 108 Shop laundry detergent · <i>Essence Alcohol Spray</i> · <i>Lipon-F</i> dishwashing detergent
Details	LCT cooperated with Wat Ton Bon Temple and the Yannawa district's elderly school to support local residents impacted by COVID-19 by donating hygiene products.



Activity 10 Donation of products for patients

Period	August 2021
Location	National Health Security Office, Ministry of Public Health (Bangkok)
Donations	<ul style="list-style-type: none"> · <i>Essence Alcohol Spray</i>
Details	LCT worked with the National Health Security Office of the Ministry of Public Health to donate products for use in health care bags provided to COVID-19 patients.



Activity 11 Monetary donations to support medical professionals

Period	April 2020
Location	The eight medical facilities below
Outside collaborators	
Donations	<p>Donated money 4.1 million baht to support the supply of medical equipment, etc., for fighting COVID-19 as follows.</p> <ol style="list-style-type: none"> 1) Bamrasnaradura Infectious Disease Institute 1,000,000 baht 2) Siriraj Hospital 500,000 baht 3) Chulalongkorn Hospital 500,000 baht 4) Ramathibodi Hospital 500,000 baht 5) Charoenkrung Pracharak Hospital 300,000 baht 6) Somdej Phraborom Ratchathewi Hospital 300,000 baht 7) Chonburi Hospital 500,000 baht 8) Thammasat Hospital 500,000 baht
Details	LCT donated funds to eight medical facilities to support medical professionals treating COVID-19 patients



Activity 12 “LION pan suk” donation project

Period	August 2020
Location	Bangkok
Donations	<p>1,000 sets of LCT products (contents listed below)</p> <ul style="list-style-type: none"> · KireiKirei alcohol gel (one 50 ml bottle) · Lipon F dishwashing detergent (one 500 ml bottle) · DENTOR Toothbrush (one) · SYSTEMA Toothpaste (one 96 g tube) · Shokubutsu-Monogatari (Plant Story) Shower Cream (one 250 ml bottle) · Q'lean Shampoo (one 170 ml bottle) · Pao White Powder laundry detergent (one 900 g package) · Lion original cloth mask (one)
Details	<p>LCT donated sets of its products to taxi drivers impacted by the COVID-19 pandemic. LCT promoted the project over traffic news radio stations. The sets were distributed to taxi drivers via a drive-through set up at LCT's office on Rama 3 Road in Bangkok.</p>



Activity 13 Product donation to Andaman Sea fishermen

Period	May 2020
Location	Ranong Province, Phangnga Province, Phuket Province
Donations	1 set per household (Total 1,600 sets) • Pao Active Powder laundry detergent 80g • Essence Power laundry detergent 40g • Lipon F dish washing detergent 100ml • Lipon FF Bergamot dish washing detergent 100ml • SALZ Sensitive Toothpaste 100g • St.Andrews Kids Toothpaste 50g • Flore Bar Soap • St.Andrews Talcum Powder 50g
Details	LCT donated products to fishermen in Ranong Province, Phangnga Province and Phuket Province who were impacted by COVID-19.



Unloading donated products for fishermen



People in the fishing village with donated goods

Activities at Southern Lion Sdn. Bhd.

- ✓ Oral Health Care
- ✓ Cleanliness
- ✓ Environmental Conservation Activities
- ✓ Donation Activities

* Some activities have been cancelled or postponed to prevent the spread of COVID-19. The Lion Group is revising its activities, including the use of online technologies, as it continues working to create healthy living habits.

Oral Health Care

1 Promoting the Lion Dental Health Program at Kindergartens and Primary Schools throughout Malaysia

The Lion Dental Health Program is a social contribution program established in 1998 by SL to promote good oral health habits in kindergartens and elementary schools throughout Malaysia. It is conducted throughout the year. The main objective of the program is to create awareness of the importance of maintaining good oral hygiene for better overall health. The program is targeted at children between the ages of 4 and 12 as SL believes that good oral hygiene must be cultivated from a young age.

The program was developed by the [Lion Foundation for Dental Health \(LDH\)](#), a public interest incorporated foundation established by Lion Corporation in Japan. SL has localized the program in terms of content and techniques to the local audience. Over the years, it has worked with government-run dental clinics and the Malaysian Dental Therapists' Association (MDTA) throughout Malaysia, and SL believes this program is an effective way to teach the Malaysian public proper brushing techniques.

The program is conducted in a fun and interactive way to make it more interesting to children. It includes a storytelling session, slides, tooth brushing demonstrations, tips on good dental habits, a simple quiz and a special appearance by our mascot Mr. *KODOMO* Lion.

As a part of SL's commitment to creating awareness of good oral hygiene, every child involved in the program receives a goody bag containing a toothbrush, toothpaste and an educational leaflet with dental tips.

In 2020, the program was held only in January, before the arrival of the new coronavirus pandemic (hereinafter referred to as COVID-19), with 18,953 children participating. Total participants across Malaysia since the program started in 1998 number more than 1.12 million.



Tooth brushing demonstration and a simple quiz session



Students were given a goody bag containing a toothbrush, toothpaste and an educational leaflet with dental tips



Students with the Mr. *KODOMO* Lion mascot

In addition, since 2020, SL has implemented a plan to welcome new students of Sek Keb Kangka Tebrau elementary school, which SL chose for their “Adopt a School Program”. This is one of the activities that SL did with them, “Back to School with *KODOMO* Lion”. This program offers both the LDH Program & Handwashing activity. When the students left the school, the Mr. *KODOMO* Lion mascot saw them off. In 2020, SL could not carry out the planned activities due to COVID-19, but SL is planning to extend the Program further to 2022 or 2023 depending on the pandemic situation.



An SL employee telling the participating children about the importance of tooth brushing



Happy children holding *KODOMO* logo balloons



Children greeting the Mr. *KODOMO* Lion Mascot character as they leave school after the program

2 Save Your Gums, Save Your Teeth Campaign

In coordination with the launch of *Systema Advance Anti-Plaque Toothpaste* in September 2018, SL launched the *Systema Save Your Gums, Save Your Teeth* campaign*¹ to further its mission of raising awareness and educating the community on gum disease and good oral hygiene.

The campaign, organized with the Ministry of Health (MOH), the Malaysia Dental Therapists’ Association and dentistry specialists, entails the provision of information via the media and in-store promotions aimed at raising awareness of oral

care and facilitating gum disease prevention. In addition, mobile dental clinics provided by the MOH and Universiti Teknologi MARA (UiTM) tour Malaysia to provide free gum checks for locals.

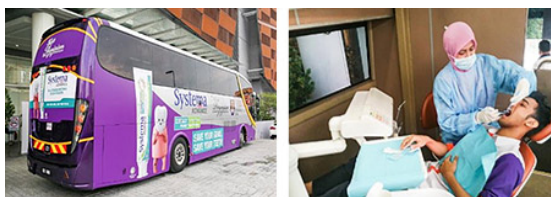
Systema has pledged 30,000 tubes of *Systema Advance Anti Plaque Toothpaste* to the community for distribution via the Malaysian Society of Periodontology. In 2019, SL conducted this campaign as “*Systema Gumbatta*”^{*2} Campaign.”

*1 The Save Your Gums, Save Your Teeth campaign carried out dental check-ups using a “dental bus” equipped with dental chairs that visited large retailers throughout the country in collaboration with the Ministry of Health Oral Health Program and UiTM.

*2 “Gumbatta” is an original word that means we make an effort to keep gums healthy with *Systema* products.



SL members at the *Systema* booth



Dental bus equipped with dental chairs

3 Oral Health Day

As part of the company’s efforts to promote preventive dentistry*, SL has been conducting Oral Health Day once a year since 2018 to create awareness among internal staff of the importance of good oral hygiene and gum disease prevention. The event was canceled in 2020 and 2021 due to COVID-19.

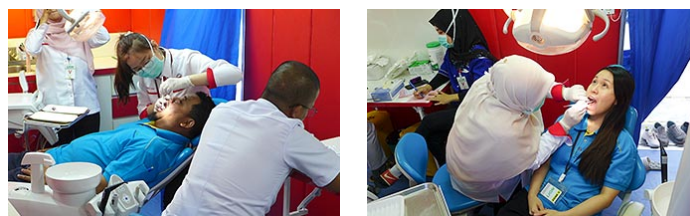
In December 2019, the activity was held at SL’s headquarters in Johor Bahru in collaboration with the Oral Health Division of Ministry of Health (MOH) under KP Abdul Samad. Free dental check-ups were provided by MOH via a mobile clinic, and a dental exhibition was conducted at the cafeteria. Around 130 employees participated in the dental check-ups (up 30% compared to the previous year). In the afternoon, a dental health talk was held by a dentist for all employees, focusing on the signs, causes, treatment and prevention of gingivitis.

SL will continue this annual activity in an effort to increase awareness of good oral hygiene practices among all its staff.

* Lion Group companies overseas are collaborating with dental professionals and retailers on initiatives based on the concept of preventive dentistry. Working together with dental professionals, Lion strives to increase awareness and understanding of oral care by sharing information on good oral care and practical tooth brushing methods. In addition, Lion promotes good oral care habits by providing products that suit individuals’ specific oral care needs through retailers and other markets.



Employees were given advice about proper tooth brushing methods



Dental check-ups by dentists



A dentist delivers a talk on gingivitis

4 Exhibition at the 10th Asian Conference of Oral Health Promotion for School Children (ACOHPS) *

On September 20-21, 2019, the 10th Asian Conference of Oral Health Promotion for School Children (ACOHPS) was held at The Wembley - a St Giles Hotel on Penang Island. The conference was organized by the Malaysian Association of Dental Public Health Specialists (MADPHS). This meeting is held every two years in an Asian country with the purpose of bringing together school dental health officials from across Asia in order to advance and improve the oral health of young children and students and to exchange information.

The conference took place over a two-day period, with the theme “Future Smile Begins Today” focusing on caries in children. SL participated as one of the conference exhibitors to increase awareness of its oral care brand of products for children, *KODOMO* Lion. About 1,000 dental professionals attended the conference.

* First held in Japan in 2001, the conference was hosted by Malaysia for the first time in 2019.

At this conference, leaders in dentistry from not only Asia but all over the world, including academics, researchers, representatives of the dental industry and dental professionals, come together, exchange opinions and ideas, and share their experiences regarding such topics as new strategies for the prevention of oral disease and for enhancing oral health service delivery, especially for schoolchildren. At the 2019 conference, there were lectures from world-renowned specialists as well as panels that included well-known individuals, and many scholars presented original research.



Lecture at ACOHPSC



KODOMO booth

5 Participation in the 4th Malaysian Dental Therapists' Scientific Conference (MDTSC) 2019

The 4th Malaysian Dental Therapists' Scientific Conference (MDTSC) 2019 was held April 5-7, 2019 at Berjaya Times Square in Kuala Lumpur. This event is held every two years and SL participates as one of its major sponsors with the aim of strengthening its relationship with the Malaysian Dental Therapists Association (MDTA) and to introduce the *Systema* brand. The conference is a good opportunity to increase awareness of the Lion Dental Health Program and increase collaboration with the MDTA, as it welcomes dental professionals from all over Malaysia. A total of 800 dental therapists from across Malaysia attended this conference.



SL members at the conference



A number of the dental professionals attended the conference



Cleanliness

1 Promoting Good Hygiene for Children

From March to June 2022, SL is holding educational events in collaboration with Malaysia's Ministry of Health and Bridges PR & Events Sdn Bhd in an elementary school in Klang Valley, Selangor, to teach children (aged 7 to 10) the proper steps of hand washing and foster voluntary hand washing habits using *KireiKirei* products. Approximately 600 children are expected to participate.



Learning about hand washing



Students customizing bottles of *KireiKirei* by drawing their own designs on sticker labels

2 Activities to Support the Health and Hygiene of Refugee Children

SL has been involved with health and hygiene awareness programs for refugee children since 2013. The activities have been conducted in cooperation with NGOs and the United Nations High Commissioner for Refugees (UNHCR) staff in Kuala Lumpur and Johor Bahru. The event was canceled in 2020 and 2021 due to COVID-19.

On October 23, 2019, SL conducted a program with a school in Kota Tinggi District, Johor, to raise awareness of cleanliness and hygiene among Rohingya refugee students protected under the UNHCR.

In addition to the programs, employees from SL celebrated children's birthdays with them and shared happy moments. All the children were given goody bags with SL products for general personal hygiene. 90 students aged 7 to 16 were taught basic hygiene and personal care, including good oral health habits and proper handwashing. About 660 children have participated since the program began.



Demonstration of tooth brushing and hand washing





Learning proper hair washing



Kids receiving sponsorship items

Environmental Conservation Activities

1 SL Environment Day Activities

To raise awareness among SL staff of the importance of conserving the environment, SL has designated November 27 as its annual Environment Day. The event was canceled in 2021 due to COVID-19.

In 2020, SL conducted three initiatives aimed at increasing interest in and awareness of environmental issues. These included promoting the 3Rs (reduce, reuse, recycle) and providing the important experience of growing and eating healthy foods for oneself.

1. Collecting recyclable materials

Employees collected recyclable materials, such as books, paper, plastic and aluminum, from their homes.

2. Making soap from used cooking oil

Employees brought in their used cooking oil from home and got to reuse it to make soap.

3. Adopt-a-plant garden

Employees grew salad vegetables and herbs on plots of land.

400 SL employees participated in these activities.



Collecting recyclable materials



Working in the SL herb garden



Reusing used cooking oil to make hand-made soap

2 Johor Zoo Painting and Planting Activities

On January 11-12, 2020, SL conducted painting and planting activities at Johor Zoo in Johor, with the aim of beautifying part of the zoo, in cooperation with the Johor Zoo management. The space surrounding the lion enclosure has benches where people can sit and rest, but, unfortunately, they were moldy and no one was using them. As “lion” is part of our company name, SL cleaned and repainted the benches so that visitors would be able to use them and planted some flowers to beautify the area. Additionally, we painted the company’s lion character on a wall and beautified the area leading up to the lion enclosure. A total of 46 employees participated in these activities.



Painting and planting on and around the bench



Painting the wall in the Lion-cha character color



Tracing the Lion character



Complete! Satisfied employees

3 Johor Zoo Cleaning Program

On August 28, 2019, SL participated in the cleaning program at the Johor Zoo in Johor with the aim of raising employee awareness of the importance of community service activities that contribute to wildlife protection and environmental conservation. In cooperation with the Johor Zoo management, 25 employees participated, primarily cleaning up animal cages. Through the program, they learned more about the animals and their habitats.



Employees that participated in the program and Johor Zoo staff



Cleaning up inside the hippo enclosure

4 Aid for Kim Kim River Toxic Pollution Disasters

On March 7, 2019, toxic gas, including methane gas, generated from industrial waste illegally disposed of into the Kim Kim River in Johor was released to the environment, causing a major health crisis for nearby residents. The incident affected residents of Pasir Gudang district, an industrial zone, and almost 2,700 people were admitted to the hospital for treatment. Medical staff and volunteers worked day and night to offer aid and give support.

SL donated lunchboxes and food, such as cereal, 3-in-1 drinks and biscuits to the medical staff and first responders who worked non-stop. In addition, hygiene products, such as liquid hand soaps, were donated to medical staff and volunteers of the hospital and crisis management center through the Johor Bahru Tracer Community and the Malaysian Red Crescent Society.



Donation of packed food



Entrusting personal hygiene products to Malaysian Red Crescent Society staff

5 Supporting Wildlife Protection in Cooperation with the Department of Wildlife and National Parks (PERHILITAN) Peninsular Malaysia

SL conducted a wildlife habitat conservation project in collaboration with PERHILITAN in September 2018. An artificial salt lick was prepared at the foot of Mount Muntahak. By licking the deposit of salt, wildlife gain essential mineral nutrients that are important for bone, muscle and general growth.

Twenty employees from SL helped to prepare the artificial salt lick area and install sensor cameras to record wildlife that visit the salt lick area. These cameras help provide information about the animals that visit the salt lick.



Setting up the sensor cameras



SL's employee volunteers

Donation Activities

To fulfill its corporate social responsibility, SL, as a hygiene product manufacturer, actively engaged in social contribution activities, such as in-kind donations of hygiene-related products sold by the company.

Donation activities related to natural disasters

Activity 1 Support for people affected by flooding

Period	December 2021
Outside collaborators	Malaysian Red Crescent Society
Donations	<ul style="list-style-type: none">• <i>Shokubustu Active Guard</i> Body Shower Foam• <i>Bio Zip</i> Detergent Powder• <i>Fresh & White</i> Toothpaste• <i>KODOMO Lion</i> Toothbrush• <i>KODOMO Lion</i> Toothpaste• <i>Emeron</i> Shampoo• <i>Systema</i> Toothbrush
Details	Through the Malaysian Red Crescent Society (an NGO), SL donated products for approximately 100–150 families affected by the flooding resulting from heavy rains in Selangor and Johor.



Handing off hygiene products to Malaysian Red Crescent Society staff

Donation activities related to the COVID-19 pandemic

Activity 1 Donation of hygiene products to support medical professionals and patients

Period	June 2021
Outside collaborators	Low-Risk Quarantine and Treatment Centre (PKRC), Johor Bahru
Donations	<ul style="list-style-type: none"> • <i>Shokubustu Active Guard</i> Body Shower Foam • <i>Bio Zip</i> Detergent • <i>Fresh & White</i> Toothpaste • <i>KODOMO Lion</i> Toothbrush • <i>KODOMO Lion</i> Toothpaste • <i>Emeron</i> Shampoo
Details	SL donated hygiene products for approximately 585 women (including pregnant women) and children under 12 years old undergoing treatment and quarantining at the Low-Risk Quarantine and Treatment Centre (PKRC) in Johor Bahru.



SL employees moving products to be donated



PKRC and SL employees

Activity 2 Donations of hygiene products to support students

Period	November 2021
Outside collaborators	Sekolah Kebangsaan Kangka Tebrau School, Johor Bahru
Donations	<ul style="list-style-type: none"> • <i>Fresh & White</i> Toothpaste • <i>KODOMO Lion</i> Toothbrush • <i>KODOMO Lion</i> Toothpaste • <i>KireiKirei</i> Hand Soap
Details	SL donated products for approximately 600 students at Sekolah Kebangsaan Kangka Tebrau School, which it sponsors, in Johor Bahru, to celebrate the school's reopening and help maintain a hygienic environment.



SL employees handing off donated products to school staff

Activity 3 Donations of care kits to support medical professionals and patients

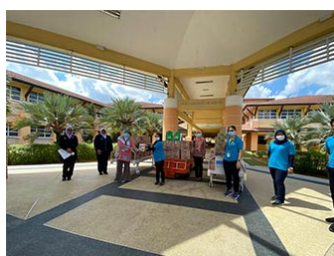
Period	April 2020
Outside collaborators	Ministry of Health
Donations	2,000 care kit sets containing hand soap, toothpaste, toothbrushes, shampoo and liquid laundry detergent
Details	Donated care kits to medical professionals and COVID-19 patients at three hospitals in Johor. The kits were assembled as sets in bags for ease of distribution. This social contribution activity was featured in the newspaper, Harian Metro (Malay) .

Activity 4 Support for families impacted by COVID-19 directly or by the indirect effects of the pandemic

Period	May 2020
Outside collaborators	Malaysian Red Crescent Society
Donations	Southern Lion products
Details	Donated relief supplies to 200 impacted households through the NGO the Malaysian Red Crescent Society.



SL employees carrying donated products



Handing over donated products



Photo published in the newspaper

Activities at PT. Lion Wings

✓ Oral Health Care ✓ Donation Activities

* Some activities have been cancelled or postponed to prevent the spread of the COVID-19. The Lion Group is revising its activities, including the use of online technologies, as it continues working to create healthy living habits.

Oral Health Care

1 Oral Care Educational Event at Kindergartens

PT. Lion Wings (“LW”) values the establishment of good oral care habits from early childhood and has conducted oral care educational events at kindergartens in Indonesia jointly with local dentists since 2008.

Children from age four to five are the main targets of the event. At the event, the importance of oral care is taught through puppet shows using the brand characters of *KODOMO* (LW’s oral care product line for children) and tooth brushing instruction by dentists. At the end of the event, all participants, including kindergarteners and parents, brush their teeth together correctly so that they can practice at home what they have learned through the event.

Moreover, LW visits the same kindergartens every two years to ensure the establishment of good oral care habits.

In 2020, the event was held at 10 kindergartens in January and February, before the arrival of the novel coronavirus (COVID-19) pandemic, with about 1,000 children participating.



Teaching children correct tooth brushing



Educational event for oral care

2 Inclusive Oral Care Activities

Lion Group is advancing inclusive oral care activities aimed at providing opportunities for oral care (via products, services and education) to people dealing with economic hardship, physical limitations or disparities in education or information.

Activity 1 Donations to an orphanage to support education on oral care and hygiene habits

Period	August 2020
Location	Pondok Taruna Orphanage, Jakarta
Outside collaborators	GBI Jemaat Induk Senayan Church
Participants	30 people
Details	150 packages of <i>KODOMO Wet Wipes</i> 150 tubes of <i>KODOMO Toothpaste</i> (20g) 150 bottles of <i>KODOMO</i> shampoo (45ml) 60 tubes of <i>Systema</i> toothpaste (20g) 60 tubes of <i>ZACT</i> toothpaste (20g)

Activity 2 Donations to disadvantaged children supported by a church

Period	December 2020
Location	Saint Albertus Harapan Indah Church
Outside collaborators	
Participants	30 people
Details	120 bottles of <i>Zinc</i> shampoo (70ml) 44 tubes of <i>KODOMO toothpaste</i> (45g) 44 <i>KODOMO</i> toothbrushes 144 <i>Ciptadent</i> toothbrushes 144 tubes of <i>Ciptadent</i> toothpaste (75g)



Commemorative photo with children and staff from the orphanage



At Saint Albertus Harapan Indah Church

Donation Activities

As a company that manufactures and sells products used in everyday living, and to fulfill its corporate social responsibility, LW actively engaged in such social contribution activities as donations of products sold by the company.

Donation activities related to natural disasters

| Activity 1 Support for people affected by the 2021 West Sulawesi Earthquake

Period	January 2021
Location	Mamuju Regency, West Sulawesi
Details	Donation of Rp10,272,000 worth of LW products for approximately 500 people affected by the magnitude 6.2 earthquake that struck West Sulawesi in 2021.

| Activity 2 Support for people affected by floods

Period	February 2021
Location	Karawang, West Java
Details	Donation of Rp11,027,200 worth of LW products for approximately 500 people affected by heavy rains and flooding in West Java.

| Activity 3 Support for an orphanage

Period	April 2021
Location	Depok, West Java
Details	Donation of Rp2,680,000 worth of LW products for approximately 200 orphans.

| Activity 4 Support for people affected by floods

Period	June 2021
Location	Lebak Regency, Banten
Details	Donation of Rp3,544,000 worth of LW products for approximately 300 people affected by heavy rains and flooding in Banten.

| Activity 5 Support for an orphanage

Period	September 2021
Location	Kramat Jati, East Jakarta
Details	Donation of Rp3,544,000 worth of LW products for approximately 200 orphans.

Activity 6 Support for people affected by the eruption of Mount Semeru

Period	December 2021
Location	Semeru, East Java
Outside collaborators	CT ARSA Foundation
Details	Donation of 10,272,000Rp worth of LW products for people affected by the eruption of Mount Semeru in East Java (for approximately 100 children and 300 adults) through CT ARSA Foundation, an organization that supports poor rural communities.



Children receiving LW products

Donation activities related to the COVID-19 pandemic

Activity 1 Donation of LW products to Faculty of Dentistry, University of Indonesia

Period	April 2020
Location	Faculty of Dentistry, University of Indonesia
Outside collaborators	
Donations	21 boxes of <i>Zinc</i> shampoo (70ml) 20 boxes of <i>Serasoft</i> shampoo (70ml) 20 boxes of <i>Emeron</i> shampoo (70ml) 19 boxes of <i>Ciptadent</i> toothbrush 19 boxes of <i>Ciptadent</i> toothpaste (75g)
Details	Donation of LW products to those working at the Faculty of Dentistry of the University of Indonesia affected by COVID-19.

Activity 2 Donation of LW products to disadvantaged communities

Period	May 2020
Location	Kodi Utara, East Nusa Tenggara
Outside collaborators	CT Arsa Foundation
Donations	21 boxes of <i>Zinc</i> shampoo (70ml) 7 boxes of <i>KODOMO Wet Wipes</i> (10 sheets) 21 boxes of <i>MAMA Lime</i> dishwashing detergent (230ml) 7 boxes of <i>Ciptadent</i> toothbrush 7 boxes of <i>Ciptadent</i> toothpaste (75g)
Details	Donation of LW products to disadvantaged communities affected by COVID-19 through CT Arsa Foundation, which supports poor rural communities.

Activities at Lion Corporation (Korea)

✓ Oral Health Care ✓ Cleanliness ✓ Environmental Conservation ✓ Donation Activities

* Some activities have been cancelled or postponed to prevent the spread of COVID-19. The Lion Group is revising its activities, including the use of online technologies, as it continues working to create healthy living habits.

Oral Health Care

1 Tooth Brushing Sets Given to Celebrate the Start of School

In April and May 2021, Lion Corporation (Korea) (“LCK”) provided sets of its *Kids safe* toothbrushes and toothpaste for some 5,300 first-graders in elementary school with the aim of developing proper oral care habits to maintain their health. The sets were provided through Teacher Mall, a specialized online mall where teachers at registered schools purchase teaching supplies.



Kids safe toothbrushes and toothpaste



Kids safe promotional pop-up on the Teacher Mall website

2 Oral Care Education for Children at Playtime Kids Café

In 2021, LCK partnered with Playtime, South Korea’s No. 1 local kids cafe, to provide 7,500 children aged 3 to 7 who visited Playtime facilities with a *KODOMO* Toothbrush. This activity was aimed at reducing children’s reluctance toward tooth brushing and informing them about the importance of oral care. A *KODOMO* Toothbrush commercial also played inside Playtime to increase brand recognition.



KODOMO product sampling and flyer displayed onsite at Playtime

3 Lectures about Health Care for Local Residents

LCK has been contributing to the improvement of local residents' health care by joining health care programs (promoted by local community organizations such as public healthcare centers, cultural centers and school nurse associations) and conducting health care lectures.

The content of each lecture is tailored to its target audience. Specialists assigned by LCK give lectures on a wide range of health-related topics, such as correct oral care for infants and parents, oral health management, the relationship between oral health and systemic illness, and living habits to prevent infectious diseases.

In 2021, to prevent the spread of the COVID-19, lectures were held twice via Zoom, with approximately 250 people participating, bringing the total number of participants since 2012 to 19,150.



Lectures on health care for local residents (2020)

4 Guidance on Oral Care at Elementary, Junior High and High Schools

In cooperation with Seodaemun-gu Health Center and the Department of Preventive Dentistry and Public Oral Health at Yonsei University College of Dentistry, LCK has provided education to elementary, junior high and high school students since 2014.

At elementary, junior high and high schools within Seoul's Seodaemun District, LCK has established tooth brushing facilities at which dentists and dental hygienists provide ongoing oral care education and monitoring. Dental examinations are conducted twice a year for four years with follow-ups as needed (covering students in the fourth through sixth years of elementary school and in the first through third years of junior high school). In order to ensure students develop proper oral care habits, dental hygienists visit schools to educate them on such habits as brushing their teeth after meals as well as on correct preventive dentistry.

In 2021, the number of participating schools was 16, and approximately 12,000 students received education on tooth brushing through the facilities, bringing the cumulative total number of students served to approximately 55,077.



Conducting oral care lectures for all grades (2019)



Establishing the habit of tooth brushing after meals (2019)

5 Holding the Oral Health Event of Tooth Brushing for Children

The Lion Group places emphasis on fostering children's awareness of dental and oral health in order to help them stay healthy for a lifetime. Aiming to teach correct oral care to elementary school students, the Lion Group has held the Oral Health Event of Tooth Brushing for Children since 1932. Currently, the event is held annually in Asia.

LCK has held the Oral Health Event of Tooth Brushing for Children since 2009. In June 2021, approximately 80 students from two Japanese elementary schools in the cities of Seoul and Busan participated remotely from their homes. In total, about 8,160 children have participated in this event since 2009.



Oral Health Event of Tooth Brushing for Children (2019)



Children who participated in the event (2019)

LCK employees who participated in the event (2019)

6 Running the Oral Care Consultation Room Jointly with a Public Health Center

Aiming to increase local residents' awareness of oral health and preventive dentistry, LCK and Gwangjin-gu Public Health Center have jointly held the Oral Care Consultation Room every Tuesday since 2012. Participants learn to conduct self-checks of their dental and oral conditions and then receive individual professional examinations. Based on these, they receive personal guidance on self-care methods in accordance with their individual dental and oral needs.

A total of approximately 17,000 people, including around 1,790 people in 2019, have taken part in the Oral Care Consultation Room. In 2021, LCK paused this activity due to COVID-19.



Personal guidance on oral care methods based on individual dental and oral conditions

Cleanliness

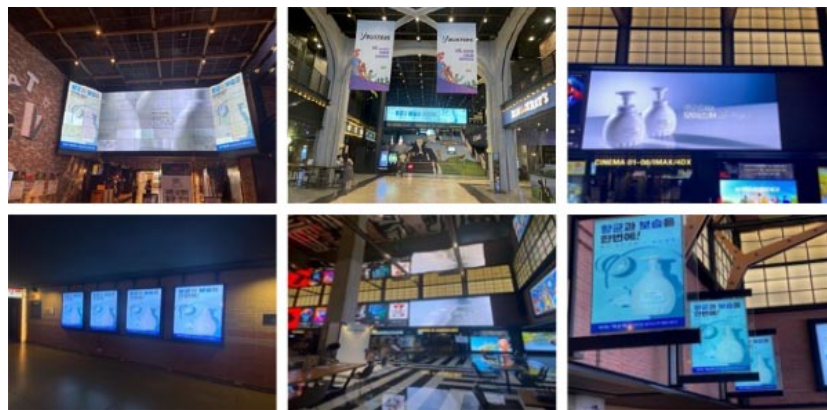
1 Ai! Kekute* and CGV Launch Collaborative Promotional Campaign

Since March 2021, LCK has been carrying out a large-scale promotional campaign in movie theaters operated by CGV, South Korea's largest movie theater chain (averaging 2–4 million visitors per month).

The campaign features posters and video advertisements in cinema lobbies across the country. Furthermore, theater restrooms are set up with posters, Ai! Kekute products and stickers that provide proper hand washing instructions.



Ai! Kekute, sold by LCK



Large-scale advertising in theaters (on screens and hanging banners, etc.)



Sticker posted in theater restrooms providing instructions for hand washing using Ai! Kekute Premium Moisture

* Ai! Kekute (literally, Oh! Clean!) is a hand soap brand marketed by LCK.

2 Ai! Kekute and ChildFund Korea Launch Colorful Bathroom Campaign

In May 2020, LCK signed a basic agreement with the ChildFund Korea, the largest charitable foundation serving underprivileged children in Korea, to jointly pursue the following.

- Improving the hygiene of hand washing environments in facilities used by children, such as local children's community centers
- Supporting children with disadvantaged hygiene environments by encouraging the use of hygiene products and establishing hand washing habits, which have become even more important with the COVID-19 pandemic
- Providing hygiene education by employees

As part of this initiative, LCK has donated a portion of the sales of *Ai! Kekute* (100 million KRW) to the foundation. The donated funds will be used to cover the sanitation maintenance expenses for sinks and toilets in facilities used by children. The goal of the Colorful Bathroom Campaign is to improve the health of children and the local community as a whole by adding color to the sanitary environment by putting out *Ai! Kekute* and keeping sink areas clean at all times.

In 2021, the project visited and provided maintenance at a total of ten local children's community centers serving 400 children 4 to 16 years old in the Seoul area.



Ai! Kekute in bathrooms before and after remodeling



Collaborated with cartoonists to promote the campaign on Instagram

3 *Ai! Kekute* Limited Edition Products Created in Collaboration with People with Disabilities: Season 2 Project

LCK releases *Ai! Kekute* limited edition products every year. Through the Miral Welfare Foundation and Goodwill,* people with disabilities are involved throughout the processes of product design, packaging, sales and handling donations related to these products. Proceeds of the donated *Ai! Kekute* Limited Edition to the Miral Welfare Foundation are used to create jobs for employees at Goodwill and BridgeOn Arte, an organization under the Miral Welfare Foundation that supports artists with developmental disabilities. This initiative is aimed at contributing to the employment and income growth of people with disabilities.

Project aims

- Create social and economic value through collaborative creation with people with disabilities
- Overcome subconscious prejudice against disabilities and respect the diversity of each individual
- Create a positive image of the brand and the company by showing that this campaign is unique to *Ai! Kekute*

In 2021, the limited edition products were launched in April, and the initiative contributed to the creation of employment for about 40 people with disabilities.

* Goodwill is a non-profit organization that provides job training and employment services for people who are socially disadvantaged in their search for work, such as people with disabilities and homeless individuals.



An artist with a developmental disability participated in the package design



Goodwill employees packing the Limited Edition



In-store sales promotion at Goodwill store



Ai! Kekute Season 2 limited edition products

4 Hygiene Care Activities in Cooperation with Municipalities

The declining birthrate is a social issue facing South Korea, and municipalities are promoting activities to counter it. Aiming to improve the birthrate, LCK has signed partnership agreements with municipalities and is implementing measures in cooperation with the government. To support the health of newborns, LCK provides a Hygiene Care Set to families who have recently filed birth certificates.

In 2021, LCK expanded this initiative, signing partnership agreements with 54 municipalities. In addition, LCK aims to reduce anxiety about rising health risks in South Korea stemming from environmental pollution, such as fine particulate matter (PM2.5), and provided information on correct hand washing steps to 105,638 households, for a cumulative total of about 278,706 households, along with *Ai! Kekute* hand soap.



Partnership agreements with municipalities



5 Supporting Healthy Living Environments for Socially Vulnerable People

Health problems arising from poor living environments (such as sick building syndrome and issues caused by house dust) among the elderly and other socially vulnerable people have become a social issue in South Korea. The Korean Government has launched a support project (via the Korea Environmental Industry & Technology Institute affiliated with the Ministry of Environment) to tackle this issue in cooperation with companies, hospitals and municipalities.

LCK has been a supporting member of this project since 2015, distributing daily care products such as dishwashing detergents, laundry detergents and oral care products in areas with significant vulnerable populations.

In 2021, LCK offered support to 1,750 households, and it will continue to support this project with the aim of realizing healthy living environments for everyone.



Partnership agreement



Donating products to the elderly

6 *Ai! Kekute* Soap Donation Campaign Held in Cooperation with Top Retailers

In South Korea, donation culture has taken root, and “ethical consumption”^{*} has become a part of consumers’ purchasing habits.

In December 2019, in cooperation with the large South Korean supermarkets Lotte Mart and KIM’S CLUB, LCK held a donation promotion campaign involving purchases of *Ai! Kekute* soap. Through such organizations as the Korea Pediatric Cancer Foundation, Child Fund Korea and Korea Single-Parent Family Welfare Facility Association, we can support the families of pediatric cancer patients and children living in unsanitary conditions. After the promotion, 10,000 hand soaps were donated to the foundation and association.

- Korea Pediatric Cancer Foundation: Direct donations to ambulatory care clinics and patients’ families
- Korea Single-Parent Family Welfare Facility Association: Direct donations to single-parent families

In April 2021, LCK held an event for consumers via livestream in collaboration with NAVER Corp., which is South Korea’s leading internet service company and boasts the search engine with the top market share in the country. Through the event, LCK sold *Ai! Kekute* Season 2 limited edition product sets (one bottle and four refill pack) featuring packages designed by people with disabilities. The proceeds from these sales were donated to Goodwill to create jobs for people with disabilities. The amount donated was shown in real time on the stream, encouraging participation. A cumulative 210,000 consumers tuned into the stream.

LCK will continue to collaborate with various retailers and expand donation promotions.

^{*} Ethical consumption refers to consumers taking into account their purchases’ effect on people, society and/or the global environment, while supporting those who are contributing to the solution of social issues.



With Korea Pediatric Cancer Foundation (2019)



Poster for collaborative event with NAVER

7 Promoting an Educational Hygiene Program for Children in Cooperation with Happy Alliance^{*}

LCK signed a partnership agreement with Happy Alliance in August 2017 to engage in social contribution activities and promote a sustainable social contribution business model.

In 2021, LCK provided Happy Boxes to 11,600 children suffering from food insecurity or living in economic conditions that present hygiene difficulties. These Happy Boxes contain *Kids safe* toothbrushes and toothpaste marketed by LCK and leaflets about cavity prevention, enabling children to practice proper brushing at home.

Moving forward, LCK will continue its partnership with Happy Alliance to contribute to improving children’s quality of life.

^{*} Happy Alliance is a network of enterprises, institutions and individuals that, based on sharing and cooperation, are working to bring about change by proactively addressing social issues.



Happy Alliance signing ceremony



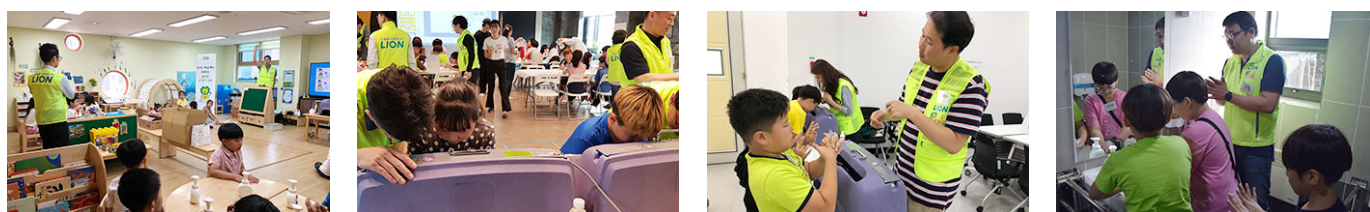
LCK employee volunteers with boxes of products that include LCK daily necessities for delivery to the socially vulnerable

8 *Ai! Kekute* Hand Washing Class for Children

To teach children ways to protect their health, LCK has conducted educational activities on hand washing using *Ai! Kekute*, a hand soap marketed by LCK. Childhood is the most critical period for establishing good hygiene care habits.

In 2016, LCK conducted *Ai! Kekute* hand washing classes for kindergarteners aged 4 to 6 in Seoul and nearby cities. These classes involved a bubbly foam-shaped mascot character and a facilitator that captured the children's attention and encouraged active participation. In 2017, LCK carried out the event at 50 kindergartens, with 6,580 kindergarteners participating.

In 2019, through monthly volunteer programs, LCK taught children at two local community centers as well as four kindergartens attended by children of LCK employees how to wash their hands properly (target age group: 4 to 13 years old, for a total of 300 participants). Through hand washing songs and exercises, children learn that hand washing is not boring, but actually fun.



Ai! Kekute hand washing class

9 Hand Washing Educational Activities in Cooperation with Five Libraries in Seoul

Usually located near their homes, libraries are facilities children use often. Knowing this, LCK has implemented the “LION reading a book is *Ai! Kekute*” campaign in cooperation with five children's libraries in Seoul, namely, Seoul Children's Public Library, Dongjak Public Library, Nowon Library, Gangnam-gu Library and Dobong Culture Information Library. This campaign is aimed at promoting washing hands properly before and after reading books, which can carry a myriad of invisible bacteria. This practice is good not only for hygienic purposes; LCK's campaign also points out that keeping books clean contributes to the global environment as clean books last longer and longer-lasting books require fewer trees to be chopped down to make paper.

Librarians use Value BOXes* to teach children the importance of washing hands before and after reading books. These boxes show the spots where bacteria tend to adhere in daily life, the proper way to wash the hands and tips for keeping hands clean after washing. Children are given Value BOX sets consisting of one box for educational purposes for use in the library and another for use at home with quiz contents about hand washing that make hand washing fun to help establish it as a habit.

LCK conducted this campaign from December 2018 to February 2019, and approximately 615 families participated in it.

* Each Value BOX leaflet shows the proper way to wash the hands, when to wash and the top spots where bacteria tend to adhere in daily life. After studying it to learn about hand washing, children can fold it into a Value BOX.



“LION reading a book is *Ai! Kekute*” campaign



Two versions of Value BOX

Environmental Conservation

1 Participated in Cleanup Day Activities along the West Sea Coast

In September 2019, the 19th International Coastal Cleanup Day event was held. This event was established by the United Nations Environment Program (UNEP) to reduce marine waste. Muuido Island's Masian Coast, where the activity took place, is located near Incheon International Airport and is typical of the area, with both tidal flats and a sandy beach.

In cooperation with the Incheon Regional Office of Oceans and Fisheries, LCK, whose production headquarters is located in the Incheon area, participated in the cleanup activity for the first time and celebrated its 15th anniversary. Approximately 100 employees cleaned up about one ton of marine waste, including styrofoam, household waste and fishing gear on this stretch of West Sea coast.

With the theme of “One company, build one river, road, and town,” LCK will continue to participate regularly in West Sea coastal cleanup activities.



Employees cleaning up plastic bags and other garbage on the beach

2 Supporting a Forest Development Project

A small island on the Han River, Nanjido became Seoul's official landfill in the 1970s. Due to Seoul's rapid urbanization and economic growth, Nanjido was eventually covered by enormous mountains of garbage. After the landfill site closed down around 1990, the government gave the issue serious consideration and planned the Landfill Recovery Project. The project aims to recover the site, transforming it into “ecological parks.” One of these is Haneul Park, where citizen groups, companies and the government are working together to promote a forest development project aimed at restoring biodiversity. As an environmentally friendly company, LCK has been supporting this project since 2017.

LCK has developed its own forest with the name of *Ai! Kekute*, where employee volunteers have planted approximately 100 trees. As the young trees reach sufficient size and strength, LCK employees transplant them to the Haneul Park forest.

This activity was conducted by 86 employees and their families in 2019.



Finding places to transplant the trees

Tree transplanting

“Ai! Kekute Forest” project participants, including members of employees' families

Donation Activities

To fulfill its corporate social responsibility, LCK, as a hygiene product manufacturer, actively engaged in such social contribution activities as in-kind donations of hygiene products sold by the company.

Donation activities related to the COVID-19 pandemic

Activity 1 Donation of hygiene products for blood donation

Period	January 2021
Outside collaborators	Korean Red Cross Blood Services
Donations	2,021 <i>hygia</i> sets
Details	LCK created hygiene sets of three types of products marketed under its new hygiene brand, <i>hygia</i> , and provided them to blood donation event participants to encourage blood donation and help overcome the nationwide blood shortage caused by the third wave of COVID-19 infection.



Blood donation drive poster featuring three *hygia* products

Activity 2 Emergency rescue activities in the early stages of the COVID-19 pandemic

Period	January–February 2020
Outside collaborators	Hope Bridge Korea Disaster Relief Association
Donations	10 million KRW
Details	Donated 10 million KRW in emergency relief funds and <i>Ai! Kekute</i> hand soap for use in quarantine living facilities and at home by South Koreans who had been living in Wuhan, China and had to suddenly return to South Korea because of the pandemic.

Activity 3 *Ai! Kekute* support for medical professionals in Seoul

Period	March 2020
Outside collaborators	Seoul City Hall
Donations	5,000 bottles of <i>Ai! Kekute</i>
Details	Donated <i>Ai! Kekute</i> to the disease control department of Seoul City Hall and distributed it to 25 health centers, dedicated COVID-19 clinics and the homes of voluntary quarantine patients.

Activity 4 Support for physical and mental health for healthcare workers in light of the continuing COVID-19 pandemic

Period	March and November 2020
Outside collaborators	Korean Red Cross
Donations	3,000 bottles of <i>Ai! Kekute</i> 10,000 packs of <i>Kyusoku Jikan</i> 9,000 packs of <i>Naengam Therapy Ice Deo Sheet</i>
Details	March: 1. Donated <i>Ai! Kekute</i> to maintain the cleanliness and hygiene of medical staff nationwide 2. Donated <i>Kyusoku Jikan</i> to help medical staff who wear protective clothing for extended periods of time and emergency personnel who transport patients all day long recover from fatigue November: Donated <i>Cool Therapy Cooling Sheet</i> to healthcare workers at seven hospitals designated for COVID-19 patients to create a rapid chilling effect as the heating system may get them overheated in medical protective clothing.

Activity 5 Support for the skin care of healthcare workers wearing masks for long periods of time

Period	September 2020–February 2021
Outside collaborators	Korean Red Cross
Donations	3,500 ampoules of <i>RAWQUEST</i>
Details	Donated ampoules of the new cosmetics brand <i>RAWQUEST</i> to medical personnel at hospitals designated for COVID-19 patients

Other Donation Activities

Activity 1 Donated proceeds from eco-certified product sales under the “Green Hi, Carbon Bye” campaign for World Environment Day 2021

Period	May 2021
Outside collaborators	Korea Environmental Industry & Technology Institute, Miral Welfare Foundation
Donations	Proceeds from sales of <i>Chamgreen</i>
Details	<p>LCK participated in an eco-campaign as a certified Green Company in the run-up to World Environment Day.* As part of efforts to promote ethical consumption, LCK advertised eco-certified Chamgreen products, selling 3,150 units.</p> <p>A 2% portion of the proceeds of these sales were donated to support environmental conservation. The remainder of the proceeds were donated to support job creation for people with disabilities.</p>



Eco-certified Chamgreen products

* The United Nations designates June 5 every year as World Environment Day, a day for raising awareness of environmental conservation and conducting educational activities. World Environment Day was established in 1972 at the Stockholm Conference on the Human Environment.

Activity 2 Emergency Aid: Donation of hygiene products to Afghan refugees

Period	September 2021 (Part 1), November 2021 (Part 2)
Outside collaborators	Korean Red Cross
Donations	10 million KRW
Details	LCK donated hygiene products for Afghan refugees (approximately 400 individuals in 80 families) who entered the country on an emergency basis due to the crisis in Afghanistan.



Activities at Lion Daily Necessities Chemicals (Qingdao) Co., Ltd.

✓ Oral Health Care ✓ Cleanliness ✓ Donation Activities

* Some activities have been cancelled or postponed to prevent the spread of COVID-19. The Lion Group is revising its activities, including the use of online technologies, as it continues working to create healthy living habits.

Oral Health Care

1 Oral Health Event of Tooth Brushing for Children

The Lion Group places emphasis on fostering children's awareness of dental and oral health in order to help them stay healthy for a lifetime. Aiming to teach correct oral care to elementary school students, the Lion Group has held the Oral Health Event of Tooth Brushing for Children since 1932. Currently, the event is held annually in Asia.

Lion Daily Necessities Chemicals (Qingdao) Co., Ltd. ("QDL") has held the Oral Health Event of Tooth Brushing for Children since 2017. In 2021, about 30 students from Japanese elementary schools in Shenzhen and Qingdao participated in the events held in June and November. An educational DVD and oral care sets (including an event booklet, toothbrush, toothpaste, dental floss and mirror) were sent to the participating schools in advance. Using the distributed oral care sets, the students learned the causes of cavities and how to properly use toothbrush and dental floss.

2 Supporting Maternity Classes

Since 2013, maternity classes have been held annually at about 200 obstetrics and gynecology clinics located in 15 cities in China. The maternity classes are conducted for soon-to-be mothers to support them as they prepare to give birth. The maternity classes include periodic lectures on oral care during pregnancy, as expectant mothers tend to be especially susceptible to oral health issues.

QDL supports these lectures by providing oral care products and information on correct oral care to the clinics.



Lecture at the Maternity Class



Oral care gift sets were provided to expectant mothers

3 Raising the Oral Care Awareness of Expectant Mothers

In every district of Shanghai, expectant mothers who have reached the third month of pregnancy are required to register personal information regarding their pregnancy and birth plans at a community hygiene health care center in their towns.

QDL cooperates with the Shanghai Institute of Planned Parenthood Research, a municipal government department, to promote the importance of oral care during pregnancy. Oral care gift sets that contain leaflets titled “Oral Care Directions for Soon-to-Be Mothers” and *Systema* toothbrushes and toothpaste (both products sold by QDL) are distributed to expectant mothers who come to health care centers to register. The oral care gift sets have been provided to about 300,000 expectant mothers every year from 2014 to 2017.



Oral care gift sets given to expectant mothers (left)
Leaflet titled “Oral Care Directions for Soon-to-Be Mothers” (right)



Handing out the oral care gift set

Cleanliness

1 Hand Washing Activities at Kindergartens

In Shanghai, to prevent the spread of infectious diseases, children are encouraged to wash their hands before entering the kindergarten building. As a support measure, QDL has supported hand washing activities aimed at children ages three to six in kindergartens in Shanghai since 2016.

QDL provides *KireiKirei* hand soaps (a product it sells) to kindergartens for children to use at hand washing sinks. Moreover, QDL supports the hand washing classes conducted in kindergartens. In the hand washing classes, children are taught the importance of hand washing by their teacher, and every child receives a *KireiKirei Health Diary*, which contains instructions on correct hand washing techniques and timing.

In 2021, in addition to Beijing, Guangzhou, Hangzhou, Nanjing, Shenzhen and Chengdu, QDL expanded this activity to Suzhou, allowing the company to distribute *KireiKirei Health Diaries* to approximately 76,000 children at 255 kindergartens.



Children washing their hands at kindergarten upon arrival



Children carefully washing their hands, following the steps recommended by *KireiKirei Hand Soap*

2 Hand Washing Promotion for Children at Educational Institutions

QDL is promoting the importance of hand washing among children ages three and up at various educational institutions in Shanghai. With the hope of making hand washing fun for children, QDL provides *KireiKirei* hand soap (a product it sells) and posts the “Happy Hand Washing” slogan and stickers showing correct hand washing steps at hand washing sinks.

In 2021, in addition to Shanghai, Guangzhou, Shenzhen, Hangzhou and Nanjing, QDL expanded this activity to Suzhou, and conducted it in 370 educational institutions, teaching more than 370,000 children correct hand washing methods.



KireiKirei bottles are provided by each faucet, and posters featuring illustrations showing correct hand washing steps are put up where they can be easily seen from the sinks

3 Awareness-Raising Videos about Hand Washing in Taxis

KireiKirei brand hand soap is sold in a number of countries and regions, including China, by Lion Group companies.

From April to October 2020, amid the COVID-19 pandemic, QDL partnered with a taxi company in Shanghai to raise awareness about hand washing and hand sanitizing, using taxis as a way to reach a large number of people. When passengers boarded a taxi, screens mounted in the front seat backs played a video explaining correct hand washing techniques and promoting *KireiKirei Hand Soap*. The video not only provided information about the product, but communicated the importance of hand washing for preventing infection during a pandemic and correct hand washing techniques. This video ran in approximately 8,000 taxis, reaching around 70 million passengers. At the end of the video, the screens displayed a QR code linking to the major Chinese e-commerce site JD; by visiting this link, consumers were able to easily purchase *KireiKirei* products.



When passengers boarded the taxi, the video played, communicating the importance of hand washing for preventing infection

4 Raising Awareness of Health and Hand Washing at Hospitals in Shanghai

QDL has posted hand washing wall-posters featuring *KireiKirei* illustrations in hospitals to raise awareness of health and hand washing among children and their parents and promote healthy living since 2018. These posters depict correct hand washing practices.

In 2020, these posters were put up at a new hospital in Shanghai, and approximately 250,000 families had the chance to learn from them. Also, QDL provides *KireiKirei* samples so visitors can try using it and practice correct hand washing techniques.



KireiKirei illustrations to raise awareness of the connection between health and hand washing at hospitals

5 Setting up the LION's Wonderful House in Big Parks in Shanghai

In Shanghai, spring and autumn are the most popular seasons to spend time outdoors, and many people gather at parks. However, there are not many places at such venues for people to wash their hands before eating and drinking.

Since 2016, QDL has set up the Hand Washing House at key times of year in big parks in Shanghai. Users of the Hand Washing House are taught how to wash their hands correctly, and *KireiKirei Health Diaries*, containing instructions on correct hand washing techniques and timing, are distributed to all participants.

In 2019, the Hand Washing House was updated to become LION's Wonderful House. This limited-time event aimed to teach visitors about the merits of QDL's products. In addition to conventional *KireiKirei* hand soap, the house had exhibition booths promoting such oral care products and brands as the *KODOMO* brand. Furthermore, to offer a more comprehensive look at house cleaning lifestyle options, QDL expanded the display area to include household products for fabric care and living care, such as *TOP* brand items. Staff encouraged visitors to try the product samples and explained the products' key functions and features. If, after being given the chance to browse all the products, visitors chose to buy a QDL product through its website, they were given the chance to play the Interactive Gachapon Machine,* which gives good odds on winning QDL products. These park events reached appropriately 70,000 park visitors.



LION's Wonderful House in a big park



Visitors trying *TOP* & *KODOMO* products



Interactive Gachapon Machine

* Interactive Gachapon Machine

How to play:

1. Visitors throw a big coin into the hole of the lower green box.
2. A pink or blue capsule containing papers will fall from the upper space automatically.
3. After opening the capsule, visitors can get a gift card for the QDL product named on the paper.
4. With this card in hand, visitors can go to the lottery desk to get the appropriate gift on the spot.

Donation Activities

To fulfill its corporate social responsibility, QDL, as a hygiene product manufacturer, actively engaged in social contribution activities, such as in-kind donations of hygiene products sold by the company.

Donation activities related to heavy rain

Activity 1 Support for people affected by flooding

Period	July 2021
Outside collaborators	China Children and Teenagers' Fund
Donations	Donations worth RMB1,419,400, including laundry detergent and hand sanitizer
Details	In coordination with 36 companies and institutions, QDL donated its products and cash to support children affected by flooding in Henan.



Staff and trucks carrying relief supplies

Donation activities related to the COVID-19 pandemic

Activity 1 Donations of *KireiKirei Hand Soap* in areas with high rates of COVID-19 infection

Period	April–October 2020
Outside collaborators	Hospital and Medical Institutions in Wuhan and Shanghai · Wuhan Jinyintan Hospital · Hubei 672 Hospital of integrated traditional Chinese and Western Medicine · Shanghai Jiading Maternal and Child Health Hospital · Shanghai Jiading District Women’s Federation
Donations	A total of 180 boxes of <i>KireiKirei Hand Soap</i>
Details	The pandemic created supply shortages. QDL donated <i>KireiKirei Hand Soap</i> to a hospital in Wuhan and medical professionals at three medical institutions in Shanghai, areas that faced major COVID-19 outbreaks. This helped medical professionals keep their hands clean and maintain their health while treating patients.



Relief supplies stacked in a warehouse



Qingdao Lion employees loading relief supplies onto a truck



Medical professionals receiving the donated relief supplies



Relief supplies stacked in a warehouse and Qingdao Lion employees



KireiKirei Hand Soap after arriving at the hospital and medical institutions



Activities at Lion Corporation (Hong Kong) Ltd.

- * Some activities have been cancelled or postponed to prevent the spread of COVID-19. The Lion Group is revising its activities, including the use of online technologies, as it continues working to create healthy living habits.

Oral Health Care

1 Supporting “Love Teeth Day”

Lion Corporation (Hong Kong) Ltd. (“LCHK”) participated in “Love Teeth Day,” an annual charity fund-raising event in Hong Kong started in 2008, organized by the Community Chest of Hong Kong, the Hong Kong Dental Association and the Hong Kong Department of Health. LCHK has taken part for 12 consecutive years, since 2009. The aim of this campaign is to heighten public awareness of oral health and to encourage people to practice preventive oral health.

On December 10, 2021, “Love Teeth Day” was held and donations were collected from Hong Kong citizens to support Oral Health Services for the needy. Participants who donated more than HK\$35 received the “Love Teeth Day Oral Care Pack” in appreciation of their support. This is a gift set of various oral care products, including toothbrushes, toothpaste and dental floss, as well as a dental care leaflet, to further promote oral health information and the importance of oral care.

In 2021, LCHK donated 31,000 *Systema* toothbrushes for inclusion in the “Love Teeth Day Oral Care Pack.”



Love Teeth Day 2021 poster

2 Supporting Oral Care Education Classes at Kindergartens and Nurseries

The “Brighter Smiles for the New Generation” is a territory-wide oral health promotion program organized by the Hong Kong Department of Health and the Hong Kong Dental Association. Oral care education classes are conducted at kindergartens and nurseries. LCHK supports this program. (From November 2015 to June 2020.)

In the oral care education classes, children aged three to six are taught how to brush their teeth correctly in a fun manner by their classroom teacher. After the class, each child is awarded a certificate of class completion and given a *Systema Kid's Toothbrush* and *KODOMO Toothpaste* (oral care products of LCHK) for use at home.

99,000 children at about 770 kindergartens and nurseries participated in this program in 2020.



Children show their brightest smiles as they hold their *Systema Kid's Toothbrushes*.

Activities at Lion Home Products (Taiwan) Co., Ltd.


✓ Oral Health Care ✓ Hygiene Care ✓ Donation Activities

* Some activities have been cancelled or postponed to prevent the spread of COVID-19. The Lion Group is revising its activities, including the use of online technologies, as it continues working to create healthy living habits.

Oral Health Care

Oral Health Class for Children

With the aim of fostering children's awareness of dental and oral health from a young age, the Lion Group has held the Oral Health Event of Tooth Brushing for Children since 1932. Started in Japan, the event is presently held in Asia.

As part of this event, in cooperation with the [Lion Foundation for Dental Health \(LDH\)](#), Lion Home Products (Taiwan) Co., Ltd. ("LHPT") conducted oral health classes at two Japanese elementary schools and three local elementary schools in June 2019.

76 children from Japanese elementary schools (33 from Kaohsiung Japanese School and 43 from Taichung Japanese School) and 820 children from local elementary schools (120 from Taichung Wurih Elementary School, 100 from Kaohsiung Wucyuan Elementary School and 600 from New Taipei City Jimei Elementary School), for a total of 896 students, participated in the event. LHPT first held such classes at local elementary schools in 2018 and extended its outreach to different local schools in 2019. The event featured programs prepared specifically for students in lower grades (grades 1 to 3) and higher grades (grades 4 to 6).*

Students in lower grades were taught about the "function of teeth and replacement of the baby teeth by adult teeth" and "the source of cavities (plaque)" in a 30-minute class. They were also taught tooth brushing techniques for their specific tooth alignment using hand mirrors and toothbrushes.

For students in the higher grades, LDH explained the cause of gingivitis, gave tips for observing the gums, and then provided individual instruction on how to brush according to specific tooth alignment for preventing gingivitis using a model set of teeth.

Participating students found the content easy to understand and learned about the importance of teeth and tooth brushing.

* The Japanese elementary school system lasts for 6 years, from 1st grade to 6th grade.

Photos of the oral health class for children at Japanese elementary schools



Children from Kaohsiung Japanese Elementary School enthusiastically answering oral hygienist's (LDH) questions



Children from Taichung Japanese Elementary School listening carefully to a lecture delivered by an LDH oral hygienist

Photos of the oral health class for children at local elementary schools



Teaching correct tooth brushing methods to children
(Left: Taichung Wurih Elementary School, Center: Kaohsiung Wucyuan Elementary School, Right: New Taipei City Jimei Elementary School)



Commemorative photo with the LION mascot, who is popular in Taiwan
(Left: Taichung Wurih Elementary School, Center: Kaohsiung Wucyuan Elementary School, Right: New Taipei City Jimei Elementary School)

Hygiene Care

Conducting Educational Programs to Raise Awareness of Hand Washing Habits

Hand washing has taken on an increased importance as preventive measure against the ongoing COVID-19 pandemic. LHPT, in collaboration with YoYo TV,* conducted educational programs on hand washing habits at 20 kindergartens across Taiwan from April to May, 2021, with the aim of teaching children the importance of hand washing and proper hand washing methods. Classes conducted under the program last 30 to 40 minutes and comprise the following parts.

1. Lesson from the teacher on hand washing hygiene
2. Singing and dancing to a special hand-washing song
3. Drawing original hand soap bottle labels and putting up posters
4. Hand washing
5. Bacteria check

We also donated *KireiKirei Foaming Hand Soap* to the schools for use in their hand washing areas so children could put the lessons into practice.

In the lesson on hand washing hygiene, the teachers talked about germs and viruses, how hand washing can protect your loved ones, the correct way to wash hands and the features of *KireiKirei Foaming Hand Soap*.

After the lesson, the children took home their original soap bottles drawn with crayons to use with their families, helping to promote their continued use of *KireiKirei Foaming Hand Soap*. A total of 622 children participated in the lessons.

Another 5,600 parents of children at 60 kindergartens that were unable to participate due to preventive COVID-19 restrictions were provided with leaflets (sent home in children's parent-teacher notebooks) about the importance of hand washing. At the same time, we worked to encourage parents to purchase and try the product by offering special discounts on our e-commerce site, thereby promoting sales and expanding recognition of the *KireiKirei* brand.

Furthermore, to publicize the event, in addition to posting on the YoYo kindergarten website and Facebook, we collaborated with newspapers to publish articles in print and online. This increased the exposure of the event and boosted awareness of the importance of hand washing among an even greater segment of the public.

① Learning about hand washing hygiene



② Singing and Dancing



③ Drawing custom bottle labels

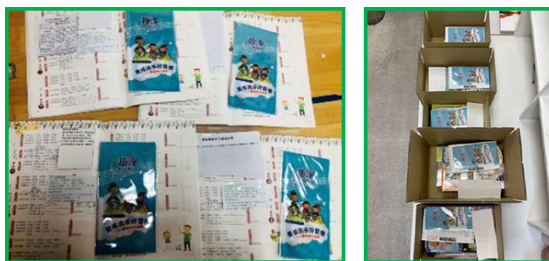


④ Hand washing



⑤ Bacteria check

Kindergarten event



Tools for interacting with parents: leaflets and mask cases tucked into parent-teacher notebooks

* EBC YoYo, also known as YoYo TV, is a Taiwanese children's cable channel operated by Eastern Television.

Donation Activities

To fulfill its corporate social responsibility, LHPT actively engaged in such social contribution activities as donations of products sold by the company.

Donation activities related to the COVID-19 pandemic

Activity 1 Donation of products to local residents

Period	June 2021
Location	Taitung
Outside collaborators	Taipei Medical University Medical Service Group
Donations	<ul style="list-style-type: none"> · 750 <i>SYSTEMA</i> kids toothbrushes · 375 <i>SYSTEMA</i> toothbrushes <p>The above products are worth a total NT\$9,859</p>
Details	Provided knowledge of correct oral care and donated LHPT products to Taitung residents ages 6–80 with the aims of reducing future needs for dental treatment and promoting health.