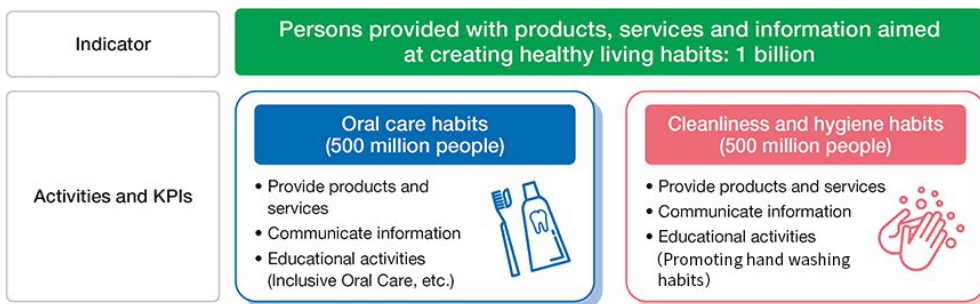


# Creating Healthy Living Habits



## Basic Approach

The Lion Group plays an important role in society as a provider of daily necessities and services, and we believe that the starting point for value creation is the establishment of lifestyle habits directly related to health, such as brushing teeth and washing hands. Our purpose is “Make a difference in everyday lives by redesigning habits: ReDesign.” Based on this purpose, by providing healthy living habits to the 1 billion people in our business areas, we will seek to contribute to better everyday lives and expand our businesses.



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 Issue 2 Creating Healthy Living Habits



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

## Approach

Preventive oral care requires a mindset that prioritizes prevention over waiting for cavities to form before acting. Proactive oral health care necessitates building habits, including carrying out daily self-care based on the guidance of dentists and dental hygienists and regularly visiting the dentist for professional care. The Lion Group offers a variety of products and services that support both preventive dentistry habits that suit individual lifestyles and healthy minds and bodies. Furthermore, we are facilitating activities that expand these preventive dentistry habits to all of Asia by coordinating with government administrations, dentistry experts and partner corporations. We seek to contribute to improving people's health by offering opportunities for preventive dentistry at any time to any who need it throughout their lives.



## Preventive Dentistry (Self-Care)

- ✓ Self-Care (Self-Implemented Preventive Dentistry)
- ✓ Promoting After-Lunch Tooth Brushing
- ✓ Promotion of Periodic Toothbrush Replacement and Recycling
- ✓ Developing various products and services using Lot and AI etc,
- ✓ Educational Activities to Promote Oral Care at Specific Life Stages
- ✓ Developing Oral Healthcare Leaders
- ✓ Tooth Brushing Song, Videos and Posters
- ✓ Promoting the Use of Dental Floss
- ✓ Corporate Wellbeing Support Service

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## 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.

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## 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)

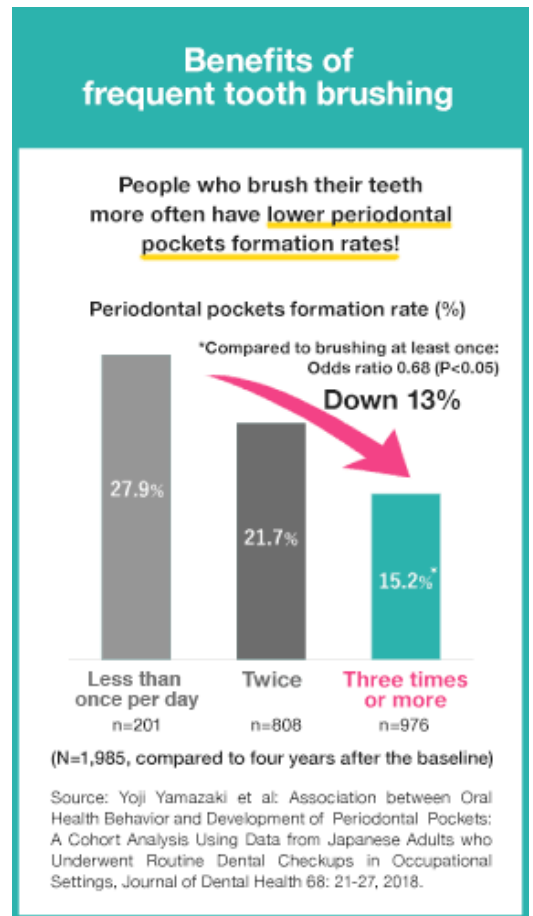


Download A1 version [Japanese] [PDF](#) A3 version [Japanese] [PDF](#)

## 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.

Today, approximately 60% of Japan's population over the age of 15 is 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.



オフィス用歯みがきセット

**MIGACOT**  
ミガコット



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## Promoting the Use of Dental Floss

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%.

Lion promotes the combined use of toothbrushes and dental floss. 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.

Going forward, by helping improve the lifestyles of our consumers, we will foster the awareness that health is related to one's own actions and to spread understanding of the importance of maintaining desirable habits.

## [CLINICA ADVANTAGE Dental Floss](#)

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### 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. 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 at Nitobe Bunka Elementary School

Collection points  
**1,398**

Toothbrushes collected  
**Approx. 1,560,000**

(As of March 31, 2024)

Developing various products and services using Lot and AI etc,

## Oral Fitness Service *ORAL FIT*

In November 2022, we launched *ORAL FIT*, a service that proposes the new habit of oral fitness. The aim is to maintain and improve oral fitness to prevent the loss of muscle strength around the mouth, which can lead to choking, difficulty speaking, difficulty chewing, and other problems. This app-based service proposes a two-month program with ten minutes of oral exercise a day to prevent deterioration of and improve oral functions.



## Children's Development Support Service *Okuchi-iku*

In April 2023, we launched the *Okuchi-iku* oral care program via a dedicated e-commerce site. The aim of the program is to support the development of proper tooth brushing habits and the creation of a strong foundation for straight teeth in line with children's varying stages of growth. As the first step, we are offering *Okuchi-iku Kamotto!* for children whose baby teeth are in the process of being replaced by adult teeth, an important period for establishing a foundation for straight teeth. This three-item set includes gummies for daily consumption to develop chewing strength, chewing gum for monthly use to check chewing strength, and an AI app to check teeth alignment via the *Okuchi-iku* members website.





## Gum Health Assessment Tool *HAGUKI CHECKER*

Aiming to increase awareness of preventive dentistry, in 2019, we launched *HAGUKI CHECKER*,<sup>\*1</sup> 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 71,000 people<sup>\*2</sup> have used the service.

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.

\*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 May 16, 2024.

### 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 \[Japanese\]](#)



## 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](#)

## 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, in terms of product development, we are enhancing our *CLINICA Kid's* series, which enables preventive dentistry from age 0. Samples of *CLINICA Kid's Gel* Toothpaste are offered at 18-month checkups.

We believe that time spent on parent-assisted brushing is a valuable opportunity for deepening parent-child bonds. Therefore, in terms of making this information more prevalent, we are providing information through the website "HA!HA!HA! Park," which encourages preventive dentistry efforts for children.

## Elementary school students

### The Oral Health Event of Tooth Brushing for Children—Reaching a Cumulative Total of More Than 2,730,000 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 80th event in 2023, participating schools chose a date to participate and took part by watching an approximately 40-minute long educational DVD. Approximately 270,000 elementary school students attending a total of 4,934 schools participated in 2022, including students in Japan and other Asian countries. The theme of the 80th edition of the event was "Brush Up Your Teeth and Yourself." Prepared with editorial supervision from Toshikazu Yasui of Meikai University, 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: 2,730,000**



### 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 been providing dental clinic-themed pavilions at KidZania Tokyo since 2006, at KidZania Koshien since 2009 and at KidZania Fukuoka since 2022. These pavilions have been popular with kids, particularly the “Dentist” and “Dental Hygienist” experiences, which allow them to get a feel for 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,” that they “learned the proper way to brush teeth” and that they were “happy to protect teeth by getting rid of plaque.” 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 patient with a cavity



The Dental Clinic pavilion at KidZania Koshien



Kids undergoing training



The Dental Clinic pavilion at KidZania Fukuoka



Kids learn how to hold and use dental tools

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## 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 in Miyagi Prefecture, Sakaide in Kagawa Prefecture and Taito Ward in Tokyo.

[Ishinomaki \[Japanese\]](#)

[Sakaide \[Japanese\]](#)



Oral healthcare leader development lecture in October 2022 in a meeting room at Sakaide City Hall

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## Corporate Wellbeing Support Service

Lion offers oral care seminars and five-minute saliva tests for corporate employees and municipal employees to ascertain their oral conditions. We strive to promote oral health care by helping people develop healthy habits starting with the mouth.



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## Preventive 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

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### 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 and cleanliness (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. This system supports dental care institutions in creating opportunities for preventive dentistry and helps spark patients' awareness of preventive measures and motivation to establish oral care habits.



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 many different materials to support them in gaining a broad range of preventive dentistry knowledge, including about oral care products for dental clinics, as well as in improving their skills.



A preventive dentistry seminar



Using video content

\* [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 (11.5%<sup>\*1</sup>) is becoming a public concern. Children of economically disadvantaged families have inferior health habits<sup>\*2</sup> and fewer beneficial experiences<sup>\*3</sup> than the children of more affluent households. In particular, the percentage of children with five or more cavities is nearly double.

Since 2021, based on the “Dental and Oral Health” concept, Lion has developed an experience-based program called the Okuchikarada Project. We are working with NPOs and local governments at children’s cafeterias to promote preventive dentistry habits and boost children’s self-esteem. We are also creating opportunities for Lion employees to participate in these activities to experience these social issues directly, thus promoting understanding of the importance of the direction the Group’s direction is aiming for and of contributing to putting our purpose into practice.

Furthermore, in 2022, we verified the effectiveness of the experiential program conducted in collaboration with partners in industry, government and academia in Okinawa Prefecture, which has the highest percentages of child poverty and children with cavities in Japan<sup>\*4</sup>. Results showed the signs that the experiences helped children to form oral care habits and boost self-esteem. We will use the knowledge we gained from this verification to provide even more effective experiential programs.



Dental and Oral Health Program



Dental plaque buildup before and after the experiential program  
(The dyed areas indicate plaque buildup.)

\*1 Source: Ministry of Health, Labour and Welfare, 2022 Comprehensive Survey on Living Conditions

\*2 Source: Department of Social Medicine, National Institute of Child Health and Development, Adachi City and Adachi City Board of Education (FY2016)

\*3 Receiving praise from others, communicating with adults, acquiring life skills, etc.

\*4 Source: Ministry of Education, Culture, Sports, Science and Technology, 2020 School Health Survey Statistics



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## Research and Academic (Preventive Dentistry Research)

- ✓ Partnerships in Industry and Academia
- ✓ The Lion Award

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### 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, Lion is 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.

In the oral health field, we are investigating the status of dental alignment in elementary school students in cooperation with Kuroishi City in Aomori Prefecture and Hirosaki University, a Designated National University, to confirm the relationship between dental alignment and living habits. In addition, in collaboration with Hitachi Ltd. and Hitachi Health Center, Lion has confirmed the benefits of dental health checkups in the workplace on a 10,000-person scale, as well as obtained useful data that will lead to healthier employees. By acquiring and disseminating this new information and utilizing it in the development of products and services, we are able to derive value for the creation of healthier living habits.

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### 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, the Asian Academy of Preventive Dentistry, a dental research association in Asia, as well as, in Japan, the Japanese Society of Pediatric Dentistry, Japanese Society for Oral Health, Japanese Society of Gerodontology, Japanese Association for Oral Biology and Japanese Society of Periodontology.

Trophy plaques and cash prizes are awarded to researchers who conducted creative research.

### Lion Award Ceremonies



International Association for Dental Research (IADR) Award Recipients

2023 Recipients

Research Association	City Award Ceremony was Held	Conference Date	Recipient (Affiliation)
International Association for Dental Research (IADR)	Colombia	June 21 to June 24	<p>Mateus Xavier de Queiroz (University of Campinas, São Paulo, Brazil)</p> <p>Jessy Kamila Sihuay Torres (University of Toronto, Ontario, Canada)</p> <p>Sofia Tortora Morel (SUNY Downstate University of Health Sciences, Brooklyn, New York, USA)</p>
Asian Academy of Preventive Dentistry (AAPD)	Hong Kong	November 8 to November 10	<p>1st Prize in the Junior Category Ka Ti Lee (The University of Hong Kong, Hong Kong, China)</p> <p>2nd Prize in the Junior Category Jingwen Xia (Shenzhen University, Guangdong Province, China)</p> <p>3rd Prize in the Junior Category Hantao Yao (Wuhan University, Hubei, China)</p> <p>1st Prize in the Senior Category Khai Quang Dao (University of Medicine and Pharmacy at Ho Chi Minh City, Ho Chi Minh, Vietnam)</p> <p>2nd Prize in the Senior Category Shinan Zhang (Kunming Medical University, Yunnan, China)</p> <p>3rd Prize in the Senior Category Hao Yu (Fujian Medical University, Fujian, China)</p>
Japanese Society of Pediatric Dentistry	Nagasaki (Dejima Messe Nagasaki)	May 18 to May 19	<p>Tatsuro Ito (Full-Time Lecturer for Clinical Courses in Pediatric Dentistry at the School of Dentistry at Matsudo, Nihon University)</p> <p>Masatoshi Otsugu (Assistant Professor at the Graduate School of Dentistry Course for Oral Sciences, Osaka University)</p>
Japanese Society for Oral Health (JSOH)	Osaka (International House Osaka)	May 19 to May 21	<p>Maya Izumi (Professor of Dentistry, Kyushu Dental College)</p> <p>Akito Sakanaka</p>



Research Association	City Award Ceremony was Held	Conference Date	Recipient (Affiliation)
			(Assistant Professor at the Graduate School of Dentistry, Osaka University)
Japanese Society of Gerodontology	Yokohama (PACIFICO Yokohama)	June 16 to June 18	Maya Izumi (Professor of Dentistry, Kyushu Dental College)  Yukiko Hatanaka (Assistant Professor of Geriatric Dentistry, Showa University School of Dentistry)
Japanese Association for Oral Biology	Chiyoda City (Nihon University School of Dentistry)	September 16 to September 18	No qualified candidates
Japanese Society of Periodontology	Nagasaki (Dejima Messe Nagasaki)	October 13 to October 14	Naoki Takahashi (Associate Professor at the Graduate School of Medical and Dental Sciences, Niigata University)  Tomoaki Iwayama (Assistant Professor at the Graduate School of Dentistry, Osaka University)

# Initiatives to Establish Cleanliness and Hygiene Habits

Sustainability Material Issue 2 Creating Healthy Living Habits



- ✓ Approach
- ✓ Activity Policy
- ✓ Establishing Proper Cleanliness and Hygiene Habits
- ✓ Hygiene and Health Care in Times of Disaster
- ✓ Hand Hygiene Management for Professionals

## 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 under the *KireiKirei* banner, partnering with local communities, including government bodies and schools, to advance employee-led activities together.

## Establishing Proper Cleanliness and Hygiene Habits

### Employee Participation

Lion carries 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. We are advancing initiatives with trading partners around the country, such as Sugiyama Drugs Co., Ltd., in Nagoya.



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

In 2021, we expanded the scope of employees' activities to promote proper hand washing to include nursery schools, kindergartens and elementary schools.

These activities involved employees teaching classes, the theme of which 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. To minimize the risk of infection during the COVID-19 pandemic, these classes were conducted as hybrid classes involving online and in-person elements, but since 2022 we have been shifting toward holding the events in person.



A school visit (2022)

From 2012 to 2023, around 1,600 employees participated in activities to promote good hand washing habits. Over this period, approximately 41,600 preschoolers, students and faculty took part in these activities.

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

2019	2020	2021	2022	2023
Approx. 4,100	Approx. 200	Approx. 1,300	Approx. 2,360	Approx. 2,510

## Promotion through Our Businesses

The *KireiKirei* brand has continued implementing the Kirei Relay Project, which aims to realize a society full of human interaction by encouraging people to practice hygiene habits for the sake of the people they care about. This project seeks to make everyday hand washing a more enjoyable habit through such activities as creating one-of-a-kind personalized *KireiKirei* hand soap bottles and campaigns at educational facilities promoting proper hand washing and gargling techniques.

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.

In 2022, in support of Global Handwashing Day on October 15, we hosted the Global My Bottle Sticker Drawing Contest with the aim of establishing fun hand washing habits for the whole family. For the contest, children hand-drew designs for their own one-of-a-kind *KireiKirei* bottles. We received entries from children in Japan and other regions in Asia.



Installation of automatic soap dispensers in toilets at Kakogawa City Hall in 2021 (Kirei Relay Project)



Entries for the *KireiKirei* Global My Bottle Sticker Drawing Contest

- [Kirei Relay Project \[Japanese\]](#)
- [Proper Hand Washing, Gargling and Sanitizing Techniques \[Japanese\]](#)
- [The Secrets of the Bacterial Barrier \[Japanese\]](#)
- [Bacteria Battle! Project \[Japanese\]](#)
- [Let's Create Together! \*KireiKirei\* My Bottle Campaign \[Japanese\]](#)
- [Life Hygiene Information \(Lidea\) \[Japanese\]](#)



## 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 since 2012 as part of support for recovery from the Great East Japan Earthquake. In addition to this, through a comprehensive collaboration agreement with the city, we have conducted oral healthcare activities for residents since 2019.



Activities to promote proper hand washing habits in Sakaide City



Training session involving oral healthcare leaders in Ishinomaki City

**キレイキレイのまち坂出  
プロジェクト**

*KireiKirei* City-Sakaide Project [Japanese]

**Lion's initiatives to promote recovery from the Great East Japan Earthquake**

## Overseas Initiatives

Lion began marketing *KireiKirei* hand soaps overseas in 2005. Today, 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. In Bangladesh, a new market for the Group, we will also contribute to the development of cleanliness and hygiene habits by providing educational materials through the Japan International Cooperation Agency (JICA) as a means of supporting children's hygiene education.



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

> The !Hygiene and Health Care in Times of Disaster! pamphlet is available for download here (in English, Japanese, Simplified Chinese and Traditional Chinese)



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 hygiene 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

 Related Information

 Joint initiative with *KireiKirei* and teamLab [Japanese]

 *KireiKirei* × Sony ExploraScience joint workshop [Japanese]










 Lion and Hakuodo i-studio jointly develop IoT device *KireiKirei* Push Connection [Japanese]



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## Academic Research on Cleanliness and Hygiene Initiatives

### Related Information

- > News Release: A simulation model that visualizes the risk of viral infection in a residence immediately after returning home was developed. [Japanese] 
- > News Release: Bacteria growth that finds its way to your hands before you know it is inhibited by hand wash containing soap ingredients! [Japanese] 
- > News Release: Results of hygiene awareness survey and handwashing behavioral observation against COVID-19 in 2021 — More than 60% of respondents want frequent handwashing to continue even after the pandemic ends! [Japanese] 
- > News Release: 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] 
- > News Release: 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] 
- > News Release: Hygiene 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 hygiene behavior among people out and about at the gateway to the city. [Japanese] 
- > News Release: Survey of actual hand washing during the COVID-19 pandemic [Japanese] 
- > News Release: 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] 
-  Lidea lifestyle information website (content relating to handwashing, gargling, disinfection, etc.) [Japanese]

# The 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, “Make a difference in everyday lives by redesigning habits: ReDesign,” into practice. The Group is engaged in establishing oral care habits as well as cleanliness and hygiene habits in Asia. In addition, we have been involved with environmental conservation activities and donation activities at various business locations and in the regions served by our overseas Group companies. In carrying out such activities, the Group has been 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



Lion Corporation (Korea)



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



Lion Corporation (Hong Kong) Ltd.



Lion Home Products (Taiwan) Co., Ltd.



Lion Corporation (Singapore) Pte Ltd



Lion Corporation (Thailand) Ltd.



Lion Kallol Limited



Southern Lion Sdn. Bhd.



PT. Lion Wings



## 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**



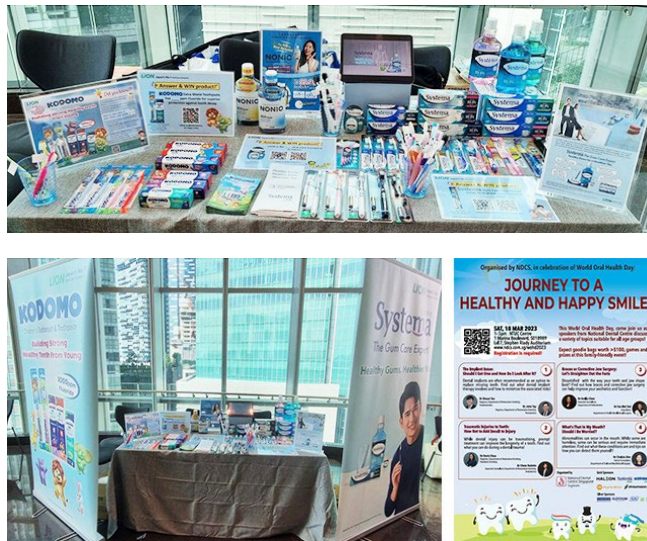
# Activities at Lion Corporation (Singapore) Pte Ltd

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

## Oral Health Care

### 1 Exhibition at the World Oral Health Day Public Forum 2023 in Collaboration with the National Dental Centre Singapore

On May 18th, 2023, Lion Corporation (Singapore) Pte Ltd. (“LCS”) collaborated with the National Dental Centre Singapore (NDCS) at the National Trade Union Congress (NTUC) Business Centre, and exhibited at a public forum in support of World Oral Health Day with the educational themes on common dental issues such as dental caries, gum disease and the replacement of missing teeth. This forum was held as part of public oral health educational program to encourage people in Singapore to create positive oral habits such as proper toothbrushing, flossing and having balanced diet. After conducting educational activities, LCS had a booth to showcase LION Oral Care products and had an activity to engage the audiences and redeem LION products. All 400 participants were also given a goodie bag which includes *Systema* and *KODOMO* products sold by LCS.



The booth, displayed LCS products, promoted oral care habits

### 2 Oral Care Awareness Activities for Children to Seniors in Collaboration with T32 Dental Group

In March, April and August of 2023, LCS collaborated with T32 Dental Group to increase public oral health awareness through series of activities to target from the young to old.

In this program, three activities were developed to raise oral care awareness.

- For pre-school children, dentist visits were conducted and tooth brushing educational activities at nursery schools were provided.
- For working adults, oral health talks and screenings were conducted.
- For senior citizens, Uweekly Health Talk (a health-related information session) was conducted.

LCS sponsored these activities and provided oral care products suitable for each target group from its *KODOMO*, *Systema* and *NONIO* brands. 1,076 people of all ages learned about the importance of oral care.



**Systema** システム  
The Gum Care Expert

## 牙龈护理专家

### 健康牙龈，给更健康的你!

牙龈护理对整体健康至关重要。细菌会导致牙龈问题，它可能会增加患上其他疾病的几率，如心脏病和中风等<sup>1</sup>。

**什么是牙周病?**  
牙周病是一种出现在牙周袋的细菌感染，其主要导因是牙菌斑，它是由上亿细菌组成的软粘膜所形成。牙菌斑的毒素将会损害牙龈组织。  
牙龈炎是牙周病的早期阶段，若不接受治疗，它将恶化成牙周病。

**牙菌斑如何导致牙周病?**  
牙菌斑会于进食之后在牙齿周围形成，会造成牙龈肿胀、发炎以及刷牙时出血。

若不接受治疗，它将演变成牙周病。牙周病不仅将导致牙齿脱落，更与糖尿病及心脏病等疾病其他健康问题息息相关<sup>1</sup>。

**Systema牙龈护理产品系列**  
采用日本狮王的先进护齿科技，Systema牙龈护理专家，帮助提供卓越的牙龈护理。  
Systema超纤细柔软刷毛牙刷能在7天内帮助改善牙龈健康<sup>2</sup>；而Systema牙龈护理牙膏则能帮助消灭99.9%的细菌<sup>3</sup>。

1. 数据参考: Periodontology 2000, Vol. 44, 2007, David, W. P. Radrine, B. & Timothy C.N., 113-126, Bryan S.M. & Robert D. 2. 参考: 日本狮王株式会社. 3. 参考: 日本狮王株式会社. 4. 参考: 日本狮王株式会社. 5. 参考: 日本狮王株式会社. 6. 参考: 日本狮王株式会社. 7. 参考: 日本狮王株式会社. 8. 参考: 日本狮王株式会社. 9. 参考: 日本狮王株式会社. 10. 参考: 日本狮王株式会社.

Corporate dental screening activities & Systema article to educate on oral care

### 3 Product Sponsorship at Smileworks Dental Clinic

LCS had been working with Smileworks Dental Clinic to promote oral care habits so that patients can continue to take care of their oral health at home after receiving treatment. The collaboration was continued in 2023, and in addition to adult patients who visited the clinic from July to October, 444 nursery school children aged 3 to 5, child patients aged 6-9 and collaborators were provided with Systema and KODOMO oral care sets.



Systema and KODOMO oral care sets

#### 4 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, toothpaste and mouthwash.

As of 2023, a total of 10,100 patients from Thomson Dental Centre have received the dental care sets.



KODOMO Kid Set

Systema Gum Care Set

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

The 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 patients' 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 100 people over the age of 40 and senior citizens who participated in the community dental checkups from May to November 2023.

#### 6 Participation in the Singapore Oral Health Conference 2022 in Collaboration with the National Dental Centre Singapore

The National Dental Centre Singapore (NDCS) celebrated its 25th anniversary on July 25th, 2022. As part of the celebration, NDCS organized an online event titled "NDCS 25th Anniversary - Bridging the Past, Present and Future" that brought together dentists, general practitioners, specialists and researchers to exchange information on progress to date and expected future developments in academic and clinical dentistry.

The event included a virtual exhibition featuring the latest products related to oral care and talks by prominent national and international dental experts. LCS provided all 500 participants with a set of oral care products that included *Systema* and *NONIO* products. *Systema* & *NONIO* were also acknowledged during the online event and in the digital program booklet, with the brand logos & full page advertisement featured to expand brand recognition.



Online program booklet with full-page ad and logo for *Systema*

## 7 Educational Activities on Oral Health Care for Seniors

On August 22nd, 2022, NDCS collaborated with Singapore's National Library Board (NLB) to hold an oral care seminar at the Jurong Regional Library to provide oral care tips and knowledge to participants aged 50 and above as part of the 8020 campaign (referring to having 20 teeth left at the age of 80). The aim of this seminar was to improve the oral health of those of advanced age in Singapore. LCS supported the event by providing *Systema* and *NONIO* products to be distributed to its 40 participants, along with LION gift sets as prizes during the Q&A session. In a post-seminar participant survey, the event received positive feedback, "I and the participants found this session fascinating and insightful."

## 8 Partnership with Health Promotion Board in Afterschool Oral Care Program

Singapore's Health Promotion Board (HPB) launched the Afterschool Oral Care Program, a one-year program targeting children aged 3 to 5 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. Through June 2022, LCS supported the program by providing 60,000 sets containing *KODOMO Toothpaste* and leaflets for distribution to the children.

## 9 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

## 10 Educational Event Held by the PAP Community Foundation Sparkletots Preschool

March 22nd 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. 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.

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## 11 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

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## 12 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 October 17th & 24th, 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

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## Hygiene Care

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Special Joint Project  
Actions for Handwashing Day 2023



From August 10th to 16th, 2023, 663 children from pre-school educational institutions such as Carpe Diem Child Care Centre & Preschool and Superland Pre-school attended a fun lesson on how to properly wash their hands, conducted by LCS in anticipation of Global Handwashing Day. The activity included an education session on the importance of hand washing, along with a fun quiz and the opportunity for the children to design their own hand soap bottle stickers to participate in a drawing contest. Through the activity, the children learnt the importance of hand washing while displaying their creativity through designing of the bottle stickers.



*Kirei Kirei Handwashing Day Activity 2023*

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### 1 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



The 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

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

<b>Period</b>	June 2021
<b>Outside collaborators</b>	<ul style="list-style-type: none"> <li>· National Trades Union Congress (NTUC)</li> <li>· Centre for Domestic Employees (CDE)</li> </ul>
<b>Donations</b>	<i>Systema</i> and <i>Kyusoku Jikan</i> products
<b>Details</b>	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

### Collaboration with Specialist Dental Group for Oral Kits to Medical Staff at Hospitals

<b>Period</b>	November 2022
<b>Outside collaborators</b>	Mount Elizabeth Medical Centre
<b>Donations</b>	750 sets of oral care products including <i>NONIO</i> mouthwash
<b>Details</b>	LCS collaborated with Specialist Dental Group to distribute oral care sets to 750 health care workers at Mount Elizabeth Medical Centre as a token of appreciation.



Oral care kits provided to healthcare professionals

# Activities at Lion Corporation (Thailand) Ltd.

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

## Oral Health Care

### 1 Collaborative Activities to Prevent Cavities in Children with the Government

Lion Corporation (Thailand) Ltd. (“LCT”) in collaboration with Laemchabang Municipality, Chonburi Province conducted fluoride applications for toddlers aged 2 to 5 years to prevent tooth decay at four pre-schools (Laemchabang School District 1, Laemchabang School District 2, Wat Nongkha School and Watsukreebunyaram School) on July 6 and 13, August 10 and 31, 2023. LCT's sustainability team taught children how to brush their teeth properly using their *KODOMO* brand products. The children happily learned from the LION mascot who also made an appearance.



The LION mascot teaches tooth brushing in a fun way



Easy-to-understand instruction using models



A lesson on tooth brushing conducted in an outdoor classroom

### 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, in cooperation with the Provincial Public Health Office, LCT has been promoting activities to increase senior citizens' quality of life by reducing incidents of choking, increasing chewing strength and improving dry mouth. 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*” These exercises were developed by Lion Foundation of Dental Health (LDH), a public interest incorporated foundation established by Lion Corporation in Japan. Most attendees see improvement within six months of starting the exercise program, and their difficulties with dry mouth and choking are reduced. LCT provides the province with “*Kenkobi*” brochures and display boards to help more senior citizens do the exercises.

On September 26, 2023, LCT implemented “*Kenkobi*” mouth exercises for senior citizens. A total of 50 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.



Participants practicing “*Kenkobi*” mouth exercises together

### 3 Lion Oral Health Award

On July 22, 2022, LCT held a ceremony for the Lion Oral Health Award at the TK. Palace Hotel & Convention in Bangkok. In collaboration with Thailand's Ministry of Public Health, LCT has been supporting and fostering people by conducting studies and activities that are beneficial to preventive dentistry in Thailand since 2009.

For the 2022 Lion Oral Health Award, LCT bestowed six awards (first through third place and three consolation prizes) to dentists and dental nurses. About 180 people, including dentists and dental nurses, participated in the accompanying seminar, where Dr. Paiboon gave a lecture on oral care for the elderly.



Images from the awards ceremony

### 4 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. Then, if cavities are found, a treatment called the “Smart Technique” is performed. In 2018, LCT collaborated with local retailers to introduce correct brushing methods through a show for children aged 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.

In 2022, these activities were held at Banbanramung School on July 26 and a school in Laem Chabang on September 2, with 65 children and 10 dentists and dental assistants participating. LCT will expand this initiative to other areas to teach more people in Thailand about oral care.

\* 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.



A dentist delivering a lecture to company officials



Dentists and dental hygienists performing a treatment

## 5 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

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## 6 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 adults 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

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## 7 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

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## Cleanliness

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Special Collaboration Project  
Actions for Handwashing Day 2023



On October 15, 2023, LCT hosted the Global Handwashing Day Run at Suan Luang RAMA IX Park with 1,000 runners participating. This event was held in support of Global Handwashing Day, with the theme of “Handwashing Saves Lives” to promote and establish hand washing habits among Thai people.



Photo from the running event

In addition to the event, My Bottle Sticker Drawing Contest was held from August 1 to September 30, 2023. Those who purchased a bottle of *KireiKirei* from the LCT e-commerce site were able to download a drawing sticker for their bottle from the Facebook fan page. Participants were asked to post their drawn stickers to Facebook with the contest results being announced on Facebook as well as at the Global Handwashing Day Run in October. The following evaluation criteria were set for this contest:

- The resulting decoration must either be hand-drawn, a collage or created via computer
- The drawing must richly express dreams, hopes and emotions
- No particular skill level is required

Approximately 600 children participated in this drawing contest and enjoyed learning about the importance of hand washing.

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## 1 Instruction on Healthy and Hygienic Living Habits at Elementary Schools

On January 30, 2023, LCT gave an extra-curricular lecture to second-year students of Chulalongkorn University Demonstration Secondary School on tooth brushing and hand washing. 285 students participated in this event.



Students have fun while learning with the LION mascot

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## 2 'Happy Life Happy Home' Program at Elementary Schools

LCT held the Happy Life Happy Home program at elementary schools. This program 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.

On July 24, 2023, a total of 100 fourth grade students from both Bangkok's Wat Dok Mai School Sriracha's and Thai Kasikorn Songkrow School were taught not only how to brush their teeth and wash their hands, but also how to wash and care for their clothes.

The children were very interested in the program and they have been practicing what they learned at home.



A lesson in progress



Lessons in tooth brushing and laundry

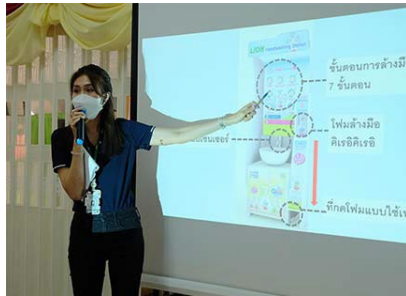


### 3 Lion Hand Washing Stations

In accordance with LCT's commitment to building goodness in society and bringing good health to consumers, the company promotes hygiene by providing hand washing stations and educating the community on hygienic hand washing techniques. In 2022, *KireiKirei* hand washing stations, equipped with sponsored hand soap and hand soap dispensers as well as posters that promote proper hand washing techniques were set up at the Yannawa district's elderly school (Bangkok) on January 28, Ban Rai Nueng Elderly School (Sriracha) on May 18, Thai Kasikorn Songkrow School (Sriracha) on May 20 and Wat Dok Mai School (Bangkok) on June 6. Instructors use black lights to make it easy for 622 participants—from first- and second-grade elementary school students to those over the age of 50—to see where hands are dirty or unwashed. The hand washing station allows everyone to wash their hands immediately after touching anything they use.



Holding bottles of *KireiKirei* hand soap, LCT staff members pose in front of hand washing stations



Learning about hand washing at Yannawa district's elderly school



A hand washing lesson at Ban Rai Nueng Elderly School



A hand washing lesson at Wat Dok Mai School



A hand washing lesson at Thai Kasikorn Songkrow School

#### 4 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. In 2019, 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 *Kenkobi* 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

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## Environmental Conservation Activity

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### 1 Environmental Awareness for Communities near LCT

On November 25, 2022, LCT educated 42 seniors in the Yannawa area neighboring LCT's facilities on how to separate reusable and recyclable waste. LCT encourages environmentally friendly habits through a point system in which employees receive points by bringing in reusable waste and properly disposing of it.



A lecture on properly sorting garbage

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### 2 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 Donation of hand washing basins for influenza prevention

<b>Date</b>	March 2, 2023
<b>Location</b>	Bangkok: Wat Dokmai School, Wat Pariwat School, Wat Chonglom School, Wat Chong Nonsi School , Wat Khlong Phum School, Wat Klongmai School Sriracha: Wat Chukkacher school, Laemchabang School District 1, Thunsuklapittaya School, Wat Phrapratanporn
<b>Donation</b>	Provision of washbasins and <i>KireiKirei</i> hand soap
<b>Details</b>	Although COVID-19 infections are dwindling, influenza and other infectious diseases still exist. To raise awareness of cleanliness and hygiene habits, LCT provided washbasins and <i>KireiKirei</i> hand soap to elementary schools in the vicinity of its Bangkok office and Sriracha plant for students to wash their hands.



Donation activities

### Activity 2 Supporting oral care for the elderly

<b>Period</b>	July 14 and August 18, 2022
<b>Location</b>	Thian Fah Foundation Hospital and the Weshare Foundation
<b>Donations</b>	<i>Ascor-10</i> dietary supplement tablets
<b>Details</b>	Under the theme of oral health, oral beauty and communication, LCT's marketing team led exercise sessions and provided <i>Ascor-10</i> dietary supplement tablets to local senior citizens.



### Activity 3 Sanitary napkin donations in Bangkok

<b>Period</b>	August 4, 2022
<b>Location</b>	Wat Dok Mai School
<b>Donations</b>	Approximately 5,000 baht worth of sanitary napkins
<b>Details</b>	As Bangkok has a policy of providing sanitary napkins to students free of charge, sanitary napkins were donated to Wat Dok Mai School to support the students.



### Activity 4 Supporting local cat and dog rescue efforts

<b>Period</b>	September 1, October 27 and November 3, 2022
<b>Location</b>	Laem Chabang City Municipality, Wat Dok Mai Temple and the Soi Dog Foundation
<b>Donations</b>	<i>Pet Care</i> pet shampoo and other pet care products
<b>Details</b>	LCT supported the rescue of stray or abandoned cats and dogs by providing donations of the <i>Pet Care</i> brand of pet products.



Laem Chabang City Municipality



Wat Dok Mai Temple



Soi Dog Foundation

## Activity 5 Support for hospital repairs

<b>Period</b>	October 11, 2022
<b>Location</b>	King Chulalongkorn Memorial Hospital
<b>Donations</b>	1 million baht
<b>Details</b>	LCT donated funds through the Thai Red Cross Society toward repairs to the Tiam-Saipin Chokuwattana building carried out in 2022 by the Saha Group.



Saha Group executives presenting the donation to the Thai Red Cross Society

## Donation activities related to the COVID-19 pandemic

### Activity 1 Support for those in COVID-19 quarantine facilities

<b>Period</b>	March 7, 2022
<b>Location</b>	A facility at Wat Dok Mai School for patients with COVID-19 who were not admitted to the hospital
<b>Donations</b>	LCT hygiene products worth 6,700 baht, including the following: <ul style="list-style-type: none"> <li>· SALZ toothbrushes and toothpaste</li> <li>· Shokubutsu-Monogatari liquid soap</li> <li>· 108 powdered laundry detergent</li> <li>· KireiKirei alcohol gel and hand soap</li> </ul>
<b>Details</b>	Provided oral care and hand washing products to 100 patients with COVID-19



Wat Dokmai School

## Activities at Southern Lion Sdn. Bhd.

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

### Oral Health Care

#### 1 Promoting *Systema* and *KODOMO* Oral Care Brands to Dental Clinics in Klang Valley City

Southern Lion Sdn. Bhd. (“SL”) promoted products from its oral care brands to dental clinics in the city of Klang Valley. At these dental clinics, visitors were provided with samples of *Systema* brand products for adults and *KODOMO* brand products for children, along with educational pamphlets and fun educational activities. In 2023, 4,123 people participated in the annual event.



Children having fun learning tooth brushing habits at dental clinics and events

#### 2 Expansion of *KODOMO* Brand Recognition through Collaboration with Pediatric Dental Specialists

From March 9 to 11, 2023, at the Berjaya Times Square Hotel, SL presented *KODOMO*, its oral care brand for children, to pediatric dental professionals and dental health care providers, forging strong relationships.



Exhibition and advertisements of the *KODOMO* brand on the day

#### 3 *Systema* Gum Health Day campaign in Collaboration with Malaysia Society of Periodontology (MSP)

On May 12, 2023, at Aloft Sentral in Kuala Lumpur, SL partnered with Malaysia Society of Periodontology (MSP) to conduct an oral care campaign to inform middle- and upper-income consumers on the importance of gum care. 100 people, mostly of working age between 25 and 45, attended the promotional events. Three roadshows were held in major malls, reaching 50,000 people.

#### 4 *Fresh & White Raya* Roving Campaign

SL organized a program to raise oral care awareness in Selangor, Perak during the Ramadan fasting period (May 2023). Targeting low- to middle-income families in Malaysia, samples were provided at sports plazas and food courts where people gather, with a total of 1,000 people participating.

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## 5 Driving Brand Recommendation through activities with Dental Academia

SL collaborated with various dental academia and associations such as Universiti Sains Islam Malaysia (USIM), Universiti Malaya, Malaysian Dental Association (MDA), Nicotine Addiction Research and Collaboration Center (NARCC), etc for various awareness activities through 2023.

Educational pamphlets and product samples were distributed during these activities. A total of 2,420 people participated in these awareness activities.



Exhibitions of *Systema* and *ZACT* brand products

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## 6 Participating in the 30th MDA SCATE—Malaysian Dental Association Scientific Convention and Trade Exhibition

From February 17 to 19, 2023, SL participated in the 30th MDA SCATE — Malaysian Dental Association Scientific Convention and Trade Exhibition, an exhibition organized by the Malaysian Dental Association.

Raising the oral care awareness of the people of Malaysia and instilling and establishing good oral care habits is very important. 1,592 participants and dental professionals visited the exhibition. Participating in exhibitions such as this is a great opportunity for SL. The company will continue to strengthen its partnerships with dental professionals and promote activities related to preventive dentistry.

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## 7 Promoting the Lion Hygiene Program at Kindergartens and Primary Schools throughout Malaysia

The Lion Hygiene 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 overall hygiene for better overall health. The program is targeted at children between the ages of 4 and 12 as SL believes that good overall 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. Since 2021, SL has incorporated handwashing into the Program, thus renaming it the Lion Hygiene Program.

The program is conducted in a fun and interactive way to make it more interesting to children. It includes activities such as a storytelling session, a slideshow, tooth brushing demonstrations, tips on good dental habits and a basic handwashing steps. As a part of SL's commitment to creating awareness of good overall hygiene, every child involved in the program receives a *KODOMO* goody bag with a toothbrush and toothpaste inside.



In 2023, the program was held from March to December, with 75,837 children participating. Total participants across Malaysia since the program started in 1998 number more than 1.22 million.



A demonstration of tooth brushing technique

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## 8 Online Lion Hygiene Program

As a countermeasure against the spread of COVID-19, SL initiated an online oral and hand hygiene program aimed at kindergarteners aged 4 to 6. Children took part in the fun, interactive program, which included instruction on tooth brushing techniques and proper handwashing method. In 2023, SL enhanced the content making it even easier for children to understand, even when participating online.



Materials from an online educational program

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## 9 Oral Care Awareness Programs Held by the *KODOMO* Brand Team

From May to June 2023, the *KODOMO* Brand Team of Southern Lion's marketing division distributed *KODOMO* brand oral care products and branded goods to children aged 3 to 6 at Government Pre Schools to raise awareness about the importance of regular toothbrushing habits from an early age. The program began with an online workshop for teachers.

After completing the workshop, teachers received *KODOMO* workbooks, teacher's guides and posters as well as folders, samples and other materials provided by SL to distribute to the preschool children. Using these materials, the teachers then carried out the five-day tooth brushing instruction program. After the program ended, reports from the schools were collected. 25,000 children participated in the program, learning about oral care from their teachers.



A group photo of students holding their *KODOMO* merchandise

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## 10 Dental Academy Gum Health Check Program for Middle-Class Families

SL conducted gum checks and distributed samples of *Systema* brand products and educational pamphlets to members of middle-class households between the ages of 35 and 49 in Selangor and Penang states during October and November 2023. 200 participants took part in the program.

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## 11 Oral Health Day in Southern Lion

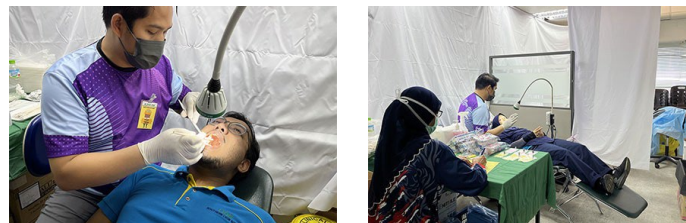
As part of the company's efforts to promote preventive dentistry,\* SL has been conducting Oral Health Day once a year since 2018 to create awareness among internal staff of the importance of good oral hygiene and gum disease prevention.

On December 4 and 5, 2023, the event was held at SL's headquarters in Johor Bahru in collaboration with the Oral Health Division of the Ministry of Health (MOH) under KP Kota Tinggi. Free dental check-ups and treatment were provided for SL Staff. 157 employees participated in the dental check-ups. 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.



Banner reminding employees of Oral Health Day



Dental check-ups by dentist

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## 12 Participation in the Malaysian Dental Therapists' Scientific Conference (MDTSC)

The Malaysian Dental Therapists' Scientific Conference (MDTSC) was held June 24 and 25, 2022, at the Summit Hotel Subang USJ. 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 550 dental therapists from across Malaysia attended this conference.



The *Systema* booth

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## Cleanliness

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Special Collaboration Project  
Actions for Handwashing Day 2023



From August to September 2023, the *KireiKirei* Global Drawing My Bottle Sticker Drawing Contest was held at 18 elementary schools for first to fourth grade students. The contest was announced to school teachers as well as on the *KireiKirei* website and Facebook. After *KireiKirei* drawing stickers were distributed to participating elementary schools, students submit their drawn stickers to their homeroom teachers. Schools to shortlist top 5 entries per class. Five works from each school are then submitted for final judging, with SL awarding three prizes for excellence.

The contest's judging criteria are as follows:

- Relevance to the handwashing theme (30%)
- Creativity (30%)
- Neatness (30%)
- Overall impact (10%)

The contest was a success, receiving 1,041 submissions out of 9,800 entries.

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### 1 Toddler Program in collaboration with Ministry of Health (Johor State)

On 24th October 2023, SL was invited to collaborate with Johor State Dental Department (Batu Pahat) for a program with young parents and toddlers.

SL conducted toothbrushing activities and demonstration of hand washing, accompanied with music and dance. The activity involved 850 toddlers and their parents.



Photo from an activity with music and dancing

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## 2 Collaboration with Gov Dental Clinics and other institutions to create awareness on good hygiene habits

On May 19, 2023, SL, in collaboration with Kota Tinggi Dental Clinic, Bandar Mas Dental Clinic, and MARA Professional College, conducted an awareness campaign in Kota Tinggi's Kempas Menang Community. The event, with a target age range of 4 to 40 years old, was held at the Kempas Menang Community Hall in Kota Tinggi to raise hygiene awareness. The 100 participants enjoyed the activity and learned more on basic hygiene habits.



Shampoo demonstration



Participants receive a dental checkup



Outdoor demonstration of proper tooth brushing techniques

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## 3 Promoting Good Hygiene for Children

The spread of COVID-19 has brought the importance of hand washing to the forefront of everyone's mind. From April to June and October to December of 2023, SL collaborated with the MOH and Bridges PR & Events Sdn. Bhd. to hold educational events for children aged 7 to 9 in Klang Valley, Selangor. Using *KireiKirei* products, these events taught children the proper steps of hand washing and encouraged voluntary hand washing habits. Approximately 47,500 children participated.



Hand washing instruction in an outdoor classroom



Children learning proper hand washing techniques

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## 4 Lion Hygiene Program for Indigenous Children

In 2023, SL together with Gov Dental Clinics, organized an activity at Sek Keb Tanah Abang to help indigenous children acquire good hygiene habits. The children enjoyed learning basic hygiene habits such as washing their hands as well as washing their hair and clipping their nails. A total of 950 indigenous children participated in this activity.



Hand washing awareness activity

## 5 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 has been cancelled since 2020 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

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# Environmental Conservation Activities

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## 1 Greening Activities around SL facilities

On April 6, 2022, SL began greening its grounds and growing herbs and vegetables to promote the physical and mental health of its employees as well as the beautification of the environment. A total of 10 employees are participating in the project, which involves:

1. Preparing and beautifying the grounds to create garden plots
2. Planting herbs and vegetables for harvest and distribution to employees
3. Picking and packaging herbs and vegetables and offering them to employees free of charge in the cafeteria
4. Allowing employees to pick herbs for home use at any time



Employees preparing the site for garden plots



Cultivating herbs and vegetables



Offering harvested produce in the cafeteria



The SL employees participating in greening activities

## 2 Campaign for Sustainable Recycling

From June 15 to 22, 2022, a campaign was held in SL's cafeteria to raise employee awareness of recycling with the aim of achieving zero waste. Employees also brought in items they no longer use at home to turn them into gifts for those in need. During the campaign, 200 employees visited the cafeteria, raising environmental awareness.



Donated items



Participants holding donated items in the cafeteria



Executives receiving reports on activities



The SL staff leading the activity



### 3 Environmental Conservation Activities on SL Environmental Day

To raise employees' awareness of the need to protect the global environment, SL has declared November 27 as its very own "Environmental Day." In 2022, however, the activity was cancelled due to COVID-19.

In 2020, three initiatives were implemented to promote the 3Rs (reduce, reuse, recycle) and raise employee's awareness and interest in environmental issues by having them experience the importance of growing and eating healthy foods by themselves.

#### 1. The collection of recyclable materials

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



Collecting recyclable materials

#### 2. Making soap from used cooking oil

Employees brought used cooking oil from home and tried their hand at reusing it to make soap.



Creating hand-made soap from used cooking oil

#### 3. Plant adoption plantations

Plots of land were used to plant salad vegetables and herbs. 400 employees participated in this activity.



Working in the SL herb garden

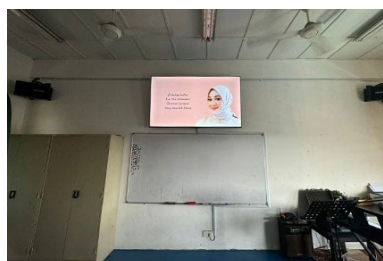


## Donation Activities

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.

### Activity 1 Provision of sanitary and educational environmental facilities to the community

<b>Date</b>	November 1, 2023
<b>Outside collaborators</b>	SK Kangka Tebrau
<b>Donations</b>	Provided Smart TVs for elementary school students from 6 to 12 years old.
<b>Details</b>	In collaboration with school management, SL worked to create a conducive education environment for elementary school students ages 6 to 12 in SK Kangka Tebrau on November 1, 2023. Smart TVs were installed so that elementary school students, teachers, and parents in the community could watch sanitary education content and sports programs as well as participate in fun activities. SL employees also participated in this activity, interacting with 700 participants.



Installation of Smart TVs

### Activity 2 Donation drive for underprivileged students & family in preparation for Eid (Hari Raya Aidilfitri) festivities

<b>Date</b>	April 11, 2023
<b>Outside collaborators</b>	SK Kangka Tebrau
<b>Donations</b>	150 sets of daily necessities to prepare for Eid (Hari Raya Aidilfitri)
<b>Details</b>	SL donated 150 sets of daily necessities for families with children between 4 and 12 years old in the B1 category among B40* level residents in collaboration with SK Kangka Tebrau. * The B40 category represents the bottom 40% of household income in Malaysia and consists of 3.16 million households with income below RM5,250. (as of December 31, 2023)



Group photo with support recipients



Set of relief supplies

## Donation activities related to natural disasters

### Activity 1 Clean up activities at a flooded school

<b>Date</b>	October 24, 2023
<b>Outside collaborators</b>	Sek Keb Kangka Tebrau
<b>Donations</b>	Cleanup of flooded school using SL products
<b>Details</b>	SL employees joined the children and their teachers in a cleanup activity around a flooded elementary school, using SL products. In total, 770 participants, including SL employees, students and teachers, took part in the activity.



Photos from the cleanup activity and SL products used

## Activity 2 Provision of supplies to flood victims in cooperation with the Malaysian Red Crescent Society

<b>Date</b>	December 16, 2022
<b>Outside collaborators</b>	Malaysian Red Crescent Society
<b>Donations</b>	Provided essential cleanliness and hygiene supplies during floods
<b>Details</b>	Provided 2,000 flood victims and volunteers with essential cleanliness and hygiene products in the affected areas



Items donated by SL

## Activity 3 Educational activities in rural areas in collaboration with NGOs

<b>Date</b>	September – November 2022
<b>Outside collaborators</b>	Yayasan Sukarelawan Siswa (NGO)
<b>Donations</b>	Educated children in rural communities on tooth brushing techniques
<b>Details</b>	Worked with volunteers to provide dental check-ups and tooth brushing instruction to 1,200 children between the ages of 4 and 12 in rural Sabah to spread awareness about dental hygiene



NGO volunteers teach children how to brush their teeth

# Activities at PT. Lion Wings

- ✓ Oral Health Care
- ✓ Donation Activities

## Oral Health Care

### 1 Oral Care Educational Events

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

Kindergarteners from age four to five and elementary school students up to ten years old are the main targets of the event, at which the importance of oral care is taught through a video featuring the brand characters of *KODOMO* (LW’s oral care product line for children) and instruction on tooth brushing techniques offered by dentists. At the end of the event, all participants, including the children and their families, brush their teeth together using the correct techniques so that they can then practice at home what they have learned through the event.

Moreover, LW visits every year the same kindergartens and elementary schools to ensure the establishment of good oral care habits.

In 2023, from January to December, the event was held at 100 educational facilities from January to May, with about 10,000 children participating.



Teaching children correct tooth brushing



Photos from the day of an event

## 2 Activities for Adults to Promote and Raise Awareness of Oral Care Habits

In 2023, LW gave free samples of *Ciptadent*, sold by LW, and provided opportunity for taking dental check-ups in the residential areas of 10 Indonesian cities. The staff in charge of the event went around town bustling with music and invited many citizens to participate, and prepared several washbasins for people to actually experience brushing their teeth. In addition to the educational aspect, the event provided a fun, entertaining and fulfilling way to promote good oral care. Approximately 10,000 residents participated in the activities, which provided an opportunity to learn the importance of creating healthy oral care habits.



Photos from the day of an event

## 3 Raising Oral Care Awareness at Schools on World Oral Health Day

LW conducted oral care awareness activities at educational institutions on March 20, 2023, with the aim of establishing tooth brushing habits among students. Using the *Systema* brand toothpaste and toothbrushes sold by LW, the students brushed their teeth together, and developed quizzes and fun activities related to oral care. Three hundred people participated, mainly students and teachers.



Event poster and photos from the day of the event

#### 4 Oral Care Event Held at a Pedestrian Mall

Jakarta, the capital of Indonesia, is known worldwide as a city famous for its heavy traffic and congestion. Therefore, every Sunday morning, the Indonesian government institutes a car-free day across about six kilometers of the city's central roads and opens them to pedestrians to be enjoyed by the general public. In 2023, LW held an oral care event during this pedestrian paradise to expand contact with consumers and promote brand awareness. The event booth was visited by 1,000 participants, who each received samples of toothpaste and took part in a toothbrushing experience.



Photos from the event at the pedestrian mall

## 5 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

<b>Period</b>	August 2020
<b>Location</b>	Pondok Taruna Orphanage, Jakarta
<b>Outside collaborators</b>	GBI Jemaat Induk Senayan Church
<b>Participants</b>	30 people
<b>Details</b>	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

<b>Period</b>	December 2020
<b>Location</b>	Saint Albertus Harapan Indah Church
<b>Outside collaborators</b>	Saint Albertus Harapan Indah Church
<b>Participants</b>	30 people
<b>Details</b>	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

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## 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.

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### Donation activities related to natural disasters

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

<b>Period</b>	January 2021
<b>Location</b>	Mamuju Regency, West Sulawesi
<b>Details</b>	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

<b>Period</b>	February 2021
<b>Location</b>	Karawang, West Java
<b>Details</b>	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

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

#### Activity 4 Support for people affected by floods

<b>Period</b>	June 2021
<b>Location</b>	Lebak Regency, Banten
<b>Details</b>	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

<b>Period</b>	September 2021
<b>Location</b>	Kramat Jati, East Jakarta
<b>Details</b>	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

<b>Period</b>	December 2021
<b>Location</b>	Semeru, East Java
<b>Outside collaborators</b>	CT ARSA Foundation
<b>Details</b>	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

<b>Period</b>	April 2020
<b>Location</b>	Faculty of Dentistry, University of Indonesia
<b>Outside collaborators</b>	Faculty of Dentistry, University of Indonesia
<b>Donations</b>	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)
<b>Details</b>	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

<b>Period</b>	May 2020
<b>Location</b>	Kodi Utara, East Nusa Tenggara
<b>Outside collaborators</b>	CT Arsa Foundation
<b>Donations</b>	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)
<b>Details</b>	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

## Oral Health Care

### 1 Oral Care Product Promotion in Collaboration with Baby Food Companies

From 2022 and into 2023, Lion Corporation (Korea) (“LCK”) ran a campaign offering two-packs of *KODOMO Reliable Jelly Toothbrushes* to first-time customers of baby food for children aged 0 to 2. These customers also receive coupons they can use for future purchases of these toothbrushes. For families starting weaning, children learning to brush their teeth on their own with parents supervising and finishing up the job are very important habits to form. With the aim of establishing the habit of tooth brushing from an early age, in 2023, 3,500 people per month-for a total of 42,000 people participated in this activity.



A promotional advertisement

### 2 Oral Care Education for Children at Playtime Kids Café

In 2023, LCK partnered with Playtime, South Korea’s No. 1 local kids cafe, to provide 9,200 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.



Marketing promotional materials

### 3 Oral Care Guidance at Nursery Schools, Elementary Schools and Welfare Facilities

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 set up tooth brushing facilities that provide dental checkups and instruction on proper oral care at educational institutions, where education on tooth brushing has been provided since 2014.

LCK has set up tooth brushing facilities targeted toward elementary school students from first to sixth grades within Seoul's Seodaemun District. At these facilities, 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. In order to ensure the children develop proper oral care habits, dental hygienists visit nursery schools, elementary schools and welfare facilities to educate them on such habits as brushing their teeth after meals as well as on correct preventive dentistry.

In 2023, 12 elementary schools participated with approximately 9,632 students receiving instruction on oral care, bringing the cumulative total number of students served to 71,009.



A participating group of students



An oral care lesson in progress

### 4 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 May 2023, 85 students—50 fourth grade students from a Japanese school in Seoul and 35 fourth to sixth grade students from a Japanese school in Busan—participated in the event. In total, 8,288 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)

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## 5 Tooth Brushing Sets Given to Celebrate the Start of School

In April and May 2021, LCK provided sets of its *Kids safe* toothbrushes and toothpaste for 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

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## 6 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)

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## 7 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 2022, LCK paused this activity due to COVID-19.



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

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## Cleanliness

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LCK held the My Bottle Challenge in support of Global Handwashing Day from August 1 to September 30, 2023. Those who purchased *Ai! Kekute*\* either on Lion Korea Mall or NAVER.com were sent My Bottle Stickers. Lion Korea Mall then uploaded the stickers created by participating children to their official Instagram page. The families who provided the pictures were invited to join in the My Bottle Challenge, NAVER's live commerce event, where a contest was held to select the best entries based on criteria like affinity with the *Ai! Kekute* brand, whether it inspired a desire to wash one's hands, and artistry. The event was held in collaboration with Child Fund Welfare, a children's charitable foundation, and approximately 600 children enjoyed learning about hand washing.

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



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### 1 *Ai! Kekute* Limited Edition Products Created in Collaboration with People with Disabilities: Season 4 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 April 2023, the limited-edition products (Season 4) were launched, and the initiative contributed to the creation of employment for 30 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



Ai! Kekute Season 4 limited edition project



Recommendations for in-store sales

## 2 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 2023, LCK expanded this initiative, signing partnership agreements with 56 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 43,032 households, for a cumulative total of about 609,429 households, along with Ai! Kekute hand soap.



Partnership agreements with municipalities

## 3 Locally Creating Good Hygiene Habits through the Yochi Yochi Campaign, a Maternity Support Initiative

Since 2013, LCK, together with the Ministry of Unification, has offered support for childbearing families in all 56 municipalities across South Korea by providing Ai! Kekute Birth Gift Sets free of charge through the renewal of its social contribution activity, the Yochiyochi Campaign. From 2024, LCK will offer a hygiene product set, which includes Ai! Kekute hand soap and Systema toothpaste and toothbrushes, to pregnant women for whom proper hygiene is especially important due to weakened immunity. The product packaging design was created in collaboration with Arip & Werip, a social enterprise that contributes to job creation for low-income elderly people, adding value to the product. In November 2023, LCK signed a partnership agreement with the City of Seoul and the Community Chest of Korea, to donate hygiene products for expectant mothers.

Through this activity, LCK will contribute to the creation of cleanliness and good hygiene habits for 40,000 expectant mothers per year.



Photo from the partnership agreement ceremony between the City of Seoul, the Community Chest of Korea, and LCK



Provided hygiene supply set

#### 4 Hygiene Education Campaign “Let’s Go! Super Healthy Hero”

“Let’s Go! Super Healthy Hero” is an online hygiene education project held from May to June 2024 for first and second grade elementary school students who are transitioning from baby teeth to permanent teeth. LCK, Good Neighbors Incheon Headquarter and Seed Co-op (a social cooperative for youth education) collaborated to provide online educational video content and a 30-day Challenge Mission. The campaign website and all educational videos are available in six languages: Korean, English, Japanese, Chinese, Vietnamese and Russian.

This campaign has gained official approval and support from the Incheon Ministry of Education. Through this activity, about 900 first and second grade students of elementary schools in Incheon will learn proper tooth brushing and hand washing hygiene habits every year.



Image from the campaign’s website

#### 5 Supporting the Korea Disease Control and Prevention Agency’s Proper Hand Washing Campaign

LCK has established a relationship with the Korea Disease Control and Prevention Agency,\* an agency under the Korean Ministry of Health and Welfare that was established to protect the health of the public.

In cooperation with the Korea Disease Control and Prevention Agency’s hand washing campaign and in celebration of Global Handwashing Day on October 15, LCK’s marketing office adhered campaign stickers to five long-selling *Ai! Kekute* products, which sold approximately 150,000 units between November 2022 and March 2023 through all distribution channels.

\* The COVID-19 pandemic demonstrated the need to strengthen the government’s disease control capabilities. Therefore, in 2020, the Korea Centers for Disease Control and Prevention were raised to agency status as the Korea Disease Control and Prevention Agency.



Leaflet provided by Korea Disease Control and Prevention Agency

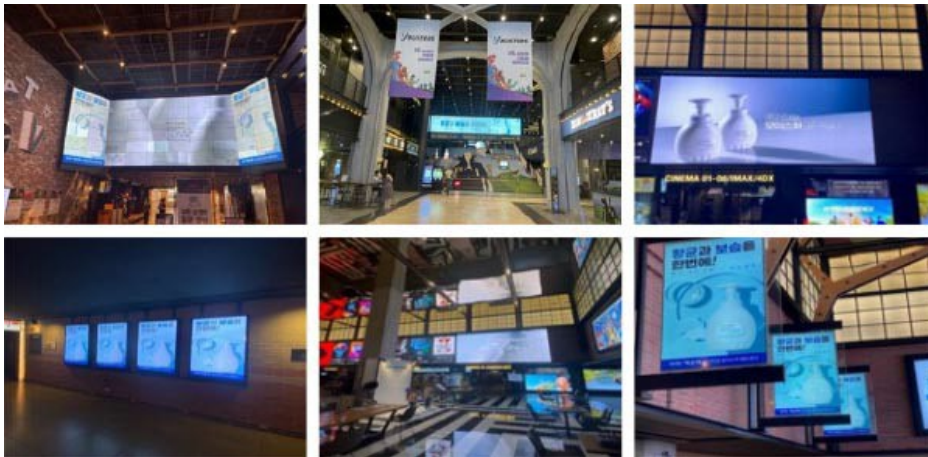


Five Ai! Kekute products with campaign stickers

## 6 Ai! Kekute and CGV Launch Collaborative Promotional Campaign

LCK is carrying out a large-scale promotional campaign for Ai! Kekute Premium Moisture in movie theaters operated by CGV, South Korea's largest movie theater chain.

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. In 2023, the theaters saw 56 million visitors.



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



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## 7 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 2023, LCK offered support to 1,500 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

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## 8 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 March 2023, LCK provided Happy Boxes to 1,400 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

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## 9 Collaborative Promotional Campaign with Challengers, a Health Management Mobile App Targeting Generation MZ

From September to October 2022, LCK conducted a hand washing awareness campaign coinciding with Global Handwashing Day on October 15, 2022, using the Challengers health management mobile app marketed toward Generation MZ.\* During the campaign, 500 Challengers app users were given a mission to wash their hands correctly using LCK's *Ai! Kekute* foaming hand soap and authenticate their efforts by uploading photos to Instagram to get the word out about creating healthy living habits. By promoting activities such as this, LCK will fulfill its duty as the number one hand soap company in Korea.

\* Generation MZ is a combination of two generations: the "Millennials," born from the mid-1980s to the early 1990s, and "Gen Z," born between the late 1990s and 2010.



Campaign ad

## 10 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 2022, the project visited and provided maintenance at a total of 13 local children’s community centers serving 500 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

## 11 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

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# Environmental Conservation

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## 1 Environmental Cleanup Activities in Incheon's Seunggicheon Area

In April 2023, LCK participated in an environmental cleanup in the Seunggi Stream area hosted by Incheon Metropolitan City Government.

This project involves picking up trash and removing invasive plants from around the Incheon Seunggi Stream to improve the water quality and restore the water ecosystem, contributing to the improvement of nearby residents' quality of life. 15 LCK employees participated in the activity conducted in collaboration with the Incheon Metropolitan City Government, the Crime Prevention Policy Bureau of the Ministry of Justice, the Incheon Naval Sector Defense Command, Incheon Transit Corporation, the Environmental Corporation of Incheon, CJ CheilJedang and the Incheon Metropolitan City River Revitalization Preparation Group.

LCK is committed to the theme of "One Company, One River, One Company, One Road Building Campaign and Urban Development" and will continue to regularly participate in the West Sea Coastal Cleanup activities.



Cleanup activities in progress

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## 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.

### Activity 1 Commemorative donation of *Ai! Kekute* to help prevent infectious diseases in nursery schools for young children and teachers

<b>Period</b>	November 2023
<b>Outside collaborators</b>	Childcare Center Safety & Insurance Association
<b>Donation</b>	Donation of <i>Ai! Kekute</i> hand soap to 30,000 nursery schools across South Korea
<b>Details</b>	LCK's CSR & Communication team, under the ESG & Communication Office, collaborated with the Childcare Center Safety & Insurance Association to donate <i>Ai! Kekute</i> hand soap to nursery schools to help create proper hand washing habits and prevent infectious diseases among young children and teachers.



### Activity 2 Donating *BEAT* detergent to support the self-reliance of Korea's youth

<b>Period</b>	Youth Day, September 4th 2023
<b>Outside collaborators</b>	Green Umbrella Children's Foundation and an organization supporting self-reliance in Seoul
<b>Donation</b>	LCK, one of the leading manufacturers of hygiene products in South Korea, donated <i>BEAT</i> , the country's leading detergent brand, to support the livelihood of young people in Seoul aiming for self-reliance.
<b>Details</b>	To help young people (130 in total) between the ages of 18 and 32 living in Seoul to become self-reliant and establish a stable foundation for their lives, in collaboration with the Seoul Metropolitan Government agency in charge of supporting self-reliance, and provided them with daily commodities such as washing machines, dryers and <i>BEAT</i> , a leading detergent brand in South Korea.



### Activity 3 CSR donation promotions for eye health

<b>Period</b>	March and September 2022
<b>Outside collaborators</b>	Miral Welfare Foundation Helen Keller Center and Korea Foundation for the Prevention of Blindness
<b>Donation</b>	Assistance with eye surgery costs through organizations associated with eye health
<b>Details</b>	LCK provided substantial support to fulfill the company's corporate social responsibility and improve brand leadership by helping to pay for eye surgeries through eye health related organizations. Support for cultural activity planning and outdoor activities to promote the emotional well-being of people with visual or auditory impairments.



Participants dig for clams

### Activity 4 November Braille Day commemoration activities

<b>Period</b>	Ongoing since 2022
<b>Outside collaborators</b>	Regular Consultative Committee for Household Goods Business Operators (LCK, LG Household & Health Care, AK, P&G Korea, Henkel Korea), Korea Consumer Agency, Korea Blind Union and the Community Chest of Korea
<b>Donation</b>	Produced Braille tags for product identification
<b>Details</b>	The Regular Council of Household Goods Suppliers produced Braille tags for product identification, and LCK participated in their distribution. In some product categories, it can be difficult for visually impaired consumers to distinguish between products because the container shapes are the same or similar. To solve this problem, LCK has produced and distributed Braille tags that can be applied to a variety of products, contributing to the safety of the visually impaired.

## Activity 5 *Ai! Kekute Limited Edition* donation event

<b>Period</b>	April 2022
<b>Outside collaborators</b>	NAVER
<b>Donation</b>	Donation of proceeds
<b>Details</b>	<p>Donation promotions with consumer-participation help reinforce positive perceptions of the company and restore trust in its products.</p> <p>For every <i>Ai! Kekute Limited Edition</i> Season 3 set purchased via NAVER live-streaming, one set was donated to Goodwill.</p> <p>In addition, the donation status was relayed in real-time to encourage more donations, with the proceeds going toward creating employment opportunities for people with disabilities.</p>



An advertisement for the live streaming event

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

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

## Oral Health Care

### 1 Oral Care Awareness Activities for Children in Collaboration with Dental Clinics and Educational Institutions

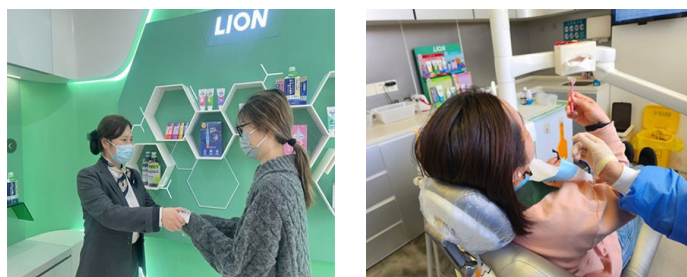
Lion Daily Necessities Chemicals (Qingdao) Co., Ltd. (“QDL”) has conducted oral care educational activities in cooperation with 213 dental clinics and educational institutions in Shanghai, Beijing, Guangzhou, Shenzhen and Jiangsu for the purpose of educating people on oral hygiene. This educational activity was designed to help children aged 0-12 understand the importance of brushing their teeth, and provided *KODOMO* brand toothpaste sets sold by QDL. Approximately 300,000 children learned the importance of tooth brushing.



Photos from an oral care awareness activity

### 2 Oral Care Education Activities in Collaboration with IBQ Dental Clinic

QDL, in collaboration with IBQ Dental Clinic in Shanghai, presented “LION first class,” an educational program on the subject of oral care, from January to December 2023. The program introduced oral care products sold by QDL, helping spark interest in such products and thereby creating potential customers. Also highlighted were creative displays designed to help find the right oral care products. Home oral care is important to dental health and this program provided a fun experience that helped participants get a sense of that importance.



Photos from an oral care educational activity

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### 3 Product Promotion at NEOBIO Parent-Child Paradise

A mouthwash promotion display was set up at NEOBIO, a major science amusement park, from January to December 2022, welcoming 36,000 families with children aged 3 to 10. Using mouthwash is a very important habit that helps people maintain a clean mouth. Pocket-size samples of *NONIO* mouthwash were placed in the park's restrooms, giving visiting families the opportunity to try it for themselves. In addition to Shanghai, this promotion was rolled out in Wenzhou, Shenzhen, Chengdu, Guangzhou, Changsha, Hangzhou, Xi'an, Chongqing, Ningbo, Nanjing and Suzhou.



A park restroom where pocket-size samples of *NONIO* mouthwash were offered

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### 4 Oral Care Education Program for Expectant Mothers at MMBang Mother Care Institution

Due to fluctuating hormones during pregnancy, expectant mothers are more prone to dry mouth than other women. To assist with oral care during this special time, bottles of *NONIO Mouth Spray*, an oral care product sold by QDL, were distributed to 20,000 expectant mothers at MMBang, a care facility for soon-to-be mothers, from January to December 2022. This promotional activity was conducted in Shanghai, Beijing, Tianjin and Guangzhou to raise awareness of the importance of oral care among pregnant women.



An expectant mother and a healthcare worker hold up packages of *NONIO Mouth Spray*

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### 5 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

## 6 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

## 7 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.

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.

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## Cleanliness

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### 1 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, Hangzhou, Ningbo, Suzhou, Shenzhen, Guangzhou, Beijing, Jinan, Qingdao and Wuhan. 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 2023, this activity was conducted in 220 educational institutions, teaching more than 220,000 children correct hand washing methods.



Hand soap installations and promotional materials at each facility

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### 2 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 2023, *KireiKirei Health Diaries* were distributed to approximately 76,000 children at 60 kindergartens.

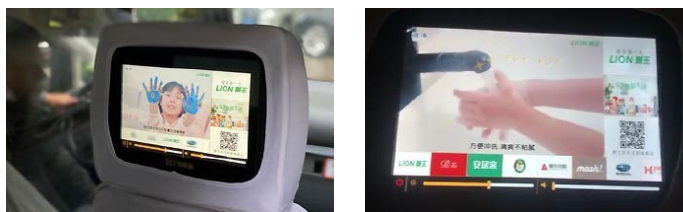


Hand soap installations in a kindergarten

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### 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

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### 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.

### Donations for children undergoing medical treatment

<b>Period</b>	From September 2023
<b>Outside collaborators</b>	AI YOU Foundation JD Public Welfare JD Health and JD Finance
<b>Donations</b>	Donation of 200,000 RMB and <i>KODOMO</i> brand products (worth 10,000 RMB) to the AI YOU Foundation for infants and orphans undergoing medical treatment
<b>Details</b>	For National Teeth Day in China, QDL's <i>KODOMO</i> brand team donated its products and cash to "Love Smile," a public health event for children receiving medical treatment.





Event in collaboration with the AI YOU Foundation



Donated Products, *KODOMO*, sold by QDL

# Activities at Lion Corporation (Hong Kong) Ltd.

-  Oral Health Care
-  Cleanliness

## Oral Health Care

### 1 Supporting “Love Teeth Day”

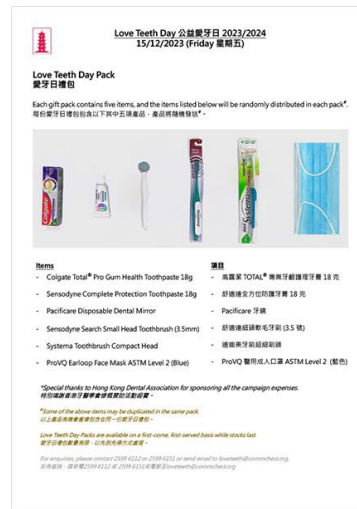
Lion Corporation (Hong Kong) Ltd. (“LCHK”) participated in “Love Teeth Day,” an annual charity fund-raising event in Hong Kong started in 2008, organized by the Community Chest of Hong Kong, the Hong Kong Dental Association and the Hong Kong Department of Health. LCHK has taken part for 14 consecutive years, since 2009. The aim of this campaign is to heighten public awareness of oral health and to encourage people to practice preventive oral care.

On December 15, 2023, “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 Pack” in appreciation of their support. This is a gift set of various oral care products that promote oral care at home.

In 2023, LCHK donated 40,000 *Systema* toothbrushes for inclusion in the “Love Teeth Day Pack.”



Love Teeth Day 2023 poster



Love Teeth Day Pack

### 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*.

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## Cleanliness

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Special Collaboration Project  
Actions for Handwashing Day 2023



From June to October 2023, LCHK conducted the *KireiKirei* My Bottle Sticker Drawing Contest in support of Global Handwashing Day. Along with bottles of *KireiKirei*, LCHK distributed stickers to kindergarten students for them to draw on. A contest was held to encourage students to post their sticker drawings to KIREI's and Classmate Facebook page. Among the 2,500 sticker entries, 23 winners were chosen. The children enjoyed learning about the importance of maintaining good bacteria and staying healthy.



Examples of unique sticker entries


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

- ✓ Oral Health Care
- ✓ Hygiene Care
- ✓ Donation Activities

## 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 six years, from first grade to sixth 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)



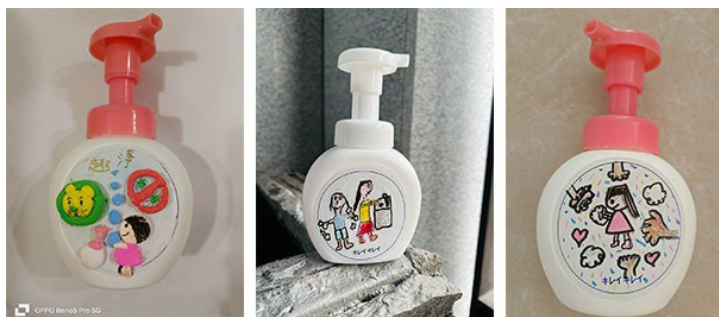
Commemorative photo with the LION mascot, who is popular in Taiwan  
(Left: Taichung Wurih Elementary School, Center: Kaohsiung Wucyuan Elementary School, Right: New Taipei City Jimei Elementary School)

## Hygiene Care

Special Collaboration Project  
Actions for Handwashing Day 2023



From June to August 2023, LHPT worked with Benesse on a campaign of events in support of Global Handwashing Day. Sample products and bottle stickers were distributed to new subscribers to Benesse's monthly teaching content 'Challenge'. Participants drew illustrations on these stickers and submitted them. These illustrations were evaluated based on their affinity with the theme, creativity and design. Approximately 13,000 children enjoyed learning about the importance of hand washing.



Examples of stickers created by children

## 1 Educational Programs to Raise Awareness of Hand Washing Habits at Kindergartens

Hand washing has taken on an increased importance as a preventive measure since the COVID-19 pandemic. LHPT conducted educational programs on hand washing habits at 2 kindergartens in northern Taiwan in October 2023, 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 parts listed below. Approximately 140 kindergarten students, teachers and parents participated in the programs.

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
4. Hand washing
5. Bacteria check

LHPT 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*. The presentation also included an easy-to-understand bacterial experiment using black lights.

After the lesson, the children took home their original soap bottles featuring their hand-drawn stickers to use with their families, helping to promote their continued use of *KireiKirei Foaming Hand Soap*.

Furthermore, to publicize the event, LHPT collaborated with newspapers to publish articles. This increased the exposure of the event and boosted awareness of the importance of hand washing among an even greater segment of the public.



A teacher explains the black light experiment



Children create their unique bottle stickers



Hand washing experience



Group photo with the LION mascot

## 2 Educational Activities on Hand Washing Habits at Elementary Schools

In 2022, LHPT conducted educational activities at 48 elementary schools in Taiwan to establish hand washing habits and raise awareness of cleanliness and hygiene, with 15,369 elementary school students, teachers and parents participating. At eight of these schools, workshops utilizing hand washing boxes were held. A hand washing box shines a black light on participants' hands and those areas not properly cleaned will glow. By encouraging children to wash their hands more carefully, these workshops help them learn proper hand washing techniques.

In conjunction with Global Handwashing Day on October 15 (established by UNICEF and other international organizations, universities and companies working to address water and sanitation issues), the workshop at Taipei City Municipal Zhishan Elementary School was covered by the media to generate public interest.

LHPT will continue working to help more children create good hand washing habits for healthy daily living.



Children learning about correct hand washing with the LION mascot

## 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

<b>Period</b>	August 2022
<b>Location</b>	Southern Taiwan (Jiayi Village, Majia Township, Pingtung Prefecture; Maer Village and Anpo Village, Sandimen Township; Guangfu Village, Gao Shu Township; and Qingye Elementary School, Sandimen Township, Pingtung Prefecture)
<b>Outside collaborators</b>	Taipei Medical University
<b>Donations</b>	· 150 Lion toothbrush/toothpaste sets for travel The total (retail) value of the above products is NT \$ 1,500
<b>Details</b>	Provided knowledge of correct oral care and donated LHPT products to Southern Taiwan residents ages 6 to 80 with the aims of reducing future needs for dental treatment and promoting health.

# Activities at Lion Kallol Limited

## Cleanliness

### Raising Hygiene Habit Awareness in Bangladeshi Elementary Schools

Establishing hygienic habits is a significant social issue in Bangladesh since, in addition to its hot and humid climate, a number of communities lack proper sanitation. Therefore, the Lion Group participates in educational programs for general consumers under the Project for Strengthening the Inspection, Regulatory and Coordinating Function of the Bangladesh Food Safety Authority (BFSA), which has been developed by Japan International Cooperation Agency(JICA) and the BFSA to educate Bangladeshi elementary school students about good hand washing and hygiene habits related to food safety.

In this project, training on awareness-raising activities is provided to elementary school teachers, and those teachers are expected to develop educational hygiene activities that target not only students but their parents and the local communities each elementary school serves, thereby ensuring the project’s sustainability. Stories with large illustrations and card games help children learn proper hygiene habits in a fun way.

The illustrations used in the stories are supervised by Dhaka University and are well received by teachers for their ease of understanding. In 2023, teachers and 24,233 elementary school students from all 539 elementary school in the Narayanganj district participated in this activity. In 2024, we will further expand the scale of our activities in order to spread good hygiene habits to as many people as possible in Bangladesh.



A story with large illustrations are read to children



Educational hygiene habit activities

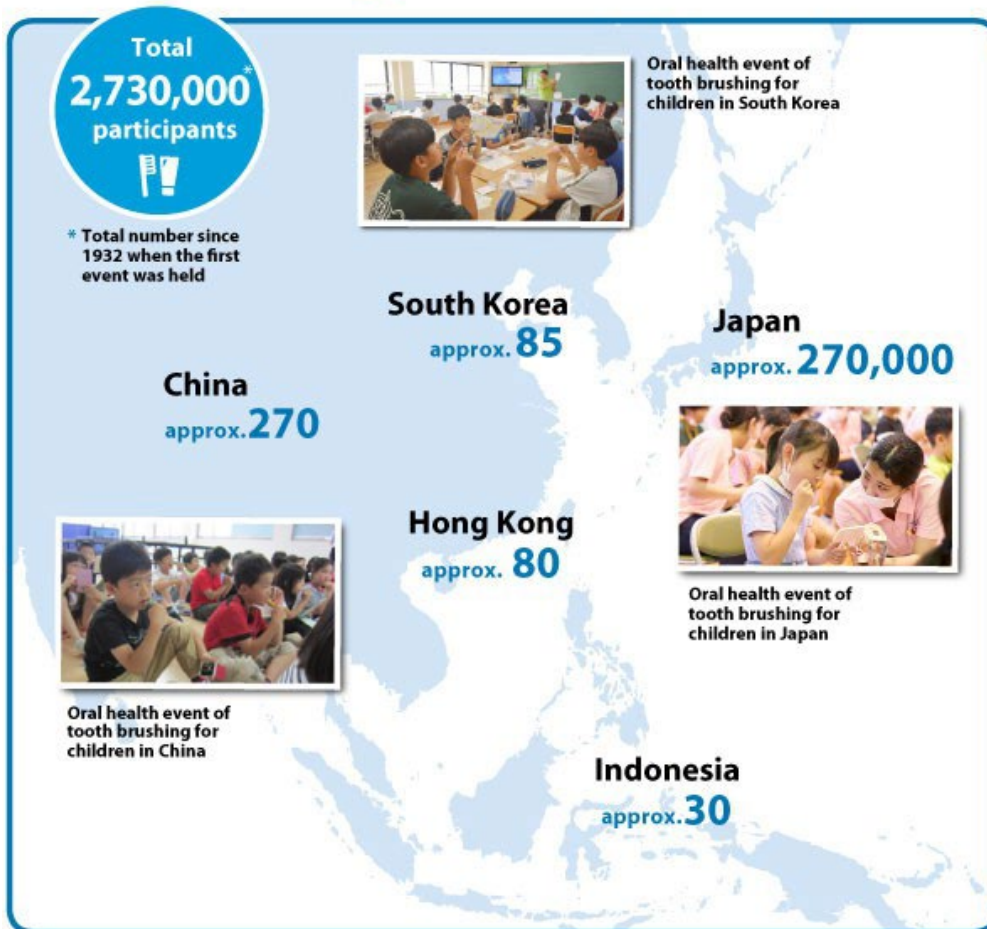
## The Oral Health Event of Tooth Brushing for Children in Japan and other countries (mainly in Asia)

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.

2023 marked the 80th 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 2023, approximately 270,000 children at 4,934 schools participated.

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

### **Participants in 2023**



## Promoting Cleanliness and Hygiene Habits

The Lion Group provides stable supplies of the hand soaps and sanitizers that are used in a variety of settings as well as conducts educational programs in Japan and across Asia mainly to promote the prevention of infection in the home and its transmission among family members.

The World Health Organization (WHO) has urged nations to exercise caution despite announcing the end of its declaration of a “public health emergency of worldwide concern” regarding COVID-19.

It is crucial to establish proper hygiene practices as opportunities for face-to-face interaction grow alongside the resurgence of socioeconomic activity. We will therefore promote both awareness and the spread of hygiene habits in collaboration with local governments and other organizations seeking to help form clean and hygienic habits that keep loved ones safe through programs that include enjoyable and practical elements unique to the Lion Group.

Originating in Japan, *KireiKirei* is sold in Northeast Asia and Southeast and South Asia.

The Lion Group held the Global My Bottle Sticker Drawing Contest in the countries and areas where we operate on October 15, Global Handwashing Day.\*

The contest is aimed at promoting the development of enjoyable hand washing habits to aid all families in leading healthier lives.

In 2023, we received over 5,267 applications from eight countries and areas. We will continue to work together as the Group to create cleanliness and hygiene habits.

\* Established in 2008, the International Year of Sanitation, by international institutions, universities, companies and other actors working to address problems related to water and sanitation



For more details, please visit our website.

[🔗 KireiKirei supports Global Hand Washing Day : My Bottle Sticker Drawing Contest](#)