

Steps Toward Creation of Community Happiness

Lawson's Corporate DNA

LAWSON

1975
Opened the first LAWSON store in Sakurazuka, Toyonaka-city, Osaka



1977
Started 24-hour/day operations

1983
Started copying and printing services


1986
Launched "Kara-age-kun (fried chicken nuggets)"



からあげくん

1989
Started third-party bill settlement services for the payment of electricity and gas bills

1991
Started third-party bill settlement services for the payment of electricity and water bills



1996
Launched "Lawson Ticket" service

1996
Opened the first overseas store in Shanghai, China

1998
Introduced "Loppi" multimedia terminals to all stores



2001
Started automated teller machine (ATM) service
Established a joint ATM management company "Lawson ATM Networks, Inc."

2001
Opened first "NATURAL LAWSON" store



2002
Launched "Onigiriya" - the new rice ball brand

2003
Established "post boxes" in LAWSON stores nationwide



2004
Started Yu-Pack; Japan Post's domestic parcel delivery service

2005
Opened the first "LAWSON STORE 100" store



2009
Launched "L-Chiki (fried chicken)"

2010
Launched the Coalition Loyalty Program Ponta



2010
Established the LAWSON Farm



2011
Established Lawson HMV Entertainment, Inc. (currently Lawson Entertainment, Inc.)

2014
Seijo Ishii



Acquired supermarket chain SEIJO ISHII CO., LTD.

2014
UNITED CINEMAS



Acquired United Entertainment Holdings Co., Ltd. via Lawson HMV Entertainment, Inc.

2018
Lawson Bank




Launched the operation of Lawson Bank, Inc.

2018
Introduction of the LAWSON smartphone cash register




2018
Introduction of POS cash registers with automatic change dispensers



2019
Started tie-up with Uber Eats



2019
Started the operation of fully customer-operated new-type POS cash registers



Handyman in the community

Started social and environmental activities

1992
Set up store donation activity



1995
The Great Hanshin-Awaji Earthquake

1994
Joined "Arakawa River clean Aid"



1998
ISO 14001 certification (Shifted to the operation under a voluntary environmental management system in December 2019)

1997
Announced the Declaration of Commitment to Clean rest room

1999
Stopped including chopsticks, spoon, or fork in boxed meals

2000
Mt. Fuji forest improvement project



2003
● First Comprehensive regional agreement with Wakayama Prefecture in Japan
● Opened the first store offering prescription medicines

2006
● Started recycling waste oil in all stores
● Launched school afforestation projects

2007
Started "Bring Your Own Bag campaign"



Lawson as social infrastructure

Started the challenges to reduce food waste, plastic use, and CO₂ emissions

Started health initiatives

2010
Opened first eco-friendly model store

2008
Set own action targets for reducing CO₂ emissions

2011
Set up "Support Dreams Fund" (Scholarship Program for victims of the Great East Japan Earthquake)

2012
● Launched bran bread that contains grain husks
● Started mobile sales of food products and daily necessities

2015
Selected for the 2015 Health & Productivity Stock Selection (three consecutive years 2015-2017)

2014
Selected as a Nadeshiko Brand (five consecutive years 2014-2018)

2017
Set up the "Support Dreams Fund" (Scholarship Program for children from single-parent families)

2016
Obtained the Resilience Certification

2019
● Established the "SDGs Committee" for the promotion of the SDGs
● Set up the "Dream classes" Fund to communicate the importance of having dreams to elementary and junior high school students

Building stores meeting community needs

Full-scale initiatives for SDGs

New Lawson Declaration

Lawson strives becoming a "Hub of refreshment in every community" for everyone by offering the three "Whew!" Surprises.

Three Promises

- Superior taste
- Human kindness
- Environmental (Machi) friendliness

Lawson's Way (Action Guideline)

1. Create stores filled with the best smile in town.
2. Speak out your ideas to take action.
3. Enjoy your challenge.
4. Value your friends to become one.
5. Act in good faith.

1975 Commencement of the Shinkansen service to Hakata
1980 Takenokozoku dancers
1983 Middle Japan Sea Earthquake

1989 Era name change (from Showa to Heisei)
1991 Gulf War
1995 Great Hanshin-Awaji Earthquake
1997 Consumption tax increase: 3% to 5%

2008 Great Recession

2011.3.11 Great East Japan Earthquake

2014 Consumption tax increase: 5% to 8%

2019 Consumption tax increase: 8% to 10%

2020 Spread of COVID-19