

## Our Journey Creating Happiness in Our Communities

### Lawson's responsiveness to change, carrying on an unbroken line

Since its establishment, Lawson has responded proactively to changes in society, regularly identified customer needs, and developed new products and services. Lawson, which started as a handyman in the community, is now a component of infrastructure in the society. To ensure its position as an essential part of the community that provides support for residents, Lawson is determined to continue pursuing and advancing the "Hub of refreshment in every communities" from the customer's perspective.

#### LAWSON

**1975**

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

**1977**

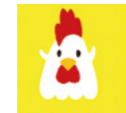
Started 24-hour/day operations

**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

**1997**

Realized Lawson's presence in all 47 prefectures of Japan



**1998**

Introduced "Loppi" multimedia terminals to all stores



**2000**

Opened first convenience store inside a hospital, "Hospital Lawson"

**2000**

Formed a business alliance with Mitsubishi Corporation

**2001**

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

**2001**

Opened first "NATURAL LAWSON" store



**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



**2010**

Launched the Coalition Loyalty Program Ponta



**2010**

Established the LAWSON Farm



**2011**

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

**2011**

Started operation of Machikado Chubo in-store kitchen

**2014**

Seijo Ishii



Acquired supermarket chain SEJO ISHII CO., LTD.

**2014**

UNITED CINEMAS



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

**2015**

Opened first "Care-focused LAWSON" with nursing care consultation desks for seniors.

**2017**

Nationwide rollout of one of China's largest settlement services, "Alipay."



**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



**2020**

Started demonstration experiment of "LAWSON Fujitsu Shinkawasaki TS cash register-free store"

**2020**

Introduced the "foodpanda" food delivery service

#### Handyman in the community

Contribution to solving social issues



**1992**

- Opened Station Park Waseda experimental environment and welfare store
- Established the LAWSON Green Town Fund (currently "LAWSON Green Fund")

**1995**

Collected donations for rescue work after the Great Hanshin-Awaji Earthquake

**1997**

- Started the food waste recycling system
- First convenience store to introduce low-environmental pollution delivery vehicles using CNG



**1998**

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

**1995**

Great Hanshin-Awaji Earthquake

**1997**

Consumption tax increase: 3% to 5%

**2000**

Mt. Fuji forest improvement project



**1999**

Stopped including chopsticks, spoons, and forks in boxed meals

**2005**

The Kyoto Protocol took effect

**2006**

- Started recycling waste oil in all stores
- Launched school afforestation projects



**2003**

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

**2008**

Set own action targets for reducing CO<sub>2</sub> emissions

**2011**

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

**2010**

Opened first eco-friendly model store

Started health and diversity initiatives

**2015**

Selected for the 2015 Health & Productivity Stock Selection (fourth time in total 2015–2017, 2021)

**2014**

Selected as a Nadeshiko Brand (sixth time in total: 2014–2018, 2021)

**2012**

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

#### Full-scale initiatives for SDGs

**2019**

- Established the "SDGs Committee" for the promotion of the SDGs
- Formulated the "Lawson Blue Challenge 2050!" environmental vision.

**2017**

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

**2016**

Obtained the Resilience Certification

**2020**

- Distributed 584,983 free rice balls to after-school childcare facilities nationwide during the COVID-19 pandemic
- Phased in paper ice cream cups for the in-store freshly brewed coffee service "MACHI café".

**1975**

Commencement of the Shinkansen service to Hakata

**1983**

Sea of Japan Earthquake

**1989**

Era name change (from Showa to Heisei)  
Introduction of consumption tax

**1991**

Gulf War/Collapse of Japan's bubble economy

**1995**

Great Hanshin-Awaji Earthquake

**1997**

Consumption tax increase: 3% to 5%

**2005**

The Kyoto Protocol took effect

**2008**

Great Recession

**2011.3.11**

Great East Japan Earthquake

**2014**

Consumption tax increase: 5% to 8%

**2015**

Adoption of the SDGs

**2016**

The Paris Agreement took effect

**2019**

Consumption tax increase: 8% to 10%

**2020**

Spread of COVID-19