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 community" from the customer's perspective.

Notable/ **Major Events** (business)

1975

Opened the first Lawson store in Sakurazuka, Toyonaka, Osaka

1977

Started 24-hour/day operations

1983

Started copying and printing services

1986

Launched KARAAGE-KUN Fried Chicken

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 telephone 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

Number of stores

Handyman in the community Contribution to solving social issues

Lawson as social infrastructure

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

1994

5.000 stores

Notable/ **Major Events** (environmental. social services)

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-Awaii 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)

1999

Stopped including chopsticks, spoons, and forks in boxed meals

2000

Started Mt. Fuji forest improvement project

1975

Commencement of

1983

the Shinkansen service to Hakata

1989

Sea of Japan Earthquake 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

Consumption tax increase: 3% to 5%

1997

Our Journey Creating Happiness in Our Communities











Corporate Governance | Finance / Company Information

As of February 28, 2023

14.806 stores

2001

Started automated teller machine (ATM) service

2001

Opened first NATURAL LAWSON store

2003

Established post boxes in LAWSON stores nationwide

2005

Opened first LAWSON STORE 100 store

2010

Launched the coalition loyalty program Ponta

2010

Established the LAWSON Farm

2011 10.000 stores

2011

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

2011

Started operation of Machikado Chubo in-store kitchen

2014

Acquired supermarket chain Seijo Ishii Co., Ltd.

2014

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. Alipav

2018

Lawson Bank Launched the operation of Lawson Bank, Inc.

2018

Introduction of the LAWSON smartphone cash register system

2018

Introduction of POS cash registers with automatic change dispensers 2019

Sustainability

Strategy

Introduction of delivery service, started tie-up with Uber Eats

2019

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

2021

Start of renovations for ideal store format (Sweeping Transformation Executive Committee measures)

2022

Lawson Go walk-through cashless payment stores

Number of stores

To meet a wide variety of needs

Expansion of business categories and services

2003

- · First comprehensive regional agreement with municipal government (Wakayama Prefecture)
- Opened the first store offering prescription medicines

2006

Started recycling waste oil in all stores

2008

- Opened first eco-friendly model store
- Set own action targets for reducing CO₂ emissions

2005

2008

The Kyoto Protocol Global financial crisis took effect

2011.3.11

Great East Japan Earthquake

2014

Consumption tax increase: 5% to 8%

2011

Set up Support Dreams Fund (scholarship program for victims of the Great East Japan Earthquake)

2012

Launched bran bread that contains grain husks

2014

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

2015

Adoption of the SDGs

2015

Selected for the 2015 Health & Productivity Stock Selection • Established the SDGs Committee (fourth time in total: 2015-2017, 2021)

Full-fledged efforts towards Health, DEI (Diversity, Equity & Inclusion), and SDGs

2016

Obtained the Resilience Certification

The Paris Agreement took effect

Building stores meeting community needs

2017

2016

Set up Support Dreams Fund (scholarship program for children from single-parent families) 2019

- Formulated the Lawson Blue Challenge 2050! environmental vision

2020

Provide onigiri (rice balls) at no cost to after-school childcare facilities nationwide, in response to the pandemic

2022

- Installed pointing sheets with the Ear mark label at cash registers
- Opened the futuristic Green Lawson (future format stores) stores

2019

Consumption tax increase: 8% to 10% 2020

Spread of COVID-19