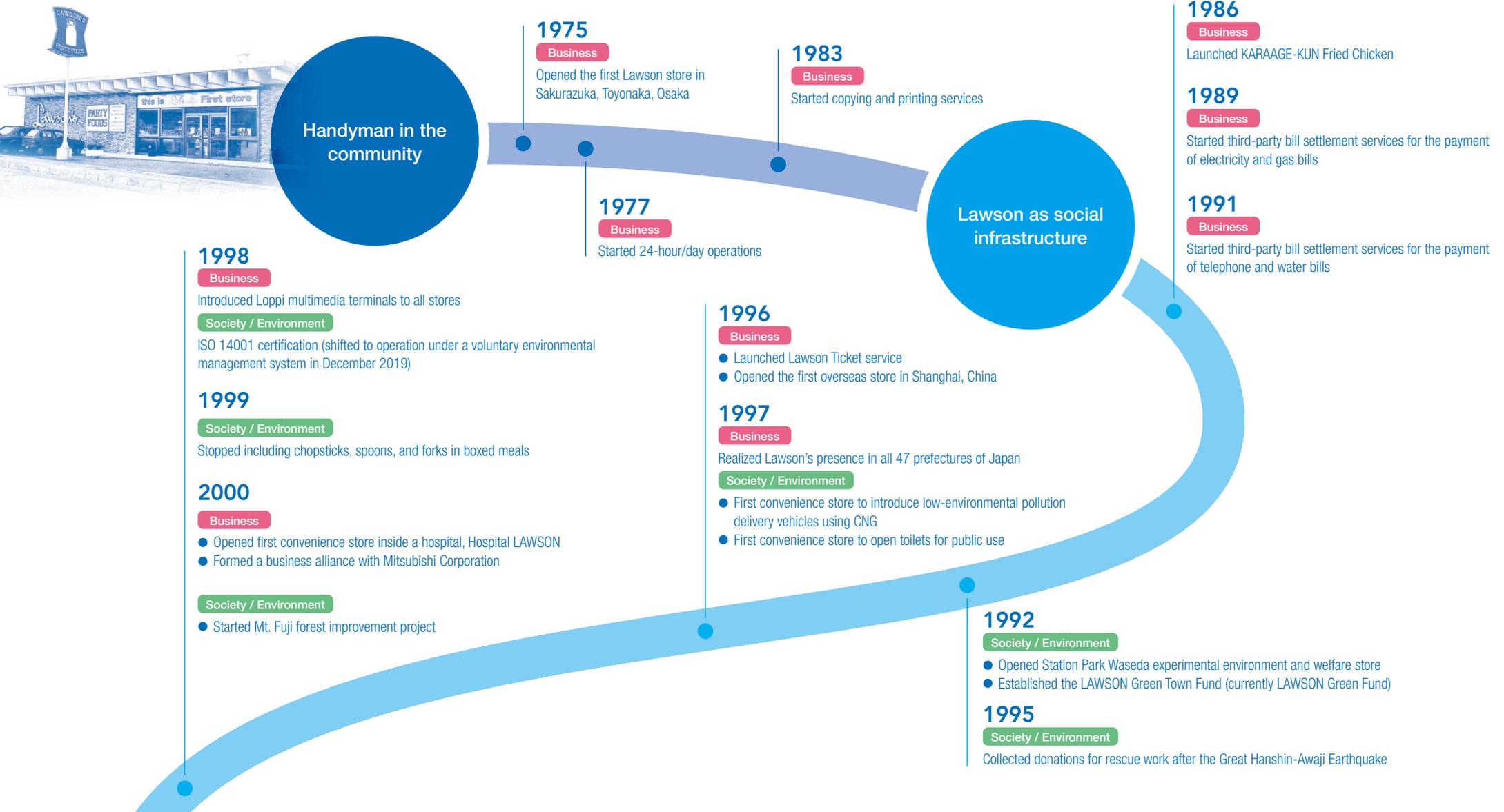


Our Journey Creating Happiness in Our Communities

Since its establishment, Lawson has responded proactively to changes in society, regularly identified customer needs, and developed new products and services. Lawson started as a handyman in the community, became a part of social infrastructure, and has become an essential presence in communities with stores that are, of course, always open. To respond to the diverse needs of customers, we continue to create stores that are well-established in their respective communities in addition to expanding services and responding to other changes in keeping with the times.



Lawson as the foundational infrastructure supporting the lives of community residents

2001

Business

- Started automated teller machine (ATM) service
- Opened first NATURAL LAWSON store

2003

Business

Established post boxes in LAWSON stores nationwide

Society / Environment

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



2010

Business

- Launched the coalition loyalty program Ponta
- Established the LAWSON Farm

2011

Business

- Established Lawson HMV Entertainment, Inc. (currently Lawson Entertainment, Inc.)
- Started operation of Machikado Chubo in-store kitchen

Society / Environment

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

2014

Business

- Acquired supermarket chain Seijo Ishii Co., Ltd.
- Acquired United Entertainment Holdings Co., Ltd. via Lawson HMV Entertainment, Inc.

Society / Environment

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



Lawson, well-established in each community

2022

Business

Opened Lawson Go walk-through cashless payment stores

Society / Environment

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



2005

Business

Opened first LAWSON STORE 100 store

2006

Society / Environment

Started recycling waste oil in all stores

2008

Society / Environment

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



2012

Society / Environment

Launched bran bread that contains grain husks

2015

Business

Opened first care-focused LAWSON with nursing care consultation desk for seniors

Society / Environment

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

2018

Business

- Launched LAWSON BANK
- Introduction of the LAWSON smartphone cash register system
- Introduction of POS cash registers with automatic change dispensers

2016

Society / Environment

Obtained the Resilience Certification

2017

Society / Environment

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

2023

Society / Environment

Earned Gold rating in PRIDE Index 2023

2024

Business

Formed a business alliance with Mitsubishi Corporation and KDDI CORPORATION

Society / Environment

Collected donations to support the 2024 Noto Peninsula earthquake

2021

Business

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

2019

Business

- Introduction of delivery service, started tie-up with Uber Eats
- Started the operation of new, fully customer-operated POS cash registers

Society / Environment

- Established the SDGs Committee
- Formulated the Lawson Blue Challenge 2050! environmental vision

2020

Society / Environment

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