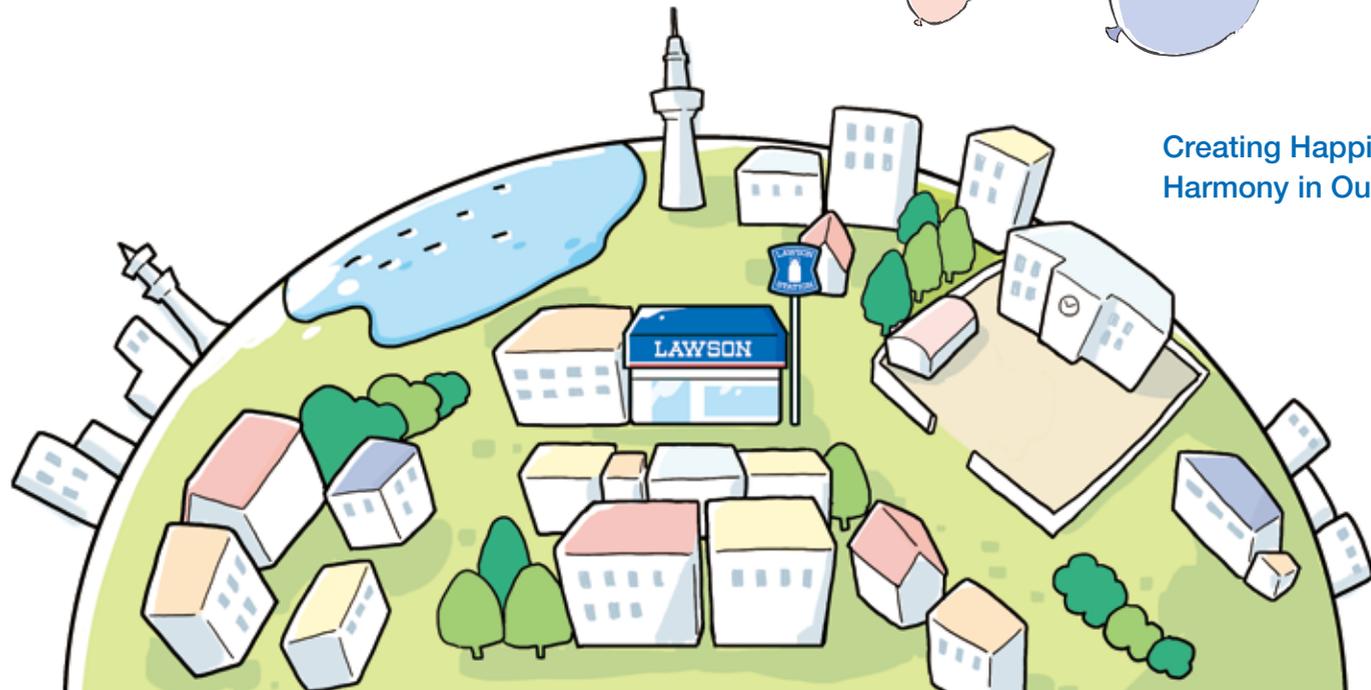


## Living in Harmony with Communities: Initiatives Report 2015



Creating Happiness and  
Harmony in Our Communities



### Lawson, Inc.

CSR Promotion Office  
East Tower, Gate City Ohsaki, 11-2, Osaki 1-chome,  
Shinagawa-ku, Tokyo 141-8643, Japan  
<http://lawson.jp/en/>

# Creating Happiness and Harmony in Our Communities

This is the Corporate Philosophy of the Lawson Group. We contribute to the happiness of the citizens of our communities by helping the communities overcome the challenges facing them and responding to various requests from our customers.



## Lawson Group's Core Stakeholders

The Lawson Group conducts its business in cooperation with society (local communities) as a whole, including seven core stakeholders. Moving forward, we will continue to provide unique value in addressing a variety of challenges facing society and our customers by leveraging our stores' accessibility within local communities.

## Lawson Group Environmental Policy

### Our commitment

To sustain the blessings of Earth for future generations, the Lawson Group will consider the environment in every aspect of our business activities and strive to achieve sustainable development and coexistence with local communities.

### Our principles

1. Creation of a low-carbon society
2. Consideration in the development of products and services
3. Active participation in social contribution activities
4. Continuous improvements
5. Observance of laws and regulations
6. Promotion of communication

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## Lawson communication media

### Integrated Report

An overview of the Lawson Group's business activities in local communities and the outlook for sustainable growth



### Community-Citizens Harmony Project Report

A simple, clearly written report on our responses to social and environmental challenges



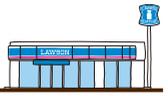
### Financial Section

Report on industry trends and the Group's business initiatives and financial position in relevant years, as well as the projected earnings assessment/analysis and outlook for the coming fiscal year



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# All for our customers' "satisfied smiles"

Enthusiasm beyond the convenience store norm contributes to the delicious MACHI café taste experience.



Careful bean selection

Expert bean roasting



Personalized customer service

Only the finest milk



Customized coffee machines



## Customer comments

Lots of convenience stores offer self-serve coffee, but getting it myself can be troublesome. So I always get a cup at my LAWSON store.

LAWSON is the only convenience store whose staff serve coffee personally to customers. Just buying it gives me a warm, satisfied feeling.

I drop into my neighborhood LAWSON store to have a cup of delicious coffee prepared before taking a walk as part of my daily routine.

When I feel I need a break from work, I buy a cup to enjoy a few pleasurable moments.

## MACHI café serves coffee with a warm heart.

MACHI café, Lawson's in-store freshly-brewed coffee service began with our desire to offer customers a relaxing moment in their community. We believe that this service is possible only when customers are served delicious coffee and a warm welcome at the same time.

Delicious taste experienced by the heart

Customers' impression of the way they are served affects their taste. We prepare each cup of coffee carefully and hand it to the customer personally with a friendly word. Hospitality is our first priority.

Delicious taste experienced by the tongue

Seeking out-of-the-ordinary convenience store taste, MACHI café pays careful attention to every detail of coffee bean selection and roasting and to the milk it serves.



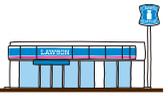
## Cordial service by Fantasistas

Store crew with good knowledge of MACHI café and an ability to convey its special character and the enjoyment of drinking coffee to customers are called Fantasistas<sup>(\*)</sup>. Today, about 6,000 Fantasistas are serving carefully prepared cups of coffee to customers throughout Japan (as of end February 2015).



A gathering of Grand Fantasistas<sup>(\*\*)</sup>

<sup>\*</sup>1: Fantasista: This title is awarded to store crew who have passed a special certification examination held biannually under Lawson's unique qualification system.  
<sup>\*</sup>2: Grand Fantasista: Store crew leaders who meet such criteria as a store screening become candidates for the title of Grand Fantasista, which is awarded after a selection process within the branch. Only Fantasistas who reach exceptionally high levels in their respective branches are eligible. A total of 50 Grand Fantasistas had been selected nationwide as of end February 2015.



# From coffee beans to a customer's cup of coffee

MACHI café's quality control, social contribution and environmental activities

MACHI café, LAWSON's in-store freshly brewed coffee service, gives full consideration to quality control, society and the environment in everything from the coffee beans to the cups of coffee served to customers. Paying special attention to the beans, milk, roasting method and coffee machine, we pour our enthusiasm into every cup of coffee we hand to our customers.

## Quality considerations

### Born from our enthusiasm for serving customers

The origins of MACHI café extend back to a time when cups of coffee were selling especially well at a few of the stores selected to offer coffee on an experimental basis. These were stores that provided exceptional customer service and at which a relationship of trust had been formed between the store crew and the customers. This inspired the decision to establish a MACHI café that focuses on "made to order" instead of "self-service." Discussions of the coffee machine and sales system followed.



### The tastes customers want

Ponta card data were thoroughly analyzed to discover the tastes customers desire most. Based on this analysis, MACHI café began serving blended coffee, a standby for middle-aged male customers taking a break from work, café latte, a popular choice among female customers, and other customer favorite.



I am Dr. Lawson, an expert on Lawson. I will be helping you read this booklet.

### Designation of farms and production areas

By using beans (Arabica coffee) grown on designated farms in five countries and production areas where it is possible to establish secure control of everything from coffee bean growing to shipment, we have successfully realized a high-quality deep, rich blended coffee with a sweet and fruity sour taste.



### Careful attention to the roasting process and milk selection

We employ a post-mixing method that produces blends after bringing out the unique characteristics of each bean variety through different roasting processes. We use only raw milk\* in our café latte so that customers can enjoy the original rich sweetness of milk.

\*Heat sterilized raw milk



### Authentic customized coffee machine

We have customized a fully-automatic machine made in Italy, the home of espresso, for use in the MACHI café. The machine can be set to make a maximum of 16 menu items. The wide choice of items on the menu,

including café latte and matcha (green tea) latte, is especially popular with female customers.



## Social and environmental contributions

### Safety, reliability and environmental consciousness

In developing products, we focus not only on taste and quality, but also on social and environmental concerns. We ask our suppliers and business partners to pay careful attention to product safety and reliability, moreover, as well as to human rights and the environment.



### Product development

### Use of Rainforest Alliance Certified™ coffee beans

We use only Rainforest Alliance Certified™ coffee beans\* that are grown with attention to environmental and worker protection. This certification is awarded only to farms that meet strict criteria for environmental conservation and farm workers' wellbeing.

\*Except for our Single Origin Series and drip bags.



### Raw materials procurement

### Recycling used coffee grounds

Waste produced in the coffee-roasting process includes the thin skins of the beans and the used coffee grounds. These are recycled as fertilizer and cow bedding.



### Production

### Bring your own tumbler for an eco-friendly discount

Customers who bring their own tumblers receive a 10 yen discount from the drink menu prices (on most items). This helps to reduce the amount of waste produced by the service (paper cups).



### Sales

# Cherishing each coffee bean creates the great taste of MACHI café coffee.

The delicious taste customers enjoy in MACHI café starts with the selection of farms to produce our coffee beans. Each cup of coffee served in MACHI café is produced with quality as well as the welfare of the farm workers and the environment taken into consideration.

## Ipanema Plantation (Brazil) Producing MACHI café coffee beans!



### <Ipanema Plantation's activities>

#### Social contribution 1 Ipanema Reforestation Project

Trees have been planted systematically in this project, and an area of about 2,000 ha is now designated as a nature preserve.



#### Social contribution 2 Institute activities

Community support is provided by inviting employees' children to the Institute for after-school lessons and sports activities.



# Creating greater happiness and harmony in our communities



Lawson supports its communities and their citizens in various ways, including “development and sales of healthful food products,” “support for customer health management and sales of pharmaceuticals,” “promotion of sales of locally sourced products and food ingredients,” and “support for childcare and young people.”



- Mineral-rich vegetables
- Low-carbohydrate bran bread
- Low-sodium and low-calorie menus
- Healthful snacks and beverages
- Nutritionally balanced boxed lunches

- In-store dispensing pharmacies
- Sales of OTC (over-the-counter) drugs
- Access to health consultation services
- Agreements on health promotion with local governments

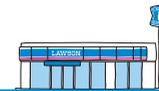
- Cooperation in promoting local tourism
- Promotion of sales of locally sourced products and food ingredients
- Provision of support for childcare and young people in the communities
- Contributions to environmental preservation
- Crime prevention and development of young people
- Measures to prevent disasters
- Comprehensive agreements with local governments
- Support for communities through fundraising



### Only Rainforest Alliance Certified™ coffee beans are used for coffee served in MACHI café

\*Except for our Single Origin Series and drip bags.

The Rainforest Alliance is a non-profit international environmental protection organization founded in 1987. Rainforest Alliance certification is awarded to farms that satisfy rigorous standards in such areas as environmental preservation and life quality improvement for farm workers. This means that MACHI café coffee is made with the beans produced on a farm that has earned Rainforest Alliance certification- that is environmentally and socially responsible.



We offer safe food products because we want our customers to be both mentally and physically healthy while still enjoying “delicious taste.” Lawson wants to contribute to the good health of every generation by offering low-calorie, low-carbohydrate and low-salt food ingredients and products.



## 10 themes for healthful product development

### Focusing on “delicious taste” to contribute to customers’ mental and physical health

Lawson develops healthful products with 10 themes, including “Let’s eat vegetables.” and “Delicious low-carb foods.” Salads and vegetables you feel like eating every day, low-carbohydrate bran breads developed jointly with a major bread bakery, healthful sweets and drinks, and nutritionally balanced boxed lunches – we want to contribute to the health of every generation through the foods people eat every day.

### • Delicious low-carb foods



Note: Not all the products are shown. Some may no longer be available.

### Healthful low-carbohydrate and low-calorie bran bread

Bran (a grain’s outer husk), which is higher in dietary fiber and lower in carbohydrates than ordinary wheat flour, is used in bran products. They are low in carbohydrates and calories, make you feel full longer, and have a soft, moist texture and pleasant smell.

### • Let’s eat vegetables



### • NATURAL LAWSON Healthy Series



### • Nutritionally balanced boxed lunches



Note: Not all the products are shown. Some may no longer be available.

### Healthful product development:

## 10 themes

- 1 Let’s eat vegetables.
- 2 Delicious low-carb foods
- 3 Enjoying the taste of quality ingredients
- 4 Low sodium
- 5 Saving calories with a smile
- 6 Let’s eat high-quality protein (fish & soybeans).
- 7 For better intestinal health (lactic acid bacteria)
- 8 Use of only high-quality fats!
- 9 Measures to reduce additives (preservatives and coloring) and prevent allergies
- 10 Easy access to functional ingredients



### Committed to providing safe, fresh, high-quality vegetables

### Expanding “Lawson Farms” nationwide

Lawson is expanding its “Lawson Farms” agricultural corporation nationwide to ensure a stable supply of safe, fresh, high-quality fruits and vegetables to Lawson Group stores in order to contribute to a healthful dietary life. Our goal is to establish a system that enables us to procure fresh vegetables for LAWSON stores year-round from a nationwide network of production areas. Lawson has partnerships with DAICHI wo MAMORU KAI and Radishbo-ya, moreover, two companies that have taken the lead in handling organic, low-agrochemical farm products.



### Healthful vegetables from healthy soil

Lawson’s pre-cut vegetables (except some products in some areas) are made with agricultural products grown using the Nakashima-method. This is an agricultural method developed to grow healthful vegetables in healthy, mineral-fortified soil, and Lawson is introducing the method to Lawson farms, which operate under exclusive contracts with Lawson.



Shredded cabbage

## Social contribution activities

# Supporting your health and safety

Lawson provides an extensive range of self-medication support services to help customers manage and maintain their own health. These services include selling medicines, opening stores with nursing care service providers as franchise owners, collaborating with local governments, and organizing sports events to help community residents control and maintain their own health.

### Collaboration with drugstore chains

#### Expanding the number of stores incorporating dispensing pharmacies



Lawson is working with Qol Co., Ltd., a major dispensing pharmacy chain, and MIZ-Pharmacy Co., Ltd., a dispensing pharmacy and drugstore operator in Saga Prefecture and Fukuoka Prefecture, to open stores with in-store dispensing pharmacies. Approximately 40 stores had been opened as of end May 2015.

### Collaboration with a nursing care service company

#### Establishing nursing care service centers in stores



Lawson has developed "CARE LAWSON," a convenience store incorporating a nursing care center, in collaboration with Wisnet Co., Ltd., a provider of extensive community-based nursing care services. A home-care support office, salon-type space and care consultation counter are installed in the store, with a nursing care service provider or care manager on duty full-time. The first store opened in Saitama prefecture in April 2015 and the second three months later in August.

### Increased cooperation with local governments to promote health

#### Providing backup for community health measures

Lawson has signed agreements concerning support for community health measures with various cities: Amagasaki City, Hyogo Prefecture (October 2013), Matsumoto City, Nagano Prefecture (November 2013), Saga City, Saga Prefecture (August 2014), and Kurume City, Fukuoka Prefecture (March 2015).

### Enhancing the sales of OTC (over-the-counter) drugs

#### Supporting your safety at LAWSON stores



Lawson has been expanding sales of OTC drugs by convenience stores since the introduction of the "System for Registration of Sellers" as part of the 2009 revision of the Pharmaceutical Affairs Law. OTC drugs were being sold at 100 stores, including those with an in-store dispensing pharmacy, as of end May 2015.



You can use "Loppi" to place orders, too!

### Providing support for better health

#### Organizing citizens' sports events



Lawson contributes to better health by organizing citizens' sports events, such as marathons and triathlons, and collaborating with RENAISSANCE INCORPORATED, a major sports club operator.



## Home delivery services bringing us closer to customers

# Lawson contributes to the happiness of communities and their citizens in various ways

Lawson provides home delivery services in cooperation with home delivery companies and mobile sales and order delivery services in cooperation with local governments and support organizations for the elderly and people for whom visiting stores is difficult. Lawson makes customers happy by always providing services from their perspective.

### To depopulated villages

#### Providing mobile sales and order delivery services for depopulated villages with the local store as a base

Lawson sells and delivers food products and daily necessities to elderly customers and customers living in remote locations for whom visiting stores is difficult by providing mobile sales and order delivery services. We provide an "eye-on-the-community" service, moreover, in which we confirm the safety of people in households with elderly occupants by asking questions such as, "Is everything OK?" or, "Are you eating regularly?" when conducting mobile sales.

#### • Yamabiko LAWSON Jinseki-kogen-cho Store (Jinseki-kogen-cho, Jinseki-gun, Hiroshima Prefecture)

Lawson established a store in the michi-no-eki (roadside station) in a depopulated village in collaboration with the Jinseki Kogen-cho Municipal Government to maintain infrastructure functions in an area where the population is aging and depopulation is progressing. The store provides mobile sales services and acts as a local community center to help keep the depopulated village alive.



Jinseki Fureai LAWSON Wagon



Yamabiko LAWSON Jinseki Kogen-cho Store

#### • LAWSON Saga Yoshinogari Store (Yoshinogari-cho, Kanzaki-gun, Saga Prefecture)

Lawson began providing a mobile sales service on April 1, 2015 in collaboration with the Social Welfare Corporation of Yoshinogari Town. About 300 food products and daily necessities, mainly Lawson products, are available.



We sell vegetables, perishables, and (processed) fish.



Welcome to our store!!



The car heads on to the next community.

### To customers' homes

#### Lawson's home delivery services

We take orders over the phone, etc., and deliver the ordered products to the customer's home. The products, including boxed lunches, onigiri (rice balls), beverages and other heavy items, toilet paper and a large selection of other products, are delivered free of charge if the order is for 700 yen or more.

### To various places

#### Lawson traveling sales services

We visit homes for the elderly, companies, multipurpose halls and other facilities and offer an extensive variety of snacks, beverages, fruits and daily necessities for sale.

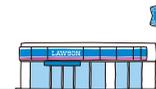
### Providing new services under a business alliance with SG HOLDINGS

Lawson founded SG Lawson in a joint venture with SG HOLDINGS CO., LTD. in June 2015 to offer home ordering and delivery services in small commercial areas and introduced the services in Setagaya Ward, Tokyo, the same month.



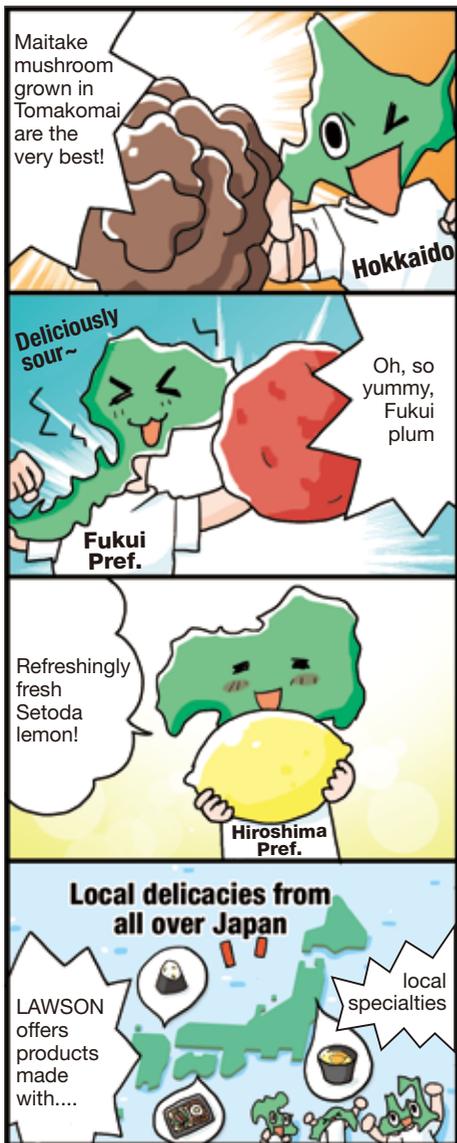
Note: These services are provided only by some Lawson stores.

# Making communities more lively



Lawson collaborates closely with local communities and governments to conduct various activities, including promotion of local production for local consumption\*, participation in Safety Station activities, responses to large-scale disasters and assistance in reconstruction, and in-store fundraising to support “greenery” and “children.”

\* Local production for local consumption: Activities to encourage consumers to purchase locally produced products

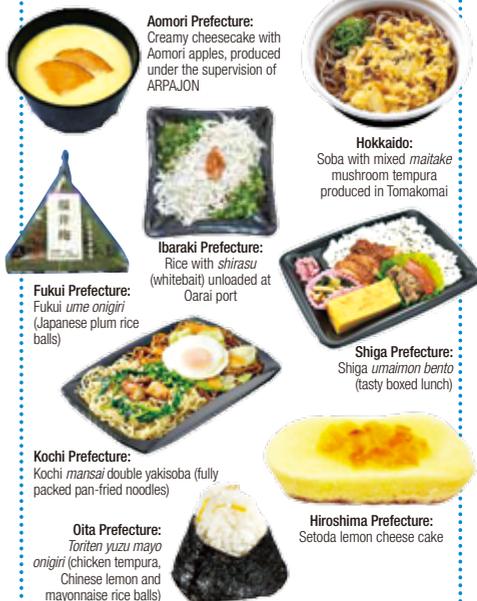


## Signing comprehensive agreements with local governments Using stores nationwide to make communities happier and livelier

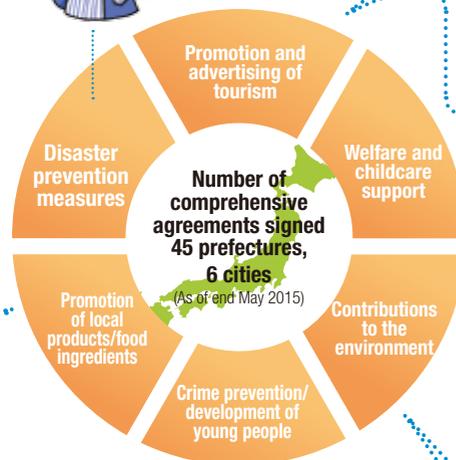
The Lawson Group signs comprehensive agreements with local governments in Japan to promote community contribution activities, such as community-based store management, product development, environmental preservation efforts and childcare support activities. Lawson takes advantage of its nationwide network of over 12,000 stores to make communities throughout Japan happier and livelier.

## Promotion of sales of locally sourced products and food ingredients

Lawson develops and sells products using food ingredients and specialties from various regions of Japan to successfully realize local production for local consumption contributing to revitalization of local communities nationwide.



Note: Not all the products are shown. Some may no longer be available.



## In Shiga Prefecture, for example: Installation of racks for prefectural government public relations materials in 40 stores

Racks devoted exclusively to materials publicizing the prefectural government's activities advertising and promoting tourism have been installed in 40 stores in Shiga Prefecture to provide a variety of information.



## In the Tohoku Region, for example: Issuing “childcare support coupons” to households with children

We issue “childcare support coupons” to customers who are raising children in the five prefectures of the Tohoku region — Aomori, Iwate, Akita, Yamagata and Fukushima prefectures — to provide support for children, the generation of the future, and their families.



## In Tottori Prefecture, for example: Cooperation with athletic events held in Tottori Prefecture for the development of young people



Lawson supports the sound development of young people by cooperating with athletic meetings for the prefecture's youth (organized by the Tottori Sports Association) to improve their competitiveness in sports, teach them proper skills and train them mentally and physically.

## In Toyama Prefecture, for example: About 180 stores in Toyama Prefecture are taking part in the “Toyama Eco Store System”



The stores set their air conditioners at 27°C in summer and 18°C in winter. They ask customers if they need a plastic shopping bag or not, moreover, to decrease the number of bags used. The stores promote eco-friendly lifestyles through these activities in cooperation with the citizens of Toyama Prefecture.

## Working to become a safe and reliable store for you ~Safety Station activities~

- Prevention of emergency scams
- Helping people who fall ill suddenly and the elderly
- Cooperation with community crime and disaster prevention activities



# Making communities more lively

## Responses to large-scale disasters

### Preparations to serve as a community lifeline

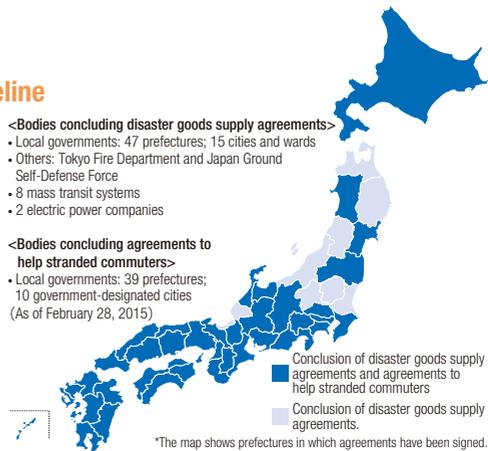
In the event of a large-scale disaster, LAWSON stores, even those located in a disaster area, will do their best to continue operating in order to serve as a lifeline for residents' daily lives. Lawson is committed to its social responsibility as a convenience store operator, moreover, and has signed disaster goods supply agreements and agreements to help stranded commuters with local governments and public organizations nationwide.

#### <Bodies concluding disaster goods supply agreements>

- Local governments: 47 prefectures; 15 cities and wards
- Others: Tokyo Fire Department and Japan Ground Self-Defense Force
- 8 mass transit systems
- 2 electric power companies

#### <Bodies concluding agreements to help stranded commuters>

- Local governments: 39 prefectures; 10 government-designated cities
- (As of February 28, 2015)



## Supporting reconstruction of disaster areas through the Disaster Relief Fund

### Delivering your goodwill to the affected areas

In the event of a major disaster, the fundraising boxes in stores are converted to Disaster Relief Fund boxes in order to deliver the goodwill of customers all over Japan to people in the disaster area. Collected donations are delivered to the affected people through emergency centers in the respective areas and to the Japan Red Cross Society and other organizations.



Depository ceremony of fund-raising for the relief of Nepal earthquake victims, 2015

### Results of the Disaster Relief Fund activities since FY2014 (As of end July 2015)

Fundraising campaign title	Area	Duration	Donations collected
Nepal Earthquake 2015 Relief Fundraising	Fundraising box set at: Lawson Group stores nationwide*1 12,056 stores	May 1 – 18, 2015	¥34,450,763.-
	Via Loppi*2	April 28 – June 30, 2015	¥5,686,000.-
	Using Ponta points		¥271,662.-
Hiroshima Heavy Rain Disaster Relief Fundraising	Lawson Group stores nationwide: 11,922 stores	August 22 – September 15, 2014 *From August 22 to September 1, fundraising was conducted only at LAWSON stores in Hiroshima Prefecture.	¥30,091,901.-

\*1 Lawson Group: LAWSON, NATURAL LAWSON, LAWSON STORE 100

\*2 Fundraising via Loppi was conducted only in LAWSON and NATURAL LAWSON stores with Loppi multimedia terminals.

### Fundraising via Loppi

We have started accepting donations via Loppi multimedia terminals in our stores to enable customers to select the recipients of their donations. Victims now receive relief donations more quickly when major disasters occur.

Note: Relief donations are accepted for a limited time only.



Displaying the above QR code to the Loppi bar code reader takes you straight to the fundraising menu.



## Supporting the reconstruction of the Tohoku Region

### Ongoing cooperation with disaster area reconstruction efforts

More than four years have passed since the Great East Japan Earthquake, but the disaster area is still on the road to reconstruction. The Lawson Group continues to provide support for the people in the affected area from a multilateral perspective, including the opening of nearby stores, development of products using food ingredients produced in Tohoku, offering employment, and conducting fundraising activities to support the education of disaster affected students.

Recovery Activities from the Great East Japan earthquake



#### In stores

### Reopening of the first retail store to resume operation in Namie-machi, Fukushima Prefecture Serving as a center for the local community



#### Opening of the LAWSON store in front of the Namie-machi town office in August 2014

This was the first retail store to resume operation in Namie-machi, Fukushima Prefecture, after the disaster. The store serves as a place for local citizens to get together.

### Reconstruction Support Project Egao (smile) Station Project implemented in Iwate Prefecture with the theme of the "ties between parents and children"



In 2015, we sold products made with locally produced raw materials for local consumption in Iwate and organized sports classes to let parents and children enjoy time together. We plan to continue the above project and to implement it in other prefectures in Tohoku in 2016.

#### With products

We sell products made with raw materials produced in Tohoku and donate part of the proceeds of sales to the "Support Dreams Fund (a scholarship fund for victims of the Great East Japan Earthquake)."



Rice with Kesenuma shark's fin sauce



Miyano (Miyagi Agricultural High School) blueberry & whip bread



Fukushima peach tart



#### In communities

### Support for the rehabilitation of employment in the area for evacuees living outside the prefecture

Lawson cooperates with FLIP, a general incorporated association, in supporting evacuees who are living outside their home prefecture due to the Great East Japan Earthquake by helping them find jobs. Lawson Staff, Inc., a personnel placement company in the Lawson Group, refers applicants to stores and related companies.



## Social contribution activities

# Making communities more lively



### Support for “greenery” and “children” Lawson Group's fund-raising activity, “Happiness in Communities”

The Lawson Group promotes fundraising activities mainly in support of “greenery” and “children.” Donations expressing customers' goodwill collected in the stores, together with donations from headquarters, are donated to three public entities and used in greening projects conducted mainly by schools nationwide and in projects supporting children as part of the Tohoku Region reconstruction.

The Lawson Group's  
“Happiness in Communities” Fund  
**Cumulative Donations:  
About ¥7.5 billion**  
(For September 1992 through February 2015)  
Donations include those collected in stores, donations from headquarters, donations via Loppi, and donations of Ponta reward points.

### Lawson Green Fund

#### Achievements of the activities (September 1992 – February 2015)

Cumulative donations:  
**Approx. ¥3.66 billion**  
Activities conducted:  
**3,741 locations**  
Size of the area planted for greening:  
**Approx. 6,771 ha**  
Number of trees planted for greening:  
**Approx. 16,920 thousand**

The size of the area and the number of trees planted for greening have been calculated based on the total amount of donations raised through Lawson Green Fund activities, the overall achievements of the Green Fund activities, and certain assumptions.

The Lawson Green Fund supports greening projects carried out by school volunteer groups, mainly from elementary, junior high and special needs schools throughout the country, as well as through projects conducted by volunteer groups in Japan and overseas.  
Recipient: The National Land Afforestation Promotion Organization

#### Participation in Greening Contribution Projects

Franchise owners, store managers, store crew and headquarters employees participate in greening contribution projects that benefit from the Lawson Green Fund.



Activities on a mountain



Activities in a school

### Support Dreams Fund

(a scholarship system for victims of the Great East Japan Earthquake)

Recipient: Civic Force



A get-together of recipient students.  
Photo courtesy of Civic Force

The Support Dreams Fund is a scholarship program organized to support the students affected by the Great East Japan Earthquake. The program helps 1,097 recipient students make their dreams come true by providing scholarships amounting to ¥30,000 per month.

### TOMODACHI Fund

(supporting students in the Tohoku region through U.S.-Japan educational and cultural activities)

Recipient: U.S.-Japan Council (Japan)



TOMODACHI Female High School Students Career Mentoring Program in Fukushima

The TOMODACHI Initiative is a Japan-U.S. public-private partnership for U.S.-Japan educational and cultural exchange, development of leaders of the next generation. Lawson supports educational and cultural exchange involving students in the Tohoku region with funds raised by the TOMODACHI Fund.

### Elementary school children experience work in a convenience store Participating in the Student City program by operating a booth for experience-based learning

Lawson operates a booth (store for hands-on experience) in Student City, a facility managed and operated by the Kyoto City Board of Education, Sendai City Board of Education and Junior Achievement Japan. A small “town” is reproduced in Student City, a venue comprising booths simulating a LAWSON store as well as the stores and offices of other sponsor companies, including banks and newspaper publishers. Upper grade elementary school children learn about social and economic mechanisms and children's relationship with society through job experience.

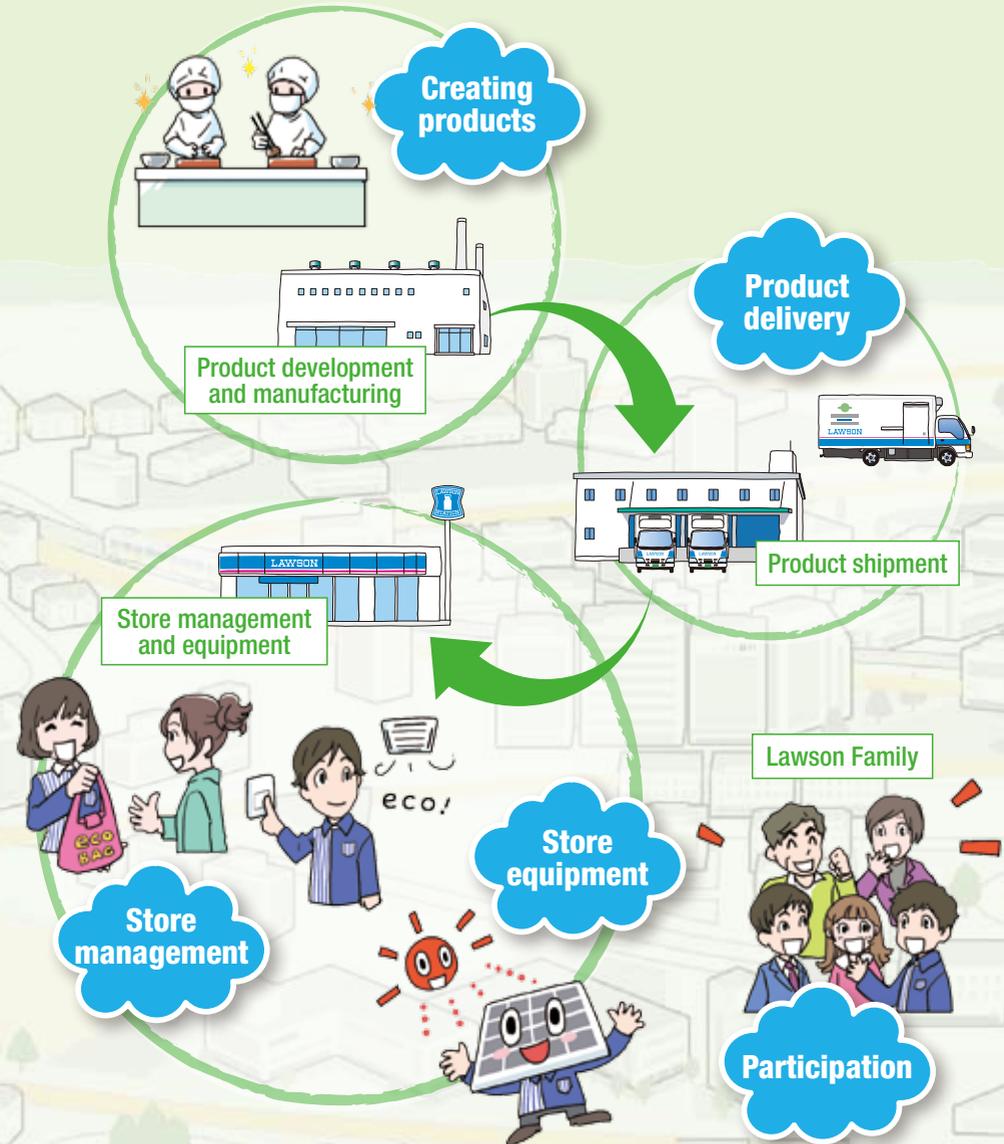


## Environmental Activities

# Groupwide Environmentally Friendly Initiatives



Lawson considers the environment in every location and every step of its business operations, from product development, manufacturing and delivery to store equipment and management.





# From product development and manufacturing to store delivery

We consider the environment in various aspects of product development, manufacturing and delivery, including the following: developing innovative containers and packaging to conserve resources, employing a production process management system to reduce raw materials waste, and reducing the energy consumed in transporting raw materials and products.



## Developing products using domestic raw materials

### Reducing energy consumption in transportation

Lawson produces boxed lunches, rice balls, desserts and other products that make use of domestically sourced, seasonal ingredients. This not only contributes to the revitalization of local communities across Japan, but it also reduces energy consumption, because the ingredients do not have to travel as far as those imported from overseas.

Creating products



Delicious! Akashi specialty octopus rice



Delicious! Local specialties Hokkaido salmon and salmon roe boxed lunch



Almond jelly with watermelon (topped with watermelon from the Miura Peninsula)

## Consecutive Food Action Nippon Awards

Lawson received the Award of Excellence in Distribution at the Food Action Nippon Awards for two consecutive years (2013 and 2014). The awards recognize outstanding efforts to help increase consumption of domestically produced foods.



"Kara-age Kun," made from 100% domestic chicken

## Environmentally-friendly containers and packaging

### Reducing CO<sub>2</sub> emissions by using lighter, plant-derived containers and packaging

We have reduced CO<sub>2</sub> emissions by 40% just by limiting the use of wrapping films around the lids of lunch boxes. Our cold noodle containers are made from bio-PET plastic, part of which is derived from sugarcane.



Cold noodle containers made from bio-PET plastic

## Minimizing waste in the production process

### Introduction of the Production Process Management System

To reduce waste in the manufacturing stage, we have introduced the Production Process Management System, which carefully measures ingredients, product volume and servings down to a gram.



## Product delivery



Recognition for excellent drivers

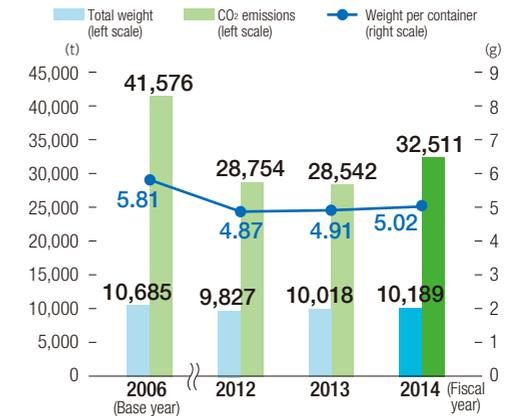
## Promoting energy efficiency in the delivery process

### Promoting efficient deliveries and eco-driving

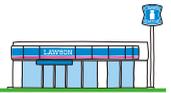
LAWSON aims to deliver products efficiently by promoting multi-drop deliveries and optimizing delivery frequency. In addition, our trucks are fitted with eco-friendly tires to improve fuel economy. LAWSON promotes eco-driving by using a traffic control system that monitors the status of the trucks on the road. We also raise awareness by training drivers to prevent unnecessary vehicle idling and noise.



## Container/packaging weight and CO<sub>2</sub> emissions



# Store Equipment



LAWSON stores reduce electricity consumption and CO<sub>2</sub> emissions by installing freezers and refrigerators that use CO<sub>2</sub> coolant as well as solar power systems. They also reduce waste by reusing fixtures and equipment.

## Experimental energy-efficient stores equipped with the latest technologies Examining energy-saving benefits and applying the knowledge to stores nationwide



Electricity consumption target  
Approx. 60% reduction  
Compared with fiscal 2010

The stores are trying many things to reduce the heat load, such as installing green walls and introducing "double-skin facades" (for the first time in the convenience store industry).

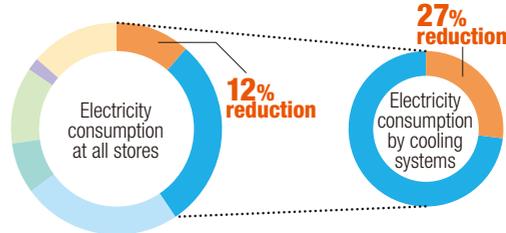


LAWSON Toyohashi Akemi Industrial Park, an experimental energy-efficient store was opened in Toyohashi City, Aichi Prefecture, in November 2014. Our goal is to reduce electricity consumption throughout the entire store by about 60% compared with fiscal 2010 by using energy-conserving equipment featuring cutting-edge technologies. We apply the knowledge obtained at experimental stores like this when installing equipment in regular stores and continue developing new equipment to promote further energy conservation and CO<sub>2</sub> emissions reduction.

## Introducing a natural coolant with lower environmental load and higher energy efficiency Freezers and refrigerators using a CO<sub>2</sub> coolant

Store equipment

- Reduction of electricity consumption through use of CO<sub>2</sub> coolant



In fiscal 2010, Lawson began installing freezers and refrigerators that use CO<sub>2</sub> coolant in its stores. The total number of stores with the new equipment reached about 580 in fiscal 2014. The impact of CO<sub>2</sub> coolant on Earth's atmosphere is very small, just 1/4,000 that of alternative CFC coolants. CO<sub>2</sub> coolant also has a high potential for energy efficiency.

## Introduction of solar power systems Penetration and expansion of renewable energy

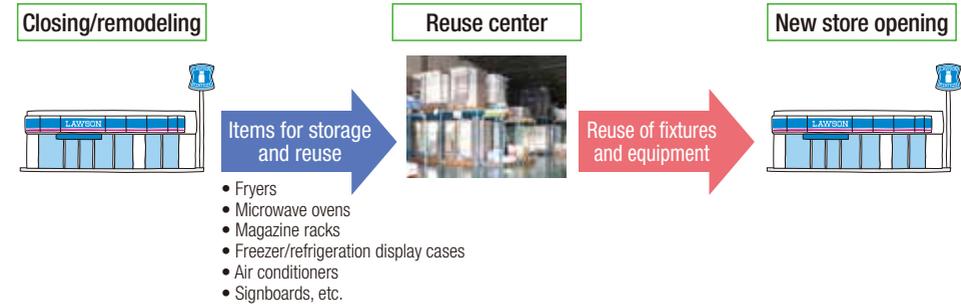
Lawson had installed solar power systems in about 2,000 stores by fiscal 2014. These systems have a generating capacity of 12 kW, comprising 10 kW (two 5 kW devices) for use in energy sales and 2 kW for in-store use.



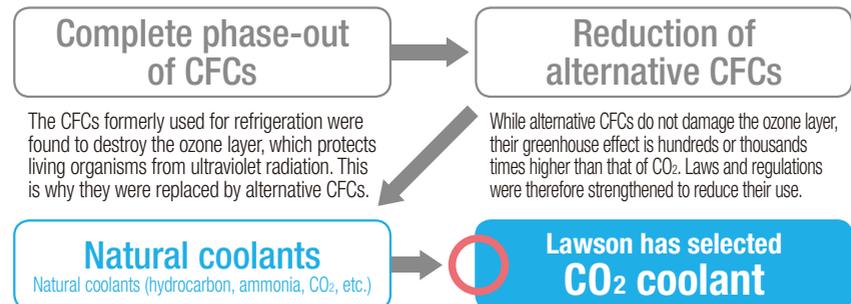
## Management of fixtures and equipment at reuse centers

### Reuse of store fixtures and equipment

When stores are remodeled or closed, their fixtures and equipment that still meet LAWSON's standards are stored at reuse centers and then reused in newly opened stores. There are two reuse centers (one each in Eastern and Western Japan), where these items are numbered, stored and then redeployed, allowing reuse spanning a large geographic area.



## Why is it good to use CO<sub>2</sub> coolant?



CO<sub>2</sub> is particularly safe among natural coolants.

	Hydrocarbons	Ammonia	CO <sub>2</sub>
Flammability	High	High	No
Toxicity	Yes	Yes	No
Safety	×	×	○

Lawson has selected CO<sub>2</sub> coolant. It functions as a coolant, using vaporization heat (CO<sub>2</sub> consumes heat when it is compressed and becomes a gas).

Using CO<sub>2</sub> coolant enables us to reduce electricity consumption, CO<sub>2</sub> emissions and CFC emissions at the same time.

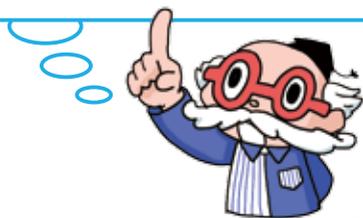




LAWSON stores have set a goal for fiscal 2020 of reducing per-store electricity consumption by 20%. We are installing energy-efficient refrigeration and air-conditioning systems to achieve this. We have also established the Ten Energy-Saving Rules and put them into practice to increase operating efficiency.



**Medium-term goal for fiscal 2020**  
 Reduce per-store electricity consumption by 20% compared with fiscal 2010



Store management

Promoting energy efficiency in stores

**Implementing the Ten Energy-Saving Rules**

We have established the Ten Energy-Saving Rules to help improve the operating efficiency of our stores' refrigeration and air-conditioning systems and reduce unnecessary power use. In the course of their daily operations, the stores are implementing such measures as cleaning refrigerator and air-conditioner filters and using designated air-conditioner temperature settings.

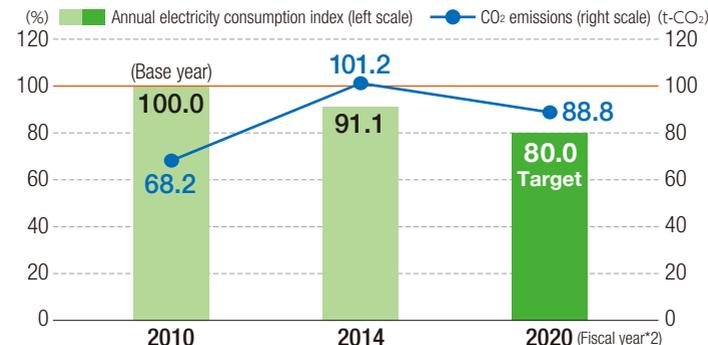


Setting an energy efficiency target

**Goal for fiscal 2020: Reducing per-store electricity consumption by 20%**

Lawson is striving to achieve its energy-efficiency target by actively installing energy-efficient refrigeration and air-conditioning systems and equipment such as LED lighting.

Per-store electricity consumption (index) and CO<sub>2</sub> emissions<sup>1</sup>



\*1. The power-reception end coefficient after adjustment identified by the Federation of Electric Power Companies of Japan is used to measure CO<sub>2</sub> emissions. Data for fiscal 2014 and 2020 are calculated using the coefficient for fiscal 2013.  
 \*2. Calculated in accordance with the administrative year from April 1 to March 31.

- 1 Clean refrigerator and air-conditioner filters once a week.
- 2 Keep air-conditioner temperatures set at 27°C in summer, 18°C in winter and off in spring and autumn.
- 3 Minimize the time that doors to walk-in and storage freezers and refrigerators are open when moving products in and out.
- 4 Keep the area around outdoor refrigerators and air-conditioning units clean and tidy.
- 5 Restock summer products that are frozen in-store from stocks that have been refrigerated.
- 6 Restock hot drinks with products that have been stored at room temperature.
- 7 Do not overfill storage freezers or refrigerators.
- 8 Turn off lighting and air conditioning in unoccupied back rooms and storage areas.
- 9 Arrange products so that they do not disturb the air curtain on open cases.
- 10 Minimize the number of times storage freezers and refrigerators are opened.



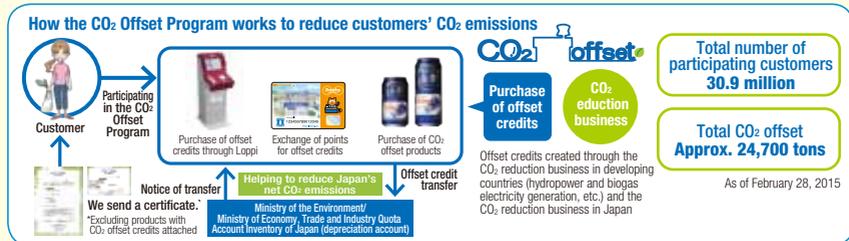
## Lawson's Achievements: Environmental Awards



FY	Title	Activity	Organizer
2015	The 2nd Food Industry Mottainai Award Commendation from Secretary General of Food Industry Affairs Bureau	Promotion of measures to prevent global warming by using natural coolant (CO <sub>2</sub> ) and other efforts (including the initiative at MACHI café)*	Japan Organics Recycling Association
2014	Outstanding Performance Award at the 4th Carbon Offset Awards	CO <sub>2</sub> offset with hot coffee and caffè latte at MACHI café*	Carbon Offset Network, Japan
2014	Award of Excellence in Logistics at Food Action Nippon Awards 2014	<ul style="list-style-type: none"> <li>Product development with domestic raw materials, using Health as a key word (e.g. bran bread)</li> <li>Switching the raw material of Kara-age Kun to 100% domestic chicken</li> </ul>	Food Action Nippon Awards 2014 Steering Committee
2013	Letter of appreciation and Distinguished Service Award at Arakawa Clean Aid	20-year commitment to Arakawa Clean Aid	Arakawa Clean Aid Forum; Arakawa-Karyu River Office at the Ministry of Land, Infrastructure, Transport and Tourism
2013	Award of Excellence in Logistics at Food Action Nippon Awards 2013	<ul style="list-style-type: none"> <li>Farming Corporation Lawson Farm</li> <li>Development and sale of products using domestic food (e.g. Delicious! Local Specialties boxed lunch series)</li> </ul>	Food Action Nippon Awards 2013 Steering Committee
2013	2013 Environment Minister's Award for Global Warming Prevention Activities (introduction of advanced countermeasure technology)	Development of experimental energy efficient stores and installation of freezers and refrigerators that use CO <sub>2</sub> coolant	Ministry of the Environment
2012	2012 Environment Minister's Award for Global Warming Prevention Activities (introduction and dissemination of countermeasure technology)	Eco-friendly containers and packaging	Ministry of the Environment
2012	METI Minister's Award at the 15th Ozone Layer Protection/Global Warming Prevention Awards	Installation of separate display cases and freezers using natural coolant (CO <sub>2</sub> )	NIKKAN KOGYO SHINBUN, LTD.
2009	2009 Environment Minister's Award for Global Warming Prevention Activities (implementation of countermeasures)	CO <sub>2</sub> Offset Program*	Ministry of the Environment
2008	2008 Award of Excellence from the Minister of the Environment for Promoting the 3R's of Containers and Packaging	Bring Your Own Bag campaign	Ministry of the Environment
2008	eco japan cup 2008 Environmental Business Award (software category)	CO <sub>2</sub> Offset Program*	Environmental Business women, Sumitomo Mitsui Banking Corporation, Ministry of the Environment, Ministry of Internal Affairs and Communications
2008	2008 METI Minister's Prize at Distinguished 3R's Promoters Awards	Bring Your Own Bag campaign	Reduce, Reuse, Recycle Promotion Association
2007	2007 Prize for Encouragement from the Minister of the Environment for Promoting the 3R's of Containers and Packaging	Bring Your Own Bag campaign	Ministry of the Environment
2007	Prize for Encouragement at My Bag Design Awards of the Ministry of Environment 2007	Convenience Store Eco Bags	Ministry of the Environment
2006	METI Minister's Award at the National Conference on Excellent Energy Conservation Initiatives 2005	Introduction of Eco Pack and Eco Monitor in existing stores	The Energy Conservation Center, Japan
2005	The 16th Green Culture Award	Lawson Green Fund	The National Land Afforestation Promotion Organization
2004	2004 Environment Minister's Award for Global Warming Prevention Activities (implementation of countermeasures)	Lawson Green Fund and tree planting	Ministry of the Environment

\* See the illustration below.

As of July 31, 2015



The idea behind CO<sub>2</sub> offsets is that the amount of the purchaser's CO<sub>2</sub> emissions is offset by efforts to reduce them elsewhere, such as afforestation, forest preservation and clean energy use. LAWSON customers can exchange shopping reward points acquired by using their Ponta multi-partner loyalty point cards for CO<sub>2</sub> offset credits or purchase CO<sub>2</sub> offset products. By offering these credits, we help customers offset their CO<sub>2</sub> emissions.

## Environmental Activities

# Store Management



A poster encouraging reduced use of plastic shopping bags

### Reducing the use of plastic shopping bags

#### Reducing the use of plastic shopping bags through conversation with customers and posters

We work to reduce the use of plastic shopping bags by having store crew ask customers whether they need them, using in-store broadcasting, putting up posters and handing out reusable shopping bags. We also participate in municipal campaigns to reduce the use of plastic shopping bags by posting campaign notices and promoting the use of appropriately sized plastic shopping bags.

In fiscal 2014, the per-store use of plastic shopping bags decreased by 25.9% compared with fiscal 2000, and the plastic shopping bag handout rate\* was 79.1%.

\* Plastic shopping bag handout rate = Number of bags purchased by stores ÷ Number of customers

#### Plastic shopping bags used per store



#### Municipalities conducting campaigns to reduce the use of plastic shopping bags

Prefectures: Fukushima, Tottori, Shimane, Okayama, Fukuoka, Nagasaki, Kumamoto, Miyazaki and Kagoshima. Cities: Sendai (Miyagi), Edogawa (Tokyo), Musashino (Tokyo), Ogaki (Gifu), Izumiotsu (Osaka), Okayama and Fukuoka.



### Penetration of Convenience Store Eco Bags

#### Distribution of 4.31 million reusable shopping bags

Lawson makes Convenience Store Eco Bags to help reduce the use of plastic shopping bags. These reusable shopping bags are just the right size for the boxed lunches or bottled drinks that customers buy frequently.

In March 2007, we started handing out these bags in some LAWSON stores to promote our Bring Your Own Bag campaign. Later, we started selling the bags through Loppi multimedia information terminals. We also promote penetration of the bags outside the company by releasing the bags' specifications and inviting other companies to collaborate.

We have distributed 4.31 million reusable shopping bags\* in the 8 years since we introduced the initiative.

\* Including reusable shopping bags other than our Convenience Store Eco Bags.





LAWSON stores reduce waste by improving the accuracy of order placement based on sales data analysis. We also recycle unsold food and used cooking oil.



### Improving accuracy in product order placement Optimizing our product offering to reduce waste

We work to reduce waste by optimizing the stores' product offering. Sales data gathered through Ponta\* multi-partner loyalty point cards is analyzed and used to develop hypotheses, taking the day of the week, weather patterns, local events and other factors into account, to determine the optimal product offering and volume. This improves the accuracy of order placement and contributes to waste reduction. We also reduce waste by adjusting food preparation in our Machikado Chubo in-store kitchens to reflect the number of customer visits.

\*The identities of individual cardholders are protected.

### Food recycling in Fukuoka City

We began recycling unsold food into feed in Fukuoka City in October 2014. Unsold food is sent from the stores to a KANKYOU AGENCY CO LTD food recycling plant, where it is crushed, decompressed, dried, processed into feed and then shipped to pig farmers and feed manufacturers.

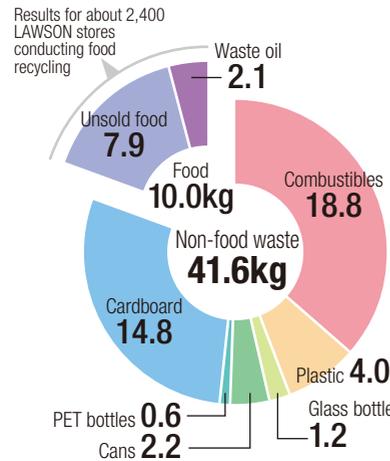


### Recycling unsold food

#### Achieving a food recycling ratio of 44.7%, well above the statutory target of 36.5%

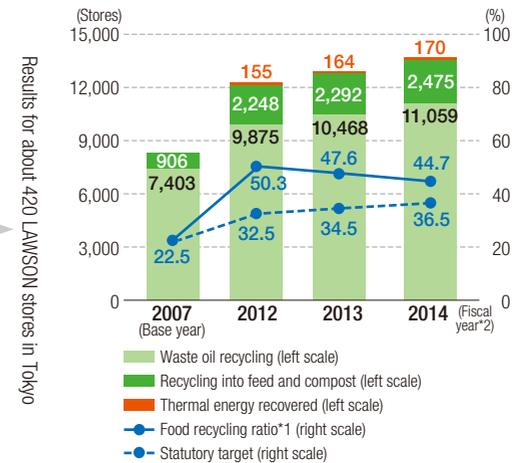
Each day the average store generates 7.9 kg of unsold food waste (boxed lunches, rice balls, etc.) and 2.1 kg of oil (waste oil) used in the preparation of fried foods (figures for stores participating in food recycling). We send unsold food to recycling plants, where it is processed into feed (for pigs and chickens) and compost. Used cooking oil is made into livestock feed additives, biodiesel for public buses and additive-free soap. As a result of such initiatives, we achieved a food recycling ratio of 44.7% in fiscal 2014, well above the statutory target of 36.5%.

#### • Average daily waste per store



\*The sum of food and other waste is 51.6 kg.  
\* From April 1, 2014 to March 31, 2015.

#### • Number of Lawson Group stores conducting food recycling



\*1 The food recycling ratio does not include Lawson Okinawa, Inc. and Lawson Minami-Kyushu Inc.  
\*2 From April 1 to March 31.

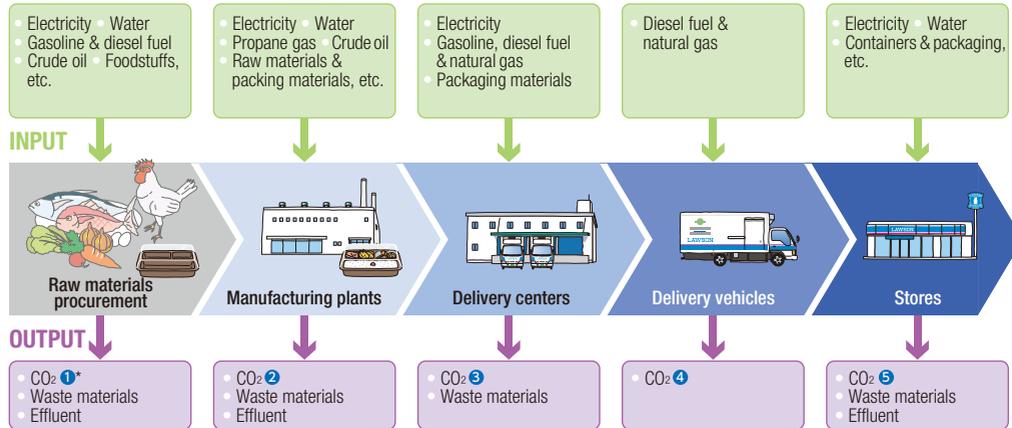
### Food recycling process in Fukuoka City



# Care for the Environment in the Supply Chain

Lawson operates as a manufacturing retailer based on a small commercial area model, producing high value-added products and selling them in customers' neighborhoods. To support these operations, Lawson is enhancing efficiency by expanding its involvement in every stage of the supply chain, from raw materials procurement to product manufacturing, distribution and sales in the stores, avoiding waste of ingredients in food processing and maximizing distribution efficiency. In all these efforts, we remain considerate of the community and the environment.

## Materials flow in our supply chain



\* The numbers placed after "CO<sub>2</sub>" correspond to those in the pie chart at right.

## Reducing CO<sub>2</sub> emissions throughout the supply chain

Provision of products and services entails the use of such natural resources as electricity, gasoline, and other forms of energy as well as water throughout the supply chain. This results in emissions of CO<sub>2</sub> and waste byproducts. To minimize its environmental impact, Lawson monitors CO<sub>2</sub> emissions in every stage of its supply chain, from raw materials procurement to product manufacturing, distribution and sales in the stores. It then implements various measures to reduce the emissions.

## Third-party verification of CO<sub>2</sub> emissions by Lawson

To ensure accuracy in its monitoring of CO<sub>2</sub> emissions, Lawson obtains verification by the Japan Quality Assurance Organization (JQA) based on ISO14064-3.

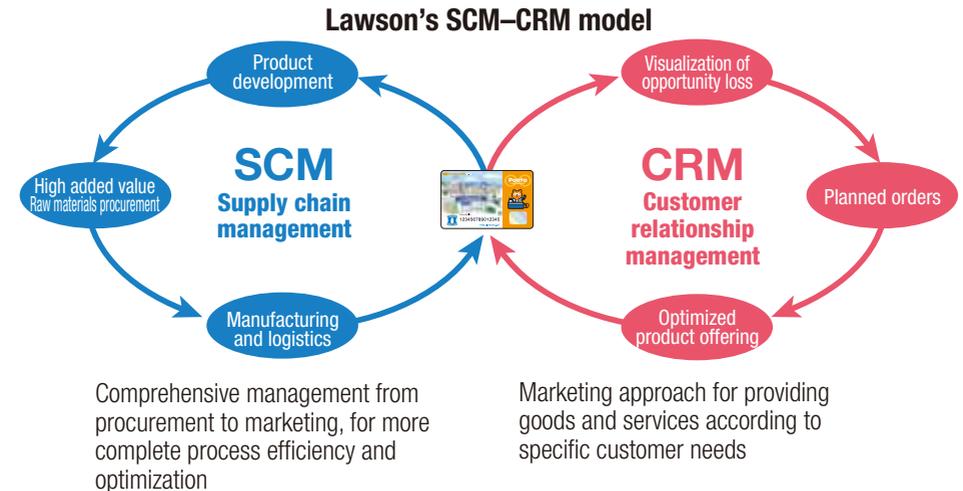
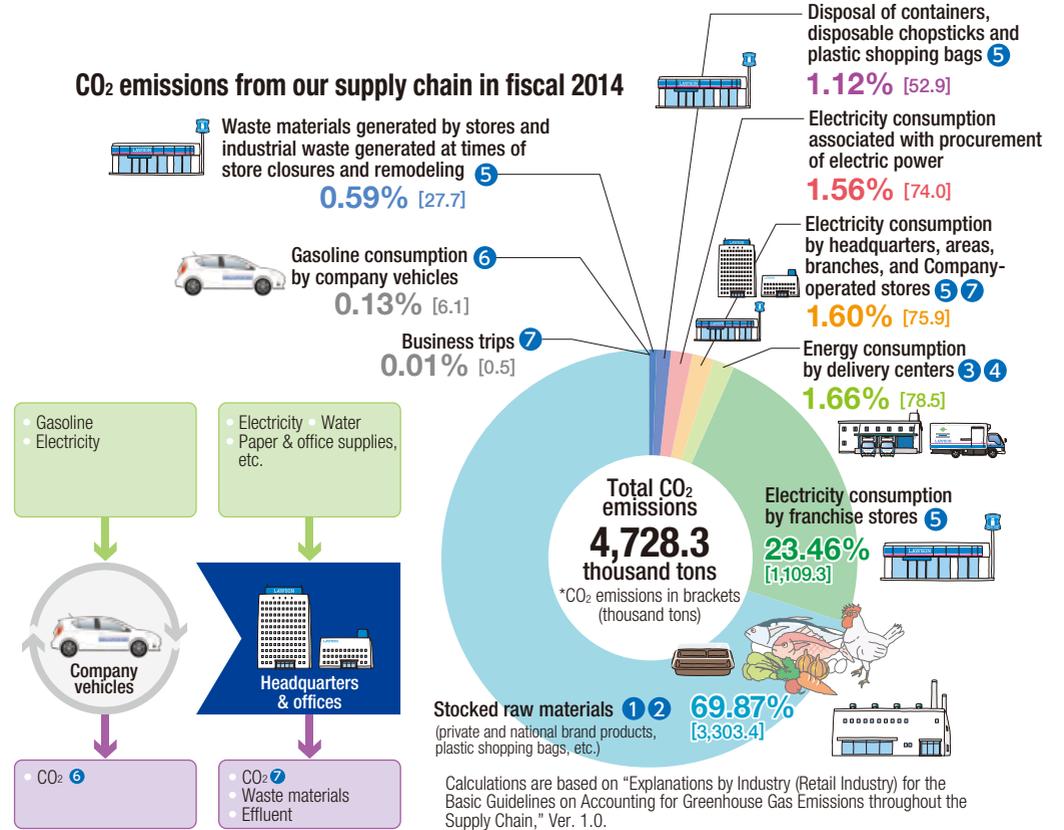


Greenhouse Gas Emissions Verification Report

### CO<sub>2</sub> emissions calculation rules

Scope of inspection	Use of Company vehicles, LAWSON, NATURAL LAWSON, LAWSON STORE100 and LAWSON MART (12,723 stores), purchased goods and services for store sales
Target period	From April 1, 2014 to March 31, 2015 (administrative year)
Target items	Gasoline consumption by Company vehicles, electricity consumption by stores and CO <sub>2</sub> emissions from purchased goods and services

## CO<sub>2</sub> emissions from our supply chain in fiscal 2014



# A good community member



**Participation**

**Promoting beautification of local areas with community residents**

**Helping to maintain a clean environment as a community member**

Lawson participates in local cleanup and beautification activities around rivers and parks in cooperation with the municipalities, companies and residents of the communities in which it operates. Franchise owners, store managers, store crew (part-time and temporary workers) and employees of Lawson's headquarters, as well as their families and Lawson's business partners, join the residents in picking up trash and beautifying the communities in which they live.



**Fukuoka Love Earth Cleanup**

Date: June 7, 2015 (Sun.)  
 Participants: 85 (total participants: 1,015)  
 Places: Oohori Park and Maizuru Park (Chuoh-ku, Fukuoka City)  
 Collecting about 90 bags of trash  
 We have been active participants since 1994.



**Arakawa Clean Aid**

Date: November 15, 2014 (Sat.)  
 Participants: 76  
 Place: Arakawa Riverside (Edogawa-ku, Tokyo)  
 Collecting 58 bags of trash and 31 bulky waste items  
 We have been active participants since 1994.

**Participation in local environmental events**

**Introducing Lawson Green Fund**

We also participate in local environmental events by introducing the Lawson Green Fund at a booth and conducting fun programs to stimulate visitors' interest and raise awareness of environmental preservation.



**Sendai Eco Festa 2014**

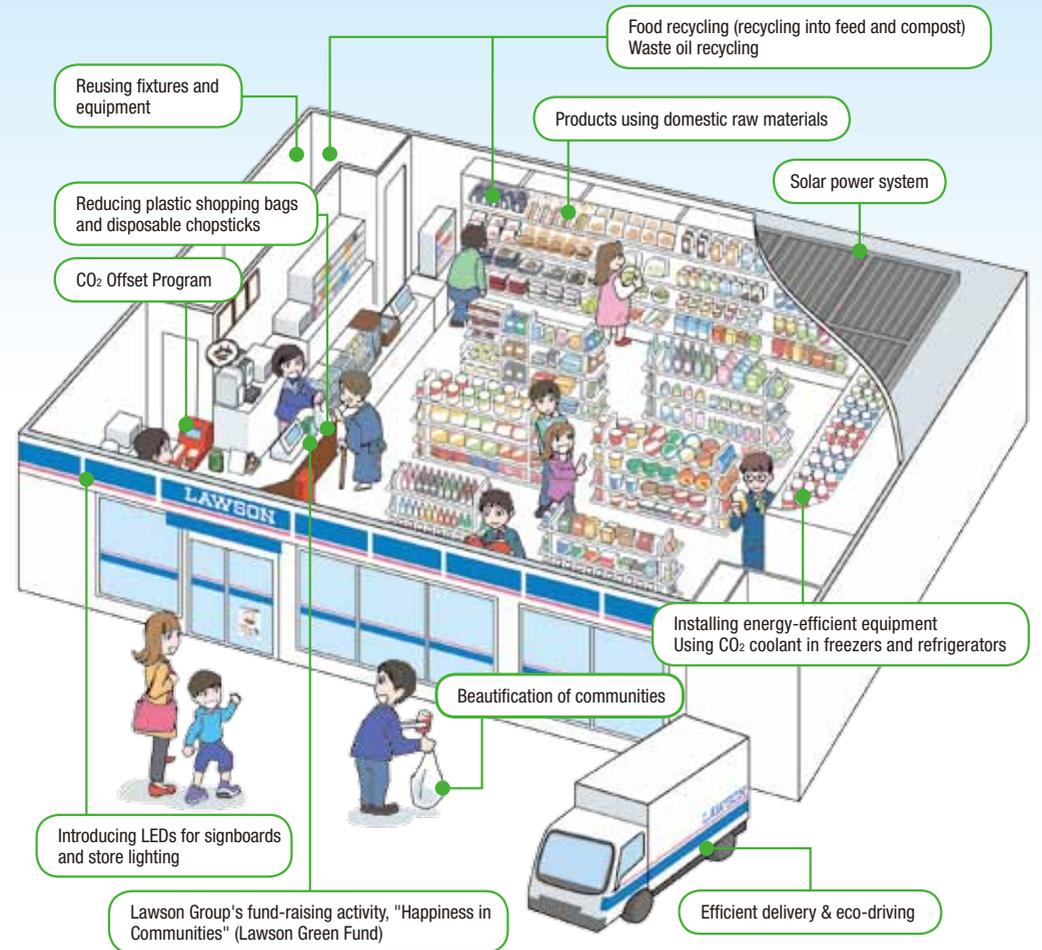
Date: September 7, 2014 (Sun.)  
 Place: Civic Square, Kotoudai Park (Aoba-ku, Sendai City)  
 We have been active participants since 2012.



**"Tamba Marugoto Market" in Hyogo Prefecture "Sawayaka Eco Festival"**

Date: November 8 and 9, 2014 (Sat. and Sun.)  
 Place: Tamba Dome (Toyooka City, Hyogo Prefecture)  
 We have been active participants since 2009.

# Creating Environmentally Friendly Stores



**Lawson Group's Target Image**



# About us



## Corporate profile

As of February 28, 2015 (Consolidated)

<b>Company name</b>	Lawson, Inc.	<b>Business activities</b>	Franchise chain development of LAWSON, NATURAL LAWSON and LAWSON STORE100
<b>Headquarters</b>	East Tower, Gate City Ohsaki, 11-2, Osaki 1-chome, Shinagawa-ku, Tokyo 141-8643 Japan	<b>Net sales for all stores</b>	1,961.9 billion
<b>President and CEO, Representative Director</b>	Genichi Tamatsuka	<b>Number of stores</b>	12,383 (stores in Japan)
<b>Established</b>	April 15, 1975	<b>Operating areas</b>	All 47 prefectures in Japan, China (Shanghai, Chongqing, Dalian, Beijing), Indonesia, Hawaii, Thailand
<b>Capital</b>	58,506.644 million yen (non-consolidated)		
<b>Number of employees</b>	7,606		

Note: Net sales for all stores is the sum of total sales by the domestic convenience store business, overseas business and SEIJO ISHII stores (consolidated subsidiaries only). For the SEIJO ISHII business, only the total for its company-operated stores is included. The total number of stores in Japan is the total of LAWSON, NATURAL LAWSON and LAWSON MART/LAWSON STORE100 stores operated by Lawson, Inc., LAWSON stores operated by Lawson Okinawa, Inc. and Lawson Minami-Kyushu, Inc., and Seijo Ishii stores operated directly by SEIJO ISHII CO., LTD.

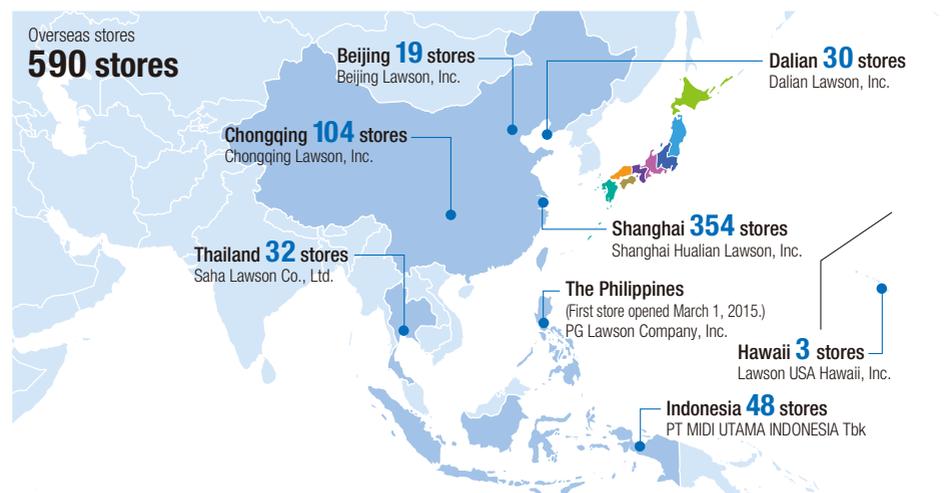
## Areas in which stores are operated

Total number of stores (in Japan and overseas)\* **12,973 stores** As of February 28, 2015

Number of stores in Japan **12,383 stores**

Region	Number of stores	Region	Number of stores	Region	Number of stores	Region	Number of stores	Region	Number of stores
<b>Hokkaido region</b>	<b>619 stores</b>	<b>Kanto/Koshinetsu region</b>	<b>4,211 stores</b>	<b>Chubu region</b>	<b>1,466 stores</b>	<b>Kinki region</b>	<b>2,404 stores</b>	<b>Chugoku region</b>	<b>673 stores</b>
<b>Tohoku region</b>	<b>961 stores</b>	Ibaraki	150	Toyama	188	Shiga	155	Tottori	111
Aomori	208	Tochigi	141	Ishikawa	102	Kyoto	324	Saga	67
Iwate	161	Gunma	93	Fukui	106	Osaka	1,036	Shimane	117
Miyagi	227	Saitama	514	Shizuoka	225	Hyogo	634	Nagasaki	105
Akita	184	Chiba	463	Aichi	583	Nara	131	Kumamoto	135
Yamagata	78	Tokyo	1,597	Gifu	151	Wakayama	124	Oita	166
Fukushima	103	Kanagawa	862	Mie	111			Miyazaki	103
		Niigata	130			<b>Shikoku Region</b>	<b>548 stores</b>	Kagoshima	202
		Yamanashi	111			Tokushima	130	Okinawa	174
		Nagano	150			Kagawa	122		
						Ehime	189		
						Kouchi	107		

\* The total number of stores and number of stores in Japan include stores operated under Lawson Mart, Inc., Lawson Okinawa, Inc., Lawson Minami Kyushu, Inc., and SEIJO ISHII CO., LTD. For SEIJO ISHII CO., LTD., only its company-operated Seijo Ishii stores are included.  
\* The numbers of stores by region and by prefecture do not include those operated by SEIJO ISHII CO., LTD.



## Main Lawson Group companies

As of February 28, 2015

Category	Name of company	Category	Name of company
<b>Domestic convenience store business</b>	Lawson, Inc. Lawson Mart, Inc. SCI, Inc. Lawson Okinawa, Inc. Lawson Minami-Kyushu, Inc.	<b>Consulting business</b>	BestPractice, Inc.
<b>Entertainment- and home convenience-related business</b>	Lawson HMV Entertainment, Inc. United Cinemas Co., Ltd.	<b>Overseas business</b>	Lawson (China) Holdings, Inc. Shanghai Hualian Lawson, Inc. Chongqing Lawson, Inc. Dalian Lawson, Inc. Lawson Asia Pacific Holdings Pte. Ltd. Saha Lawson, Co., Ltd.
<b>Financial services business</b>	Lawson ATM Networks, Inc.	<b>SEIJO ISHII business</b>	SEIJO ISHII CO., LTD.

## Main businesses and services

As of February 28, 2015

<p><b>LAWSON</b></p> <p>A nearby "neighborhood store" that seeks to realize its Corporate Philosophy of "Creating Happiness and Harmony in Our Communities" by conducting business as a manufacturing retailer based on a small commercial area model*</p> <p>Operating company Lawson, Inc. Lawson Okinawa, Inc. Lawson Minami-Kyushu, Inc.</p>	<p><b>NATURAL LAWSON</b></p> <p>A nearby store, observing a "daily and reliably" concept, that supports customer lifestyles embracing "beauty, health, and comfort"</p> <p>Operating company Lawson, Inc.</p>
<p><b>LAWSON STORE 100</b></p> <p>A store that contributes to savings and an easy, convenient daily life by selling a range of products such as perishable foods, prepared foods and daily necessities at a uniform price of 100 yen (108 yen, including tax)</p> <p>Operating company SEIJO ISHII CO., LTD.</p>	<p><b>スーパーマーケット 成城石井</b></p> <p>A food-lifestyle supermarket for people who care about food, providing food from around the world at affordable prices</p> <p>Operating company SEIJO ISHII CO., LTD.</p>
<p><b>HMV</b></p> <p>Sales of music and film productions such as CDs/DVDs, related goods and books, both online and through a nationwide network of 53 stores</p> <p>Operating company Lawson HMV Entertainment, Inc.</p>	<p><b>ローチケ.com</b></p> <p>Sales of the full range of entertainment tickets, including tickets to concerts, sports events, plays and movies</p> <p>Operating company Lawson HMV Entertainment, Inc.</p>
<p><b>BOOKS</b></p> <p>One of Japan's largest online bookstores selling books, magazines and comics</p> <p>Operating company Lawson HMV Entertainment, Inc.</p>	<p><b>LAWSON ATM</b></p> <p>A business that provides installation, management and operation of ATMs installed at LAWSON stores in cooperation with banks</p> <p>Operating company Lawson ATM Networks, Inc.</p>
<p><b>UNITED CINEMAS</b></p> <p>Operation of multiplex movie theaters offering not only film entertainment but also such enriching experiences as 4DX® (experiential viewing) and various contents other than movies</p> <p>Operating company United Cinemas Co., Ltd.</p>	<p><b>ローソンフレッシュ</b></p> <p>A home-delivery service providing healthful and delicious food. An all-round home delivery site on which customers can purchase not only Lawson Fresh products but also food, daily necessities and other items handled by the Lawson Group.</p> <p>Operating company Lawson, Inc.</p>
<p><b>ローソンファーム</b></p> <p>A business that sells safe, delicious foodstuffs as ingredients for home cooking, such as organic vegetables and natural foods, as well as other items for the home through direct home delivery or shops</p> <p>Operating company DAICHI wo MAMORU KAI Co., Ltd.</p>	<p><b>Redish boy</b></p> <p>One of Japan's largest individual home-delivery services for organic and inexpensive agrochemical farm produce and other daily-life products</p> <p>Operating company Radishbo-ya Co., Ltd.</p>
<p><b>Lawson Farm</b></p> <p>Twenty-two farms nationwide producing fresh fruit and vegetables for Lawson Group stores</p> <p>Operating company Lawson Farm in the respective locations</p>	<p><b>マチの暮らしサポート</b></p> <p>Delivery of products handled by the Lawson Group and home-delivery items handled by Sagawa Express Co., Ltd. and other services related to shopping and housing/living with Lawson stores as the starting point. (Services initiated in June 2015.)*</p> <p>Operating company SG Lawson Co., Ltd.*</p>

\*Company established and services initiated in June 2015.