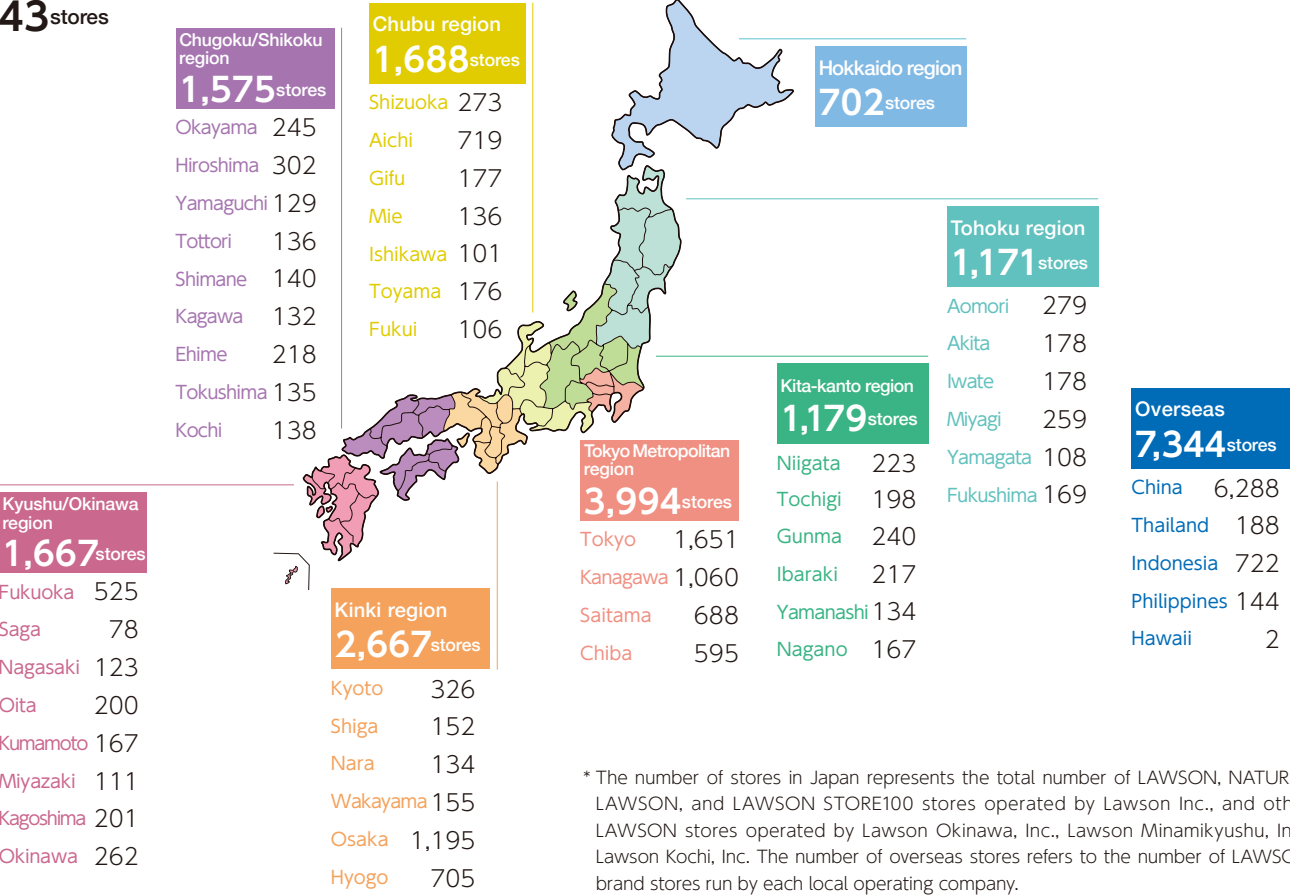


Areas in which stores are operated Total number of stores (in Japan and overseas) **21,987** stores As of the end of February 2024

Number of stores in Japan

**14,643** stores



\* The number of stores in Japan represents the total number of LAWSON, NATURAL LAWSON, and LAWSON STORE100 stores operated by Lawson Inc., and other LAWSON stores operated by Lawson Okinawa, Inc., Lawson Minamikyushu, Inc., Lawson Kochi, Inc. The number of overseas stores refers to the number of LAWSON brand stores run by each local operating company.

Corporate profile As of the end of February 2024

|                   |   |                          |  |
|-------------------|---|--------------------------|--|
| Company name      | Lawson, Inc.  | Capital                  | 58,506.644 million yen                                     |
| Headquarters      | East Tower, Gate City Ohsaki, 11-2, Osaki 1-chome, Shinagawa-ku, Tokyo 141-8643 Japan | Number of employees      | 11,666 (consolidated)                                      |
| President and CEO | President and CEO Representative Director Chairman of the Board Sadanobu Takemasu     | Business activities      | Franchise chain development of "LAWSON" convenience stores |
| Established       | April 15, 1975  | Net sales for all stores | 2,750.9 billion yen (consolidated)                         |



About the cover

The cover of this booklet was drawn by an artist with disabilities who is enrolled in the welfare facility PICFA. Designed with the theme "Lawson in the Future with Tech," it incorporates a variety of digital services, while also conveying the heartfelt warmth of the people and the community.



Lawson, Inc.

SDGs Promotion Office

East Tower, Gate City Ohsaki, 11-2, Osaki 1-chome, Shinagawa-ku, Tokyo, 141-8643, Japan

<https://www.lawson.jp/en/>

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LAWSON



Lawson supports SDGs (Sustainable Development Goals)





## [Group Philosophy]

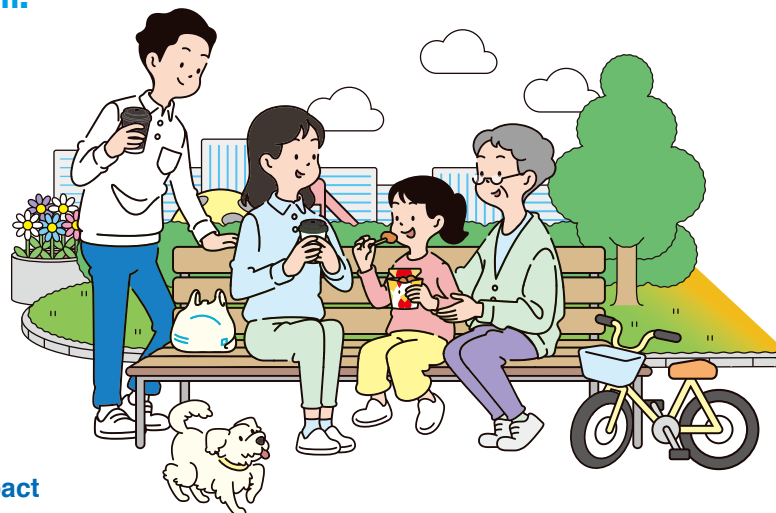
Creating Happiness and Harmony in Our Communities.

## [Vision]

Our goal is to become the hub of refreshment in every community.

## [Lawson's Way]

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.



### Signing the United Nations Global Compact

Lawson has signed the United Nations Global Compact and will contribute to the development of a sustainable society by supporting and practicing the ten principles in four areas consisting of human rights, labor, environment, and anti-corruption. Under our Group philosophy, we will earnestly consider what we can do for our customers, our community, and the Earth, and actively take on the challenge of resolving medium- and long-term issues involving the environment and society.

## Contents

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| P1      | Environmental Vision[Lawson Blue Challenge 2050!]  |
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| P3      | Listen Up! Our SDGs actions  |
| P4-P5   | Understand with Manga LAWSON's SDGs  |
| P6-P7   | Lawson's Material Issues   |
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| P10-P13 | Franchise Store SDGs Awards for FY2023—winning store initiatives                                       |
| P14-P15 | Superior taste<br>Surprising discoveries in usual products and services                                |
| P16-P17 | Human kindness<br>Aiming to be a place where both customers and workers are happy                      |
| P18-P19 | Environmental (Machi*) friendliness<br>Creating a new era of shops that coexist with the Earth (Machi) |
| P20-P21 | Initiatives by group companies   |

\* Machi (literally "town") refers to the communities in which Lawson operates and, by extension, the global village as a whole



## Environmental Vision

# [Lawson Blue Challenge 2050!]

~ Save our blue planet! ~

The Lawson Group is pursuing efforts to achieve the KPIs

we determined for social and environmental aspects with 2030 set as the target year of the SDGs.

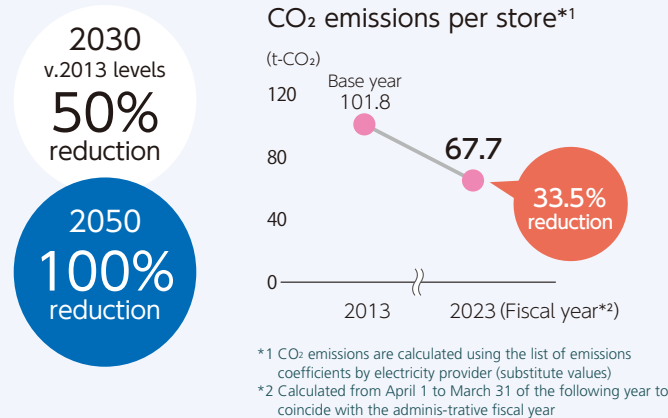
To achieve a decarbonized society by 2050 and ensure a rich, blue global environment in the future, we formulated the "Lawson Blue Challenge 2050!" environmental vision and are continuing to take on challenges to achieve our long-term goals.

Working Toward  
Achieving our 2050  
Goals!

Learn More



### CO<sub>2</sub> emissions reduction target



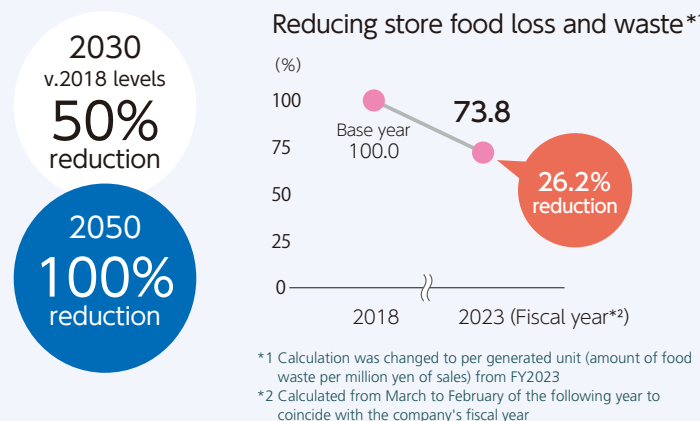
### Biodiesel fuel powering delivery vehicles produced with waste cooking oil from stores

We began a demonstration test of recycling for local production and local consumption for around 10 LAWSON stores in Kumamoto Prefecture, where biodiesel fuel produced by recycling waste cooking oil from LAWSON stores in Kumamoto Prefecture was used to power one truck for deliveries to LAWSON.



Here is an example of the initiatives we are taking!

### Food waste reduction target



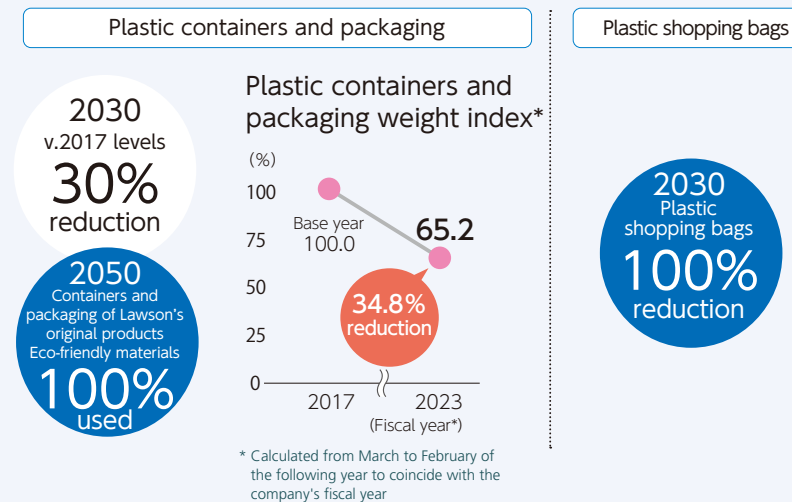
### Temaedori

"Temaedori" is an initiative that encourages customers to "take" and purchase items from the "front" of shelves. This aims to reduce food loss and waste by seeking cooperation from customers.



Here is an example of the initiatives we are taking!

### Plastic use reduction target



### Plastic bottles changed to 100% recycled material

Since November 2023, we have gradually switched to the use of 100% recycled materials for PET bottles for a total of eight of our original PET bottled drinks.  
\* Details shown on P18



Here is an example of the initiatives we are taking!

# Top Message



**President and CEO  
Representative Director  
Chairman of the Board and CSO\*  
Sadanobu Takemasu**

**The next 50 years begins soon.**

**Blending reality and technology to accelerate the development of the "hub of refreshment in every community"!**

Lawson is pursuing its group philosophy of "Creating Happiness and Harmony in Our Communities." We recognize that the Sustainable Development Goals (SDGs) set forth by the United Nations align with the direction of the Lawson Group's philosophy and vision of creating happiness and harmony in our communities, and the SDGs further advance the efforts we have undertaken so far.

Lawson maintained its sales activities despite the challenging conditions present during the COVID-19 pandemic, in order to fulfill its responsibility of "challenger that aspires to be useful to everyone" and in its position as an essential worker of local communities. Yet with social conditions constantly undergoing tremendous change, there is growing

demand for convenience stores to deliver "new forms of conveniences." This made me realize that unless we change the way our stores operate by harnessing technology, there is the risk that our company may not be able to continue surviving going forward.

Since FY2024, we have introduced our next-generation ordering system, AI.CO (AI Customized Order) at our stores, rolled out initiatives for reducing lost sales opportunities and food loss by recommending orders, merchandise assortment and discounts, and expanded the number of items and areas of our delivery service as a way of providing further "convenience." We also entered into a three-way capital and business tie-up between Mitsubishi Corporation, KDDI

CORPORATION and Lawson, Inc. I believe that we will be able to deliver new value to people, communities, and society by leveraging the business foundations of our three companies in full.

Lawson will be celebrating its 50th anniversary milestone in 2025. Looking ahead toward the next 50 years, we will be engaged in the challenge of achieving a "Global Real x Tech Convenience" next-generation convenience store that will prove to be wildly popular, by fusing technologies such as artificial intelligence (AI) prediction, robots and online services with the welcoming and inviting spaces that value human interaction built on the real stores that can only be offered by Lawson.

\* CSO = Chief Sustainability Officer



Here are some SDGs-related actions implemented by store managers and crew members working at LAWSON stores around Japan!

Iwate Kita Branch  
Ichinohe Kozuya Store  
Store Manager  
Ms. Asuka Takamagi



We dry waste coffee beans and place them around the toilet at the store for use as a deodorant.  
We are also making an effort to reduce plastics by effectively utilizing bags for deliveries of consumables as garbage bags. I also keep my own drink bottle with me.

Ishikawa Branch  
Kanazawa Fujiekita Store  
Crew Member  
Ms. Michiko Morita



I am always thinking about reducing the impact I have on the environment by carrying around my own drink bottle and chopsticks, and implementing my own method to help protect the environment. I also make sure the "Ten Energy-saving Rules" initiatives are in effect at my store.

Kitakyushu Nishi Branch  
Komine IC Store  
Crew Member Leader  
Mr. Ryutaro Okahara



I previously found out about the lack of blood for transfusions in news about the COVID-19 pandemic. I wondered if there was something our store could do to help, and since 2020, I have coordinated efforts with the Japanese Red Cross Society to have a blood donation bus stop at our store parking lot. Our customers and other LAWSON stores nearby also helped, and this year marks the fourth time we have run this initiative!

Tokushima Branch  
Tokushima Nishidaikumachi  
2-chome Store  
Crew Member  
Mr. Ryusei Miyamoto



We have been dropping in to five nursing homes every week to conduct mobile sales for around five years.  
We also bring daily necessities to meet the needs of those who have difficulties going out. We will continue aiming to be a hub for refreshment for members of our local community.

Gifu Nishi Branch  
Ogaki Bangumicho Store  
Mobile Sales Supervisor  
Ms. Reiko Ando



I am involved in mobile sales with the owner, and provide an opportunity to do some shopping at facilities used by the elderly and disabled persons, as well as at high school kiosks. I hope our initiatives continue bringing enjoyment to customers in the local community into the future.



# Understand with Manga **LAWSON's SDGs**


**Machiko**  
A 3rd grade elementary school girl who is curious about everything.

**Owner**  
A 15-year veteran at Lawson! Manages two stores cherishing his close ties with the local community. Machiko's father.



Hey dad!

Our school teacher was wearing a colorful badge today —what does SDGs mean?



I heard that there are 17 goals, or something...

So your elementary school is also making an effort for achieving SDGs, Machiko!

There are many people and those at companies and organizations actively working toward SDGs who wear these badges. I even see them around town, so interest in SDGs seems to be growing.

These SDGs (Sustainable Development Goals) were adopted unanimously at the UN Summit in 2015, and set out the goals for living on in this world!

The SDGs cover 169 targets in 17 goals, and pledge to "Leave no one behind!"



The goals of SDGs can't be achieved without cooperation of private companies and other organizations, as well as each and every one of us!

We are all playing a central role with SDGs! To create an even better future, we need to start thinking about what we can do as personal issues.

What type of SDGs initiatives are you running at your store, dad?

One example is adding doors to refrigerated cabinets to stop cold air from leaking out, which helps to increase refrigeration efficiency. This results in energy savings.  
\* Adopted at some stores

Wow! It seems like there are many initiatives in place!

Another example includes recycling waste oil from stores, and reusing it as biodiesel fuel or soap!

The idea of turning used oil into something else sounds like a good way to reduce waste and have a positive effect on the environment!

Did you know that Machiko?

Wow, there's so many things I don't know about...

There's more!

The forks and spoons that Lawson provides for eating boxed meals... actually have a hole in the handle, and are designed shorter to reduce the amount of plastic used to make them.

I want to find out more about SDGs at Lawson!

Sure, let's take a look together!

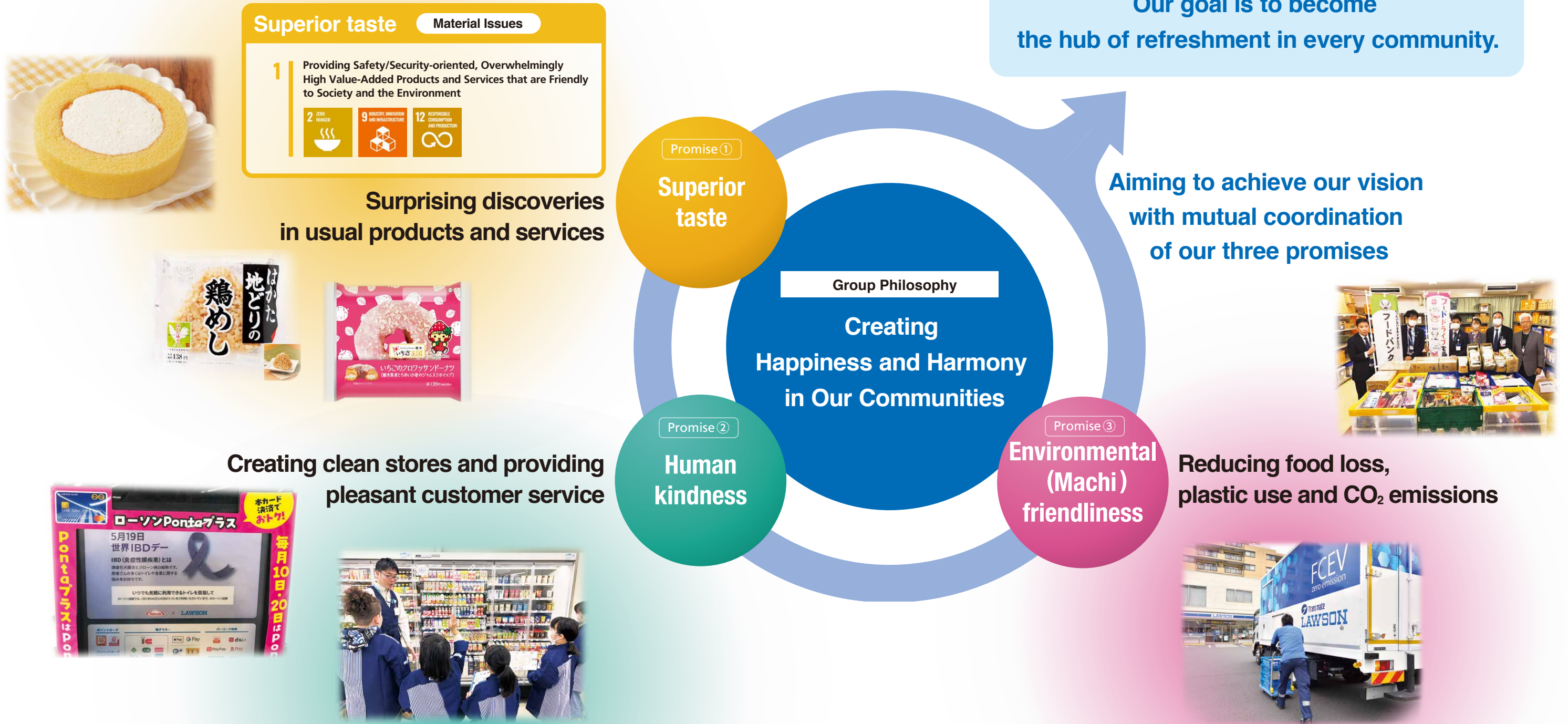
Let's take a look at Lawson's SDGs initiatives >>>





# Lawson's Material Issues

Based on our business policy, the "Three Promises," we selected issues that present a significant impact on the environment, society and the economy as "Material Issues."  
We will be working toward addressing these "Material Issues" with the aim of being the "hub of refreshment in every community" to contribute to achieving the SDGs.



## Human kindness

### Material Issues

- 2 Supporting Health Promotion for All People Through Products and Stores
- 3 Providing Comfortable Work Environment Leading to Job Satisfaction
- 4 Supporting Women and Seniors as well as Children's Growth



## Environmental (Machi\*) friendliness

### Material Issues

- 5 Coexisting Synergistically with Communities by Serving as Part of Social Infrastructure
- 6 Sustainable Environmental Conservation Activities Toward the Realization of a Carbon-Free Society



\* Machi (literally "town") refers to the communities in which Lawson operates and, by extension, the global village as a whole



## Special Feature

# Services available with Tech

## Delivery service products delivered quickly to customers

Lawson was the first convenience store in Japan to roll out "Uber Eats" in August 2019 as a last-one-mile initiative to deliver products to the homes of customers. Today, similar services are available via "Wolt," "menu" and "Demaecan" at around 5,000 stores\* nationwide. Popular deliveries include fried foods like Kara-age Kun, and daily necessities like milk, with OTC drugs also available at some stores.

Store stocks and delivery service inventories were interlinked from April 10, 2024, bringing the number of items available through "Uber Eats" to around 3,000. We will continue making advances to make it faster to deliver the products that customers are seeking.

\* As of the end of February 2024



## New approaches to customer service and diverse work styles by utilizing avatars

Lawson is launching Avatar-Assisted Service as a means of creating opportunities for anyone to work free of constraints, and bringing about a "new type of convenience" and a "heartwarming future" by leveraging digital technologies. Until now, each person worked at a single store—this initiative now makes it possible for one person to cover several stores at the same time, which can help to alleviate labor shortages. Avatar-Assisted Service is currently available at three stores located in Tokyo, Osaka and Fukuoka.



### First store with Avatar-Assisted Service: Green Lawson

An Avatar was launched in November 2022 for the first time at Green Lawson (Kitaotsuka 1-chome Store), which encompasses more than 20 sustainable initiatives like reducing food loss and waste, alleviating environmental impact like plastic usage, and leveraging DX. Looking ahead, Green Lawson will continue playing an active role in launching a range of initiatives toward creating more futuristic stores.

### Key measures at Green Lawson

Sales of boxed meals with rice cooked in-store at its Machikado Chubu in-store kitchen



Diverse work styles with avatar-assisted customer service



Freezer cases and refrigerated showcases with doors to reduce electricity consumption and CO<sub>2</sub> emissions



From November 2023, we embarked on an initiative that involves taking building materials from closed stores, such as the roof, walls and pillars, and reusing them for new stores. The first store we opened reused around 90% of these building materials by weight, thereby reducing CO<sub>2</sub> emissions arising from the production of associated building materials to completion of the building by around 60% compared to ordinary stores. This initiative is targeted at stores that satisfy certain requirements, among stores constructed with the "DL-e construction method," a prefabricated construction method using lightweight steel frames. This method was jointly developed by Lawson and Daiwa Lease Co., Ltd. The initiative is planned to be expanded nationwide.



## Development of system for reusing store buildings

### VOICE

That was unheard of in the construction industry, but we established standards and processes for maintenance and disassembly by leveraging the "ease-of-assembly and disassembly features" of the DL-e construction method adopted as standard by Lawson. The construction industry is shifting gradually away from "scrap and build" method to the approach of utilizing resources that are available now. I am thrilled that Lawson was able to come up with an option for new buildings based on the idea of reuse. We were able to make this project a success, not only due to the efforts of members involved with the project, but above all, the understanding of owners. I would be delighted if this project presents an opportunity for both customers and store employees to think more about how to use items longer and more carefully.



Corporate Sales and Store Development Division, Lawson, Inc. Store Construction Dept.  
Mr. Kou Yamano

## Launch of new Loppi offering enhanced performance and power savings

A new "Loppi" multimedia terminal has been launched featuring a user-friendly housing and updated interface. Designed for "easy viewing," "easy navigation" and "easy use," the new terminals help to reduce power consumption and are also 'eco-friendly' being made of environmentally conscious materials. The new terminals are scheduled to be rolled out nationwide to existing stores from September 2024 and on, following a testing phase. The Loppi Center System with greater processing performance was also launched to create a platform for ensuring reliable service without any delays for customers, even during periods of intensive access like when trial vouchers are available.





# Various initiatives across Japan for "Creating Happiness and Harmony in Our Communities!"

Our Group Philosophy and business policy, the "Three Promises," contribute to the SDGs and lead to happiness and harmony in our communities. We solicited examples of "activities creating happiness and harmony in our communities" undertaken at stores nationwide and also presented the Franchise Store SDGs Awards again in FY2023. We would like to introduce the initiatives of the ten winning stores.



We will be continuing efforts into the future catering to our local community



Ibaraki Higashi Branch, Mito Kawawadacho Hotoku Store  
Owner Mr. Hiroyasu Fujinami

## Providing support for "Learning to Go Shopping"

Attendees of facilities for people with disabilities come into our store every week to "learn how to go shopping." There was a little confusion between each other at first, but after six months, they become used to shopping without needing our support, and other customers also give them heartfelt greetings.



It's fun being able to go shopping by myself!



Watching junior high school students putting their best effort in also re-energizes us



Tochigi Kita Branch, Kuroiso Shimoatsusaki Store, Nasu-shiobara Kiyosumicho Store, Nasu-shiobara Matsuuracho Store, Nasu-shiobara Toyouraminami Store  
Owner Mr. Kenichi Ando

## On board with the My Challenge project (work experience activities)

We take part in the My Challenge project to assist with the growth of children in our local community. We invited students from a nearby junior high school for work experience following a request from the school principal, and assisted them with preparations for working at stores, customer service and experience cooking in the kitchen. We are also still hiring people with disabilities.



Work experience looks fun!



## Organizing pop-up care café

We work with the Nerima City authorities to make our eating-in area available as a venue for the elderly to share information and a community space. We hold workshops for seniors and others in the local community around one or two times a month covering topics like "Living healthy lives" and "Avoiding fraud," and these workshops have become a place for them to relax.



Lawson has become an indispensable part of the community!



I am so grateful to my local community for making it possible to keep working at Lawson



Aichi Nishi Branch, Ichinomiya Koakami Store  
Owner Ms. Yuri Kondo

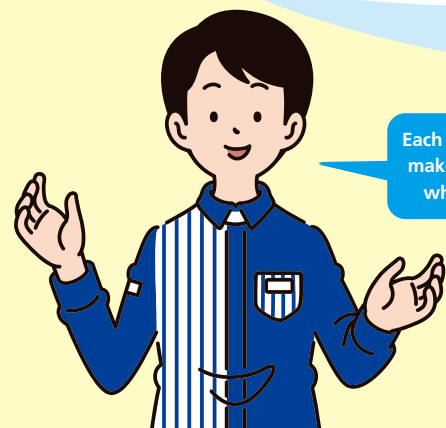


## Facilitating interaction with our local community

We regularly interact with children attending after-school day care services for children with disabilities, by giving them the opportunity to go shopping and participate in workplace tours and other seasonal events. With Lawson, I am hoping to boost our interaction with members of the local community.



Fun for kids too!



Each store is doing what they can do to make a difference! Let's take a look at what some other stores are doing!







I regularly clean the restrooms so that they are always left spotless

Nara Branch,  
Nara Dreamland-mae Store  
Store Manager Mr. Koji Komatsu

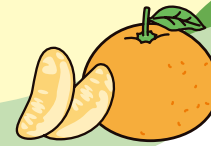
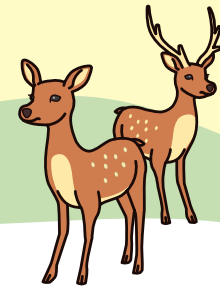


#### Providing restrooms during events and holding clean-up activities

After events are held at the athletics park nearby, we clean up a wide area covering some 500 m. We also set up temporary restrooms during events, and also make the store's restrooms available for customers after we have cleaned them thoroughly.



It's a good feeling when the community is clean!



Ehime Nishi Branch,  
Matsuyama Dogo Eki-mae Store  
Owner Mr. Shusaku Yoshimoto



#### Providing a safe and secure place for children to have fun

As the owner, I started up a free school to serve as a safe place for children who are unable to go to school for some reason. I have received comments from parents saying that they have noticed changes in their children who attend the school, like making changes to their own daily schedules so that they are able to go to school the next day.



Providing a range of experiences nurturing children's social nature



Are they picking mandarins?



Children in the local community were overjoyed after events had been canceled so many times due to COVID-19

Nagasaki Branch,  
Nagasaki Atago Store  
Store Manager Ms. Rumi Matsuo



#### Planning and running events contributing to the local community

We plan and run a number of events unique to our store, such as summer festivals and Halloween. These events provide a lot of entertainment for the local community, as they broaden the sense of community between employees and customers, as well as between customers themselves. We also invite students from nearby junior high and high schools for work experience, and sell welfare center products at our store.



Sounds like fun for the kids, too!

I always end up smiling when customers tell me "Thanks for your constant efforts"



Shimane Nishi Branch,  
Masuda Takatsu Store  
Deputy Store Manager  
Ms. Kuniko Tada

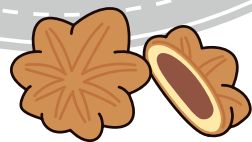
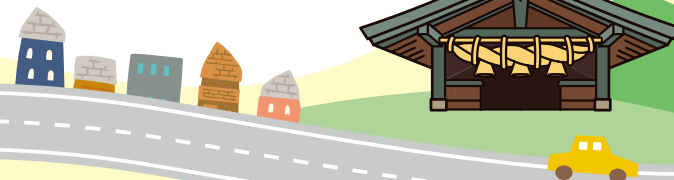


#### Mobile sales service in regions where shopping is difficult

We visit nursing homes, local meeting places and other venues around four times a week because we want to deliver products to customers who find it difficult to go shopping. We make an effort to understand what customers need in advance, and receive a lot of positive feedback, which makes this work so rewarding.



You're providing a great opportunity for shopping casually!



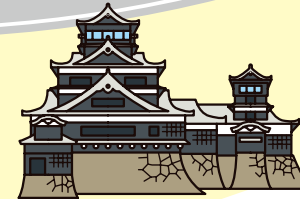
Always providing assistance to those who have trouble shopping

Hiroshima Chuo Branch,  
Kure Takaramachi Store  
Owner Mr. Taro Akagishi



#### Contributing to local communities with mobile sales

We visit senior citizen facilities and day care service facilities with our mobile sales three days a week. This provides a great opportunity for people without a nearby Lawson to learn more about our products, and the feedback we have received has been very positive.



It feels great being appreciated for your efforts!



Kumamoto Nishi Branch,  
Kumamoto Sunaharamachi Store  
Owner Mr. Mitsutomo Sakata

The words of "Thank you" we receive from customers help boost our motivation



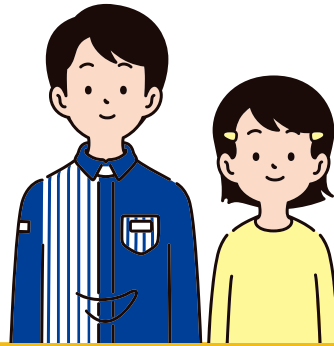
#### Regular clean-up of canals

Kumamoto, known as the "land of water," is blessed with an abundance of water sources and there are countless canals running through the city. We regularly run volunteer cleanup activities because we want to keep these canals looking beautiful.



Superior  
taste

## Surprising discoveries in usual products and services



### Using environmentally and socially conscious certified products

#### Rainforest Alliance Certification

"MACHI café" coffee freshly ground in store uses only coffee beans from Rainforest Alliance Certified farms that promote human rights of producers and workers, and incorporate farming methods which protect natural resources and the environment.\* Since 2004, MACHI café's affiliated Ipanema plantation in Brazil has been implementing activities to increase biodiversity with the creation of a nature conservation area on the plantation, as part of the Ipanema Reforestation Project.

\* The Mocha Blend and Decaffeinated Series are out of the scope.



See ra.org for detail  
(external link)

#### FSC®-certified and PEFC-certified

We use FSC®-certified and PEFC-certified products for our original paper cups and paper drink cartons, which are made from wood produced from properly managed forests, recycled resources, and other raw materials from controlled sources.



#### GAP-certified

Corporation eligible for farmland ownership in 16 locations across Japan (as of the end of February 2024) to ensure a stable supply of fruits and vegetables to stores, and support customers' healthy eating habits. Agricultural produce from each company has been given GAP Certification (JGAP, ASIAGAP), a certification standard for sustainable agriculture that takes into account elements of quality improvement, food safety and environmental conservation such as biodiversity.



Learn More



Tasty and supports local  
businesses—now I  
definitely want to try it!



### Regional Kara-age Kun (fried chicken nuggets) revitalizing communities and contributing to local production for local consumption

We promote local production for local consumption by offering products using local ingredients to deepen our ties with the community.

#### Kara-age Kun Awaji Island Onions & Soy Sauce Flavor

Kara-age Kun made with sautéed sweet Awaji Island onions produced at LAWSON Farm Hyogo located on Awaji Island.



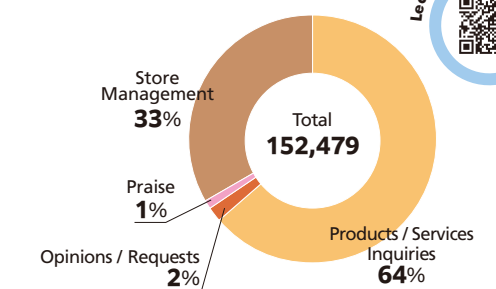
### Improving products and services based on customer feedback

As the hub of refreshment in every community, we use feedback received from customers for making improvements to products and services as a way of highlighting the importance of our relationship with customers. Examples of such improvements are listed on the Lawson website. A new "Initiatives for Food Safety and Peace of Mind" page has also been launched, and includes details about our products in Q&A format.



Information that customers want to  
know, displayed in an easy-to-read  
format makes it trustworthy!

#### Breakdown of "Customer Feedback"



### Rejuvenating all of Japan by holding an "Aomori Fair"

The "Aomori Fair—Supported by Ourin" involved eight items on sale at LAWSON stores in the Tohoku region and one item at all LAWSON stores around Japan. Fair items were made under the supervision of Ourin, a TV personality from Aomori Prefecture who appears in Lawson commercials, as well as items made using ingredients sourced from around Aomori Prefecture like scallops from Mutsu Bay. We will continue to rejuvenate local communities around Japan by leveraging the potential of our network of LAWSON stores nationwide.

This was the first time I was given the opportunity to be involved in product development so I was frank and open when exchanging ideas about the packaging and its contents, because I wanted to liven up Aomori and the Tohoku region. It would be great to see that this event helped everyone to discover just how delicious Aomori's products are. I hope that Japan's agriculture and fisheries industries will continue to get better in the future.

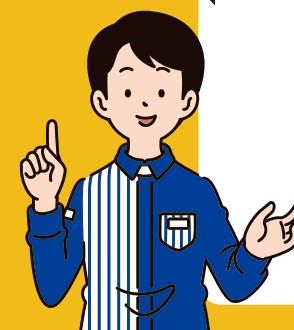


Product developed under Ourin's supervision  
"Fluffy Apple & Custard Bread Roll  
with Aomori Fuji Apples"



TV personality Ourin

Being able to easily buy  
nutritionally healthy  
items is great!



### Health-conscious items developed in line with "10 key elements for marketing and developing healthy food products"

In developing and marketing products, we aim to create greater tasting products while giving consideration to health awareness of customers based on 10 key elements from our own standards, including products with which customers can intake nutritional components such as protein and dietary fiber and products leading to control of carbohydrate and salt content to help solve their lifestyle issues.

#### 10 key elements for marketing and developing healthy food products

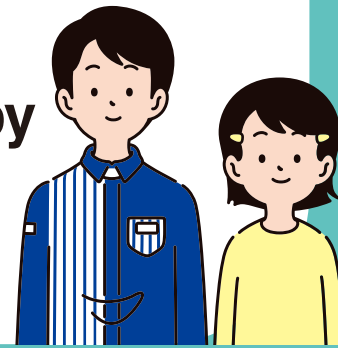
- 1 Vegetables and fruits
- 2 Higher in protein
- 3 Higher in fiber
- 4 "Foods with Health Claims"
- 5 Low-carb
- 6 Lower in sodium
- 7 Lower in calories
- 8 Healthy fats and oils
- 9 Probiotics
- 10 Better sleep





## Human kindness

# Aiming to be a place where both customers and workers are happy



## Creating workplace environments and systems welcoming diverse human resources

We have rolled out LGBTQ policies as part of efforts to create a workplace environment and system that embraces diversity in its human resources. Our efforts have been recognized with the "Gold" award in the "PRIDE Index 2023\*", a benchmark for workplace LGBTQ initiatives. In May 2023, we changed our housing system to allow employees with same-sex partners to move into company housing as family members, established LGBTQ consultation services, and started holding seminars to promote an understanding of LGBTQ issues. And in September, we expanded the scope of various personnel systems and welfare programs to include same-sex partners as spouses. We have also launched an internal community to foster understanding of LGBTQ issues.



\* The first evaluation index in Japan covering initiatives for LGBTQ+ and other sexual minorities in the workplace, established in 2016 by the work with Pride Association general incorporated association.

## Creating opportunities to think about "toilets"

Lawson was the first to make restrooms available among convenience store chains in Japan in 1997. Since 2022, we have been creating opportunities for people to think more about restrooms, by making artistic toilets available at several stores in line with "Toilet Day (November 10)" and "World Toilet Day (November 19)." From 2023, we have also been teaming up with Takeda Pharmaceutical Co., Ltd. to raise awareness of World IBD Day (May 19). Many of patients with IBD face problems going to the toilet and eating, so in 2023 we conducted awareness campaigns related to toilets displayed on POS cash register screens nationwide, and in 2024 ran a program where people could submit recipes suited to IBD patients.

\* IBD (Inflammatory Bowel Disease): A disease that causes inflammation of the mucous membranes of the digestive system, mainly the intestines



Artistic toilets selected from public submissions (from November 2023)



Being able to check any time using my smartphone is convenient!

AI can do this too!

## Initiatives that also make employees happy

The "Lawson Channel (Law-Chan)" app exclusively for store crew brings "Fun, great-value and useful" information to crew members. The app covers the latest Lawson news and allows crew members around the country to post content and actively communicate with each other. This app is also equipped with a convenient function for checking payslips. The "Lawson Channel" app also includes the Lawson glossary "Lawsonary" in various languages (currently available in 9 languages) for international store crew members. Terms used frequently at stores can be searched easily, promoting smooth communication between crew members.



"Lawsonary" screen



## Rolling out the next-generation ordering system "AI.CO\*" throughout Japan

As one of our initiatives toward reducing food loss and waste, in May 2024 we began deploying "AI.CO," a next-generation ordering system that provides product-specific demand forecasts based on weather, sales figures and other store-specific data, and that allows products to be ordered based on these forecasts. In addition to product lineup and recommended daily order quantities that used to be achieved with conventional semi-automatic ordering, the system also provides consistent discounting suggestions as a way of further reducing lost sales opportunities and food loss and waste. It also helps to lessen the workload of crew members working at stores and boost the efficiency of store operations.

\* AI Customized Order



## "Communication Sheet" wins "Good Design Award 2023"

The "Communication Sheet" that was the recipient of the "Good Design Award" is a sheet that customers can simply point to indicate if they need a plastic shopping bag, cutlery, etc. or if they want their meal heated up in the microwave. We took on board the feedback from hearing-impaired employees who faced inconveniences during COVID-19 when trying to communicate with store staff who were wearing masks, and came up with this sheet to make communication smoother while customers are shopping. We were the first convenience store chain in Japan to have this sheet visible on checkout counters nationwide from August 2022.

I informed my superior that I had trouble communicating with store crew members because the masks they were wearing during the COVID-19 pandemic prevented me from lip-reading. This led resulted in meetings to exchange views on ways to overcome this. The design incorporated ideas raised by everyone, including the items listed and visibility. This initiative made me more confident in communicating the fact that I am deaf to others. I have heard that the sheets are also being used by customers from overseas, elderly people and crew members, which makes me so happy.

Lawson, Inc.  
Financial Administration  
Division,  
Tohoku Kanri Center  
Ms. Keiko Sasaki



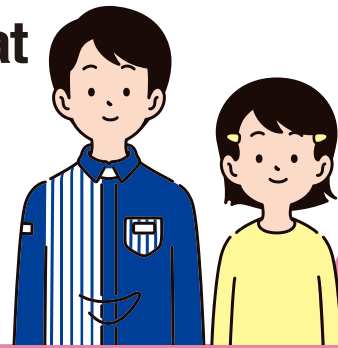
Learn More





Environmental  
(Machi)  
friendliness

# Creating a new era of shops that coexist with the Earth (Machi)



## PET bottles for original drinks changed to 100% recycled material

In 2022, we changed the labels of six original PET bottled drinks from those that covered the entire bottle to half-sized labels—this move reduced the amount of plastic used by around 100 tons annually. Since November 2023, we have also gradually switched to the use of 100% recycled materials for PET bottles for a total of eight of our original PET bottled drinks. This is expected to cut annual plastic use by around 3,355 tons.



It says  
100% recycled plastic bottle.

## Helping to develop communities by collaborating with local governments

On May 22, 2024, we concluded a comprehensive partnership agreement with Shinagawa City, where Lawson's headquarters is located. This marks the 68th municipality that Lawson has concluded a comprehensive partnership agreement with (as of the end of May 2024).

This agreement aims to further rejuvenate the local community and create a safe and secure environment for all residents living there by leveraging the resources of both Lawson and Shinagawa City, including installing AEDs at LAWSON stores throughout Shinagawa City and assisting with the development of students.

## Supporting childrens' future with fund-raising activities

The Lawson Group conducts social contribution activities to realize the concept of "Aiming to create a better future for children." As part of these, we have established The Lawson Group's "Happiness in Communities" Fundraising, which supports donations and activities for two organizations.

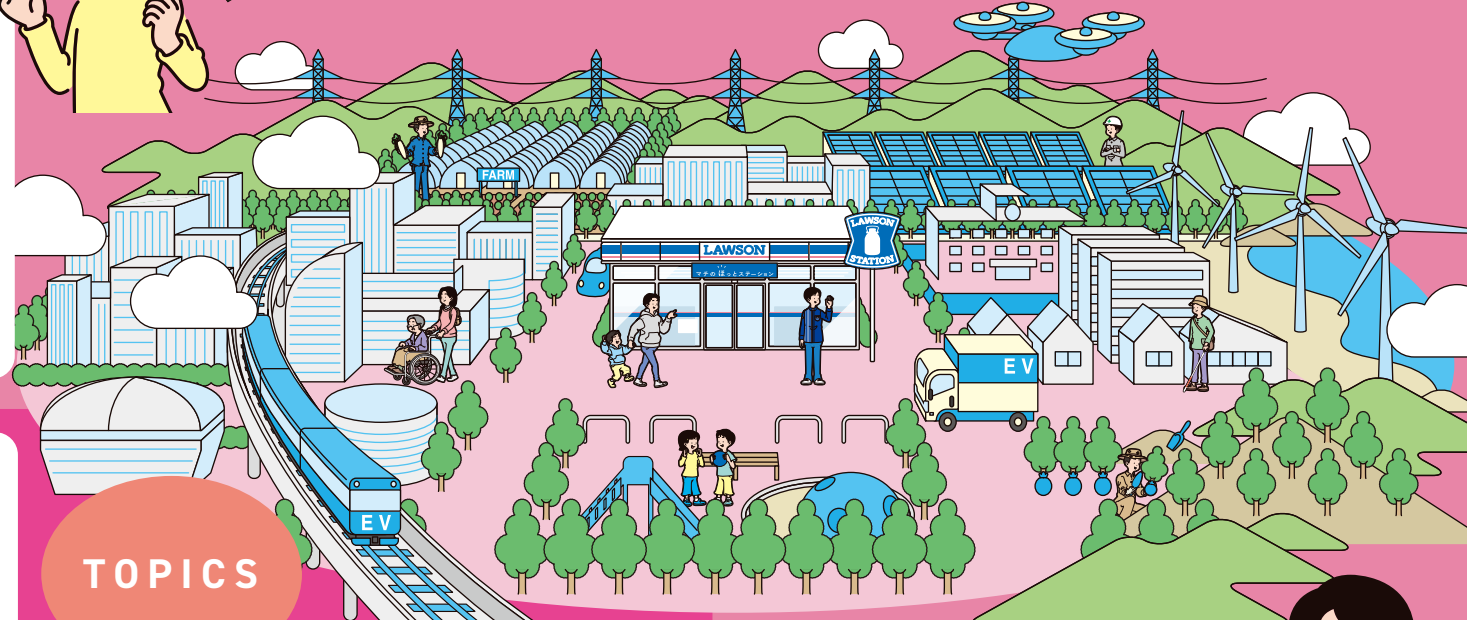
- Total funds raised in FY2023  
**716,011,060 yen**
- Of which, The Lawson Group's "Happiness in communities" Fund-raising Campaign  
**226,617,537 yen**



I am also properly separating and sorting waste before disposal!



There's so many eco-friendly initiatives being implemented!



## TOPICS

For the Earth (communities), as part of our Earth (communities). Here are some examples of the wide array of activities we are conducting, from those in our local communities to worldwide initiatives.



It's great that my daily coffee now comes in an environmentally friendly cup!

## Changes made to "MACHI café" coffee lids

The plastic lids of S and M size freshly brewed "MACHI café" iced coffee drinks have been changed to designs with around 0.4 grams less plastic than previous lids. This is expected to reduce annual amount of plastic used by approximately 48 tons. So far, we have reduced the amount of plastic used by around 3,220 tons in total, by gradually replacing the cups for our iced beverages with paper ones since 2019, and then changing to lid designs that can be enjoyed without the use of straws.



## Energy-saving Initiatives

Lawson has established the "Ten Energy-saving Rules" to reduce the amount of electricity wasted throughout the entire store, and is working on cleaning refrigerator and air conditioner filters and keeping air conditioners set at the right temperature. Approximately 6,800 stores have also been equipped with "CFC-free (CO<sub>2</sub> coolant) refrigeration/freezing systems" that have significantly less greenhouse gas emissions compared to CFC-based systems. Solar power generation systems have also been installed on approximately 3,000 stores. With these efforts, we are aiming to achieve our target for FY2030 (50% reduction of CO<sub>2</sub> emissions per store compared to 2013 levels).



## Store constructed of wood opened in Hokkaido

The "LAWSON Kamiatsuma Store" opened in Atsuma-cho, Hokkaido on April 25, 2024. Part of the store's exterior is made using timber from Hokkaido. This marks the 14th store made of wood produced in Hokkaido. There are no supermarkets available in the Kami-Atsuma area where the new store was opened, and the closest convenience store is located about 10 km away. The percentage of the population aged over 60 years old also makes up more than 40% of the total in the area, and an issue faced by residents of the local community is that they have significant difficulties related to shopping.



The store has a neighboring laundromat located and community space, which will serve as a source of rejuvenation for the area.

## Initiative for reducing food loss and waste by using "Refrigeration Technology"

Some of our stores in Tokyo donate "Kara-age Kun" and other fried foods (FF) that passed their allowable sales time\* to kid's cafeterias and other facilities in need. To reduce food loss and make more effective use of food, "products that can still be consumed" are flash-frozen in stores to "stop the countdown" to the expiration date, and are then heated and recooked in the form of various menu items at kid's cafeterias and other facilities.

\* Products that have passed the sales time permitted to customers as determined by Lawson, but still within their expiration date



Providing food at kid's cafeterias



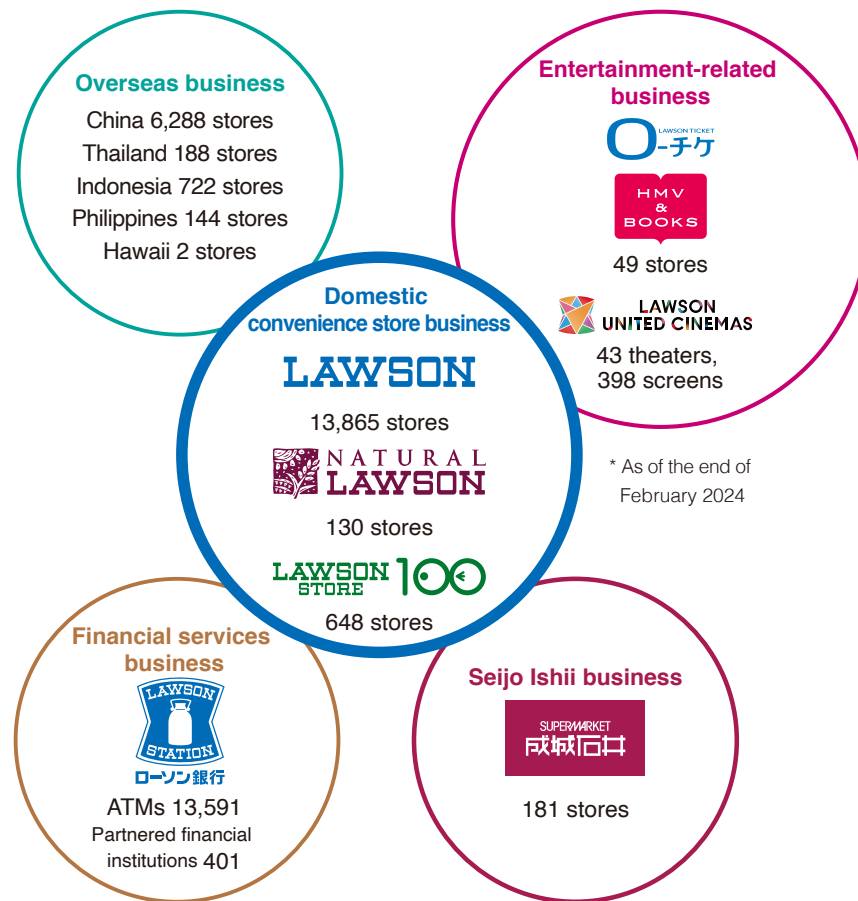
Re-cooked Kara-age Kun sweet and sour pork style





# Group companies working on the SDGs

The entire Lawson Group is working as one to take on challenges for society and communities in line with the group philosophy of "Creating Happiness and Harmony in Our Communities."



Visit the Lawson Group website here.

<https://www.lawson.co.jp/company/gr/en/>



## Lawson Entertainment, Inc.

LAWSON ENTERTAINMENT

### "Synapusyu THE MOVIE" wins Award of Excellence



"Synapusyu THE MOVIE Pushu Hoppe New World" (released in May 2023) distributed by Lawson Entertainment won an award of excellence September 2023 in the Nikkei Group Sustainability Contest. The movie was screened at more than 150 movie theaters around Japan and was praised highly for contributing to SDG Goals 4 and 5—improving education for infants based on diverse values and providing opportunities for parents and children to enjoy the outdoors together—as well as for its box-office revenue with a turnout of more than 150,000 people in one month.



©SPMOVIE2023

## Lawson Bank, Inc.



### Roll out of new ATMs



We have developed a new ATM model that can be used with new bank notes and that has color universal design certification. It features a design and touch panel layout that is easily accessible for wheelchair users, and has been made to be "convenient for all" with the inclusion of a cane rest and drink holder devised in terms of the materials and structures for use by those with limited strength. These new ATMs will be gradually deployed nationwide from January 2024.



## Lawson China



### AI cameras for visualizing sales floors and managing products



A trial is being conducted in Shenyang, China, where AI cameras are used for visualizing sales floors 24 hours a day—when there is a shortage of products on shelves, the AI provides real-time instructions for restocking products and checking that restocking has been completed. The combination of ensuring products are properly restocked as well as sold at discounts has proven to be an effective approach for increasing sales and reducing food loss and waste. Based on these results, the initiative is planned to be rolled out to other areas.



## Lawson Store100, Inc.

LAWSON STORE 100

### New uniforms introduced for better "functionality" and "ease of work"



Staff began donning the new uniforms from August 2023. A new short-sleeved version has been introduced to make work in summer more comfortable, by incorporating employee feedback raised in internal surveys. The uniform also provides better functionality with a greater number of deeper rear pockets. The design has also been updated with the green corporate color, as well as a navy blue that expresses a new style of sincerity.



## SEIJO ISHII CO., LTD.

SUPERMARKET 成城石井

### Initiatives for disaster recovery and nutritional education support funds



We are promoting social contribution activities under the topic of "cultivating a spirit for enjoying foods" with the aim of assisting children to recover from disasters and providing nutritional education. A portion of the proceeds from the sale of eligible products goes to funding activities for holding social events covering both food and sports for children in applicable communities, as well as for providing meals that families can enjoy together.



## Lawson Philippines, Inc.

LAWSON

### Bring Your Own Bag Wednesday promotion



The distribution of plastic shopping bags are prohibited in the Philippines, so paper bags are provided when products are purchased. To further reduce the use of paper bags, a promotion has been run since May 2023 encouraging customers to bring their own bags every Wednesday instead of making paper bags available. This led to a 35% reduction in the amount of paper bags compared to before running the promotion.



Advertising poster

Shopping bags