

Community Happiness Creation Process

About Lawson!

Message from Top Management

Creating Happiness in Our Communities - Our Story

Strategy for Creating Happiness in Our Communities

A Management Foundation for Creating Happiness in Our Communities

Finance - Company Information

Management Capitals Cultivated with the Community

Operating Capital

Diverse store formats and functions that respond to the needs of everyday life and realize small commercial area-based manufacturing and retailing

Intellectual Capital

Membership base for enhancing customer satisfaction and digital technology for realizing high-level of store productivity

Financial Capital

Stable financial foundation enabling a flexible response to changes in the community

Human Capital

Employees, who are the most important capital for realizing happiness in our communities and advanced store productivity

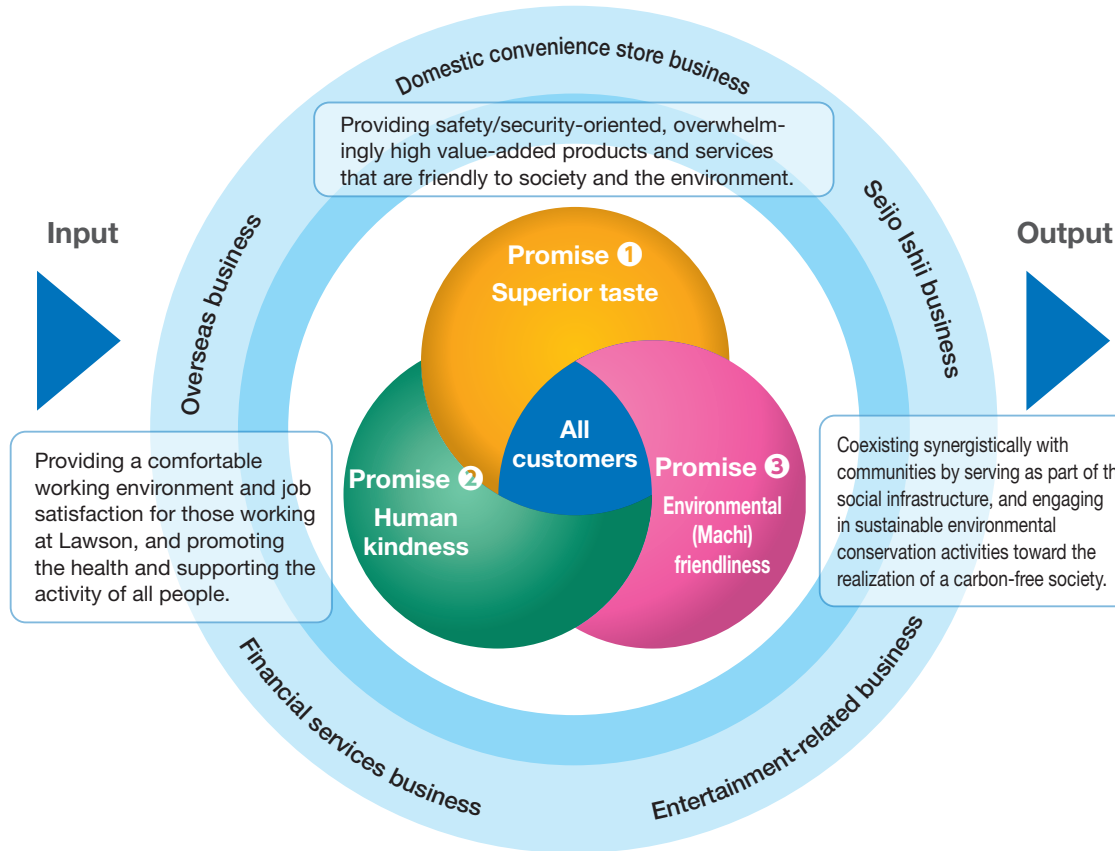
Social and Relationship Capital

Customers involved in the happiness of our communities

Natural Capital

Food resources for remaining close beside our customers

Business model



Group Philosophy

Creating Happiness and Harmony in Our Communities

Value offered by "new hubs of refreshment in every community"

- Products and services in line with customer opinions
- Sustainable joint business with franchise stores
- Reduction of CO₂ emissions, use of plastics and food loss

Response to material issues through the Three Promises and commitment to the SDGs

A Management Foundation for Creating Happiness in Our Communities

Job satisfaction

Spirit of challenge

Digital

Data

Corporate Governance