

Corporate profile

Company name	Lawson, Inc.
Headquarters	East Tower, Gate City Ohsaki, 11-2, Osaki 1-chome, Shinagawa-ku, Tokyo 141-8643, Japan
President and CEO Representative Director Chairman of the Board	Sadanobu Takemasu
Established	April 15, 1975

As of the end of February 2022

Capital	58,506.644 million yen
Number of employees	10,362 (consolidated)
Business activities	Franchise chain development of LAWSON
Net sales for all stores	2,442.7 billion yen (consolidated)



Lawson is supporting the Sustainable Development Goals (SDGs)

Areas in which stores are operated Total number of stores (in Japan and overseas)* **19,518 stores** As of the end of February 2022

Number of stores in Japan 14,656 stores

Hokkaido region	Kanto/Koshinetsu region	Chubu region	Kinki region	Chugoku region	Kyushu/Okinawa region	Overseas
675 stores	5,247 stores	1,700 stores	2,647 stores	936 stores	1,658 stores	4,862 stores
Tohoku region 1,176 stores	Tochigi 197	Ishikawa 103	Kyoto 329	Okayama 235	Fukuoka 529	China 4,560
Aomori 279	Gunma 244	Toyama 181	Shiga 154	Hiroshima 297	Saga 75	Thailand 166
Akita 182	Saitama 692	Fukui 107	Nara 138	Yamaguchi 127	Nagasaki 125	Indonesia 65
Iwate 178	Chiba 600	Shizuoka 275	Wakayama 153	Tottori 136	Oita 197	Philippines 69
Miyagi 255	Ibaraki 217	Aichi 717	Osaka 1,175	Shimane 141	Kumamoto 161	Hawaii, USA 2
Yamagata 112	Tokyo 1,683	Gifu 181	Hyogo 698	Miyazaki 109	Kagoshima 202	
Fukushima 170	Kanagawa 1,077	Mie 136		Okinawa 260		
	Niigata 226					
	Yamanashi 137					
	Nagano 174					
				Shikoku region 617 stores		
				Kagawa 132		
				Ehime 212		
				Tokushima 135		
				Kochi 138		

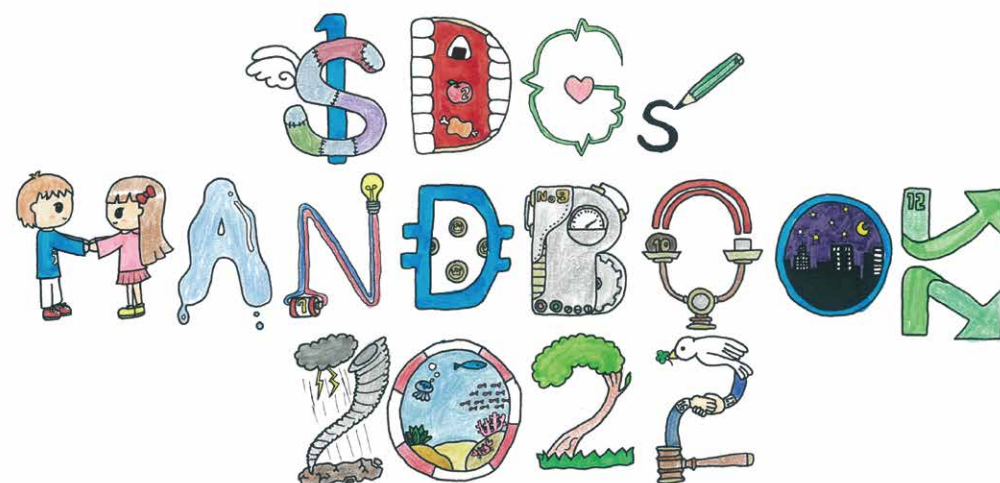
* The total number of stores is the number of convenience stores operated by our consolidated Group, and the number of stores operated by Lawson Store 100, Inc., Lawson Kochi, Inc., Lawson Minamikyushu, Inc., and Lawson Okinawa, Inc. is included. Moreover, the number of overseas stores refers to the number of LAWSON brand stores run by each local operating company.
Lawson Group stores = LAWSON, NATURAL LAWSON, LAWSON STORE 100

Main Lawson Group Companies

As of the end of February 2022

Field	Company name	Field	Company name
Domestic convenience store business	Lawson, Inc.	Overseas business	Lawson (China) Holdings, Inc.
	Lawson Store100, Inc.		Shanghai Lawson, Inc.
	SCI, Inc.		Shanghai Le Song Trading Co., Ltd.*
	Lawson urbanworks, Inc.		Shang Hai Gong Hui Trading Co., Ltd.*
	Lawson Okinawa, Inc.		Zhejiang Lawson, Inc.*
Lawson Minamikyushu, Inc.	Chongqing Lawson, Inc.		
Lawson Kochi, Inc.	Dalian Lawson, Inc.		
	LAWSON (BEIJING) INC.		
	BEIJING LUOSONG Co., Ltd.		
	Saha Lawson Co., Ltd.		
Entertainment business	Lawson Entertainment, Inc.	SEIJO ISHII business	SEIJO ISHII, CO., LTD.
	LAWSON HMV Entertainment United		
	Cinema Holdings, Inc.		
	United Entertainment Holdings Co., Ltd.		
	United Cinemas Co., Ltd.		
Finance-related business	Lawson Bank, Inc.	Consulting business	BestPractice, Inc.

* As there is no official company name in English, an English translation is presented here.



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/>

Published September 2022.

Next issue scheduled for publication September 2023.

© 1975-2022 Lawson, Inc. All rights reserved.

About the cover

The cover of this booklet uses a design drawn by an artist with disabilities who is enrolled in the welfare facility PICFA.

Each letter represents a goal of SDGs 17, and their numbers are hidden in the letters.

LAWSON SDGs HANDBOOK 2022

Group Philosophy

Creating Happiness and Harmony in Our Communities

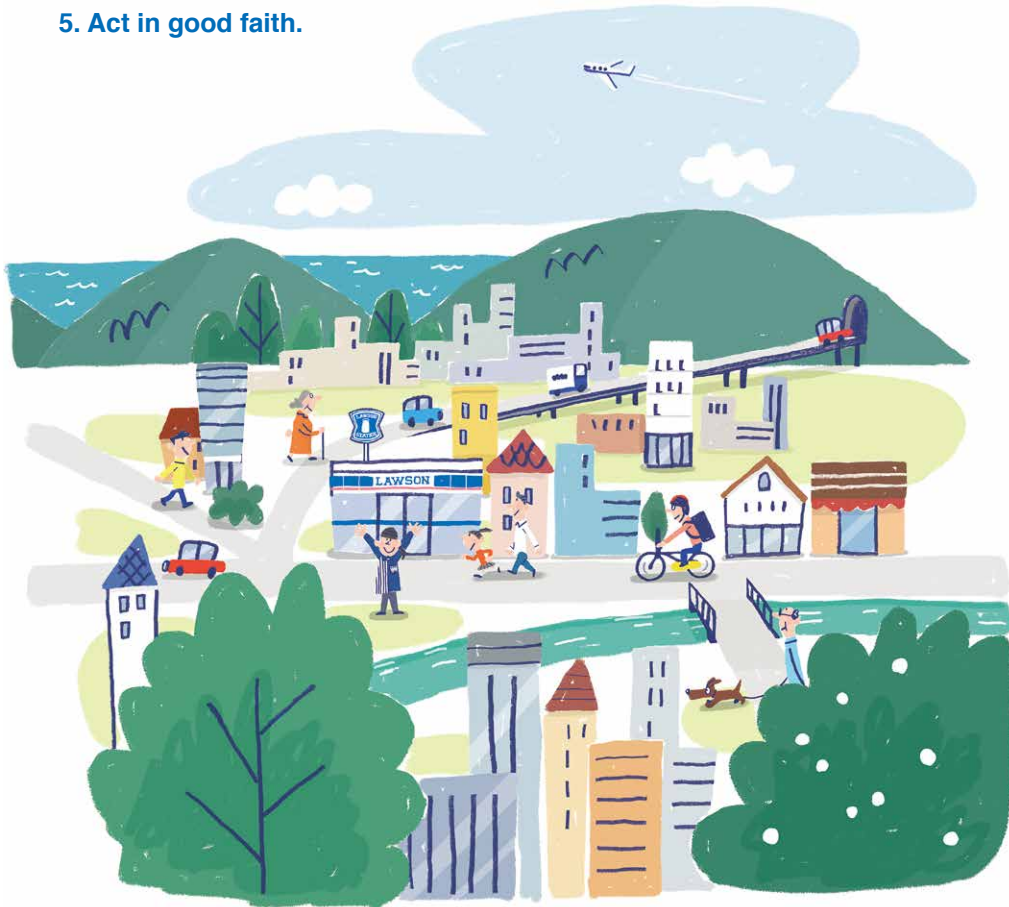
Vision

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

Lawson's Way (Action Guideline)

"Lawson's Way" is a set of five action guidelines that clarify the roles we play and are designed to realize the Group Philosophy with a sense of mission and responsibility.

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.



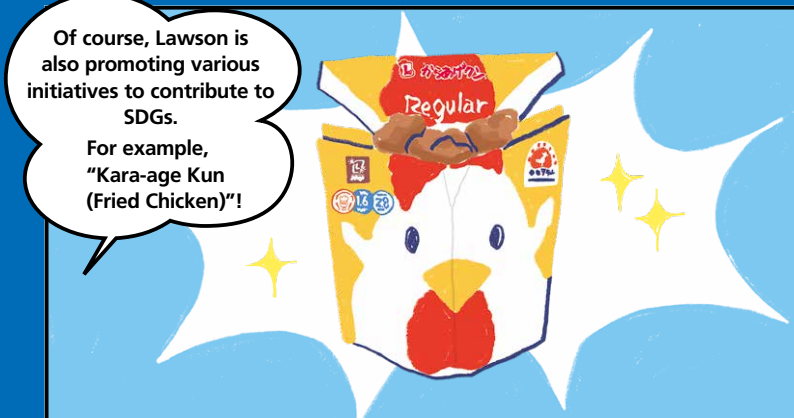
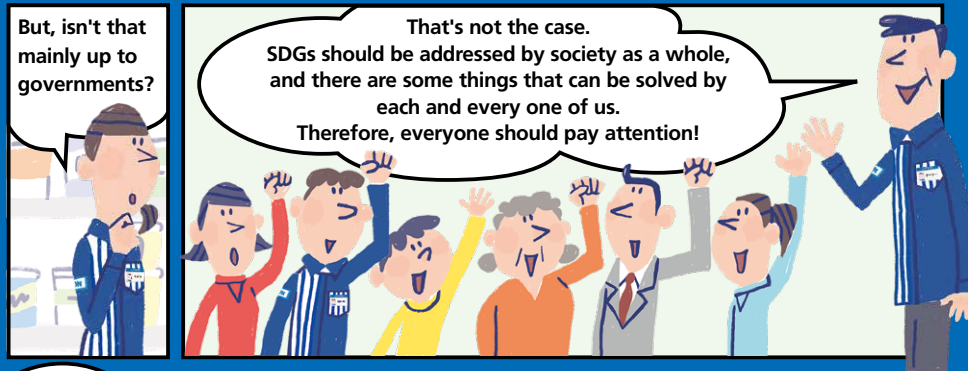
Understand with manga! Lawson and SDGs



Owner
A big veteran of Lawson for 20 years. He is knowledgeable and is relied on for many things.

Machiko
College student and Lawson crew member. She relies on the knowledgeable owner.





2.8g of protein and 1.6g of sugar content per piece*
* In the case of regular items

⇒ **Health considerations**

Made with 100% domestic chicken breast and domestic wheat flour*
* Foreign wheat is used on the same line during flour production, and there is a possibility of contamination.

⇒ **CO₂ emissions reduction related to transportation**

Selling local Kara-age Kun using local ingredients
⇒ **Local contribution such as local production for local consumption**

Cooking oil used in fryers is recycled into livestock feed and soap
⇒ **Waste reduction**

Manufactured under strict quality control at domestic factories
⇒ **Safety and security**

Kara-age Kun, which uses domestic ingredients and is healthy, is packed with initiatives that contributed to Goals 2, 3, 12, and 13!

Amazing! There are so many initiatives just with Kara-age Kun!



Tell us about your SDGs action!

The new FF (fried food) products sold at the counter are highly rated by customers, and we recommend freshly fried and delicious products. Since FF reaches its expiration date early, we do our best to sell it while it is still delicious.



Ms. Osawa

In order to reduce food loss, we put discount stickers on products that are close to expiring. We thank customers who have purchased our products with the best possible smiles, so that they feel positive about their purchase.



Ms. Tsuda

We always carefully check with customers whether they need plastic forks or spoons. Among them, there are some customers who have started using their own utensils, and I feel that talking to them on a daily basis is effective.



Ms. Scott

I started as a crew member and am now the store manager. More than half of the crew members are not Japanese nationals. I try to understand and always respect their culture and diversity. This leads to job satisfaction, and everyone enjoys working with a smile.



Mr. Iui



Every one of us will take the initiative to challenge of evolving into a “new hub of refreshment in every community.”

Hello everyone. COVID-19, which has lasted for more than two years, has changed the behavior of customers, and the tendency to use convenience stores on a daily basis has become even stronger. In order to stay close to customers in their daily lives, it is becoming more and more important for each store to understand the characteristics of the region and be closely related to the region, and to face each customer individually. To do this, we must make a concerted effort to raise our purpose (significance of existence) as a company and realize our Group Philosophy where “Creating Happiness and Harmony in Our Communities” As part of this, Lawson recently signed the United Nations Global Compact and declared its support and practice of the 10 Principles in four areas: human rights, labour, environment and anti-corruption. This is an initiative that leads directly to contributing to the SDGs.

Then, what embodies contribution to SDGs are the stores across the country, the franchise store owners and store managers who support those stores, and the approximately 180,000 crew members. Each store takes the initiative in taking action on a daily basis based on the strong desire to be useful to the community. We will continue to think seriously about what we can do for our customers, our communities, and the planet, together with our franchise stores, store crew members, and Group employees, and we will take on the challenge of evolving into a “new hub of refreshment in every community” that matches new lifestyles.

Sadanobu Takemasu

President and CEO
Representative Director
Chairman of the Board and Chief Sustainability Officer

● Towards the Lawson Blue Challenge 2050!

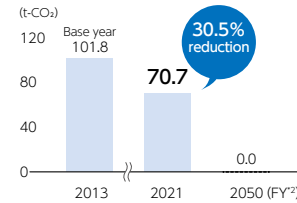
The Lawson Group is pursuing efforts to achieve the KPIs we determined for social and environmental aspects with 2025, our 50th anniversary, and 2030, target year of the SDGs, as target years. Furthermore, as a long-term goal, we have formulated an environmental vision, “Lawson Blue Challenge 2050!” In the future as well, we will continue to promote initiatives that address environmental issues in order to contribute to the goals of the SDGs and take on the challenge of achieving our goals (KPIs) for 2025, 2030, and 2050.

Goals for 2025, 2030, 2050 (KPI)

	Reducing CO ₂ emissions	Reduction of plastic use for packaging*	Reducing food waste
2025 50th anniversary	Reduce per store by compared to 2013 levels 15%	Reduce by compared to 2017 levels 15%	Reduce per store by compared to 2018 levels 25%
2030 SDGs target year	Reduce by 50%	Reduce by 30%	Reduce by 50%
2050 Environmental vision	Reduce by 100%	Containers and packaging of Lawson's original products 100% Eco-friendly materials	Reduce by 100%

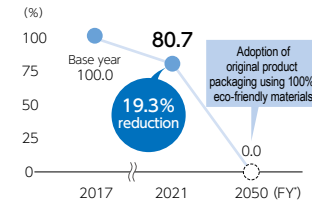
* Regarding plastic, we also have a goal of reducing plastic shopping bags by 100% by 2030

CO₂ emissions per store*1



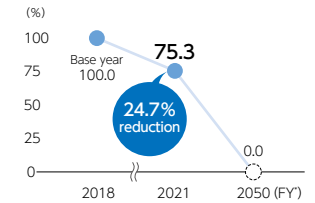
*1 CO₂ emissions are calculated using the list of emissions coefficients by electricity provider (substitute values)
*2 Calculated from April 1 to March 31 of the following year to coincide with the administrative fiscal year

Plastic packaging weight index



* Calculated from March to February of the following year to coincide with the company's fiscal year

Food waste reduced per store



* Calculated from March to February of the following year to coincide with the company's fiscal year

● Participation in Initiatives

Endorsement of TCFD

In April 2020, we endorsed the TCFD (Task Force on Climate-related Financial Disclosures). To respond to the intensifying climate change issue, we analyze the risks and opportunities associated with climate, understand the impact on our business strategies, and consider countermeasures, while striving to disclose information proactively.



Signing of 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, labour, environment and anti-corruption.



Under our Group Philosophy, we will earnestly consider what we can do for our customers, our communities, and the planet, and actively take on the challenge of resolving medium- and long-term issues involving the environment and society.

Submitted a letter of commitment to obtain Science Based Targets (SBT) certification.

To accelerate our efforts to combat climate change, we submitted a commitment letter in June 2022 to obtain SBT certification, which certifies that the Lawson Group's greenhouse gas reduction targets are consistent with the Paris Agreement. We will continue to take on the challenge of achieving higher goals to realize a decarbonized society. We will also seek to reduce climate change risks and seize opportunities in our business activities.

Lawson's material issues and major initiatives

Based on our business policy: the "Three Promises," we classified our value chain-related initiatives into six categories taking into account social issues and conditions. We decided our material issues from customers' standpoints placing importance on our initiatives as an organization responsible for safe and secure social infrastructures which are the most important thing for a retailer. Also, from 2021, major group companies have identified priority issues and set goals (KPI). The entire Lawson Group will combine forces to solve social and environmental issues.

*The main initiatives and services have been revised or abolished, with those that have already been completed removed and new ones added.



Achieving a sustainable society and creating happiness and harmony in our communities

Business Policy	Applicable SDGs	Material Issues (Materiality)	Main initiatives/services (examples)
<p>Superior taste</p> <p>P12-15</p>		<p>Providing Safety/Security-Oriented Overwhelmingly High Value-Added Products and Services Friendly to Society and the Environment</p>	<ul style="list-style-type: none"> • Providing high value-added private brand (PB) products • Deployment of Machikado Chubo in-store kitchens • Planning and developing locally-produced products for local consumption, and active use of domestic ingredients • Development and sales of socially and environmentally-friendly products • Development of products and services in line with customer opinions • Building and operating a supply chain that is friendly to society (human rights, etc.) and the environment • Conducting fair and equitable transactions with suppliers
<p>Human kindness</p> <p>P16-21</p>		<p>Supporting Health Promotion for All People Through Products and Stores</p> <p>Providing Comfortable Work Environment Leading to Job Satisfaction</p> <p>Supporting Women, Senior People as well as Children's Growth</p>	<ul style="list-style-type: none"> • Development of products with consideration for health based on the 10 themes • Creation of a pharmaceutical product sales system • Promotion of collaboration with local governments on health promotion • Creating a store environment that is convenient for everyone and comfortable to work in • Training of store crews and promotion of their retention • Continuation of FC owner support system • Promoting fund-raising programs for children's futures • Creation of an environment to support children's learning • Donation of products to facilities that require food and other support
<p>Environmental (Machi) friendliness</p> <p>P22-28</p>		<p>Coexisting Synergistically with Communities by Serving as Part of Social Infrastructure</p> <p>Sustainable Environment Preservation Activities Toward Carbon-Free Society</p>	<ul style="list-style-type: none"> • Promoting mobile sales and delivery services • Executing comprehensive regional agreements with the local governments and promoting collaboration • Collaboration with national and local governments to support stricken areas in the event of a disaster • Promoting energy efficient stores and offices • Utilizing and spreading renewable energy • Promoting products to be sold off or sold by weight, and developing products with a longer consumption period • Reducing plastic used for containers, packaging and promotional materials • Sustainable use of resources with consideration for biodiversity

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

Contents

Understand with manga! Lawson and SDGs ————— **P1-P3,P29**

Message from the President ————— **P4**

Towards the Lawson Blue Challenge 2050! / Participation in Initiatives ————— **P5**

Material issues and major initiatives ————— **P6-P7**

Highlights Franchise Store SDGs Awards for FY2021 ————— **P8-P11**

Superior taste ————— **P12-P15**

Surprising discoveries in usual products and services ————— **P16-P21**

Human kindness ————— **P16-P21**

Aiming to be a place where both customers and workers are happy ————— **P16-P21**

Environmental (Machi*) friendliness ————— **P22-P28**

Creating a new era of shops that coexist with the Earth (Machi) ————— **P22-P28**

Highlight

Initiatives to “make the community happy” are spreading to stores all over the country.

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 presented the "Franchise Store SDGs Awards for FY2021." We would like to introduce the initiatives of the ten winning stores.



We are glad that our activities aimed at contributing to the local community have been recognized.

Saitama Kita Branch Fukaya Hanzawa Shinden Store
Mr. Takeshi Ishimaru Owner



Cooperating with a Social Welfare Council to support local life through mobile sales



In cooperation with the Social Welfare Council, we have started mobile sales that are closely linked to the local community, and we also serve as guardians. This is also used by local residents, especially the elderly. We can know their needs since we can communicate more closely with customers there than at stores. In addition, we are also delivering boxed meals to those who are recuperating at home due to COVID-19.

I would like to continue to create a store that will please local customers.



Doto Branch Kitami Hikarino Store
Mr. Kazuyoshi Nakahashi Owner



The first convenience store certified by the city for hiring women!



We have proactively hired women as store managers, leader crew members, and fantasistas, and we have been certified by Kitami City as a “Kitami Work-Life Balance Certification Office System” We have also realized discount sales of products that are close to their sell-by date through suggestions from women. We also collect refill packs for detergents, etc., and cooperate in collecting cardboard boxes and empty cans to support the employment of people with disabilities.

Saitama Higashi Branch Koshigaya Omanocho 2-chome Store
Mr. Kenya Ichikawa Owner



Working together, we were able to face each other's “individuality” and grow.



Realization of barrier-free minds through vocational training for people with disabilities

We implemented vocational training for people with disabilities to promote the employment of people with disabilities. We have created an original work schedule that takes into account the individuality of each person, such as having cash registers for wheelchair users, having others do stocking and making FF*. They serve customers with wonderful smiles and accurately stock items. By working with them, the hospitality spirit of the crew is also enhanced.

* FF: Fried foods



Sapporo Kita Branch Hitsujigaoka Tembodaime Store
Mr. Naoki Matsuoka Management Owner (MO)



Supporting independence in working life through the employment of people with disabilities

We employ people with communication disabilities to support the independence of people with disabilities in their work lives. While we emphasize finding tasks and things they are good at, we are also educating them on how to deal with difficult tasks. The receptiveness of the employees working together has increased, and a culture of praising, acknowledging, and appreciating has been fostered, and as a result, it has contributed to an improvement in employee retention rate.



Support for people with disabilities is having a positive impact on the store.



We would like to continue to actively participate in community activities and contribute to the revitalization of the region.



Aichi Minami Branch Higashiura Odai Park-mae Store
Mr. Yoji Matsuya Owner
Mr. Takeshi Nishii (photo) Store Manager



Participating in various activities, such as attending dementia supporter training course



Many of our regular customers are elderly, so we adjusted our shifts to acquire the correct knowledge and understanding of dementia, and a total of 10 people attended the dementia supporter training course. As a result, we were able to create a store where conversations with customers increased and customers could use our services with peace of mind. Additionally, we are working on various activities such as accepting workplace experiences and cleaning around the store.

Highlight

Hiroshima Higashi Branch Mihara Minami Store
Mr. Toru Sakamoto Owner



Implemented discount sales to reduce food loss and increase sales



We decided to start with what we could do right now, and worked on that.



In these days when the problem of food loss is being called out, we are thinking about what we can do by ourselves, and we are working on discount sales at all of the stores that we run. We set detailed discount rules for each category, price range, and time period, and guide customers by posting handwritten notices. While it took time to get all the crew members to learn the operation, it not only reduced food loss, but it also expanded the product lineup and increased sales.

I have felt sense of satisfaction for ten years, seeing people waiting with smiles.



Yamaguchi Branch Sanyoonoda Habu Store
Ms. Kazue Furutoyo MO
Mr. Kimiaki Yoshimura (photo) Acting MO



Weekly mobile sales in cooperation with local homes for the elderly



We are conducting mobile sales at two homes for the elderly in order to respond to the roles required by the community. Every week, I feel rewards when I see residents waiting with smiles and anticipation. There were some difficulties, such as preparing the products that each person requested and the consideration we took for people with physical disabilities, but it is also an important experience that we can use in our work in the store.

Kagawa Branch Takamatsu Bancho 3-chome Store
5 Stores
Ms. Emiko Waki Owner



Cutting milk cartons from MACHI café, washing them and donating them to nearby elementary schools



We received messages of thanks from elementary school students, which were very encouraging for all of our employees.



Thinking of ways to contribute to the environment, we began cutting, washing, and storing MACHI café milk cartons at our five stores, and donating them to nearby elementary schools. It seems that elementary schools exchange milk cartons with school toilet paper. Elementary school teachers visited the store and expressed their gratitude, and the children also sent heartwarming messages.

We will continue to work hard with store employees to be of help to local people.



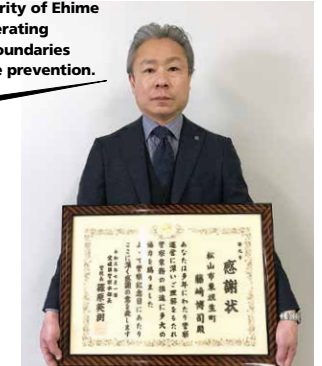
Ehime Higashi Branch Saijo Hiuchi Store
Mr. Tomoaki Fujita Owner



Using mobile sales to call out for local crime prevention

In response to a request from a police station, we implement calls for activities such as crime prevention, traffic safety and fraud prevention in our mobile sales. We use an external speaker on the vehicle to play an automated voice that calls attention to crime prevention, and we call out to each person who comes to shop while handing out reflectors and crime prevention leaflets. This provides an opportunity to talk with customers, and it leads to raising the awareness of local residents.

We want to contribute to the creation of the safety and security of Ehime by cooperating across boundaries for crime prevention.



Ehime Nishi Branch Matsuyama Yougo Higashi 5-chome Store
Mr. Hiroshi Fujisaki MO



Promotion of crime prevention activities in collaboration with local governments beyond chain store boundaries

I have served as the chairman of the Late-Night Business Store Crime Prevention Association for 10 years. I work with local police to conduct crime prevention drills, inspect crime prevention systems, and take measures to prevent juvenile delinquency. We devote our energy to create communities with safety and security and for the sound development of industry, such as by building a "convenience store police officer system", in which police officers stop by stores and offer crime prevention consultations.

We will continue to work on creating stores that are friendly to the community and that are supported by customers.



Superior taste

Surprising discoveries in usual products and services



What kind of initiatives are these?

Lawson aims to realize “Superior taste”, one of the “three promises” of our business policy. We are making various efforts to provide overwhelmingly high value-added products and services that consider safety and security, society, and the environment. We aim to realize stores that match the needs of customers and regions that change with the times.

- Providing high value-added private brand (PB) products
- Deployment of Machikado Chubo in-store kitchens
- Planning and developing locally-produced products for local consumption, and active use of domestic ingredients
- Development and sales of socially and environmentally-friendly products
- Development of products and services in line with customer opinions
- Building and operating a supply chain that is friendly to society (human rights, etc.) and the environment
- Conducting fair and equitable transactions with suppliers

CASE ①

Revitalizing local communities with local production for urban consumption by developing products with local ingredients



We promote local produce for local and nationwide consumption by using local ingredients to deepen our ties with the community. Furthermore, we are striving to revitalize communities (regions) through efforts to jointly develop products with local high school students.

● Iyokan Cream Puff full of happiness

This product uses 100% Iyokan fruit juice from Ehime Prefecture, which was jointly developed with Ehime Prefectural Komatsu High School. Whipped cream containing Iyokan fruit juice is combined with Iyokan sauce, and the choux pastry is coated with chocolate. Due to the Iyokan's sourness, the taste is not too sweet.



Ehime Prefecture

● Hida Beef Croquette Sandwich

A sandwich with croquettes made with Hida beef, the pride of Gifu Prefecture. This is finished with a sauce that enhances the tastiness of the beef croquette.



Gifu Prefecture

● Sanno Gorotto Apple Bread*

This product was jointly developed with Aomori Prefectural Sanbongi Agricultural High School. Whole grain dough is topped with Aomori apple jam and thick Aomori apples drenched in syrup, then baked and sprinkled with honey.



Aomori Prefecture

● Received the Review Committee Encouragement Award at the Ministry of Education, Culture, Sports, Science and Technology's Youth Experience Activity Promotion Company Award

We were evaluated for the joint development of products with students in Tohoku region six times in fiscal 2020, and we received the “Review Committee Encouragement Award” in the 2021 “Youth Experience Activity Promotion Company Award” implemented by the Ministry of Education, Culture, Sports, Science and Technology. We will continue to collaborate with local governments and others to jointly develop products using local ingredients with students.



Outside voices

Energize Hokkaido by expanding consumption of Hokkaido-grown ingredients and promoting the appeal of Hokkaido

We concluded a comprehensive partnership agreement with Lawson in 2008, and since then we have implemented a variety of initiatives, including the promotion of food in Hokkaido, ensuring the safety and security of the region, support during disasters, and conservation of the natural environment. Recently, in order to expand consumption of milk and dairy products, which have been affected by the spread of COVID-19, Lawson has developed products such as rice balls and sweets, and it has also contributed to the dissemination of the appeal of Hokkaido ingredients.



LAWSON Sapporo Shinhassamu 1-jo Store using wood from Hokkaido

In addition, the first “HOKKAIDO WOOD BUILDING” registered store will open as a convenience store using wood from Hokkaido in July 2022. It is a great pleasure for people to be able to touch Hokkaido materials at a store where anyone can drop in casually. In order to continue solving various regional issues that Hokkaido faces, we ask for Lawson's help in promoting Hokkaido's regional development and disseminating its appeal.

Office for the Promotion of Public and Private Sectors, Hokkaido Government

Mr. Atsushi Nishiyama
Chief Coordinator



CASE ②

Providing delicious products cooked in our kitchen



In 2011, we started introducing Machikado Chubo with the desire to “deliver delicious, safe, secure, and reliable products cooked in the store’s kitchen to our customers.” Due to the impact of COVID-19, there is a growing need to purchase delicious products cooked in-store at familiar convenience stores, and the number of stores that have introduced these products has exceeded 8,400 (8,457 stores: as of April 2022).

Among the various products, the “Thick-Sliced Sangenton Pork Cutlet Sandwich”, which uses cutlets fried in the in-store kitchen, and the “Fried chicken boxed meals”, which uses rice cooked in the store (released August 30, 2022) are highly recommended.

In addition, we are working on the release of products based on popular local menu items in each region, and the “Local Chichibu Waraji Katsudon” and “Local Chichibu Waraji Katsu Burger” released in June 2022 have been very well received.

Furthermore, based on the results of a customer questionnaire survey, we reviewed the proportion of the ingredients to improve products such as the “Kaisen Kakiage-don (seafood-and mixed-vegetable tempura on rice)”, which is the No. 1 selling boxed meal of “Machikado Chubo” (results in April 2022).



Kaisen kakiage-don (seafood-and mixed- vegetable tempura on rice)



Fried chicken boxed meals



Thick-Sliced Sangenton Pork Cutlet Sandwich

TOPIC Ghost Restaurant

We have started a demonstration experiment of the “Ghost Restaurant” at one store in Tokyo, where newly developed products based on popular delivery menu items are cooked in the store’s kitchen and delivered, and this is currently being implemented at 3 stores (as of the end of June 2022). Ghost restaurant products can be ordered with services like Uber Eats. Since all products are cooked after ordering, it is possible to provide freshly prepared products. At the same time, this also leads to utilization of free time in the in-store kitchen, which cooks items according to the demand for breakfast and lunch. Further developments will be made toward introducing this service to 100 stores in the Kanto area by the end of February 2023, and to 1000 stores nationwide by fiscal 2025.



CASE ③

Considering deliciousness with quality, society and the environment as its basis



● Using coffee beans from Rainforest Alliance Certified farms



See ra.org for details

For our MACHI café in-store freshly brewed coffee, we use only coffee beans from Rainforest Alliance Certified farms*. This certification is awarded to farms that use sustainable farming methods to meet rigorous environmental, social and economic standards.

* The Single Origin Series and Decaffeinated Series are out of the scope.

● Caring for forests by handling forest-certified products

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

In order to meet the customer’s request for “high-quality products and services made in an appropriate environment”, we will continue to handle sustainable products and procure raw materials that are socially and environmentally friendly.



The mark of responsible forestry



CASE ④

Expanding our frozen food menu items in response to changes in demand due to the pandemic



With the effect of the need to shelter at home due to COVID-19, scenes with bulk buying have increased, so the need for frozen food that can be stored for a long time and can be eaten easily whenever customers like is increasing. At Lawson, in addition to frozen foods that meet conventional stock needs, we are developing ready-to-eat products (approximately 110 types) with convenient functions typical of convenience stores. In addition, as part of our product reforms aimed at realizing new convenience stores in anticipation of the post-COVID era, we will work to further expand our frozen food menu items.



TOPIC Sales of MUJI products

In about a half a year from May 2022, we will start introducing MUJI at about 5,000 stores in the Kanto Koshinetsu area, and will expand that nationwide. By rolling out MUJI products at LAWSON stores all over Japan, we believe that we will be able to deliver new value that will benefit customers all over the country.

In the future, we will jointly develop generic products and services, in order to further expand our efforts to help local residents.



Human kindness

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



What kind of initiatives are these?



Lawson aims to realize “Human kindness”, which is one of the “three promises” of its business policy, and in addition to supporting the health promotion and active participation of all people, we are making various efforts to provide a store environment that is easy to use and work in for a wide range of people. We will drive forward with our challenges based on diverse values, enabling our employees to feel motivated in their work and creating happiness in the community.

- Development of products with consideration for health based on the 10 themes
- Creation of a pharmaceutical product sales system
- Promotion of collaboration with local governments on health promotion
- Creating a store environment that is convenient for every one and comfortable to work in
- Training of store crews and promotion of their retention
- Continuation of FC owner support system
- Promoting fund-raising programs for children's futures
- Creation of an environment to support children's learning
- Donation of products to facilities that require food and other support

Athlete employee interview - Creating an environment where various people can play active roles -

Lawson promotes diversity under the Group Philosophy of “Creating Happiness and Harmony in Our Communities” and aims to create an environment in which each and every employee can play an active role regardless of gender, nationality, age, or whether they have a disability. For this reason, we have appointed an officer in charge of diversity promotion, headed by the president, and conduct design, operation, and appointment of necessary system. As part of this, we hire athletes who aim to be active on the world stage and support them.



Yuka Takamatsu
Para-athletics
T38 (cerebral palsy) class
100, 200, 400
Tokyo 2020 Paralympics
4X100 Universal Relay
Bronze medal



Rin Kawahara
Wheelchair basketball
1.5 class
Tokyo 2020 Paralympics
Silver medal

Support from Lawson is a source of strength

When I was a second year junior high school student, I started track and field on the recommendation of my parents. My main event is the 400m, but this year I am focusing on the 100m and 200m events. After the Tokyo Paralympics, I practiced with an emphasis on speed and was able to improve my personal bests in both the 100m and 200m events. In the future, I would like to take advantage of that speed in the 400m event.



Lawson's great points are the large eat-in space and the Uchi Café (Lawson's original desserts)!

Before I joined Lawson, I worked for another company, the biggest challenge was finding time to practice, but now that I have more time to practice, and I can practice in a fulfilling environment. In addition, during the games, our employees come from far away to support me, which is a great source of strength. My next goal is to participate in next year's Asian Games and World Championships. I will also do my best so that I can participate in the Paris Paralympics 2 years from now.

Thank you for Lawson's full support

I came across wheelchair basketball when I was in high school, and after graduating from high school, I transferred to my current team in search of an environment where I could grow. After that, I joined the Japanese national team when I was 21, and I was able to win a silver medal at the Tokyo Paralympics last year. The appeals of wheelchair basketball are the intense collisions between wheelchairs and each player being assigned points according to the severity of their disability. According to the rule that the total amount of points for the players on the court must be within 14 points, players with mild and severe disabilities can participate in games equally. After joining Lawson, I was able to secure enough practice time, and I am very grateful to all the employees who came to support me and gave me their full support. Currently, the entire team and myself as an individual are training with the goal of winning a medal at the Paris Paralympics 2 years from now.



Lawson's kind points are that there are many wheelchair parking spaces, and that the spaces for toilets are wide!

CASE ①

Supporting people with disabilities



In February 2022, as part of our support for people with disabilities, we adopted a design for a cup of freshly brewed coffee “MACHI café” in stores (currently no longer available) drawn by an artist with disabilities from PICFA, a welfare facility in Saga Prefecture. This is a project that was born from an internal public offering, hoping that people would become even slightly interested in welfare through the cups.

CASE ②

Deploying materials with an “Ear mark”* to make it easier for people with hearing impairments to shop here



Many people with hearing impairments understand conversations by looking at other people’s gestures and mouth movements. However, now that wearing masks has become a part of daily routines due to the pandemic, they are in a situation where they don’t understand what is said when asked if they need plastic bags or disposable chopsticks, and they are worried about communication within stores. Therefore, from the end of August 2022, we will deploy materials with an “Ear mark” at stores nationwide so that people with hearing impairments can enjoy shopping.



* “Ear mark”: A mark that expresses hearing impairments and consideration for people who are deaf and hard of hearing (All Japan Association of Hard of Hearing and Late-Deafened People)

CASE ③

Unifying inquiries from franchise stores to support the development of stores that are easy to work in



To ensure that franchise stores can operate their stores with peace of mind, we provide 24-hour support for 500,000 inquiries per year. Until now, there were various support desks for general operations and refrigeration equipment failures, but from April 2022, we have unified them and made them even easier to use. For frequently asked questions, we distribute a “Frequently Asked Questions Solution Sheet” to all stores every month. In addition, we are striving to improve the quality of our contact window, including politeness, accuracy, and speed. As a result, in 2021, in a call center response quality survey conducted by the world-class evaluation organization “HDI Japan”, the contact window for Lawson franchise stores has been awarded three stars, a first for the convenience store industry.



CASE ④

Meeting needs for what you want to eat Offering products with good taste and nutrition



The health awareness of customers has changed due to the pandemic, and there is a growing need not only to cut calories and carbohydrates, but also to actively consume protein and dietary fiber for the purpose of maintaining health. In response to this need, Lawson sells health-related products in multiple categories that provide protein and dietary fiber. In addition, we have changed the package design so that you can see at a glance which nutrients are included among the health-related nutrients specified by the company.



Garlic tomato sauce chicken steak rice bowl with a 1/2 day amount of green and yellow vegetables and protein

Set 10 health themes according to market needs

- ① Eat vegetables and fruits
 - ② Get protein
 - ③ Get dietary fiber
 - ④ Eat foods with health claims
 - ⑤ Low-carb
 - ⑥ Low-salt
 - ⑦ Low calories
 - ⑧ Low-fat
 - ⑨ Eat foods with good bacteria
 - ⑩ Get quality sleep
- ① to ⑧
Items based on national indicators and medical research indicators
- ⑨ to ⑩
Items to be tackled as a challenge in anticipation of future health trends



Bibimbap rice ball with domestic glutinous barley



Almond chocolate (using inulin) 40g

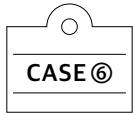


CASE ⑤

Strengthening pharmaceutical sales to support the health of the community



Lawson is focusing on the sales of pharmaceuticals in order to contribute to the convenience of customers responding to an aging society and controlling national medical expenses. Since 2003, we have been working on the development of stores with dispensing pharmacies, and as of the end of May 2022, we have 50 stores. In addition, from the perspective of promoting self-medication, we are promoting partnerships with dispensing pharmacies and drugstore chains nationwide. As of the end of May 2022, the total number of stores handling over-the-counter medicine (self-medication product) is 282, including stores with dispensing pharmacies. Furthermore, from February 2021, over-the-counter medicine are handled for the first time at Japan Uber Eats. We carry about 60 types of Class 2 and Class 3 medicine such as cold medicine, eye drops, and stomach medicine.



Together with our customers, 30th Anniversary of donation activities Supporting children's futures



Lawson became the first convenience store to install donation boxes at its stores in 1992, and in September 2022, we will celebrate the 30th anniversary of those boxes. 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 three organizations. We also pursue activities such as measures to prevent COVID-19 infections and acceptance of donations for support in emergencies such as earthquakes and torrential rains when needed.

The Lawson Group's "Happiness in Communities" Fundraising donation point

- **Lawson Green Fund**
(Organization receiving donation: The National Land Afforestation Promotion Organization)
- **Support Dreams Fund**
(Scholarship program for children from single-parent families)
(Organization receiving donation: National Federation of Single Parents and Children's Welfare Associations in Japan)
- **"Dream Classes" Fund**
(Organization receiving donation: Japan Football Association)



Projects utilizing the Lawson Green Fund

March 16, 2022



Tokyo Metropolis Chofu Municipal
Kitanodai Elementary School Principal (at that time)

Mr. Takashi Hakozaki

I applied for the "Lawson Green Fund" subsidy with the thought that "I want children to feel the changes of nature." With the cooperation of a local landscaping company, three cherry trees, daffodils, and other flowers have been planted, and the Cultivation Committee takes care of them as a symbol for children to gather. These cherry blossoms and daffodils watch over the children not only in everyday life, but also at graduation ceremonies and entrance ceremonies.

Lessons using the "Dream Classes" Fund

June 18, 2021



Tokyo Metropolis Shinagawa Ward
Yashio Gakuen 5th Grade Homeroom Teacher (at that time)

Mr. Keitaro Kumasaka

I feel that the question "What kind of person do you want to be?" from the "Dream Teacher" was a paradigm shift for the children. The children expressed themselves by facing their future selves, saying things such as "a kind person who understands everyone's feelings" and "a person who helps people in need." They were able to learn that "dreams" are born from a person's ideal self.

TOPIC Support for Ukraine

In 2022, we accepted "Ukraine Humanitarian Crisis Relief Fundraising" and the "Ukraine Emergency Relief Donation" to assist those displaced within Ukraine and from Ukraine to other countries due to the conflict in Ukraine. A total of 197,005,568 yen of donations was received from customers.



Supporting children's learning (Student City/Corporate Internship Simulation Program/ special class in a hospital)



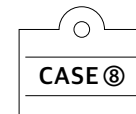
As one way to help create an environment in which children can grow up healthy, we have set up a LAWSON Experience Store in Sendai City's Student City.*1 The program is designed to enable elementary school students to learn about their relationship with society, how the economy works, what money is, what work is, etc., and to develop social independence through experience.



Student City

In addition to this, since fiscal 2017, we have been cooperating with "Corporate Internship Simulation Program**2", in which junior and senior high school students work to solve problems as corporate interns through classes. In fiscal 2021, we supported the learning of approximately 1,100 junior and senior high school students from 27 schools. Moreover, from November 2021 to February 2022, special classes were held online for a total of 16 students studying in hospital classes*3 in 3 districts. In the class, we introduced the structure of convenience stores, the ingenuity of products, and the SDGs initiatives, with a quiz. The purpose of this is to provide hospitalized children who are unable to participate in extracurricular activities due to the pandemic with the opportunity to come into contact with society.

*1 A registered trademark of Junior Achievement Japan (the Japanese headquarters of Junior Achievement, the world's largest economic education organization)
*2 Managed by Twice Research Institute Co., Ltd. *3 Special support classes set up in hospitals for children



Making 3 videos to make children smile



With opportunities for extracurricular activities and work experience decreasing due to the COVID-19 pandemic, three videos were produced with the hope of bringing smiles to children's faces. This can also be used as teaching material at schools.



<Let's learn about SDGs at Lawson!>



<Lawson's work experience!>



<Kara-age Kun factory tour!>



Presenting donated books to elementary and junior high schools Supporting children's learning



Dalian Lawson, Inc. in China has set up book donation boxes in its stores in cooperation with the Dalian Hope Process* Office. We widely publicize our donation activities through our stores, employees, and the media, and ask customers to donate books and other items that are lying unneeded in their homes. We give points to those who donate, and when points are accumulated, we give them original products. Collected books will be donated to elementary and junior high schools in poverty-stricken areas around Dalian along with rice balls and desserts from Dalian Lawson. In addition, we have also set up a book corner called the Lawson Love Heart Library at schools to which donations have been made to.



* Project to support the education of impoverished children in China

Environmental (Machi) friendliness

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



What kind of initiatives are these?

Lawson aims to realize one of the 3 promises of its business policy, which is to have Environmental (Machi*) friendliness. We are working on sustainable environmental conservation activities for the realization of a decarbonized society along with coexisting with local communities by providing social infrastructure. In order to contribute to the goals of the SDGs, we are working to reduce CO₂ emissions, food loss, and the use of plastic in containers, packaging, and plastic shopping bags, and we aim to achieve our goals (KPIs) for 2025, 2030, and 2050.

- Promoting mobile sales and delivery services
- Executing comprehensive regional agreements with the local governments and promoting collaboration
- Collaboration with national and local governments to support stricken areas in the event of a disaster
- Promoting energy efficient stores and offices
- Utilizing and spreading renewable energy
- Promoting products to be sold off or sold by weight, and developing products with a longer consumption period
- Reducing plastic used for containers, packaging and promotional materials
- Sustainable use of resources with consideration for biodiversity
- Efficiency enhancement of distribution and promotion of changeover to environment-friendly trucks



Making various efforts to reduce the amount of limited resources used



● Selling by weight

We sell daily necessities such as detergent and shampoo and foods such as dried fruits and nuts by weight mainly at Natural LAWSON stores so that you can purchase only the amount you need when you need it. Currently, this has led to reduction of plastic use by approximately 79% (results as of October 2021) compared to sales in plastic containers.



● Upcycled* products

We sell upcycled products made from unopened/unused products and non-standard products that cannot be sold due to scratches or deformation.
* The rebirth of things that were planned to be discarded into new things to increase added value



Tea made by processing non-standard fruits

● Plastic spoons and forks with slotted handles

In line with the enactment of the Plastic Resource Circulation Act from April 1, 2022, we are introducing spoons and forks that reduce the amount of plastic used, by measures such as opening a hold in the handle and shortening the length. This is expected to reduce annual plastic use by approximately 67 tons. Wooden spoons are also being used on a trial basis in some areas so that stores may have that option available in the future.



Employee voices

Merchandising Division Daily Products and Fast Foods Dept., Lawson, Inc.
Keita Yoshioka Merchandiser



At the in-store freshly brewed coffee "MACHI café", as part of consideration for society and the environment, since its introduction in 2011, if customers bring their own containers such as tumblers, we will offer a discount of 10 yen* from the regular price. From 2019, we have gradually switched the cups of each size of the ice product menu to paper materials. In addition, the ice cup lid has been changed to one that does not use a straw, and the muddler has been changed to a wooden one. Through these efforts, we have been able to reduce approximately 2,165 tons of plastic annually. In fiscal 2022, we plan to reduce the amount of plastic used in ice cup lids and switch to paper packaging for straws. Going forward, we will continue to take on the challenge of developing products that contribute to society and the environment, such as promoting further resource conservation, while paying attention to customer value and convenience, such as usability.
* Self-machine stores are not eligible.

TOPIC Cleaning Volunteer Activities

Lawson participates in the "GREEN SEA Setouchi Hiroshima Platform (abbreviated as GSHIP)", which was established by Hiroshima Prefecture with the aim of achieving zero marine plastic waste. As part of that activity, we conducted volunteer cleaning activities at Miyajima Tsutsumigaura Nature Park in Hatsukaichi City, Hiroshima Prefecture on November 7, 2021. On that day, a total of 23 people, including owners and employees of franchise stores and employees of Lawson Headquarters, participated. A total of 126 people, including other participating companies, collected a total of 222.3kg of marine litter, including plastic items washed up on the beach.



CASE ②

Becoming an earth-friendly store by introducing energy-saving equipment



Ten Energy-saving Rules

In order to reduce the amount of electricity used in our stores, we have established the “Ten Energy-saving Rules” and are working on cleaning the air conditioner filters and adjusting the temperature at each store.

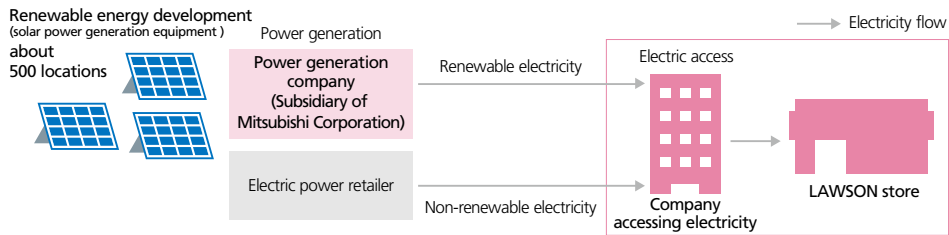
- 1 Clean refrigerator and air conditioner filters once a week
- 2 Keep air conditioner temperature settings at 27°C in summer, 18°C in winter, and OFF in spring and autumn
- 3 Minimize the time for which doors to walk-in and storage freezers and refrigerators are open while moving products in and out
- 4 Keep the area around outdoor units of refrigerators and air conditioners neat 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 and refrigerators
- 8 Turn off lighting and air conditioning in back rooms and storage areas when no one is present
- 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

Introduction of energy-saving equipment

We have installed non-Freon (CO₂ refrigerant) freezing and refrigerating system, which use CO₂ that have a lower impact on global warming compared to fluorocarbons as a refrigerant and significantly reduce greenhouse emissions, at approximately 4,600 stores (as of the end of February 2022) to promote energy-saving at our stores.



Off-site PPA* * A method of installing a solar power generation facility in a remote location and transmitting the generated renewable energy to consumer equipment



Installed solar power generation equipment on the roofs of approximately 2,000 stores. Further strengthening renewable energy introduction

In collaboration with Mitsubishi Corporation, we plan to gradually supply renewable energy from solar power generation facilities outside the stores premises to approximately 3,600 LAWSON stores from fiscal 2022. The scale of the solar power generation facility is expected to be approximately 45MW, equivalent to the power consumption of approximately 9,000 ordinary households, which is expected to reduce approximately 19,000 tons of CO₂ annually.

CASE ③

Working for CO₂ emission reduction throughout the supply chain



Experimental initiatives in product delivery

We aim to improve the efficiency of our nationwide logistics network and reduce our environmental impact. Since 2020, we have been working to improve the efficiency of our timetables by using AI to create delivery schedules automatically. In addition to this, we are also working to reduce CO₂ emissions by experimenting with and verifying new technologies, such as fuel cell trucks and electric trucks.



Fuel cell truck

CO₂ emissions generated by our supply chain

Lawson's business activities have an impact on the environment at each stage of the supply chain, from raw material procurement to product manufacturing, distribution, sales, disposal and recycling. Therefore, we ask suppliers such as manufacturing factories for rice dishes and distribution centers to cooperate with questionnaires and work to understand CO₂ emissions. We assess the environmental impact at each stage, consider issues to reduce it, and promote initiatives for energy saving, resource saving, and waste reduction.

FY2021 CO₂ emissions in the Supply Chain*

Categories	Details	CO ₂ emissions (Thousand tons CO ₂)
Scope1 (Direct emissions)	Gasoline consumption of company vehicles	4.2
Scope2 (Indirect emissions)	Electricity consumption of the Headquarters, regional offices, branches, and stores	1,027.5
Scope2 (Other indirect emissions)	Categories 1 Raw materials purchased (Private and national brand products, plastic shopping bags, etc.)	4,010.5
	Categories 2 Buildings, furniture and fixtures etc., and information system hardware	88.2
	Categories 3 Electricity consumption associated with procurement of electric power	146.9
	Categories 4 Energy consumption of the delivery centers	139.2
	Categories 5 In-store waste, and industrial waste due to store closures and remodeling	20.9
	Categories 6 Business trips by Lawson Headquarters employees	0.8
	Categories 7 Commutes by Lawson Headquarters employees	1.5
Categories 12 Disposal of containers, chopsticks, and plastic shopping bags	22.7	
Total		5,462.3

* It does not cover all of Lawson's supply chain. Scope 2 includes electricity consumption by stores from 2020.

CASE ④

Promoting recycling and working to reduce food loss



● Discount sales

In June 2021, we started a demonstration experiment in which AI recommends discount amounts for products with a short expiration date and a relatively high risk of food loss, depending on the situation for each store. Until now, each store judged their discount time, amount, and target product, but by using AI, it will be possible to make discount sales easier and more effective.

● Temaedori

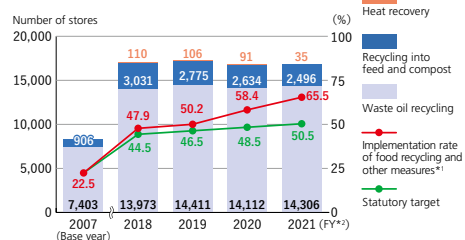
The three ministries of the Consumer Affairs Agency, the Ministry of Agriculture, Forestry and Fisheries, and the Ministry of the Environment implement “temaedori” in cooperation with the Japan Franchise Association. “temaedori” is an initiative that aims to reduce food loss by encouraging customers who plan to eat the products immediately after purchasing to “take” and purchase the products in order from the “front” of the product shelf.



● Recycle unsold food and cooking oil

Unsold food generated at stores is transported to a food recycling plant, processed into feed products, and shipped. In addition to being recycled into raw materials for soap and feed, cooking oil used in fryers is recently also being used as biomass fuel for power plants and cars. The use of bio-jet fuel is also progressing, so in the near future, planes may fly with the oil used to fry Kara-age Kun.

Trend of implementation rate and stores implementing food recycling and other measures in the Lawson Group



*1 Figures for the implementation rate of food recycling and other measures does not include Lawson Okinawa, Inc., Lawson Minamikyushu, Inc., and Lawson Kochi, Inc.
*2 Calculated from April 1 to March 31 of the following year

TOPIC Half price hot milk

In two days from December 31, 2021, at LAWSON stores nationwide, “hot milk” was sold at half the regular price, at 65 yen (tax included) to support in increasing consumption of “milk”, which continue to have reduced demand due to the spread of COVID-19 and decreased consumption at school lunches during the end of the year and New Year holidays. We will continue to support the expansion of milk consumption as Lawson with the milk can mark.



CASE ⑤

Supporting meals by donating products to food banks, etc.



We want students who are in need due to the pandemic and families who need support to enjoy a good time. With this in mind, in cooperation with the Food Bank All Japan and Kodomoiboasyo Support Osaka(Children's Whereabouts Support Osaka), we donated New Year's dishes and surplus Christmas cakes that had previous been put aside for final disposal. Going forward, we will continue these efforts to effectively utilize food and reduce food loss.



Outside voices | NPO Food Bank TAMA
Mr. Seiichiro Shibata Director

Our organization mainly provides support for children who cannot eat enough, and it delivers food and other items free of charge to child welfare facilities, children's cafeterias, and single-parent families. Lawson regularly donates sweets, cup noodles, and daily necessities, and I am very grateful to them. The children who received the items were very pleased with the



Donation to child development support and after-school day service facilities operated by NPO Yumenome

we received for the first time last year. In addition, we've been receiving donated Christmas cakes for the last two years. They've been very well received, and we've received many messages of thanks from mothers who said, “We had a really wonderful time.” and “It was the first time that we ate whole cakes with our children.” We will continue to listen carefully to the voices of those who need support, and actively work to solve the problems surrounding children under the motto of “visible support” that is closely tied to the community. We look forward to continued cooperation from Lawson.

CASE ⑥

Holding food drives all over Japan



We held food drives in each area office and at the headquarters in Tokyo in June 2022. This was conducted for employees in each area and headquarters as a familiar SDGs initiative. A total of about 3,000 products were collected, and through food banks that donated by area, the products were used for support activities in the local community, such as providing products to households like single-parent families who need support and to nursing homes. We will continue to regularly hold food drives going forward.

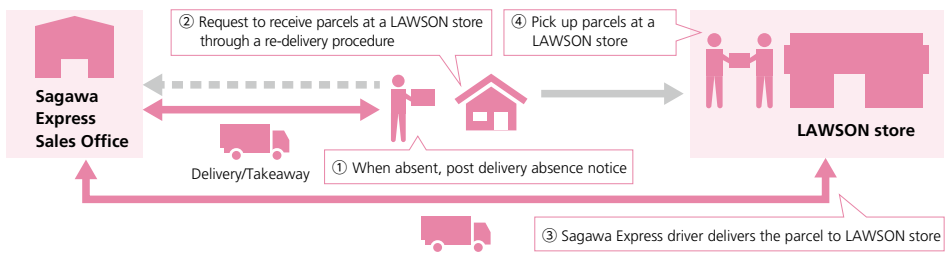


Helping make lives more convenient as part of social infrastructure



● Out-of-office pickup service

In collaboration with SAGAWA EXPRESS Co., Ltd., we are conducting a trial of a service to allow customers who were absent at the time of delivery to pick up the undelivered parcels at stores in Tochigi, Yamanashi, Nagasaki, Shimane, and Yamaguchi Prefectures. This is an initiative aimed at improving customer satisfaction, reducing the burden on drivers caused by re-deliveries due to absence of the customer, and reducing CO₂ emissions. In the demonstration tests conducted so far, the number of delivery trucks associated with re-delivery was reduced by customers picking up parcels that were not delivered due to their absence at stores, leading to a total CO₂ reduction of 0.48 tons.



● Deployment of mobile sales vehicles

We offer the "Lawson Delivery Service" at some stores, which delivers to homes, and the "Lawson Mobile Sales Service", which delivers to elderly care facilities and companies, to bring the joy of shopping to everyone. This initiative started in 2012, and currently, 102 vehicles (as of the end of June 2022) are deployed in 34 prefectures. At the same time, we are also providing a "watching service" in cooperation with local governments, etc., that calls out to elderly people who are shopping.



● Participation in Safety Station activities

The Lawson Group actively participates in the Japan Franchise Association's Safety Station activities (SS activities), and we are promoting cooperation in building a safe and secure community and efforts to improve the environment for young people. We also take special measures to prevent robbery and fraud, and we respond to the rush of groups of people such as women, children and elderly guardians.

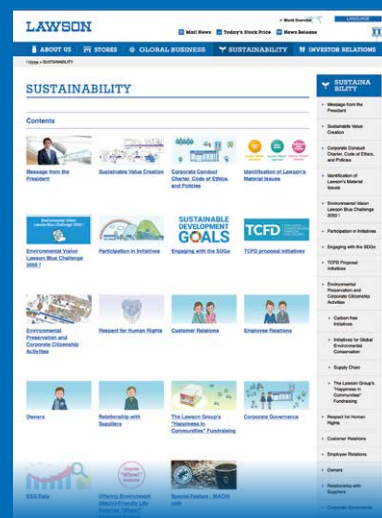
Lawson's Safety Station activity data for 2021*

Women's last minute rush	1,340 stores	more than 1,985times
Children's last minute rush	715 stores	more than 1,029times
Elderly guardians	2,729 stores	more than 5,009times
Scam (billing fraud) prevention	3,078 stores	
Encouraging juveniles to go home during the midnight hours	7,818 stores	



Safety station storefront poster

* Figures are extracted from the 2021 SS questionnaire report



Lawson's SDGs activities are also posted on the website Please check them out!

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

