

# From being the handyman in the community to being a role of social infrastructure, Lawson strives becoming a "Hub of refreshment in every community"

— Lawson's history of continuous innovations and challenges, responses to which include incorporating community voices to achieve its Group philosophy —

Since its establishment, Lawson has responded proactively to changes in society, regularly identified customer needs, and developed new products and services. Lawson, which started as a handyman in the community, is now a component of infrastructure in the society.

To ensure its position as an essential part of the community that provides support for residents, Lawson is determined to continue pursuing and advancing the "Hub of refreshment in every communities" from the customer's perspective.

## LAWSON

**1975**  
Opened the first LAWSON store in Sakurazuka, Toyonaka-city, Osaka



**1977**  
Started 24-hour/day operations

**1983**  
Started copying and printing services

**1986**  
Launched "Kara-age-kun (fried chicken nuggets)"



からあげくん

**1989**  
Started third-party bill settlement services for the payment of electricity and gas bills



**1991**  
Started third-party bill settlement services for the payment of electricity and water bills



**1996**  
Launched "Lawson Ticket" service

**1996**  
Opened the first overseas store in Shanghai, China

**1998**  
Introduced "Loppi" multimedia terminals to all stores



**2001**  
Started automated teller machine (ATM) service  
Established a joint ATM management company "Lawson ATM Networks, Inc."

**2001**  
Opened first "NATURAL LAWSON" store



**2002**  
Launched "Onigiriya" - the new rice ball brand

**2003**  
Established "post boxes" in LAWSON stores nationwide



**2004**  
Started Yu-Pack; Japan Post's domestic parcel delivery service

**2005**  
Opened the first "LAWSON STORE 100" store



**2009**  
Launched "L-Chiki (fried chicken)"

**2010**  
Launched the Coalition Loyalty Program Ponta



**2010**  
Established the LAWSON Farm



**2011**  
Established Lawson HMV Entertainment, Inc. (currently Lawson Entertainment, Inc.)

**2014**  
Seijo Ishii



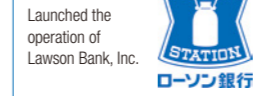
Acquired supermarket chain SEIJO ISHII CO., LTD.

**2014**  
UNITED CINEMAS



Acquired United Entertainment Holdings Co., Ltd. via Lawson HMV Entertainment, Inc.

**2018**  
Lawson Bank



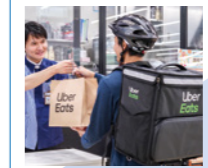
Launched the operation of Lawson Bank, Inc.



**2018**  
Introduction of POS cash registers with automatic change dispensers



**2019**  
Started tie-up with Uber Eats



**2019**  
Started the operation of fully customer-operated new-type POS cash registers



## New Lawson Declaration

Lawson strives becoming a "Hub of refreshment in every community" for everyone by offering the three "Whew!" Surprises.

### Three Promises



### Building stores meeting community needs

### Full-scale initiatives for SDGs

### Lawson's Way (Action Guideline)

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.

### Handyman in the community

#### Started social and environmental activities

**1992**  
Set up store donation activity



**1995**  
The Great Hanshin-Awaji Earthquake

**1994**  
Joined "Arakawa River clean Aid"



**1998**  
ISO 14001 certification (Shifted to the operation under a voluntary environmental management system in December 2019)

**1997**  
Announced the Declaration of Commitment to Clean rest room

**1999**  
Stopped including chopsticks, spoon, or fork in boxed meals

**2000**  
Mt. Fuji forest improvement project



**2003**  
● First Comprehensive regional agreement with Wakayama Prefecture in Japan  
● Opened the first store offering prescription medicines

**2006**  
● Started recycling waste oil in all stores  
● Launched school afforestation projects

**2007**  
Started "Bring Your Own Bag campaign"



### Lawson as social infrastructure

#### Started the challenges to reduce food waste, plastic use, and CO2 emissions

#### Started health initiatives

**2010**  
Opened first eco-friendly model store

**2008**  
Set own action targets for reducing CO2 emissions

**2011**  
Set up "Support Dreams Fund" (Scholarship Program for victims of the Great East Japan Earthquake)

**2012**  
● Launched bran bread that contains grain husks  
● Started mobile sales of food products and daily necessities

**2015**  
Selected for the 2015 Health & Productivity Stock Selection (three consecutive years 2015–2017)

**2014**  
Selected as a Nadeshiko Brand (five consecutive years 2014–2018)

**2017**  
Set up the "Support Dreams Fund" (Scholarship Program for children from single-parent families)

**2016**  
Obtained the Resilience Certification

**2019**  
● Established the "SDGs Committee" for the promotion of the SDGs  
● Set up the "Dream classes" Fund to communicate the importance of having dreams to elementary and junior high school students