

Our Journey Creating Happiness in Our Communities

Lawson's responsiveness to change, carrying on an unbroken line

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 community” from the customer’s perspective.

LAWSON

1975

Opened the first LAWSON store in Sakurazuka, Toyonaka, Osaka

1977

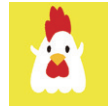
Started 24-hour/day operations

1983

Started copying and printing services

1986

Launched “KARAAGE-KUN Fried Chicken”



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 telephone and water bills



1996

Launched “Lawson Ticket” service



1996

Opened the first overseas store in Shanghai, China

1997

Realized Lawson's presence in all 47 prefectures of Japan



1998

Introduced “Loppi” multimedia terminals to all stores



2000

Opened first convenience store inside a hospital, “Hospital LAWSON”

2000

Formed a business alliance with Mitsubishi Corporation

Handyman in the community

Contribution to solving social issues



Lawson as social infrastructure

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

1992

- Opened Station Park Waseda experimental environment and welfare store
- Established the LAWSON Green Town Fund (currently “LAWSON Green Fund”)

1995

Collected donations for rescue work after the Great Hanshin-Awaji Earthquake

(Shifted to the operation under a voluntary environmental management system in December 2019)

1997

- Started the food waste recycling system
- First convenience store to introduce low-environmental pollution delivery vehicles using CNG



1998

ISO 14001 certification

2000

Started Mt. Fuji forest improvement project



1999

Stopped including chopsticks, spoons, and forks in boxed meals

1975

Commencement of the Shinkansen service to Hakata

1983

Sea of Japan Earthquake

1989 Era name change

(from Showa to Heisei)
Introduction of consumption tax

1991

Gulf War/Collapse of Japan's bubble economy

1995

Great Hanshin-Awaji Earthquake

1997

Consumption tax increase: 3% to 5%

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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

2001

Started automated teller machine (ATM) service
Established a joint ATM management company “Lawson ATM Networks, Inc.”

2001

Opened first “NATURAL LAWSON” store



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



2010

Launched the Coalition Loyalty Program Ponta



2010

Established the LAWSON Farm



2011

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

2011

Started operation of Machikado Chubu in-store kitchen

2014

Seijo Ishii



Acquired supermarket chain SEIJO ISHII CO., LTD.

2014

UNITED CINEMAS



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

2015

Opened first “Care-focused LAWSON” with nursing care consultation desks for seniors

2017

Nationwide rollout of one of China's largest settlement services, “Alipay”



2018

Lawson Bank Launched the operation of Lawson Bank, Inc.



2018

Introduction of the LAWSON smartphone cash register system



2018

Introduction of POS cash registers with automatic change dispensers



2019

Introduction of Delivery service Started tie-up with Uber Eats



2019

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



2021

Start of renovations for ideal store format (Sweeping Transformation Executive Committee measures)



2020

Started demonstration experiment of “LAWSON Fujitsu Shinkawasaki TS cash register-free store”

Building stores meeting community needs

Started health and diversity initiatives

Full-scale initiatives for SDGs

2007

Started “Bring Your Own Bag campaign”



2006

- Started recycling waste oil in all stores
- Launched school afforestation projects

2003

- First Comprehensive regional agreement with municipal government (Wakayama Prefecture)
- Opened the first store offering prescription medicines

2011

- Set up “Support Dreams Fund” (Scholarship Program for victims of the Great East Japan Earthquake)
- Introduction of MACHI café in-store freshly brewed coffee using Rainforest Alliance certified beans

2008

- Opened first eco-friendly model store
- Set own action targets for reducing CO₂ emissions

2015

Selected for the 2015 Health & Productivity Stock Selection (fourth time in total 2015–2017, 2021)

2014

Selected as a Nadeshiko Brand (sixth time in total: 2014–2018, 2021)

2012

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

2019

- Established the “SDGs Committee” for the promotion of the SDGs
- Formulated the “Lawson Blue Challenge 2050!”
- Phased in paper cold drink cups for the in-store freshly brewed coffee service “MACHI café”.

2017

Set up the “Support Dreams Fund” (Scholarship Program for children from single-parent families)

2016

Obtained the Resilience Certification

2021

Start of special classes for hospital schools

2022

Implementation of Ukraine Emergency Support Donation activities and provision of food support for Ukrainian refugees

2005

The Kyoto Protocol took effect

2008

Great Recession

2011.3.11

Great East Japan Earthquake

2014

Consumption tax increase: 5% to 8%

2015

Adoption of the SDGs

2016

The Paris Agreement took effect

2019

Consumption tax increase: 8% to 10%

2020

Spread of COVID-19