

Our Sustainable Growth

Lawson's Corporate DNA

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 phone 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

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



2005

Opened the first "LAWSON STORE 100" store



2009

Launched "L-Chiki (fried chicken)"

2010

Launched the "Ponta" common point program service



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

Launched the LAWSON FRESH PICK service



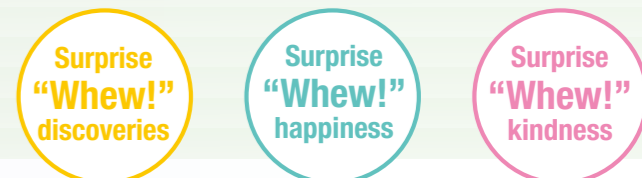
New Lawson Declaration

Lawson strives to be a "Hot Station (Best Relief Hub) in Our Communities" for everyone by offering the three "Whew!" Surprises.

Three Promises



Three "Whew!" Surprises for the Three Promises



1975/6

Handyman in the community

Started environmental activities

1992

Set up store donation activity



1995

The Great Hanshin Earthquake Donation fund

1994

Joined "Arakawa River clean Aid"



1997

Announced the Declaration of Commitment to Clean rest room

Individual Store Campaign



1998

ISO14001 certification

1999

Stopped including chopsticks spoon, or fork in boxed meals

2000

Mt. Fuji forest improvement project



2001

Introduced store uniforms made out of at least 50% recycled PET



2003

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

2006

- Agreement with Ministry of Environment
- Started recycling waste oil in all stores

2005

Publicize corporate privacy policy

Commenced full-scale efforts to reduce CO₂ emissions

2010

Opened first eco-friendly model store

2008

Set own action targets for reducing CO₂ emissions

2007

Started "Bring Your Own Bag" campaign



Promoting the growth of consumer health consciousness

2012

- Installed solar power system on the roofs of approx. 2,000 stores
- Launched bran bread that contains grain husks
- Started mobile sales of food products and daily necessities

2011

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

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) / Opened an on-site childcare facility Happy Lawson Nursery

2017

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

2016

Obtained the Resilience Certification

2019/2