

Engaging with the SDGs

Identify Lawson's Material Issues, and Promote Sustainable Initiatives to Realize Its Future Vision

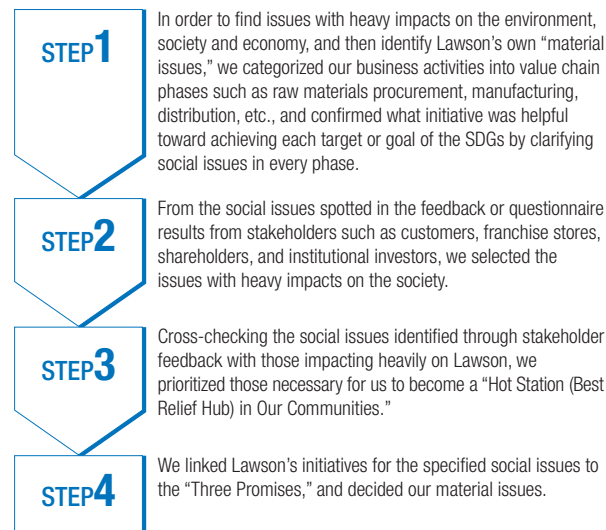
Based on our corporate philosophy "Creating Happiness and Harmony in Our Communities," we promote customer-oriented business activities aiming to become the "Hot Station (Best Relief Hub) in Our Communities." Believing that striving to realize the "Three Promises" eventually promotes the "Sustainable Development Goals (SDGs)," we aggressively address our challenges.

Sharing issues faced and progress made toward their solution at the SDGs Committee

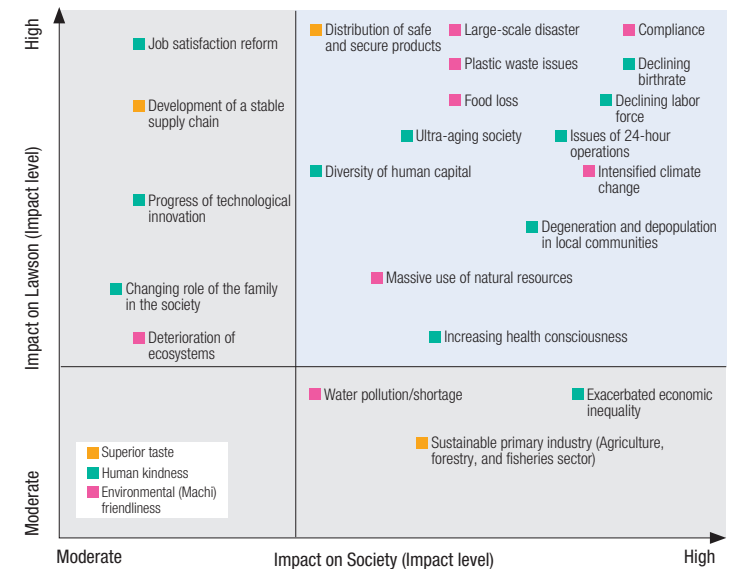
In March 2019, we established the "SDGs Committee" aiming to realize a sustainable society through Lawson's business activities, and have conducted initiatives leading to solutions for social issues one by one through a step by step approach. While each division spontaneously works to realize the "Three Promises" through their business activities, we promote initiatives linked to "SDGs," and periodically come up with solutions for challenges and report on progress through the "SDGs Committee." While the committee takes the initiative in fulfilling our social responsibility by solving social issues step by step, we continue striving to enhance our corporate value and achieve sustainable growth.

Identifying Material Issues

Steps to Identifying "Material Issues"



Matrix - Impacts of Identified Social Issues Plotted on Graph-



Message

Placing the SDGs Committee at the core, we work together on a company-wide basis to realize a sustainable society alongside the continued growth of the Group



Since its founding, Lawson has spotted from the social issues the needs of customers living in communities, and strived to provide them with affluent lives. This attitude never changed even after we entered the new era of "Reiwa." However, the society and the customers' spending behaviors as well as are increasingly changing rapidly. Also, the influence of convenience stores on society has increased since they have been recognized as one of the indispensable social infrastructures. As a result, the number of social issues we are required to address is dramatically increasing. We keenly feel that from the perspective of stakeholders such as customers and franchise stores, Lawson is required to step ahead of anyone else toward the future while promoting its business activities as a member of the society.

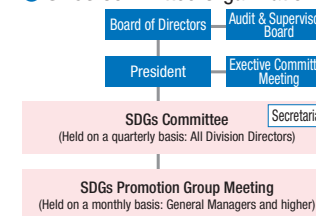
The goal of Lawson's corporate philosophy, "Creating Happiness and Harmony in Our Communities," is to create a community where all people can lead happy lives, which leads to

the SDGs keyword: "Leave No One Behind." We believe that it will be helpful for the promotion of the SDGs if all engaged at Lawson sincerely address each of the challenges faced in realizing the "Three Promises" through their own work in pursuit of our new corporate slogan that we declared this fiscal year: "Hot Station (Best Relief Hub) in Our Communities."

For the purpose of always facing new social issues and responding to them in an agile and appropriate manner as Lawson, we set up the SDGs Committee this fiscal year.

Placing the SDGs Committee at the core, we work together to realize a sustainable society and continued growth through our business activities on a company-wide basis going forward.

SDGs Committee Organization



Shuichi Imagawa
Executive Managing Officer
Compliance & Risk Management, Human Resources, SDGs Committee Chair

Lawson's Material Issues

- 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 emphasizing our initiatives as an organization responsible for safe and secure social infrastructures, which is the most important role for a retailer.

Business Policy	Applicable SDGs	Material Issues (Materiality)	Major Initiatives and Services
<p>Superior taste</p> <p>Surprise "Whew!" discoveries</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 (rice, frozen foods, and fast foods) ● Deployment of Machikado Chubo ● Planning and developing locally-produced products for local consumption, and spontaneously utilizing domestic ingredients ● Developing and selling products under consideration of the society and the environment (MACHI café, Natural Lawson Brand, etc.) ● Deployment of LAWSON Farms (Nakashima-method/GAP Certification) ● Developing and operating stable supply chain including manufacturing and distribution ● Conducting fair trade with suppliers (Establishing purchasing policy)
<p>Human kindness</p> <p>Surprise "Whew!" happiness</p>		<p>Supporting Health Promotion for All People Through Products and Stores</p>	<ul style="list-style-type: none"> ● Developing low-sodium/additive products ● Changeover to easily understandable nutrition facts ● No use of preservatives and artificial colors ● Selling products and medicines considerate of health ● Expansion of NATURAL LAWSON and HealthCare LAWSON ● Executing health promotion agreements with local governments ● Supporting and subsidizing health initiatives for store owners and crews ● Promoting health and productivity management (Promoting employees' challenge for health)
		<p>Providing Comfortable Work Environment Leading to Job Satisfaction</p>	<ul style="list-style-type: none"> ● Promoting the adoption of store equipment for a comfortable work environment (Labor-saving by innovations) ● Expanding the corporate award system (Training store crews and increasing retention rate) ● Providing staffing service for stores and training for foreign national crews (Lawson Staff) ● Promoting MO system for multiple-store management ● Enhancing communication with franchise stores (Establishing franchise store advisory committee and "Owner Hotline") ● Promoting job satisfaction reform (Improving work/life balance) ● Operating Happy Lawson Daycare Center (Tokyo) ● Improving maternity, childbearing, and nursing leave system and encouraging the use of the system
		<p>Supporting Women, Senior People as well as Children's Growth</p>	<ul style="list-style-type: none"> ● Maintaining Single Parent Family Support Scholarship Fund System ● Promoting fund-raising programs to assist children to learn (School afforestation projects, Dream Classroom, etc.) ● Promoting support for experience-based learning facility "Student City" (Kyoto/Sendai) ● Accepting elementary and junior high school students participating in workplace experience programs and conducting on-site workshops ● Deployment of "Care-focused LAWSON for Senior Citizens" program (Nursing Support) ● Promoting Safety Station (SS) activities (Community watch service for women, children, and senior people)
<p>Environmental (Machi) friendliness</p> <p>Surprise "Whew!" kindness</p>		<p>Coexisting Synergistically with Communities by Serving as Part of Social Infrastructure</p>	<ul style="list-style-type: none"> ● Mobile sales, delivery services, and LAWSON FRESH PICK (Loppick) ● ATM services of Lawson Bank ● Government certificate issuance services ● Executing comprehensive regional agreements with the local governments ● Drawing up the Business Continuity Plan (BCP) ● Supporting disaster-stricken areas in collaboration with national and local governments (Acquisition of the "Resilience Certification")
		<p>Sustainable Environment Preservation Activities Toward Carbon-Free Society</p>	<ul style="list-style-type: none"> ● Promoting energy efficient stores (CO₂ reduction) (Introducing and operating energy efficient equipment) ● Utilizing and spreading renewable energy (solar power, etc.) ● Efficiency enhancement of distribution and promotion of changeover to environment-friendly trucks (CO₂ reduction) ● Promoting food waste reduction (food recycling, etc.) ● Reducing plastic used for plastic shopping bags and containers and packaging



Lawson's Vision 2050

Take on more difficult challenges! Lawson Blue Challenge 2050!

Save our blue planet!

We take on difficult challenges to achieve higher goals so that we can create a carbon-free society and contribute to the ideal world that the SDGs aim to realize.

Goals for 2030 (KPI)

Setting KPIs for social environment taking into consideration social issues and conditions

● Reducing food waste

Reduce by **50%**
V. 2018 levels

● Reducing plastic

Plastic for containers and packaging
Reduce by **30%**
V. 2017 levels

(Lawson's original products)
Eco-friendly materials
50% used

Plastic shopping bags
Reduce by **100%**

● Reducing CO₂ emissions

CO₂ emissions per store
Reduce by **30%**
V. 2013 levels

● Reducing food waste

Reduce by **100%**

● Reducing plastic (for containers and packaging)

Lawson's original products
Eco-friendly materials

100% used

● Reducing CO₂ emissions

CO₂ emissions per store

Reduce by **100%**

We examine and discuss what we should do now by focusing on "Lawson's Vision 2050," and looking back on what we have done so far to steadily proceed with our material issues and KPIs for the SDGs (Sustainable Development Goals to be achieved by 2030).