

# The Lawson Group is bringing smiles to faces throughout the community

Convenience stores have taken root in the lives of the people, supporting them in every aspect of their daily lives. Because we want every customer's shopping experience to be filled with joy and new discoveries, we make sure they can find nearly everything they need at LAWSON, from foods to daily necessities, and even banking and entertainment services, no matter how early in the morning or late at night. In our desire to become a community lifestyle platform that makes every customer feel at home, we are honoring our "Three Promises" by creating the Next-Generation LAWSON Convenience Store for the new Reiwa era.

Superior taste

The bread section is like a bakery offering delicious breads day and night!



Carefully selected Japanese rice makes LAWSON's rice balls unimaginably delicious!



LAWSON's clear product labeling helps us control our daily intake of food additives, sugar and salt!



They are constantly introducing the most wonderful new sweets and desserts!



The stores are so clean and friendly, we can hardly pass by one without dropping in!



The Three Promises

Human kindness

Environmental (Machi) friendliness

LAWSON ATMs  
13,459 machines

LAWSON stores (in Japan)  
14,659 stores

Machikado Chubu in-store kitchens  
5,495 stores

SEJO ISHII  
146 stores  
\* Stores operated directly by SEJO ISHII, CO., LTD.

We're delighted to know that LAWSON stores' food waste reduction program supports childcare, too!

I think I'll stop at LAWSON on the way home to pick up some beer or wine, and maybe some snacks to go with it.

I just found out that MACHI café has switched to iced coffee cups made of paper!

I love the convenience of ordering meal sets and fresh foods by smartphone in the morning, and picking them up at LAWSON as early as the same day!

Oh-oh! I must have caught a cold. Luckily, my neighborhood LAWSON stocks medicines, too.

LAWSON's Loppi multimedia terminals issue tickets for everything from events to live concert—and even theme park—right on the spot!

I enjoy adding items such as frozen foods and various daily necessities to my shopping basket along with fresh vegetables.

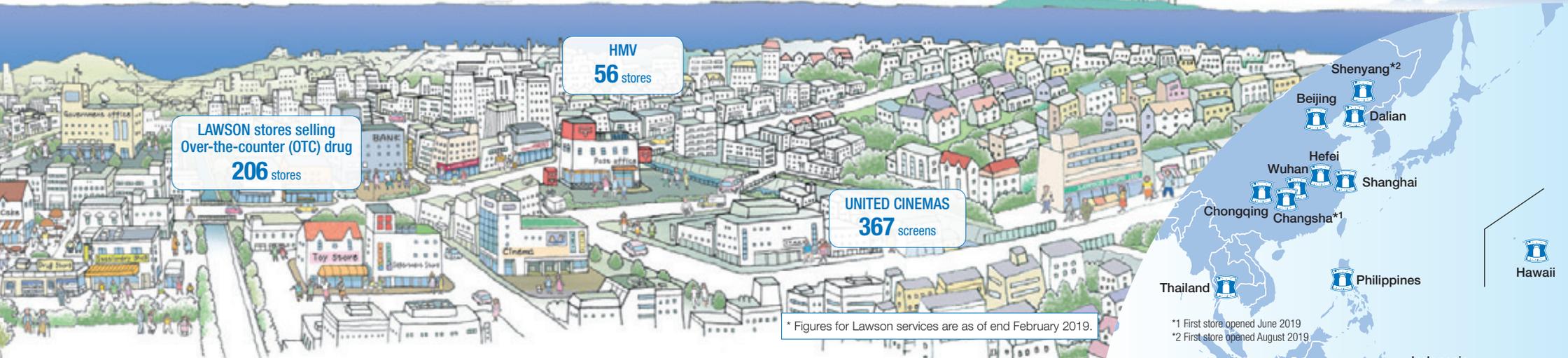


**Lawson's The Three Essential Practices Q (Quality) x S (Service) x C (Cleanliness)**

Lawson has adopted the three essential practices as the basis for its store operation policies to enhance the stores' popularity among customers. These pledges go beyond the conventional meanings of quality, service and cleanliness. They refer to 1) a product lineup that meets the needs of shoppers and brings them pleasure; 2) warm, attentive customer service that makes everyone feel at ease; and 3) cleaning activities that keep not only the stores' interiors but also their surrounding communities clean and comfortable. Headquarters has implemented a number of initiatives to promote realization of our 3 Pledges. These include guidance by store management supervisors (SVs) and a mystery shopper program under which investigators visit stores incognito and evaluate them from the customer's perspective.

**Creating Happiness and Harmony in Our Overseas Communities**

Lawson's careful attention to its communities extends beyond Japan's borders as well. We are implementing Area FC ("regional franchise") development in various regions of China by opening new stores one after another. In fact, our operations in Shanghai and Dalian both achieved profitability in fiscal 2018. This has brought new convenience to the lives of many community residents in China. We are also continuing to expand our store networks in other Asia-Pacific countries, including Indonesia, Thailand and the Philippines. There were 2,210 LAWSON stores serving customers overseas as of end February 2019, and we are targeting an increase in this number to about 5,000 sometime after 2021.



\* Figures for Lawson services are as of end February 2019.