

## Notice Concerning the Acquisition of Shares (100% Acquisition) of PNB Consolidated Pty Ltd in Australia

Bringing Australia-based natural beauty care company PNB into the Lion Group's consolidated portfolio

Lion Corporation (President and Representative Director: Masayuki Takemori) hereby announces that it has acquired all shares of PNB Consolidated Pty Ltd (hereinafter "PNB"), a company engaged in the manufacture and sale of beauty care products in the Commonwealth of Australia (hereinafter "Australia"), making PNB a wholly owned subsidiary of Lion Corporation as of January 20 of this year.

### 1. Reason for the Share Acquisition

Lion Group is working to strengthen its business portfolio in order to realize "Strengthening Profitability", the core theme of our midterm management plan, Vision2030 2nd STAGE, launched in 2025. To implement strategic initiatives that align with each business in the Group and achieve sustainable growth, alongside accelerating growth in the Oral Healthcare Business, which we position as "Top Priority", in our "Challenge for Growth" Beauty Care Business, we have been exploring opportunities primarily overseas, where we expect to create new business possibilities and drive future growth.

PNB operates its business centered on the natural beauty care brand "Sukin", expanding not only within Australia but also across more than 20 countries and regions, including Asia, Europe, and North America, and boasts high profitability.

Sukin has established a distinctive brand built on the use of naturally derived ingredients and has earned strong brand recognition and trust among Australian consumers. Centered on its core skincare offerings, the brand provides a broad range of beauty care products—including hair care and body care—that support consumers' everyday lives.

Sukin is expected to continue growing in the Australian market. In addition, by positioning Sukin as one of the core brands within Lion's Beauty Care Business and rolling it out in earnest across Asian markets where Lion Group already operates, we believe that we can generate new business opportunities and further expand Overseas Business. Furthermore, Lion Group has established a solid presence in beauty care markets such as body care and hand soap, particularly in Southeast Asia, and we will leverage the knowledge and expertise gained through these existing businesses to support the growth of Sukin.

Going forward, by combining PNB's business platform with Lion Group's operational know-how in Asia, we aim to generate synergies and contribute to "creating better habits" for consumers across Asia and Australia.

### 2. Overview of the company to be acquired

(1) Name	PNB Consolidated Pty Ltd Website URL <a href="https://sukinnaturals.com.au/pages/our-story">https://sukinnaturals.com.au/pages/our-story</a>
(2) Location	Clayton, Victoria, Australia
(3) Representative	John Humble (continuing in the position of Representative)
(4) Business	Manufacture and sale of hair care, skin care products, etc.
(5) Capital	AU\$10.907 million (Approx. 1.1 billion yen)
(6) Date of establishment	April 9, 2019
(7) Operating Results for the Most Recent Fiscal Year	
Fiscal Year End	June 2025
Revenue (Net Sales)	AU\$79.747 million (Approx. 8.4 billion yen)

### 3. Acquisition Price

While the acquisition price will not be disclosed according to mutual agreement between the parties, it was determined through discussions based on a share valuation conducted by an external institution, and sufficient procedures have been carried out to verify the appropriateness of the price.

### 4. Forecasts

The consolidated earnings forecast for the fiscal year ending December 2026, which reflects this matter, will be announced on February 12, 2025. However, owing to the one-time expenses related to the share acquisition, the impact on each profit item on this year's consolidated results is expected to be limited.

Reference: Main products marketed under the “” brand

Launched in Australia in 2007, Sukin is a people and environment-friendly beauty care brand that operates upon the slogan “Skincare that doesn’t cost the Earth.”. With a lineup focused on naturally derived ingredients, it has been loved both by the people of Australia and internationally.

Sukin offers a range of unique products, including “Organic Rosehip Oil”, a skincare item whose moisturizing ingredients easily penetrate the skin\*, “Botanical Body Wash”, which cleanses with a soft, creamy lather, and “Hydrating Shampoo”, which replenishes damaged hair with repairing ingredients while keeping it moisturized.

\*Up to the skin's horny layer



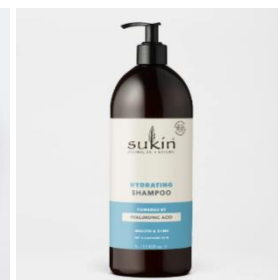
Sukin signature series  
(From left to right: Foamed facial cleanser, Facial scrub, Mist toner, Eye serum, Facial moisturizer)



Organic  
Rosehip Oil



Botanical  
Body Wash



Hydrating  
Shampoo