



LAWSON



Press Conference

“Next-generation Convenience Store”

Mitsubishi Corporation
KDDI CORPORATION
Lawson, Inc.

September 18th, 2024

Mitsubishi Corporation(MC) Representative Director, President and CEO

Katsuya Nakanishi

Lawson, Inc. President and CEO Representative Director

Sadanobu Takemasu

KDDI President, Representative Director, CEO

Makoto Takahashi

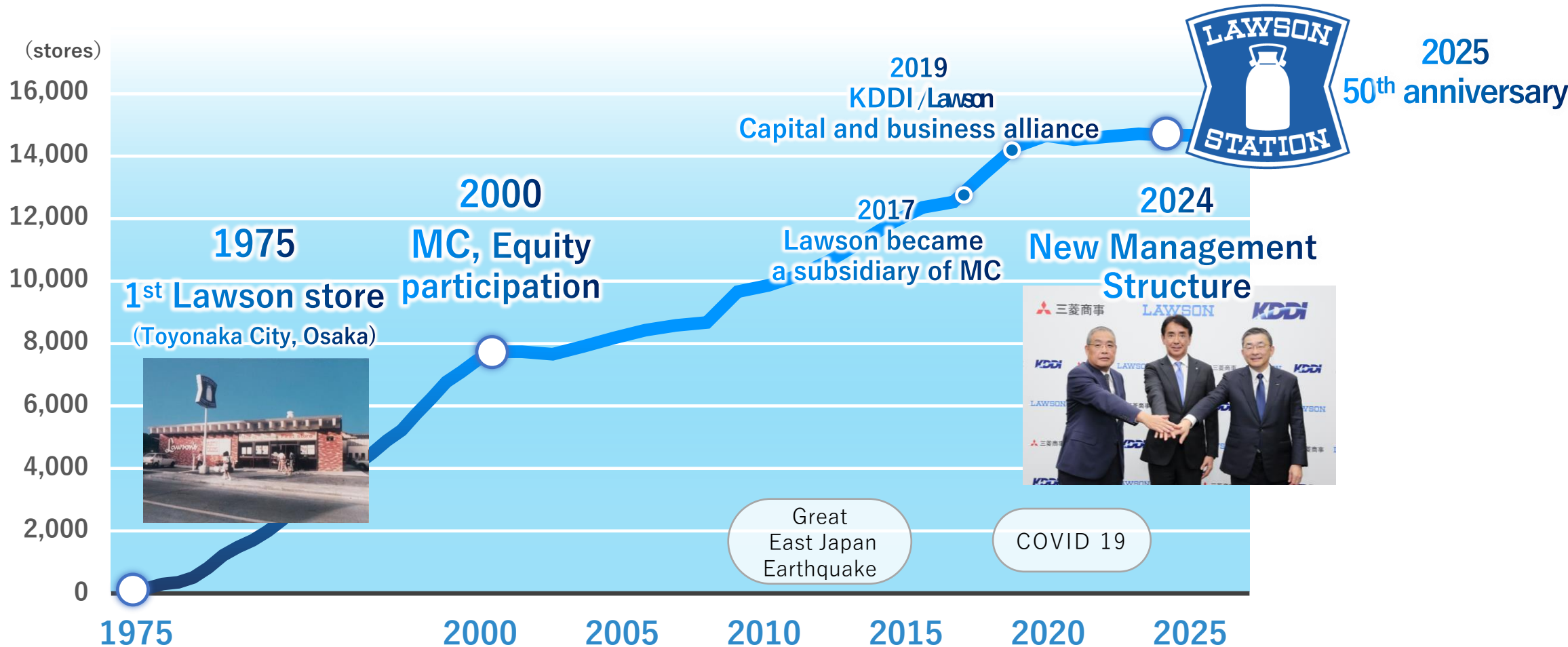


Mitsubishi Corporation(MC)

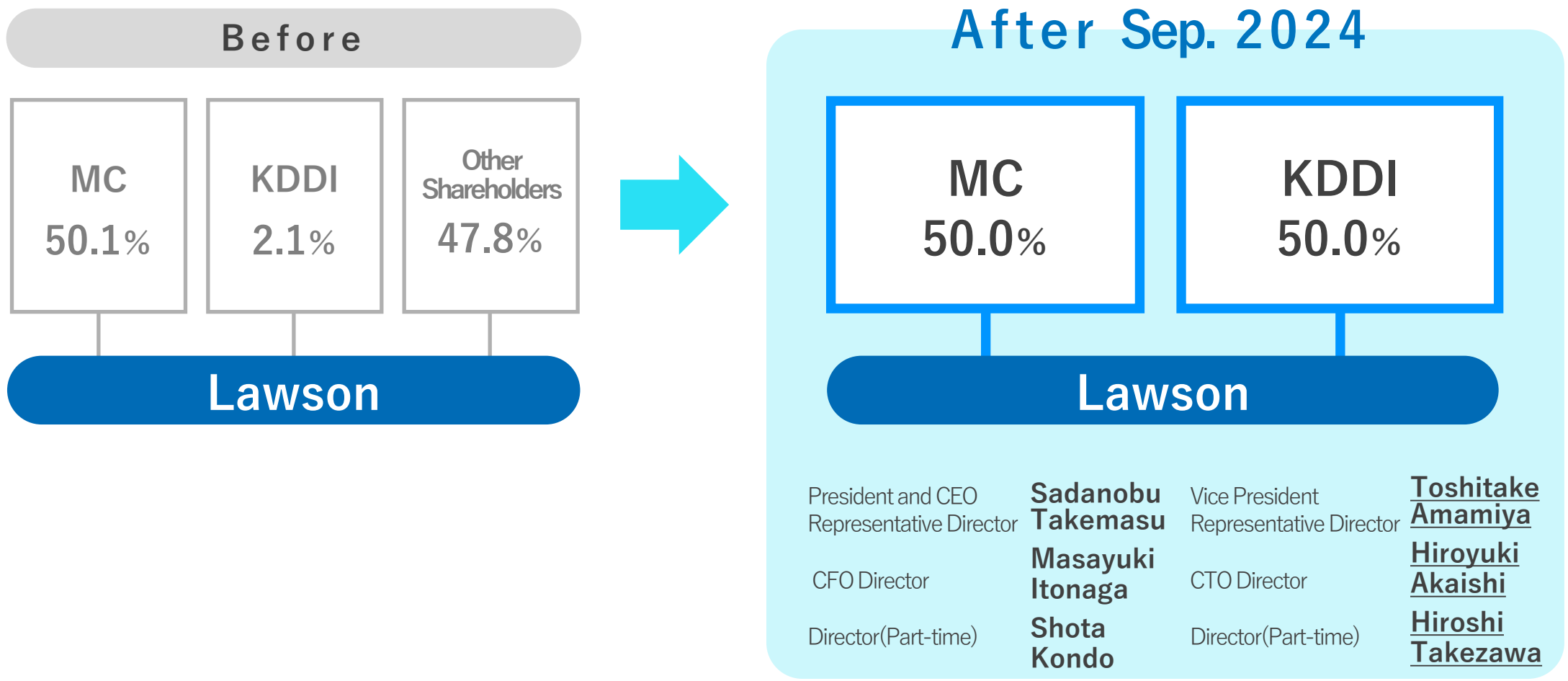
Representative Director, President and CEO

Katsuya Nakanishi

Lawson's 50 years of progress



New Management Structure Started



“Next-generation Convenience Store”

Real x Technology = Real Tech

“Real x Tech Convenience” support a sustainable society



From LAWSON financial results announcement FY24-02

MC continues to support Lawson's business operations,
focusing on raw material procurement, manufacturing, and logistics in the
supply chain, delivering "deliciousness" & "safety and security" to consumers



MC supports Lawson's global expansion by leveraging strategic partnerships and an extensive global business network, to provide new value to consumers in each country



LAWSON

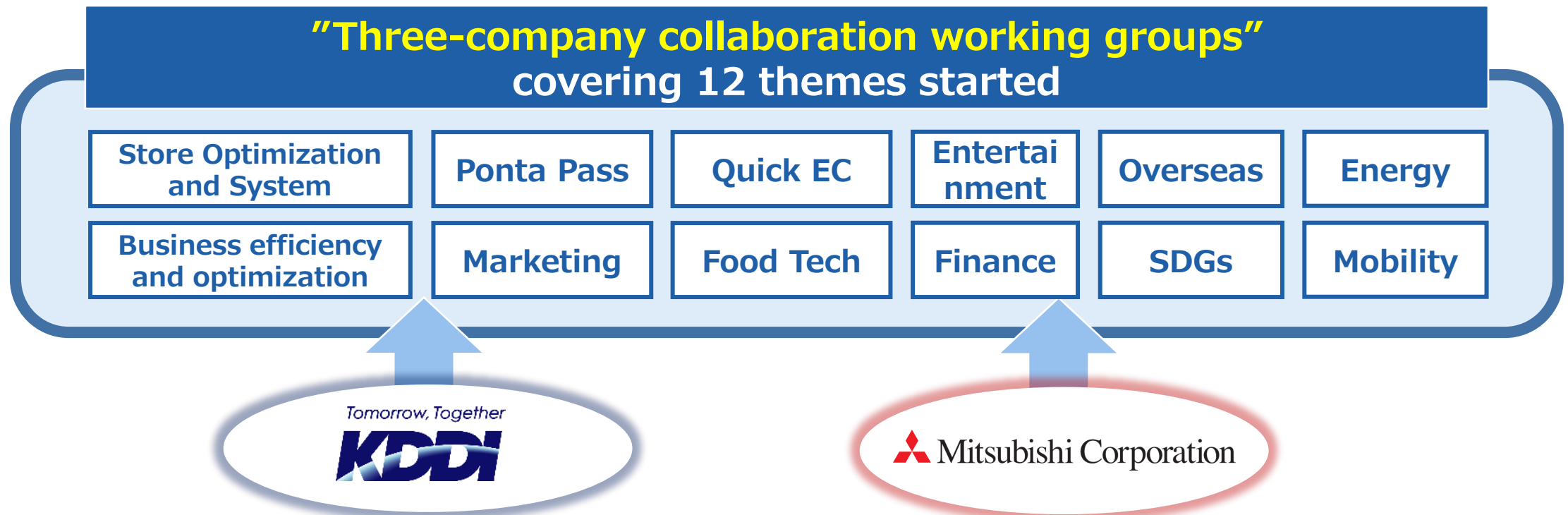
Lawson, Inc.

President and CEO Representative Director

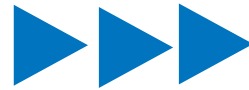
Sadanobu Takemasu

Global Real x Tech Convenience

LAWSON Group



- Robotics
- Digitalization



FY2030

Store Operation

Towards

30%
Reduction



FY2028

HQ/Store Total System Renewal



All business operations
accumulated over 50
years will be digitalized

**Great
Value!!**



**Ponta Pass
Benefits
Enhanced**

October 2024 Service launch scheduled!!

Product lineup/Stock quantity



Fullfilling!!



**Automatic Delivery
Drone Delivery**

Delivery beyond location



**Advice on all aspects
of daily life**

Our goal is “Real x Tech LAWSON”

LAWSON

Inject technology to
support customer
convenience

Real-world
“warmth”



“Real x Tech LAWSON” First store
TAKANAWA GATEWAY CITY Store (KDDI new office building) opening next spring!!

Name it, "Happy Lawson Town" to be realized by 2030



Group Philosophy

**Creating Happiness and Harmony in
Our Communities**



Tomorrow, Together



KDDI CORPORATION

**President,
Representative Director, CEO**

Makoto Takahashi



Real x Tech Convenience



KDDI New HQ
in Takanawa

「Real x Tech LAWSON」 1st Store OPEN in next spring!

“Experimental lab to solve social issues”
Establish a new standard



New Experiences at Convenience Store

At real stores, realize experiences that feel like online shopping



AI Smartphone
cash register system
Shopping without lining up



1to1 Signage
Recommend best products for you



Spatial presentation signage
linking MACHI(towns) and stores

Support In-store Operations by AI Robotics

Solve labor shortage problem by technology



Stocking beverages robots support in-store operations



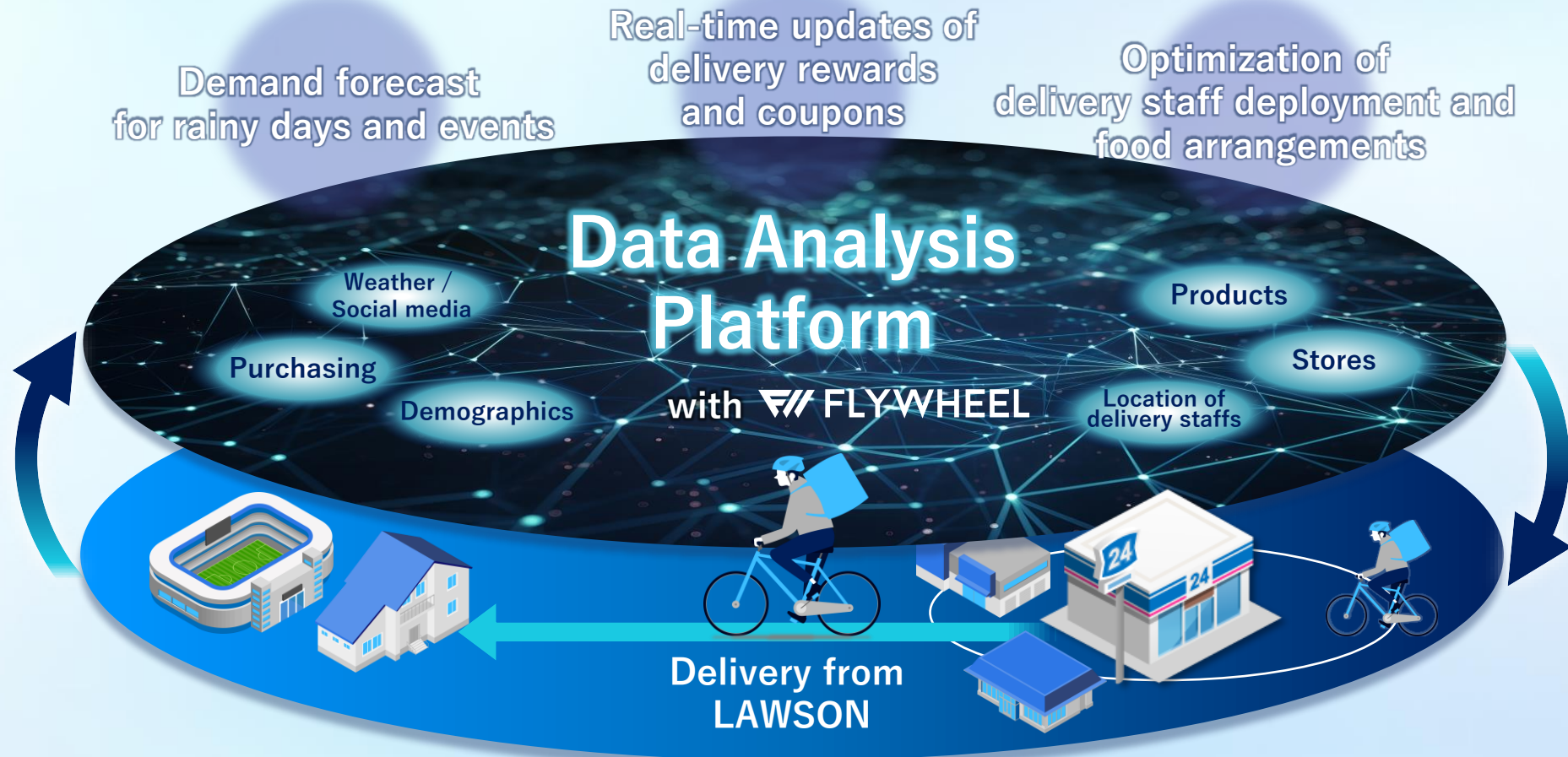
In-store cleaning robots keep the store clean



In-office delivery robots deliver products to your seat

Quick Commerce

Realize ultra-quick delivery utilizing AI and data



Remote Customer Service Platform

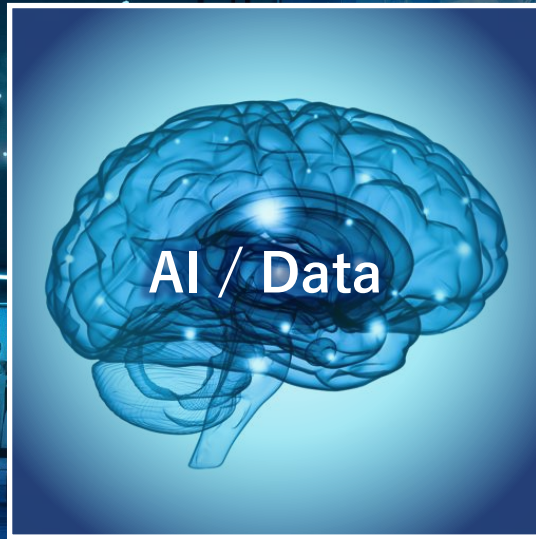
Gateway utilizing AI & human concierge



* Collaboration services are for image purposes only.



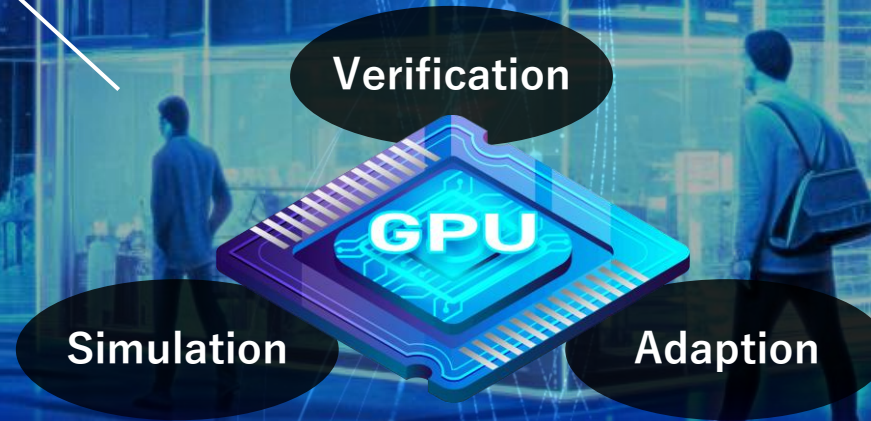
Real x Tech Convenience with Startup



Virtual Convenience

Virtual Robotics

Virtual City



A gateway between the real and the virtual

Digital Twin

empowered by KDDI GPU Platform



15mil.members au Smart Pass renewal

Starting
Oct. 2nd

au スマートパスプレミアム
au Smart Pass Premium



Pontaパス

Ponta Pass

As many people, as many times,
as many things as possible.

More Excitement at LAWSON



Pontaパス

¥548/month (incl. tax) Free for 30 days*
for first-time subscribers



From “Savings” to “Secure life”,

Starting a membership service offering over Total **¥3,000** in savings!

Offering a lot of great deals!

Daily savings

Deliver product
from LAWSON!



Entertainment



Delivery

Delivery fee ¥300+/time

For free
every time

Popular shops

Limited offering

over **100**
coupons

Cinema/ Tickets

at Cinema for 3 people

Max **¥2,400** off
* until Jan. 9th, 2025

Movie/ Books

Live, comics, anime, etc.

Unlimited
Viewing

Various services for safe and secure lives!

Protect your smartphone



Support for
repair fee

Twice a year, Max
worth
¥12,900



Data storage

Equivalent to
25,000 photos
50GB Free

Protect yourself



Spam call blocking

Incl. message
blocking
For Free



Other

Hospitalization cost support,
safe navigation, etc.
**No extra
fees**

Super affordable at LAWSON!

NEW

ウィークリー
LAWSON



Weekly coupons

worth over **¥600** /month

Ex) Free Free 50%off
**More than 4
free or discount coupons
every month**

* For illustrative purposes only

Saving Max worth **¥1,100** /month at LAWSON!

Ponta Pass Boost

**Pontaパス
ブースト**

Ponta points

Every ¥200
payments
by au PAY

MAX **2%**



MAX **500** points /month



* After the free period ends, a monthly information fee will be automatically charged.

©Ponta



Pontaパス

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for first-time subscribers



From “Savings” to “Secure life”,

Starting a membership service offering over Total **¥3,000** in savings!

Produce coupons by AI

Popular
products
data

Inventory
logistics
data

Social media
trends
data

LAWSON
Next-generation
ordering system
AI.CO
AI Customized
Order



KDDI
AI Data
Platform

Super affordable at LAWSON!

NEW

Weekly LAWSON

ウィークリー
LAWSON

AI
implement

Weekly coupons

worth over **¥600** /month



* For illustrative purposes only

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©Ponta



Service
launch
campaign

あげすぎチャレンジ

第1弾

From Oct.
to Nov.

“AGESUGI Challenge Part 1”

coupons & points!

ウィークリー LAWSON



4 coupons / month → 7 coupons / month
Saving over ¥600 → Saving over ¥1,000

Pontaパスブースト

Points
Max **10** times

2.0%points redemption → 5.0%points redemption
4 times → 10 times

* There is some redemption limit

Co-developed products!

50% off coupons



* For illustrative purposes only

POPUP store!



* “AGESUGI” means offering a lot of benefits



povo
2.0

eSIM (data charge only)

**Available in LAWSON
across Japan**

Sub-lines for all carriers

**Solve transmission speed limit
issues, etc.**

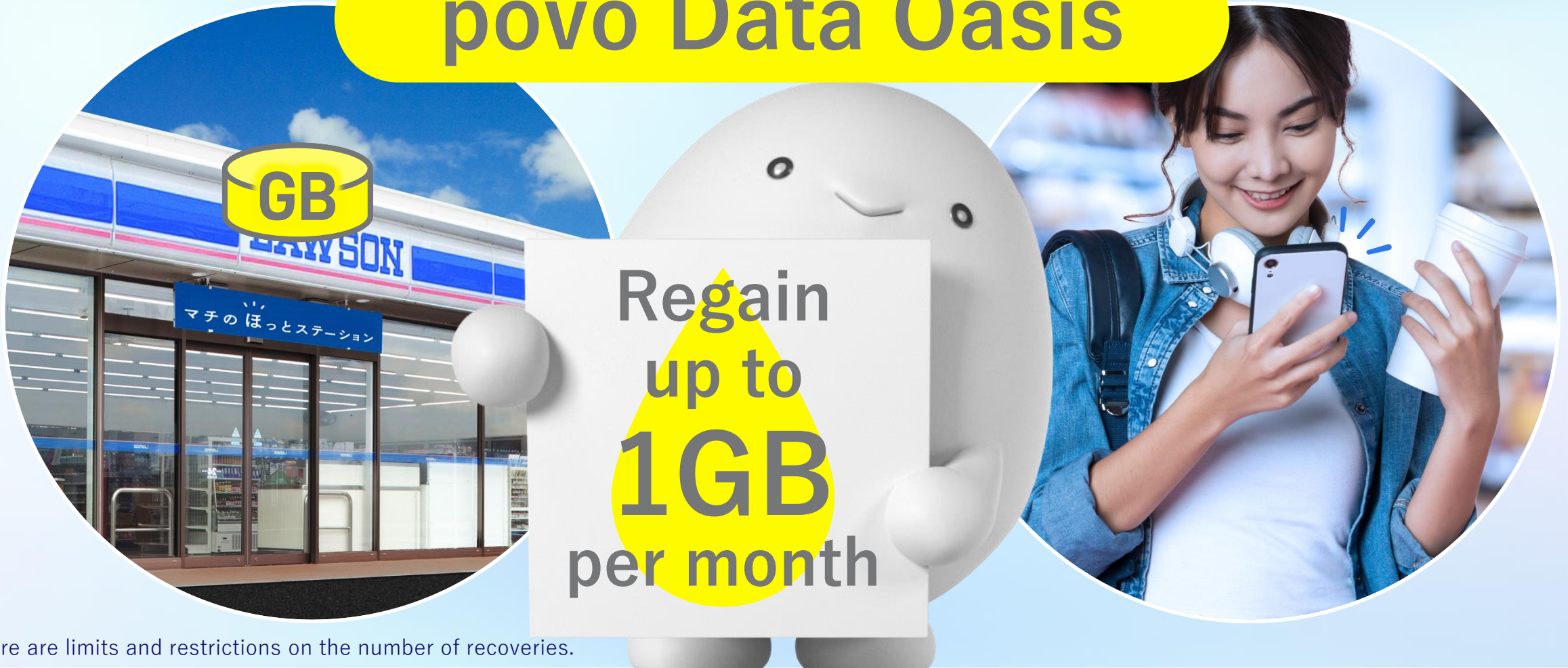
Plan to be
available
in FY2024



A new experience where you regain data capacity at convenience stores

To be released
in 2024

povo Data Oasis



* There are limits and restrictions on the number of recoveries.



**Maintaining and strengthening infrastructure becomes an issue
under low birth rates and aging population
(Shopping/ Public services/ Healthcare/ Disaster risk reduction(DRR), etc.)**

Public
services
hub

Disaster risk
reduction
hub

Social Impact with Your Town

With telecom and technology,
convenience stores to be
regional “multi-hub”

Transport
hub

Industrial
cooperation
hub

Noto area





Noto area
Watch over security and safety
of MACHI (town)

Regional DRR Convenience stores

comprehensive agreement to be signed
with Ishikawa Prefecture

The image is a composite. The right side shows the entrance of a Lawson convenience store with its name in large brown letters above a red-tiled roof. The left side shows a green circular sign with a white 'm' logo and the text 'mob stop' and 'm' below it. A car is partially visible in the background.

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Okinawa area

Contribute to solve issues in transportation

Regional transport Convenience stores

Jul. 2024 Started AI on-demand transportation
system that stores become pickup locations

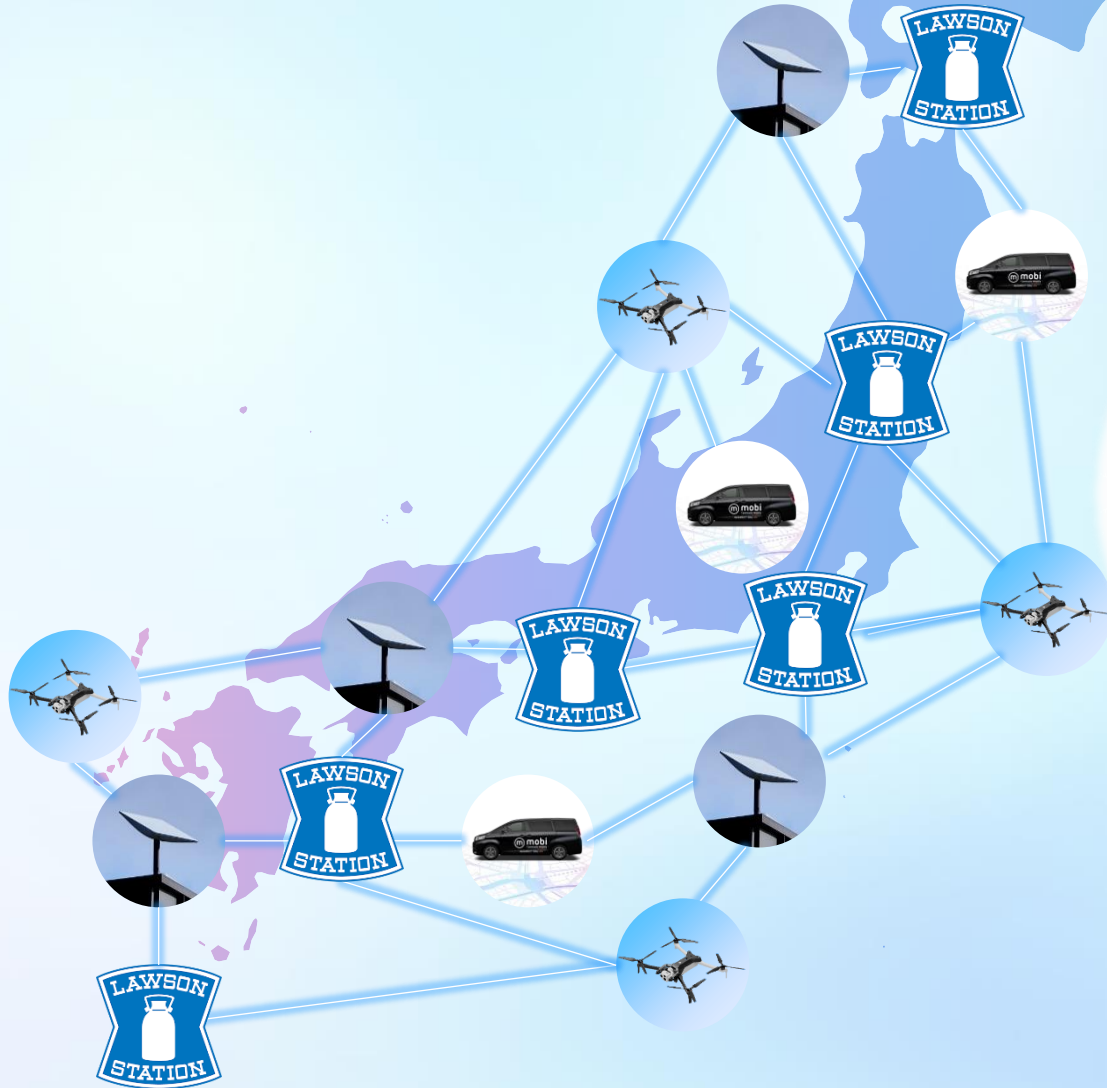


**HITACHI Group in Hitachi area
Demonstrate community-oriented services
at manufacturing bases in Hitachi City**

Convenience stores sustainably support industries and daily lives

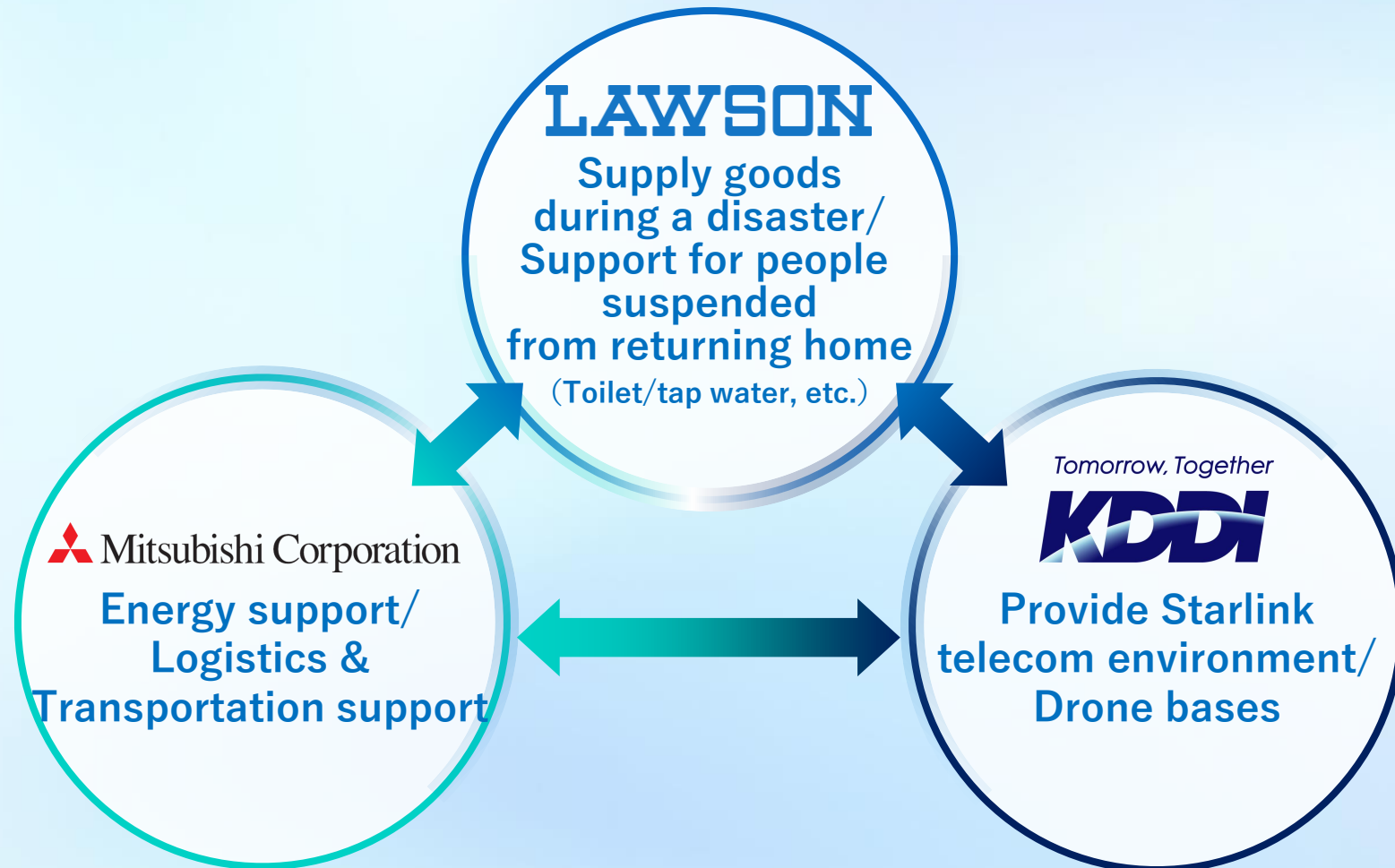
**Sep. 2024 Agreed on joint consideration
with HITACHI**

Expand multi-hub convenience stores nationwide



Signed DRR agreement among three companies

Lawson plays roles as lifelines in MACHI(town) during a disaster



Enhance the role of convenience stores with Real x Tech

Real x Tech Convenience

Create "Next-generation convenience stores" with AI/ Technology, from Takanawa to nationwide

Ponta Economic Zone Expansion

Release "Ponta Pass", towards 20 mil. members base

Social Impact with Your Town

Towards convenience stores that solve social issues with Real x Tech and local strength



LAWSON

