

# Introduction of Kao Taiwan

和花王一起 Kirei 每一天      ~Kirei\* everyday life with Kao~



\*The Japanese word Kirei describes something that is clean, well-ordered, and beautiful all at once.

# 1. About Kao Taiwan

Kao Taiwan was established in 1964 as the Kao Group's first overseas base. This year marks the 60th anniversary of its establishment.

Since its establishment in 1964, Kao Taiwan has continued to innovate and grow with the desire to "contribute to Taiwanese society and consumers through *Yoki-Monozukuri*."

Kao Taiwan has an advantage in being able to quickly develop products because it has laboratories and factories, has a lineup of marketing, sales, corporate functions, and plants not only the consumer products business but also the chemicals business.

In Japanese, "*yoki*" means good or excellent, and "*monozukuri*" means making or craftsmanship. For us, *Yoki-Monozukuri* means an excellent creation process that is good for everyone involved and enriches the lives of consumers and customers.



## 2. Kao Taiwan ESG initiatives

- Development of 100% recycled PET resin products



Kao Taiwan was the first company to successfully develop 100% recycled PET plastic products in Taiwan.

We have also succeeded in developing the world's first shrink-labeled product of 50% recycled PET.

- Agricultural drone

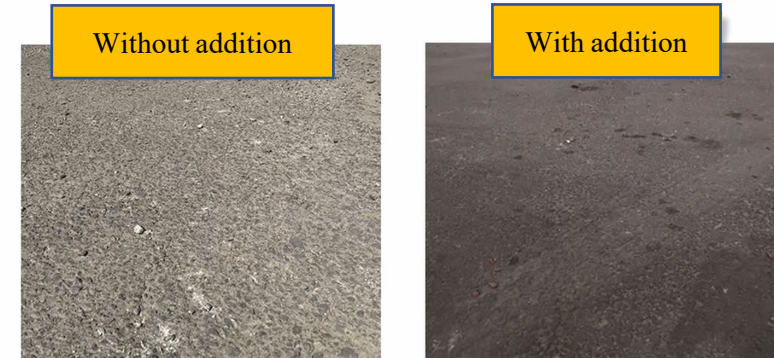


Issues in Taiwan are high temperatures and high humidity, which are prone to the occurrence of pests, and a decrease in the number of farmers due to the aging population.

Kao has been proposing smart farming with the use of agricultural drones in Taiwan and other areas, and has been steadily increasing its track record by collaborating with the Agrochemicals Laboratory and using social networking services.

- *NEWTLAC*, high durable asphalt modifier made from recycled PET  
In addition to installation at Kao's Hsinchu Plant in Taiwan, *NEWTLAC* is also being used at parking major customers and distributors in the Chemical Business Division in Taichung (Taiwan) and is gradually but steadily advancing as a business.

Comparative experiment with or without addition of NEWTLAC (after three years)



Asphalt surface raveling

Good surface condition



### 3. Kao Taiwan 60th anniversary event

Kao Taiwan has set "Every day is Kirei with Kao" as the theme for Kao Taiwan's 60th anniversary and aims to instill "Kirei" among Taiwanese consumers.

With ESG activities of Kao Taiwan in Taipei in late April 2024, Kao Taiwan's 60th Anniversary Special Exhibition Area has been set up. A total of 13,781 people visited the special exhibition area. They were able to experience Kao's ESG activities directly. Mr. Hasebe, President & CEO, also visited Taiwan, and thanks for being able to develop the business for 60 years, introduce “Kirei Lifestyle Plan” that the Kao Group is working on and unveiled the "*Bioré Guard Mos Block*," which is positioned as a product to commemorate Kao Taiwan's 60th anniversary. About 40 media attended the event and which was covered by numerous TV news.



It is also thanks to the cooperation of each and every Kao Taiwan employee that Kao Taiwan was able to successfully celebrate its 60th anniversary. A total of 517 Kao employees gathered for a Kirei Party and created a 60th anniversary monument with handprints made by all employees, pledging to continue to work together to develop Kao Taiwan.

## 4. Kao Taiwan's *Monozukuri*



- **Hypoallergenic additive-free shampoo**

We are committed to safety, security, and health,  
Mild-irritation-free series for gentle washing  
Products using 100% recycled PET

- **Magiclean water scale remover for bathroom**

Spray it on and let it sit for 5 minutes, then rinse to  
clean off the water scale. Can be used for shower  
fixtures as well as walls.



- **Merries Pants baby diaper**

Reduced ink usage by 87% by  
using only one color

- **Bioré body cleanser**

Challenging the first hanging type of body cleanser refill  
product in Taiwan.

Refill packages are used as is in terms of plastic reduction.



## At the end

Kao Taiwan is the overseas base that can best realize  
the "ESG Strategy - Kirei Lifestyle Plan" for the Kao  
Group, which aims to become a company with global  
presence and value. We believe that we are the  
company that can realize sustainability of Taiwanese  
society through "ESG-driven *Yoki-Monozukuri*" from  
the perspective of Taiwanese consumers.

As we celebrate our 60th anniversary this year, all  
Kao Taiwan employees will work together to create a  
Kirei Lifestyle with Taiwanese consumers, so please  
look forward to it.