

Outline of the Online Event for Shareholders

We held an online event to communicate directly with shareholders.

Challenge to a new washing value domain - *Bioré The Body Totonoi-hada*



Tsuguhito Ishii, Naoko Yamamoto, Akiko Hasegawa

Outline of the meeting

Date: Wednesday, June 11, 2025

Attendees:

Tsuguhito Ishii, Brand Manager, Skin Care Division, Health Beauty Care Business Unit

Naoko Yamamoto, General Manager, Skin Care Research 4, Business Research Center, Research & Development Division

Akiko Hasegawa, Executive Officer, Legal Division

Description:

1. New proposal from *Bioré The Body*, focusing on new skin concerns of modern people battling environmental stresses.
2. Development of the world's first body wash containing sebum-selective cleansing ingredients

Summary of Questions and Answers

1. I would like to know what products you are most confident in to combat dry skin.

For those concerned only with dry skin, we recommend the Frictionless series. For those who have not only dry skin but also sticky areas, we recommend using " *Bioré The Body Totonoi-hada* " introduced here.

2. BioIOS technology could be used not only for body wash but also for face wash and makeup remover, but are you considering horizontal development?

We are considering expanding the technology to various categories, as it is expected to be effective in other categories as well.

3. Recently, people are turning away from TV, but are commercials only for TV?

We understand the shift away from TV, and are expanding our advertising to YouTube, SNS, and video distribution services as well as TV. We are also considering hanging advertisements on trains, as we envision the train as a setting where people often feel sticky or dry skin discomfort..

4. What are the fragrances?

There are two types of scents: one is a "*fruity-musk*" scent, which was created with the goal of putting one's mind at ease, and the other is a "*woody & floral*" scent, which was imagined to make one's mood more cheerful. We hope you will choose the fragrance that best suits your needs.

5. Is the Bio IOS used in this product the same ingredient as *Attack Zero*?

The BioIOS in both products is the same as Kao's proprietary sustainable surfactant, but they are not the same in structure. The product has been developed for dermal use, which is suitable for skin.

6. Should nylon towels not be used when washing the body with this product?

According to Kao research, 30% of respondents wash their bodies using only their hands, without using a towel. For this product, we recommend that you wash your body gently with your hands in order to demonstrate sebum-selective washing.

7. Would you like to tell me how you feel after using it yourself?

When I rinse after washing by hand, I feel that my whole body is covered with water shine. I use it with my children, and their entire bodies are shiny. I know that sometimes washing the body can be a hassle, but I feel that body washing becomes fun because the foam stretches and feels good.

8. How much hot or cold water should be run off after washing?

The effect of water luster will develop with the same usage as the conventional body wash, so there is no problem in using it in the usual way.

9. I take several baths a day during the hot season. Are there any precautions to be taken in washing?

When the weather is hot, it is easy to feel as if you need to scrub hard to feel refreshed, but to remove excess sebum, it is enough to wash your body gently with your hands!

10. How can I wash my back, which I cannot reach?

Kao also offers two products from the *Bioré the Body* series: a body stick and a shower head that comes out in foam. We would like to encourage you to try these products, as they can gently wash your back, which is difficult to reach.

11. Do you plan to expand overseas?

Although we cannot name specific countries, we are considering aggressive expansion.

12. I would like to know the secret story behind the development.

The most difficult part was that it took five years from the discovery of the technology to formulate the three technologies of sebum-selective detergent ingredients, water gloss expression, and comfortable foam using only BioIOS.

13. Do people outside Japan have sticky mixed skin?

Currently, we are also conducting research on the skin of people outside Japan, and are considering how BioIOS is suitable for the skin of users, including its utilization.

14. Is it safe to wash my face?

There is no problem using it on the face, but the *Bioré* brand has products suitable for the face, so we recommend that you use those products to wash your face.