

# Kao Integrated Report

2019

For the year ended  
December 31, 2018



KaO

# Kirei—Making Life Beautiful

The Japanese word “kirei” means beautiful or clean, not only on the outside but also on the inside. For us at Kao, Kirei is the value we want to bring to everyday life with our brands, products and services.

The little moments you enjoy, like the comfort of freshly washed sheets, the happiness you share with a smiling baby, the confidence you feel when you look in the mirror and see not only healthy skin and hair, but also your inner beauty shining through. The special pleasure that comes from using products you know have been crafted with care both for you and for the environment.

We believe these moments and the positive feelings you share with others have the power to shape the future. We want minds, lives and society to be Kirei—Making Life Beautiful.



## Kao's ESG Activities

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# Kirei Action

In the pursuit of creating a sustainable society and sustainable business growth, Kao positions ESG (Environmental, Social, and Governance) activities as an investment to the future. While placing even more emphasis on these activities going forward, Kao will realize profitable growth.

Over the course of 130 years, Kao has been striving for the wholehearted satisfaction and enrichment of the lives of people by forming deep connections with them. To accomplish this task now and in the future, we will promote Kirei Action. "Kirei" is a Japanese word that refers not only to beauty and cleanliness but also to people's well-being and a healthy global environment. Kirei Action represents our efforts to create products wholeheartedly and engage in activities that contribute to a better future for people and the planet.

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