

## Kao's Nationwide Cleanliness and Water-saving Initiatives in China Enters Tenth Year

On July 24, 2021, Kao (China) Holding Co., Ltd.—a China-based group company of Kao Corporation—began to promote China's nationwide cleanliness and water-saving initiatives in collaboration with the Center for Environmental Education and Communications (CEEC) of China's Ministry of Ecology and Environment. In addition to advocating an energy-saving and low carbon lifestyle, Kao will continue to raise awareness regarding environmental protection in China and commit to the sustainable growth of society.

Having been initiated in 2012, this joint activity has entered its tenth year. It raises awareness regarding the importance of environmental protection among university students and the general public using the slogan, "Save 10,000 liters of water annually per household," and seeks to promote sustainable development in China. The campaign has evolved every year since its inception. Since 2015, a special focus has been placed on university and college students, whose shoulders the future of China rests on. Besides general consumers and households, students are the target of the water-saving and water resource conservation initiatives. This year's theme is: "Toward a Clean and Beautiful China."



Opening Ceremony

The opening ceremony was held in Kunming City, Yunnan Province, on July 24, 2021. It was attended by approximately 200 individuals from government, businesses, local communities, the media, and volunteer groups. He Jiazhen, Deputy Chief of the CEEC, said, "I hope that this activity

will encourage people to start with addressing everyday issues in order to realize a green lifestyle and promote environmental protection. I also hope that each person's action will ultimately grow into a powerful mainstream movement for the creation of an ecological civilization." Toshikazu Chizaki, Vice President of Kao (China) Holding Co., Ltd., added, "China's nationwide cleanliness and water-saving initiatives has entered its tenth year as an important facet of Kao's ESG activities, and the tenth year will be marked by a more ambitious theme, 'Toward a Clean and Beautiful China,' in response to China's environmental strategy. I hope that your cooperation will help make the global environment cleaner and more beautiful."

This year, we are going to solicit proposals on a wide variety of environmental protection activities, such as water-saving and water resource conservation, biodiversity preservation, low carbon use, plastic-free, and sustainable development from university students across China. By facilitating the promotion of winning proposals and the enforcement of them, we will further direct their attention to a green lifestyle and promote a green society.

The gist of the campaign and the proposal guidelines are accessible both online and offline. The campaign's exclusive WeChat mini-program, which was upgraded this year, enables participants and followers to search for past records and relevant information. Proposals can also be submitted through the program.

Kao aims to inspire university students to engage their creativity and take practical approaches to environmental protection in order to create a clean and beautiful Chinese society. Additionally, we hope to encourage more people to be interested and engage in environmental protection and seek the sustainable development of society.

### **About Kao**

Kao creates high-value-added products that enrich the lives of consumers around the world. Through its portfolio of over 20 leading brands such as *Attack*, *Bioré*, *Goldwell*, *Jergens*, *John Frieda*, *Kanebo*, *Laurier*, *Merries*, and *Molton Brown*, Kao is part of the everyday lives of people in Asia, Oceania, North America, and Europe. Combined with its chemical division, which contributes to a wide range of industries, Kao generates about 1,400 billion yen in annual sales. Kao employs about 33,000 people worldwide and has 130 years of history in innovation. Please visit the Kao Group website for updated information.

<https://www.kao.com/global/en/>

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