

October 26, 2021

Kao attends the 4th China International Import Expo in Shanghai as an exhibitor, with environmental chemical products in one hand

Kao Corporation will attend the 4th China International Import Expo^{*1} (CIIE), which will take place in Shanghai from November 5 to 10, 2021. Initiated in 2018, the import expo serves as a driver of the trade liberalization and economic globalization of China and of the openness of the Chinese market to the world. Since the first expo, Kao has presented the company's philosophy and latest products to Chinese people, receiving a huge public reaction each time. This year marks our fourth appearance.

Kao booth's theme this year is "Ecology, Life, and Everyday Lives' in the Future Produced by Essential Research." Focusing on the Essential Research, we will attractively present a wide range of our goods and activities to save future lives (ecology, life, and everyday lives) we are pursuing and enhance corporate value in China. We will prepare three zones, namely "Future Ecology," "Future Life," and "Future Everyday Lives," in our booth so that you can experience the contributions of Kao's Essential Research.

*1 The 4th China International Import Expo official URL: <https://www.ciie.org/zbh/en/> (English)

In the "Future Ecology" zone, we will showcase Kao Group's ESG vision and specific relevant activities, with an emphasis on plastic reduction, recycling activities, carbon emission reduction through the entire product life cycle, and environmental products and activities in the chemical product area. The "Future Life" zone will showcase contribution to future lives through Kao's original skin surface lipids-RNA monitoring technology and the "Future Everyday Lives" zone will showcase the Kao Group's high-end cosmetics brand SENSAI, among other brands, respectively.



2021 Kao Booth image

◆ General information on the showcase

- Site: National Exhibition and Convention Center
- Address: 333 Songze Avenue, Shanghai, China
- Kao booth: 6.1A3-06
- Booth area: 504 m²

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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