

Nov. 16, 2021

Kao is Participating in Plastic Resource Recycling at a Local Human Resources Support Center in Kobe City, as a Member of a Partnership Working to Realize the Circular Economy

As a member of the Japan Circular Economy Partnership (J-CEP), an alliance working to jointly develop new projects aimed at promoting the realization of the circular economy through collaboration between industry, government, the university sector and the general public, starting from November 4, 2021, Kao Corporation is participating in the implementation of a recycling station specially designed for handling plastic waste, which has been established at Futaba Gakusha* in Kobe City, Hyogo Prefecture. J-CEP, which was established on October 20, 2021, evolved from the Kyushu Circular Economy Partnership (K-CEP), a corporate alliance which aimed to establish a circular economy in the Kyushu region of Japan. Kao participated in the Meguru Box Project, a used plastics collection pilot project that K-CEP launched in Kitakyushu City in July 2021.

* Futaba Gakusha is a local human resources support center located in Nagata-ku, Kobe City, Hyogo Prefecture.

News Release (July 7, 2021)

Kao Announces Its Participation in the Meguru Box Project, a Pilot Project for Recycling Used Plastics, in Kitakyushu City, Japan

<https://www.kao.com/global/en/news/sustainability/2021/20210727-001/>

The initiative that J-CEP is participating in this time involves the installation of a resource recycling station with its own community space in the Futaba Gakusha facility in Kobe City, Hyogo Prefecture, a project which is being implemented for a three-month period starting on November 4, 2021. The target resources—mainly plastics—are being collected and sorted by item based on the anticipated use after recycling. There is also a space for the collection and exchange of products for reuse, and a space for local residents to engage in social activities. By making effective use of information and communications technology (ICT) to implement a points system, with donations being made according to the amount of resources collected, the aim is for this project to contribute toward raising the plastics recycling rate in Kobe City and also toward building a community characterized by mutual assistance and collaboration.

Kao's ESG Strategy, the Kirei Lifestyle Plan that it launched in April 2019, incorporates 19 key leadership actions, which are its priority action themes. The Meguru Box Project will contribute to "Zero Waste." By integrating ESG into the core of its company management, Kao will drive business growth and better serve consumers and society through its enhanced products and services. With this socially conscious ethos, Kao will create a Kirei life for all—providing care and enrichment for the life of all people and the planet.

*This news release is a translation of a Japanese-language news release dated November 5, 2021.

About the Kirei Lifestyle Plan

Over the past 130 years, Kao has worked to improve people's lives and help them realize more sustainable lifestyles—a Kirei Lifestyle. The Japanese word 'kirei' describes something that is clean, well-ordered and beautiful, all at the same time. The Kao Group established its ESG strategy, the Kirei Lifestyle Plan in April 2019, which is designed to deliver the vision of a gentler and more sustainable way of living. By 2030, Kao aims to empower at least 1 billion people, to enjoy more beautiful lives and have 100% of its products leave a full lifecycle environmental footprint that science says our natural world can safely absorb.

For more information please, click <https://www.kao.com/global/en/sustainability/>

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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■Kao Sustainability website

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

■Kao launches new ESG Strategy “Kirei Lifestyle Plan” to support consumer lifestyle changes

<https://www.kao.com/global/en/news/sustainability/2019/20190422-001/>

■Kao's New Challenges for the Future: Accelerating Purposeful Business Commitment with ESG

<https://www.kao.com/global/en/news/business-finance/2019/20190926-001/>