

Kao Is Participating in Pool Project Tokyo to Help Realize Sustainable Plastic Resource Circulation

Starting from November 2021, Kao Corporation has been participating in Pool Project Tokyo, a project initiated by RECOTECH, Inc.—a company which provides resource recycling platform services and resource recycling consulting services—to expand, throughout the entire Tokyo Metropolis, the recovery and recycling of plastic waste generated by commercial facilities. This project has been selected by the Tokyo Metropolitan Government as an Innovative Business Model Project for Sustainable Use of Plastics, and Kao is working together with Tokyo Metropolitan Government to reduce the amount of single-use plastic, and to promote plastic resource circulation.

Pool Project Tokyo involves the efficient collection and advanced material recycling of plastic waste generated by commercial facilities within the Tokyo Metropolis. The recycled plastic is being sold to manufacturers as Pool Resin, post-consumer recycled (PCR) material* which has full traceability covering every stage from the source of the waste plastic through transportation and volume reduction to processing. The project also involves the development and branding of products that utilize Pool Resin. In addition, chemical recycling tests are being implemented with respect to some of the plastic that has dirt adhering to it and which is difficult to sort, and verification testing is being performed on the recycling processes (including logistics and storage) and end products for different levels of dirt and levels of sorting precision. Kao is responsible for assessing the physical properties of the recycled plastic that is produced through the project, and for evaluating potential packaging applications.

* PCR material includes waste material generated by households, as well as material deriving from products that end users such as commercial facilities, industrial facilities, and other types of facilities can no longer use for their original intended purpose.

In April 2019, the Kao Group established its ESG strategy, the Kirei Lifestyle Plan, with 19 leadership actions. Pool Project Tokyo 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 December 9, 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

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■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/>

■Kao is Participating in a Project to Efficiently Recycle Plastics through Integrated Arterial and Venous Physical Distribution in Tokyo's Dai-Maru-Yu Area

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