

FOR IMMEDIATE RELEASE

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Initiative for Reducing Product Disposal: In Support of “Ethical E-commerce,” Kao Group’s Products to Be Launched on the “Go Ethical” Platform Starting with the Cosmetics Sunscreen Brand *ALLIE*

As a part of our efforts to reduce product disposal in support of practicing “ethical e-commerce,” Kao Group Customer Marketing Co., Ltd.*1 (KCMK), a Kao Group company, will start to sell the group’s products from January 19, 2022 via the “Go Ethical” platform aimed toward the waste reduction through the online shopping site LOHACO, which is run by ASKUL Corporation.

The “Go Ethical” platform is designed to resell products that are no longer on the shelves of stores due to problems such as the end of sales and not quality problems. The platform sells products that are otherwise discarded without being delivered to consumers as high quality bargains.

In support of this initiative, KCMK first sells the “*ALLIE* Extra UV Gel (mini),” which was initially subject to disposal, in good condition. In the future, more products are expected to be sold via the platform.

*1 Specialized trading company dealing in products produced by Kao Corporation and Kao Group companies.



“Go Ethical” Kao website (conceptual image)

Outline

- Product: *ALLIE* Extra UV Gel (mini) 40 g

<Product features>

A gel sunscreen for the face and body that is waterproof for protection against sweat and water and frictionproof for protection against friction and rubbing to achieve the unfading effects and protect your skin from strong UV rays. SPF/PA: SPF 50+/PA++++



- Launch date on the “Go Ethical” platform: January 19, 2022

- Kao's "Go Ethical" website (in Japanese) :https://lohaco.yahoo.co.jp/special/outlet/special_kao/

The Kao Group formulated the ESG Strategy called "Kirei Lifestyle Plan" in April 2019, and aims to achieve "zero waste" as one of the strategies for priority action themes. The latest move to sell products via the "Go Ethical" platform by KCMK is one of the activities promoting the "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.

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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