

June 22, 2022

## **Kao to Participate in a Recycling Field Test for Building a Used Packaging Collection Platform by the Japan Association of Chain Drug Stores**

Kao Corporation is participating in a recycling field test for building a used packaging collection platform conducted by a promotional council comprising member companies of the Japan Association of Chain Drug Stores and manufacturers of key household products. The field test plans to collect used packaging at 30 drug stores in Yokohama City over about six months beginning June 30.

This recycling field test is designed to identify technical problems and other issues in collection operations and creation of recycled products after collection, aimed at building a collection platform for used packaging. The project will also serve to build awareness for the SDGs and a circular economy as well as to create the social expectation for recycling household products together with consumers.

In April 2019, the Kao Group established its ESG strategy, the Kirei Lifestyle Plan. In 2021, Kao launched its Mid-term Plan 2025 (K25), which declares “Protecting Future Lives, Sustainability as the Only Path” as its vision. The recycling field test contributes to the key leadership action theme of “Zero Waste” in the Kirei Lifestyle Plan. Kao will continue to integrate its ESG strategy into its management practices and develop its business. It will also aim to provide better products and services for consumers and society while working toward its purpose, “To Realize a Kirei World in Which All Life Lives in Harmony.”

\*This news release is a translation of a Japanese-language news release dated June 14, 2022.

### **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 1,420 billion yen in annual sales. Kao employs about 33,500 people worldwide and has 135 years of history in innovation. Please visit the Kao Group website for updated information.

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

## Media inquiries should be directed to:

Corporate Strategy

Kao Corporation

Tel.: +81-3-3660-7043

<Related Information>

### ■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/>

### ■About Japan Association of Chain Drug Stores (JACDS)

<https://jacds.gr.jp/profile-of-jacds/>