

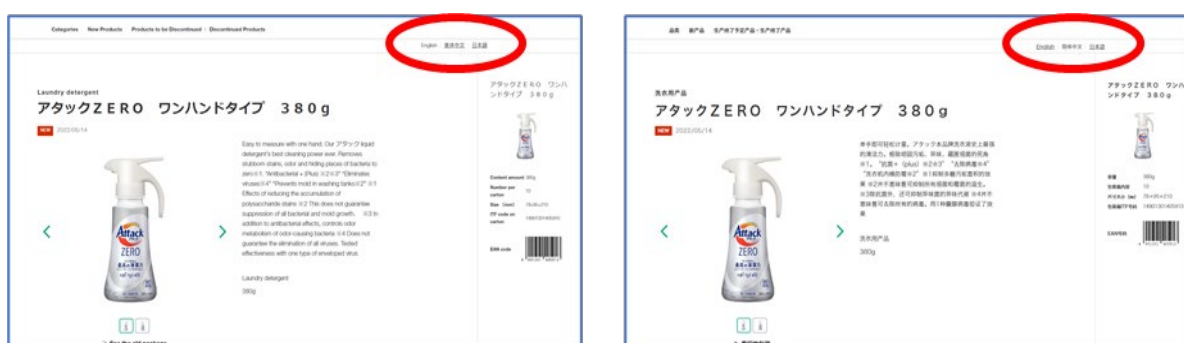
English and Chinese (Simplified) Added to the Product Catalog on Kao's Official Website

Product Information Can Be Obtained in Languages Other Than Japanese

From June 20, 2022, Kao Corporation began displaying the Product Catalog in English and Chinese (simplified) on Kao's official website.

■ Product Catalog page on Kao's official website

<https://www.kao.com/jp/en/products/>



Examples of English and Chinese (Simplified) description of the Product Catalog

Users can select the display language from the links shown circled in red in the upper right corner of the screen.

The Product Catalog is an introduction page on the official website that responds to customers' actions such as searching for products and checking product information. It was completely renewed in March 2021 and has improved functionality, for instance, being able to search for stores carrying each product featured in the Product Catalog using the customer's location information*.

Our aim is to help people who live mainly using languages other than Japanese and foreign visitors to Japan understand the characteristics of Kao products and use them without worry so links to English and Chinese (simplified) pages from the Japanese Product Catalog page have been put into full operation (excluding cosmetics).

On the English and Chinese (simplified) Product Catalog sites, Japanese product names are posted as they are for visibility, but we have taken great care in explaining the product's purpose and usage in each language. To that end, the Global Business Planning and Management and DX Co-Creation are building new systems for improving business processes, including translation of Product Catalogs. Going forward, Kao will continue to aim for a Product Catalog that is even easier to use and helpful, such as making the latest information available in a timely manner in line with product improvements.

* Location information will not be used for any purpose other than searching for a retailing store, and individuals are not identifiable.

About Kao

Kao creates high-value-added products and services that provide care and enrichment for the life of all people and the planet. 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 business, 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