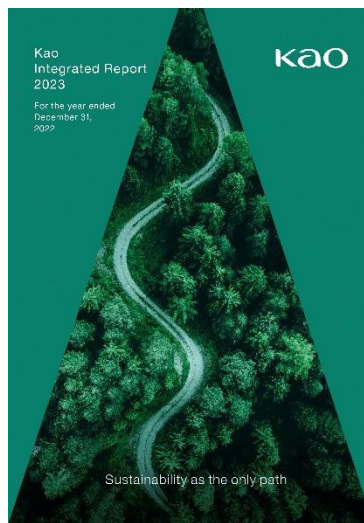


## Kao Releases the Kao Integrated Report 2023

Kao Corporation has released the [Kao Integrated Report 2023](#), which presents ESG and financial data in an integrated format, on its website for the reference of its shareholders, investors and other stakeholders.



Starting in 2021, Kao has taken “to realize a Kirei World in which all life lives in harmony” as its Purpose and has established “protecting future lives” and “sustainability as the only path” as its Vision underpinning the Kao Group Mid-term Plan 2025 (K25). Kao is implementing business management based on a long-term perspective based on ESG.

Kao Integrated Report 2023 describes the path to change to achieve the K25 targets and sustainable corporate value enhancement. While remaining committed to ESG-based management, Kao will take on the task of revitalizing a “Strong Kao” by deepening EVA-driven management. Additionally, in consideration of the achievements and challenges in the second year of K25, Kao are undertaking a range of measures to implement six key strategies: 1) Deepen EVA-driven management; 2) Deliver on ESG ambitions; achieve 3) Parallel business transformation; pursue 4) Focused growth in five business fields; 5) Accelerate digital transformation; and 6) Energize our people.

With this report, Kao aims to inform stakeholders about its business activities. Based on the feedback and opinions received from stakeholders to make improvements, Kao will collaborate with a wide range of like-minded partners to make an even greater contribution to society and enhance its corporate value.

## **Related information**

The Kao Sustainability Report 2023, which includes detailed performance data, describes the company's contributions toward achieving a sustainable society in line with its ESG strategy.

- Kao Sustainability Report 2023

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

## **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 1,550 billion yen in annual sales. Kao employs about 35,400 people worldwide and has 136 years of history in innovation. Please visit [the Kao Group website](#) for updated information.