

FOR IMMEDIATE RELEASE

November 29, 2023

Kao Establishes the Kao Life-in-Harmony Foundation Aims to Enrich the Lives of People by Solving Social Issues

On September 13, 2023, Kao Corporation established the Kao Life-in-Harmony Foundation (hereinafter the “Foundation”). The Foundation aims to provide care and enrichment to all people and create a safe and harmonious future by supporting each individual and through various systems and solutions that promote clean, beautiful, healthy, and thoughtful living.



Background of Establishment

Recently, action related to the SDGs has become mandatory and various initiatives are being promoted by countries, governments, organizations, businesses, and individuals around the world. However, not all problems have been identified, and appropriate action has not been taken.

Thus, in order to “realize a Kirei world in which all life lives in harmony,” Kao has gone above and beyond its typical business activities by providing products and services. The Foundation was newly established in an effort to look for further solutions through social contributions to solve the pressing concerns that its consumers encounter on a daily basis. The Foundation will identify the domestic and international social challenges that demand immediate attention and will collaborate with a wide range of partners that share our vision to build a society in which no one is left behind and everyone can live enriched lives.

Specific Initiatives

The Foundation concluded partnership agreements with two companies in October of this year; Mirairo Inc. (President and CEO: Toshiya Kakiuchi, hereinafter “Mirairo”) and PT. Gama Inovasi Berdikari (Director: Ridha Nurul Azizah, hereinafter “GIB”).

Cooperation and collaboration with Mirairo

The Foundation promotes the objective of “realizing a comfortable life in which each and every individual can thrive” in collaboration with Mirairo which upholds their corporate vision of “Barrier Value” and is working on QOL improvement for individuals with disabilities. Together, the Foundation and Mirairo also aim to build a new social infrastructure that connects and delivers useful

information and products to people with disabilities, their families, the elderly, and others to help solve the pressing concerns they face in their daily lives.

Cooperation and collaboration with GIB

There are people around the world who cannot spare any water even for washing, which is the basis of cleanliness. The Foundation is working with GIB, which promotes the development of rainwater collection and purification technologies and distribution initiatives in collaboration with local governments, to address Indonesia’s severe water issues. The Foundation is not only helping the company spread its system, but also spreading information on hygiene and water-conserving products. This will encourage initiatives geared toward “realizing a sustainable lifestyle.”

About the Kao Life-in-Harmony Foundation

Overview

Name	Kao Life-in-Harmony Foundation
Establishment date	September 13, 2023
Representative	President: Yumi Takeuchi
Location	14-10, Nihonbashi Kayabacho 1-chome, Chuo-ku, Tokyo 103-8210 Japan
Activities	<p>The Foundation aims to provide care and enrichment to all people and create a safe and harmonious future by supporting each individual and engaging in a variety of activities that promote clean, beautiful, healthy, and thoughtful living.</p> <ol style="list-style-type: none"> 1. Business related to improving hygiene 2. Business that provides information that is close to people with disabilities, the elderly, and their families 3. Business related to extending healthy life expectancy 4. Human capital development that contributes to each of the preceding items 5. Collection of information, investigation, research, communication, suggestions, and public relations regarding businesses described in item 1 to item 3 above 6. Other business necessary to achieve the purpose of this organization
Organization website	https://www.kao-lih-foundation.com/en/
Founder	Kao Corporation (Representative Director, President and Chief Executive Officer: Yoshihiro Hasebe)

For over 130 years, Kao has worked to help consumers lead fulfilling lifestyles. In April 2019, Kao established the Kirei Lifestyle Plan, which is an ESG strategy that includes 19 leadership action themes to achieve a sustainable and desirable way of living. The Japanese word ‘kirei’ describes something that is both clean and beautiful. For Kao, Kirei not only encapsulates appearance, but also

attitude—to create beauty for oneself, other people, and for the world around us. Since its start in 2021, the Kao Group Mid-term Plan has proclaimed “protecting future lives” and promoting “sustainability as the only path” as its vision. The Kao Group will continue to integrate its ESG strategy into its management practices. It will also develop its business, provide better products and services for consumers and society, and work toward its purpose “to realize a Kirei world in which all life lives in harmony.”

Related Information

- [Kao launches new ESG Strategy “Kirei Lifestyle Plan” to support consumer lifestyle changes](#)
- [Kao’s New Challenges for the Future: Accelerating Purposeful Business Commitment with ESG](#)
- [Kao sustainability website](#)
- [Kao Arts and Science Foundation](#) (Japanese)

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.