

FOR IMMEDIATE RELEASE

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Kao Releases the Kao Integrated Report 2024

Kao Corporation has released the Kao Integrated Report 2024, which presents ESG and financial data in an integrated format, on its website for the reference of its shareholders, investors and other stakeholders.

[Kao Integrated Report 2024](#)



In August 2023, Kao revised its Mid-term Plan 2027 (K27) with a focus on structural reforms and growth strategies. Kao will maintain its Vision of “Sustainability as the only path” while introducing ROIC company-wide and decisively implementing structural reforms. Kao will enhance corporate value through transformation to build robust business through investment.

The theme for this year’s report is “*Global Sharp Top Strategy to Accelerate Transformation.*” Based on this strategy, Kao views the entire world as its market and aims to become the one and only company in the world to provide new value with leading-edge solutions. Kao will accelerate transformation toward attaining K27 through united company-wide efforts with four frameworks: build *Global Sharp Top* businesses, achieve *Global Sharp Top* human capital and organizational management, improve capital efficiency and profitability, and build businesses through co-creation with partners.

With this report, Kao aims to inform stakeholders about its various activities and initiatives to transform into a “Strong Kao” and will reflect the feedback and opinions received from stakeholders as it collaborates with a wide range of like-minded partners to make an even greater contribution to society and enhance its corporate value.

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.

Please visit [the Kao sustainability website](#) for more information.

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 1,530 billion yen in annual sales. Kao employs about 34,300 people worldwide and has 137 years of history in innovation. Please visit [the Kao Group website](#) for updated information.

Related Information

[Kao Sustainability Report 2024](#)

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