

FOR IMMEDIATE RELEASE

July 27, 2026

Formulation of the “Kao AI Governance Policy” Promoting Safe and Responsible AI Use Globally

Kao Corporation has formulated the “[Kao AI Governance Policy](#)” to promote safe and responsible AI use globally, and has published it today on its official website. Kao will use the policy as guidance to balance innovation and risk mitigation through a human-centered approach, while actively advancing the use of digital technologies, including AI, across all business activities.

Background

Kao positions AI as an important technology supporting business transformation and value creation. To strengthen competitiveness in global markets, Kao is actively advancing the use of digital technologies including AI across all business activities, such as improving products and services, enhancing business productivity, and improving employee efficiency.

At the same time, the use of AI requires careful consideration of human rights, fairness, privacy, security, transparency, and other factors. As AI use expands across the company, there is a growing need to clearly communicate to internal and external stakeholders Kao’s fundamental approach to AI use.

Overview of the “Kao AI Governance Policy”

This policy is based on the fundamental value of “walking the right path” at the heart of the corporate philosophy, [the “Kao Way,”](#) with ethical conduct and compliance with laws as its fundamental principles. Positioning AI as a partner that brings out human strengths and supports value creation, Kao will promote safe, ethical and responsible AI use while appropriately addressing risks.

The policy is structured around six pillars: 1. Respect for Human Rights and Fairness, 2. Compliance with Laws and Protection of Rights, 3. Respect for Privacy Rights, 4. AI Security, 5. Responsible AI Use, and 6. AI Transparency.

[Kao AI Governance Policy](#)

Future Developments

Going forward, Kao will advance the development of internal regulations and the establishment of a governance framework. From July 2026, Kao will begin awareness activities regarding the appropriate use of AI and education aimed at promoting understanding of this policy, targeting employees of the Kao Group in Japan, and will subsequently expand this globally. Furthermore, while considering the evolving environment and technological trends surrounding AI, Kao will continuously review standards and operations to promote

safe and responsible AI use.

Related Information

Kao News Release, May 22, 2026: [Kao Selected as a DX Stock 2026](#)

*This is an English translation of reference material released in Japanese on April 13.

About Kao

Kao, a Japan-based manufacturer of cosmetics, personal care and household products, as well as specialty chemicals, creates high-value-added products and services that provide care and enrichment for the life of all people and the planet. Through its brands such as Curél, SENSAI, and MOLTON BROWN cosmetics, Bioré and Jergens skin care products, Oribe hair care products, Attack laundry detergent, and Laurier sanitary products, Kao is part of the everyday lives of people across Asia, the Americas, Europe, the Middle East, and Africa. Combined with its chemical business, which contributes to a wide range of industries, Kao generates about 1,690 billion yen in annual sales. Kao employs about 31,500 people worldwide and has more than 130 years of history in innovation.

Please visit [the Kao Group website](#) for additional information.

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