

Full transparency 102-12, 102-15, 103-1, 103-2

We believe that communicating accurate information about our products, in ways that are appropriate and easy to understand, is essential to have people make the right choices and lead comfortable lives.

We disclose information in a timely manner through our websites and various opportunities to engage with stakeholders.

Kao's creating value to address social issues

Social issues we are aware of

Living in modern society today as information disclosure advances on a variety of fronts, individuals have greater needs and desires to obtain necessary or important information. The development of the internet of Things (IoT) allows individuals to easily obtain a greater amount of information.

Ethical consumption, where products and services created with environmental and social considerations are chosen and consumed, is showing growth among consumers. Consumers are also seeking information about corporate activities with the desire to purchase not only individual products of high quality, but also products from companies they can trust.

As such, companies are expected to encourage dialogue with consumers and other stakeholders by properly disclosing accurate information.

We place top priority on delivering information about products that consumers are in frequent, direct contact with and conduct activities accordingly.

Kao's creating value

Obtaining accurate information makes it easier for consumers to choose safe and reliable products and services, and be able to lead comfortable lives. In

addition, the individual choices of consumers contribute to the SDGs without them being aware of it, and we believe in the need for the environmental impact of these activities to stay within the range that our natural world can safely absorb.

The result of this helps create a world in which consumers and the wider society are filled with trust, sustainable growth and innovation are generated, new value is offered, and new markets and employment are created.

Contributions to the SDGs



Policies

Regarding transparency, we conduct activities founded in the Kao Way and the Kao Business Conduct Guidelines so that people can easily get the information they need when they need it for the right choices to be made for individuals, society and the Earth, and based on that accurate information, dialogue with stakeholders can become more developed.

Framework

In 2019, we established a task force for disclosing product information in the ESG Promotion Meeting, an organization under the ESG Committee, and it has begun conducting activities. The task force has set up working groups on five themes, and these working groups mutually confirm their progress once a month and report the results in the ESG Promotion Meeting.

Mid- to long-term targets and performance

We defined brands as transparent brands when the information that consumers need is available in both quality and quantity. And we have set the target of making all our brands selling consumer products transparent brands by 2030. We are also looking at how to disclose information in ways that consumers find easier to understand.

Among our activities in 2019, we created a framework linking Japan, Europe and the Americas, obtained information for added information disclosure, made preparations for disclosing information and created a long-term road map.

Our initiatives

Considerations in the product catalog website and individual product websites

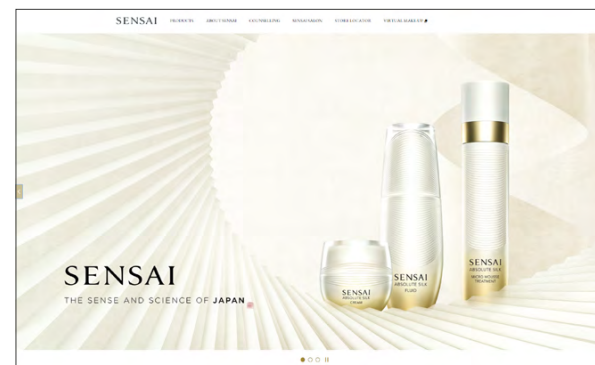
We disclose information needed to make decisions about whether products that customers are planning to purchase and products that customers already have purchased can be purchased and used with peace of mind.

In product catalogs on our website and on individual product websites, we provide information on product features and the ingredients used in products based on scientific evidence.

In 2019, we made preparations to disclose a greater amount of information mainly for brands in Europe and the Americas targeting consumers with strong awareness for ethical consumption.



→ Product catalog website
www.kao.com/jp/en/products/



UK website for the prestige brand *SENSAI*.