

Universal product design 102-12, 102-15, 103-1, 103-2



Develop products and services based on our Universal Design Guidelines that are easier for everyone to use.

ESG Keyword

UD considerations in relation to products

Barrier-free access to information

Initiatives to prevent ingestion accidents among the elderly

Kao's creating value to address social issues

Social issues we are aware of

Modern society is becoming both older and more globalized, while values and lifestyles are diversifying. More recently, the spread of the COVID-19 pandemic has brought about changes in attitudes to hygiene, emphasizing the need to provide the products that people need for everyone, including socially disadvantaged groups such as senior citizens, people with disabilities, and members of ethnic and religious minorities, etc. For this reason, we believe that it is vitally important for us to implement *Yoki-Monozukuri* manufacturing which creates products that are easily accessed and easy to use.

Kao's creating value

We have promoted development and provision of products that anyone can use easily under the basic concept of our consumer-focused *Yoki-Monozukuri*. Going forward, to contribute to the universal SDG target of leaving no one behind, we will deliver satisfaction and inspiration to all the consumers we serve, and strive to enrich people's lives.

To this end, we will implement manufacturing and provide products so that all consumers can enjoy a stress-free experience in the various stages of selecting, purchasing, using and disposing of products. We also aim to provide support so that

using our products will contribute toward a strengthening of the links between people and between people and society.

Risks related to realization of What Kao Aims to Be by 2030

Failure to provide products that anyone can use easily could lead to a heightened risk of improper usage and other safety issues. Furthermore, even products developed with safety in mind may be used improperly if not accompanied by easily understood guidance to promote safe usage. Failure in this regard could lead to a loss of trust in our products, and conceivably even to a loss of trust in the company itself.

Opportunities related to realization of What Kao Aims to Be by 2030

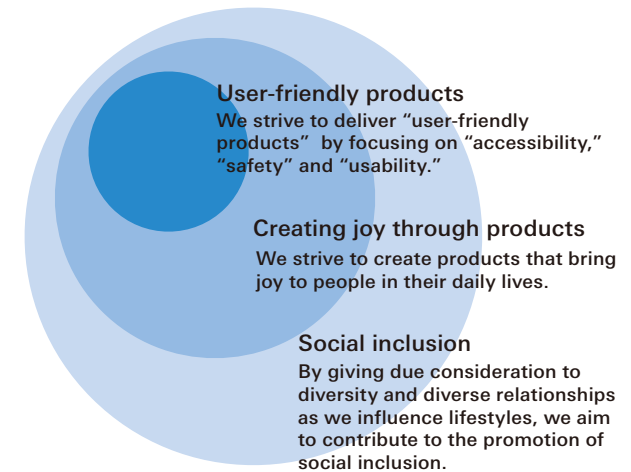
Helping to enrich the lives of people all over the world with Kao products will reinforce trust in our company as an enterprise that is vital to maintaining a sustainable society.

Contributions to the SDGs



Policies

Kao Universal Design Guidelines



We have worked to promote the fundamental guidelines of Universal Product Design: user-friendly products, creating joy through products and social inclusion.

Going forward, we will promote ESG-driven *Yoki-Monozukuri* throughout the company, and by delivering satisfaction and inspiration to all consumers in their daily lives through the use of Kao products, we will strive to become a consumer product industry leader in the use of Universal Design (UD).

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- Independent assurance report

Kirei Lifestyle Plan

Making my everyday more beautiful

Making thoughtful choices for society

Making the world healthier & cleaner

Walking the right path

Universal product design 102-43, 103-2, 404-2



Specific initiatives to achieve this are set forth below.

1. Adoption of the customer's viewpoint in the promotion of UD, from product awareness to consumption and final disposal in the home

Along with focusing on accessibility and usability as well as safety and security, we will disseminate easily understood product and service information at each stage from product awareness and selection to purchase and disposal.

2. Monozukuri Project promotion and strategic PR from a UD-centered perspective

We believe that for the socially vulnerable, UD is not merely value added, but is the value of the product itself. Going forward, we will launch UD-focused Monozukuri Promotion Projects in each business division that target senior citizens, who constitute a core group in Japan's super-aging society, and we will expand our offering of new products from a UD perspective.

We will also strengthen our information and service offerings that utilize information and communication technology, and collaborate with stakeholders including distribution companies and local governments, and actively convey the customer perspective.

Education and promotion

Deploying a structure for UD-centered manufacturing throughout the company

A cross-business approach is vitally important for UD promotion. Each business division will appoint a new

UD promotion leader to collaborate with our Consumer Communication Center, which features a consultation window that deals directly with consumer requests and feedback, as well as with R&D and Creative, to promote UD-centered manufacturing.

We have also established an internal ESG awards program, which formally recognizes new products with ESG impact. We will expand our lineup of UD-centered new products through reinforced and internalized employee awareness of UD.

Internal education system

We hold Workshops for Promoting Empathy with Elderly People, with the aim of helping our employees develop greater empathy for the elderly and a sense of direct connection with the problems they face. Taking into account the needs of infectious disease prevention strategies, we are also expanding the provision of online and virtual activities for our employees.

As our employees need to communicate with diverse groups of people, including senior citizens, we have been encouraging employees to study for the Universal Manners Test overseen by the Japan Universal Manners Association.

Collaboration and engagement with stakeholders

Manufacturing that reflects consumers' views

Kao's consumer support desk inside our Consumer Communication Center receives large numbers of consumer comments on and responses to Kao

products that are already on sale. We are committed to taking consumer feedback seriously in order to create consumer-oriented products that take consumers' views into account and embody them in product development and product improvements, and in the provision of information.

Exchanging information with consumer groups and consumer protection agencies

By exchanging information on a regular basis with government consumer protection agencies, including local consumer affairs centers, and with consumer groups, we are able to secure their understanding regarding the proper ways to use and dispose of products, which can help to prevent consumer issues from emerging in advance, and regarding risk prevention, ensuring product effectiveness from a hygiene perspective, and the key aspects of UD. We have also been able to win the support of local communities for our efforts to ensure that consumers can enjoy safe lives with peace of mind.

Framework

Of the 19 actions included in our Kirei Lifestyle Plan, improved quality of life, habits for cleanliness, beauty & health, universal product design, sustainable lifestyle promotion and purpose driven brands are being promoted as a common framework.



→ p. 18 ESG promotion structure



Mid- to long-term targets and performance

2030 long-term targets

1. Practice UD-centered manufacturing on a continuous basis

We will expand ESG-driven *Yoki-Monozukuri* from a UD perspective not only in Japan, but also globally. We will also promote the UD-centered *Yoki-Monozukuri* Project, which aims to solve social issues, and accelerate the release of UD-centered new products. To this end, we will undertake product development that takes third-party opinions from a UD perspective into account at an early stage, across all household products businesses, and this content will be disclosed outside the company.

2. Adopt a UD perspective when disseminating information

We will adopt a UD perspective in information dissemination and retail shop design. In particular, by 2025 we will fully utilize DX to provide information for all products that enables anyone to easily access and confirm what they need to know when selecting and using those products. At the same time, we will undertake the dissemination of information in collaboration with retailers and with the media so that senior citizens, who tend to have restricted access to information, can be sure of receiving the information they need.

We will also strive to ensure that as many people as possible can access vital hygiene information, in a stress-free way.

3. Promote understanding on the part of stakeholders

We aim to enrich the lives of people globally and to contribute to the sustainability of the world by spreading awareness of UD initiatives as widely as possible and fostering understanding of these measures among stakeholders.

Anticipated benefits from achieving mid- to long-term targets

Business impacts

The need to respond to the aging of society and the diversification of society so that all people can live healthy lives constitute global challenges. By utilizing our attention to detail to develop products that are easy to use for diverse groups of people throughout the world, we can enhance our global presence, which will also lead to growth as a brand and as an enterprise.

Social impacts

We believe that providing products that are easy to use for everyone, regardless of age, gender, disability, race, ethnicity, birthplace, religion or economic status, etc., and making consumers aware of our efforts in this regard, can itself contribute toward generating greater diversity among consumers.



Performance in 2020

Performance

1. Product development from a UD perspective

- Implementation rate of new and improved product enhancement from a UD perspective
Japan: 84%, 940 items
Europe and the Americas: 18%, 173 items
- We have launched a number of products that are designed to meet the needs of senior citizens, including *Quickle Mini Wiper*, which makes it easy to clean behind the toilet where it is difficult to reach without having to get down on your knees, and *Deepclean Shusshudent*, which enables dentures to be cleaned easily in only around five minutes using spray technology.



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2. Initiatives targeting diverse groups of people Initiatives to aid people with visual impairments

- We provided lifestyle information content, and our employees volunteered to help record narrated information, for *Home Life*, a voice-based magazine published by the Japan Braille Library.

Initiatives to aid people with hearing impairments

We have been promoting the airing of closed captioning TV commercials in regular broadcasts since 2011. So far, around 1,800 commercials (including commercials on the Kao website) featuring closed captioning have been produced. Commercials

that have not been broadcast on TV have been made available on the website. In addition, with the growing demand for information about correct hand-washing technique that has resulted from the spread of the COVID-19 pandemic, closed captions have been added to the animation content on the Kao website that teaches children how to wash their hands properly.

3. Promote understanding on the part of stakeholders

Due to the spread of the COVID-19 pandemic, we did not implement awareness-raising activities relating to our UD-driven initiatives in 2020. However, we strove to ensure the widespread dissemination of information, for example in relation to hygiene actions that households using our products can implement, by disclosing methods that anyone can use easily, and providing the evidence to show why they work.

Reviews of performance

We have been emphasizing the UD-driven aspects of product design when launching new products in Japan since 2012, and an emphasis on UD is now firmly established in all segments of our Household products. However, as the pursuit of UD is an ongoing process with no end-point, we recognize the need for a more objective assessment of our efforts in this area. Going forward, we will be considering seeking evaluation from third parties in addition to our own in-house evaluation.



Our initiatives

UD considerations in relation to our products launched in 2020

We are continuing to develop products that make it possible for diverse groups of people to use our products in a stress-free manner in different circumstances. In this section, we present some examples of how products that Kao launched in 2020 took UD into account.

Quickle Mini Wiper

Within the toilet area, the toilet floor is second only to the toilet seat in terms of concern about dirt and bacteria, but because cleaning the floor can be physically challenging, the frequency of cleaning tends to be reduced. With this in mind, in the autumn of 2020 we launched *Quickle Mini Wiper*, which makes it easy to clean even the part of the toilet floor behind the toilet bowl. *Quickle Mini Wiper* features a compact design with a small head and short handle. With half a *Toilet Quickle* sheet attached to the head, *Quickle Mini Wiper* makes it possible to clean even the difficult-to-reach area behind the toilet bowl easily without needing to get down on your knees.

We have received a great deal of positive feedback from people who have actually used, including comments such as the following: “Being a carer, cleaning the toilet was a real pain because I’d no sooner got it clean than it got dirty again. Now, cleaning behind the toilet bowl is really easy.” “Previously, I had had to press my head up against the toilet bowl in order to clean the floor properly. I am really pleased that it is now so much easier to clean it. This is exactly the product that I was waiting for.”

Since it was first launched in 1989, the *Quickle* brand has provided ways to perform cleaning easily and cheaply, in line with changes in home facilities, lifestyles and approaches to housework, thereby contributing toward the maintenance of clean lifestyles. In the future, *Quickle* will continue to make a positive contribution toward realizing happy lifestyles by providing consumers and society in general with even better products and services.



Employees' voice

Aiming to reduce the burden of toilet cleaning

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The toilet floor is one of those areas that you really want to keep clean, but because having to kneel down can be painful, and because your face is near the toilet bowl, people often find this task physically challenging, and feel reluctant to clean this area. By getting various different divisions within the company to work together, we developed a product that embodies our vision of making it easy for anyone to clean the difficult-to-reach area behind the toilet bowl, while emphasizing ease of use and functionality.

* As of December 2020



Bioré u The Body - Body Lotion for Wet Skin

Bioré u The Body - Body Lotion for Wet Skin is a whole-body moisturizing lotion that can be used on wet skin in the bathroom. For the first time, we have adopted a hanging-type container, utilizing the *Raku-raku Eco Pack Refill* container design, which was previously used for shampoo products etc., as a regular container. A *Raku-raku Switch* is used to make it possible to adjust the amount of liquid that comes out of the container's nozzle with just slight pressure. Not only does this reduce the amount of plastic used in packaging production, regarding usability, we have received positive feedback from consumers of all ages, including the following comments: "Because the bottom of the container doesn't come into contact with the floor, it doesn't get dirty." "The hanging-type container doesn't fall over, and it is easy for young children to use, so I have been able to get the kids moisturizing by themselves."

How the *Raku-raku Switch* and hanging-type pack are used



Attach the nozzle



Attach the hook



Hang it up

Promoting employee UD understanding

Holding a study session featuring a representative of the Accessible Design Foundation of Japan

In December 2020, we held an online internal study session on the theme of "Shared Products and Shared Services for the Inclusive Society," with the instructor being Mr. Yasuyuki Hoshikawa, Executive Director of the Accessible Design Foundation of Japan.

Mr. Hoshikawa provided wide-ranging insights and concrete examples relating to the promotion of UD. The participants, who mostly comprised team members involved in UD promotion within Kao, noted that they had gained a better understanding of the significance of UD promotion, as well as insights from outside the company, with comments such as: "The study session brought home to me once again the significance of, and vital importance of, the company's efforts to help realize the inclusive society as a business enterprise."

Going forward, we intend to continue providing internal study sessions and experiential activities, etc., in various formats.

Barrier-free access to information



→ Corporate citizenship activities > Barrier-free access to information
www.kao.com/content/dam/sites/kao/www-kao-com/global/en/sustainability/pdf/sus-db-2021-e-all.pdf#page=97

Initiatives to prevent ingestion accidents among the elderly

Not only children, but also adults can be involved in

accidental ingestion of potentially hazardous substances, such as detergents, bleach or cosmetics. In particular, the elderly and those suffering from dementia may have difficulty detecting taste or smell, or may have vision loss, making such accidents more likely and requiring vigilance from family members and caregivers. In addition, where accidental ingestion is followed by vomiting, aspiration pneumonia may develop.

Products involving the risk of accidental ingestion are equipped with warning labels, but to reduce risk further, we have prepared a booklet for the elderly and their family members to raise awareness of accidental ingestion risk, as well as stickers highlighting the risk of accidental ingestion by the elderly, for sticking on products. In 2020, all of the awareness-raising lectures that we had planned had to be canceled because of the COVID-19 pandemic, but we publicized accidental ingestion risk via our website and our consumer support desk. We received comments such as "When staff members see the stickers, it reminds them to be careful about where they put cleaning agents" from persons working at senior citizen care facilities that we have provided accidental ingestion risk awareness-raising materials to. We will continue to implement accidental ingestion risk prevention awareness-raising activities going forward.

Sticker highlighting the risk of accidental ingestion by the elderly



Front side of sticker



Back side of sticker (with explanation)