

Corporate Citizenship Activities 2024

Policy

Kao promotes the Kirei Lifestyle globally by integrating business and corporate citizenship activities.

We aim to address key social issues through initiatives that stay close to people's lives, while encouraging employee aspirations and personal challenges.

We are also committed to nurturing the next generation who will shape a harmonious future society.

Activity Principles

- Understand and respond to the needs of people, society, and the global environment—now and in the future.
- Carry on our founding spirit of Yoki-Monozukuri in contributing to society.
- Mobilize the creativity and power of employees across their areas of expertise, embracing challenges in all actions.

Key Themes

● Lifestyle

Helping individuals live comfortable, fulfilling lives in their own unique way

QOL

Barrier-free

Health & Hygiene

DE&I

Grooming

Art & Culture

● Society

Contributing to inclusive communities and addressing social challenges

Employee participation

Safe communities

Disaster relief

Donations

● Global Environment

Protecting the planet and empowering the next generation of environmental stewards

Painting Contest

Water-saving

Upcycling

● Nurturing the Next Generation

Supporting the children who will shape the future

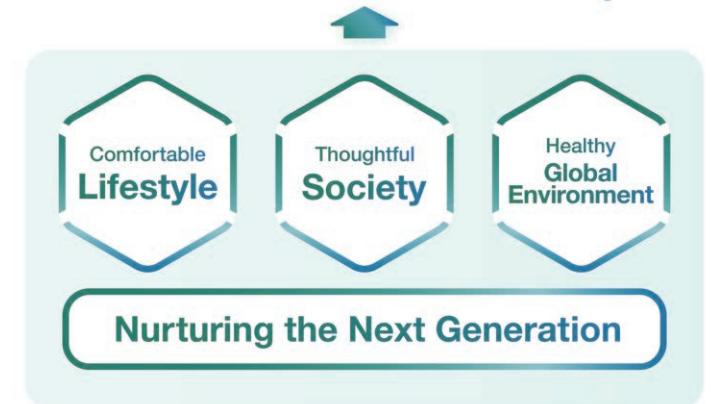
Hygiene

Environment

Science

Educational gap

OUR PURPOSE
To realize a Kirei World
in which all life lives in harmony



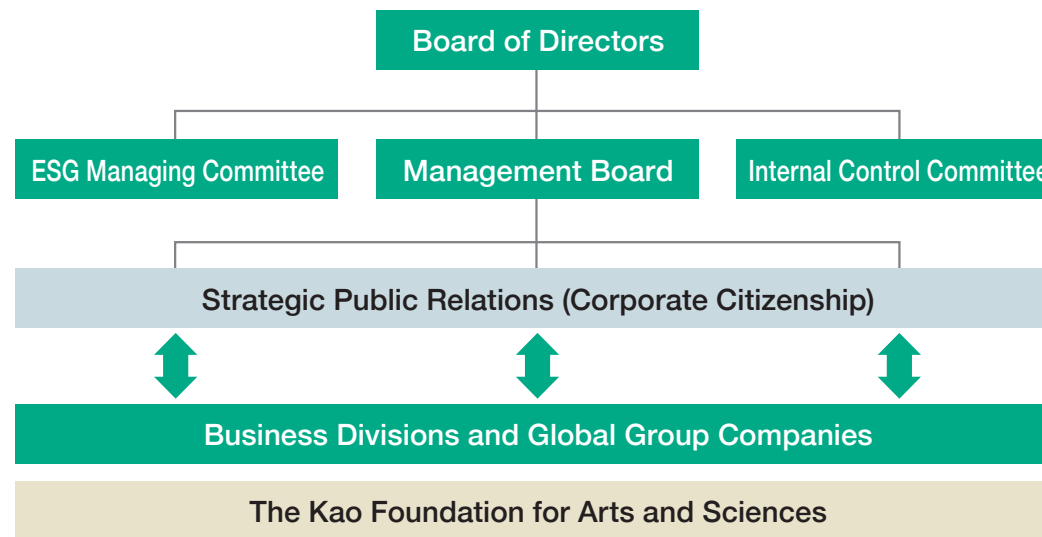
Governance and Implementation

● Governance Framework

To realize the ESG vision of the Kirei Lifestyle, Kao Strategic Public Relations leads initiatives in collaboration with relevant departments and group companies in

Japan and globally.

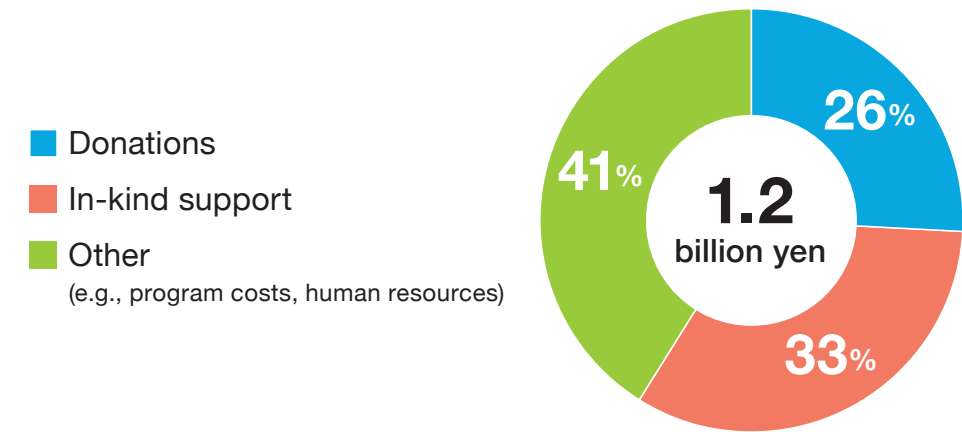
An annual survey is conducted across all offices and affiliates to track activities and expenditures, which are reported to the Management Board.



FY2024 Highlights

● Expenditures

Total: 1.203 billion yen (including business-integrated initiatives)



● Employee Participation

- Japan: 21,466 participants (2023: 20,532)
- Global: Approx. 25,000 participants



QOL Support

Support through Events

Kao Corporation

As cancer treatment advances and more people are managing their lives with cancer, changes in appearance caused by treatment can significantly impact daily life. Kao provides support through event booths at medical institutions such as Kitasato University Hospital and the National Cancer Center Japan. These booths offer

easy, at-home techniques for skincare, makeup, wig care, and hand treatments, aiming to ease the emotional stress of patients and their families.

FY2024 Highlights

- 8 events held
- 219 participants
- Gold Award, Cancer Ally Award



Support by the Cosmetics Business

Kao Corporation

Kao also offers hand treatment sessions at “Open Maggie’s,” a program run by the certified NPO Maggie’s Tokyo. Patients and their families can learn simple massage techniques to perform at home.

In addition, Kao donates the Curél Foaming Hand Wash and Hand Cream that is used at the center, providing

ongoing support through its skincare products.

FY2024 Highlights

- Approx. 970 participants



Barrier-free Information Initiatives

Beauty Seminar

Kao Corporation

Kao conducts grooming seminars for students with visual or hearing impairments, helping them prepare for employment.

One-on-one lessons are held using customized tools and materials, covering basic skincare and makeup techniques that participants can use immediately after returning home. The participants have responded

positively, as shown by their smiling faces and increased confidence.

FY2024 Highlights

- 16 seminars held
- 420 participants



Barrier-free Information Access

Kao Corporation

Kao promotes inclusive product communication under Kao Universal Design Guidelines, making products easy to use for all people regardless of disability or age. Employees visit events and medical facilities to present products. For people with visual impairments, we offer audio-based guides and free braille materials. We also support the audio magazine

published by the Japan Braille Library, which provides seasonal lifestyle information. Kao remains committed to creating a society where everyone can live comfortably through barrier-free information efforts.

FY2024 Highlights

Exhibits at Site World and Japan Society for Low-vision Research and Rehabilitation events
Reached over 950 people



Infectious Diseases Spread by Mosquitoes

Kao Corporation

Kao (Hong Kong) Limited

Kao Vietnam Co., Ltd.

Kao (Taiwan) Corporation

Kao (Malaysia) Sdn. Bhd.

PT Kao Indonesia

Kao Singapore Private Limited - Consumer

Pilipinas Kao, Inc.

Kao Holdings (Thailand) Co., Ltd.

Donations through SNS Campaigns

From February 14 to March 14, 2024, Kao ran the “#GUARD_OUR_FUTURE Like Campaign” via Bioré’s official SNS accounts across 10 countries and regions in Asia. Based on the number of likes received, we donated mosquito repellent products to areas affected by dengue fever. In May 2024, we donated 61,080 bottles of Bioré

GUARD Mosblock Serum (50g) to Selangor, Malaysia, where dengue cases had surged the previous year.

FY2024 Highlights

Over 61,000 bottles donated to Selangor, Malaysia



Awareness and Hygiene Initiatives

Kao promotes dengue prevention education primarily in schools to help children learn accurate information and encourage preventive actions at home and in communities. In Thailand, Kao partnered with government and businesses to launch the “Dengue Heroes towards Zero Death” campaign, which aims to eliminate

fatalities by 2030. In Malaysia, Kao collaborated with communities to clean up mosquito breeding sites in high-risk areas. We also donated Bioré GUARD Mosblock Serum to schools and medical institutions to strengthen local prevention efforts.



Health-focused Support for a Society Where All People Can Live Safe and Healthy Lives

Pink Ribbon Campaign

Worldwide Initiative

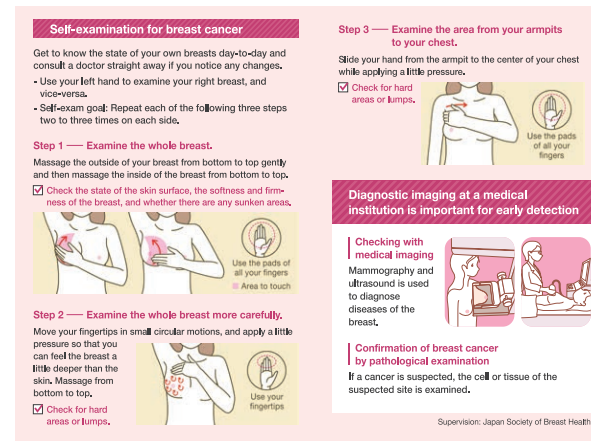
Since 2007, Kao has conducted annual Pink Ribbon campaigns in October and November under the slogan “For you and your loved ones.” In Japan, we have supported educational programs in junior and senior high schools led by certified Pink Ribbon Advisors. Our cosmetics brands KANEBO and LISSAGE donated a portion of sales from selected body care products to the Breast Health

Research Association NPO.

Globally, we have promoted Kao’s original self-check method to raise breast cancer awareness.

FY2024 Highlights

- Campaigns held by 11 group companies
- Approx. 50,000 self-check cards distributed in Japan
- Donations from:
 - SNS repost campaign: JPY 227,850
 - KANEBO Body Lipid Wear and LISSAGE Bathtime Serum sales



Cervical and Breast Cancer Awareness Activities

Kao Corporation

Laurier promotes gynecological screening awareness for women’s health. In 2024, we ran the “X Repost Donation” campaign, donating ¥15 per repost to organizations supporting breast and cervical cancer prevention. We also held the “Today Is a Day to Think About Your Body” campaign with Kosugiyu bathhouse, donating proceeds from gift sales. We further promoted the idea of providing

sanitary pads as a workplace welfare item.

FY2024 Highlights

- Repost campaign donation: JPY 94,140
- Gift campaign donation: JPY 639,825 (split 50/50 between Laurier and Kosugiyu)
- Donations split equally between two NPOs that focus on breast and cervical cancer research



Promoting Diversity, Equity, and Inclusion

Support for the Japan Boccia Association

Kao Corporation

Since 2019, Kao has been a Gold Partner of the Japan Boccia Association. In 2024, we provided seven Kao products for use by the Japanese national team at training camps and competitions leading up to the Paris 2024 Paralympic Games. In addition, 236 employees sent messages of encouragement to the athletes.

We also held an inter-office boccia

tournament across 8 worksites. A total of 231 teams (1,312 employees) participated in the preliminary rounds. The top 8 teams competed in the final tournament at the Wakayama Plant.

FY2024 Highlights

- 2,081 employees (internal tournament participants)
- Inclusive participation across age, gender, and ability



Diversity Education through Blind Soccer®

Kao Corporation

Since 2015, Kao has supported “Spoiku®,” a hands-on diversity education program led by the Japan Blind Football Association. The program provides workshops at elementary and junior high schools using blind soccer® to foster understanding of diversity and inclusion.

In 2024, Kao also provided hygiene

products to support the Japanese national blind football team.



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Initiatives Supporting Personal Grooming

Makeup Seminars Supporting Employment and Empowerment

Kao Corporation

Kao Group Customer Marketing Co., Ltd.

Kao (China) Holding Co., Ltd.

Kao held makeup seminars for women in Japan and China to increase their confidence and participation in society.

In Japan, seminars were offered to women re-entering the workforce, focusing on skincare and makeup techniques to improve first impressions. In China, sessions were

held for factory workers and researchers to help them feel confident in both work and daily life.

FY2024 Highlights

- 10,200 participants (Japan and China)



Hygiene Education for Children and Students

Kao Corporation

PT Kao Indonesia

Bioré conducts skincare lessons for a wide age range, from children to adults.

In Japan, the “Bioré Skincare Lesson” has been teaching elementary school students about skin function, proper washing methods, and healthy hygiene habits since 1990. In Indonesia, sessions were held for male

high school students on the importance of grooming and cleanliness in daily and future life.

FY2024 Highlights

- Japan: 177,925 participants in 2,842 schools (14.8% of all elementary schools nationwide)
- Indonesia: 181,010 participants

Bioré



Supporting Arts and Cultural Development

Music Sharing: Bringing Music to Communities

Kao Corporation

Kao supports “ICEP,” a program by Midori Goto and the certified NPO Music Sharing that brings live music to schools, hospitals, and care facilities in developing Asian countries.

In 2024, the program visited 19 locations in Nepal, reaching around 2,000 children and adults.

FY2024 Highlights

- 2,000 participants
- 19 facilities visited



Tokyo Music Competition: Supporting Emerging Talent

Kao Corporation

Since 2003, Kao has co-hosted the Tokyo Music Competition with Tokyo Bunka Kaikan, Yomiuri Shimbun, and the Tokyo Metropolitan Government to support the next generation of musicians from around the world.

In 2024, entries were accepted in the brass, vocal, and string categories. Finalists were selected through two preliminary rounds.

FY2024 Highlights

- 422 total applicants from 7 countries and regions including Japan



K-BALLET YOUTH: Nurturing Young Dancers

Kao Corporation

Since 2013, Kao has supported K-BALLET YOUTH, directed by Tetsuya Kumakawa, which offers young dancers opportunities to perform in a professional environment.

Over 500 young dancers have participated in the program to date, with many pursuing careers in ballet.



Social Contribution Activities Led by Employees

Heart Pocket Club: Employee Donation Program

Kao Corporation

Established in 2004, the Heart Pocket Club is a donation initiative funded by monthly contributions from Kao employees, with matching donations from the company.

Funds are used to support nonprofit organizations, volunteer

activities, and emergency relief. Usage is reviewed by an employee-led committee to ensure transparency.

FY2024 Highlights

- 3,240 members
- JPY 12.8 million donated
- 28 activities supported



Volunteer Activities by Kao Group Employees

Worldwide Initiative

Kao encourages employees around the world to take part in social contribution activities, such as food drives, disaster relief, and educational programs.

Volunteers also organize donation campaigns and fundraising efforts

tailor-made to support local communities.

FY2024 Highlights

- Japan: 21,466 participants
- Global: Approx. 25,000 participants



Creating Safe and Comfortable Communities

Cleanup Campaigns in Local Communities

Worldwide Initiative

Kao conducts cleanup activities in and around its facilities in Japan and abroad.

Worksites participate in local efforts like the Suiken River Cleanup in Wakayama and Rhine Clean-Up Day in Germany.

FY2024 Highlights

- 34 participating worksites
- Over 5,300 employees involved



Safe Community Building through Patrols and Education

Kao Transport & Logistics Company Limited

Kao Logistics partners with communities to promote safe and livable neighborhoods.

Delivery drivers also conduct patrols while working and report any suspicious behavior. Safety education is also provided at schools.

FY2024 Highlights

- 15 patrol sites
- 4 traffic safety sessions
- Crime prevention and safety decals placed on Kao trucks



Family Concerts: Connecting with Communities through Music

Kao Corporation

Since 2002, Kao has hosted concerts near its worksites to provide residents with access to quality live music.

Employees handle all aspects of planning and operations. Proceeds from ticket sales are donated to music education in local areas.

FY2024 Highlights

- Concerts held at Wakayama and Sakata
- 2,060 attendees
- JPY 2.05 million donated



Disaster Relief and Emergency Response

Supporting Victims of the Noto Peninsula Earthquake

Kao Corporation

In January 2024, Kao provided hygiene and daily care items to 3,067 households living in temporary housing following the Noto Peninsula Earthquake.

The support kits were developed in collaboration with municipal governments to help residents live more comfortably in emergency

conditions.

Kao also donates 5 million yen annually to a disaster relief NPO that provides timely support to other disaster-stricken areas.

FY2024 Highlights

- 3,067 households supported
- Kits distributed in 8 municipalities



Relief for Other Natural Disasters

Kao Corporation

Kao Vietnam Co., Ltd.

PT Kao Indonesia

Kao (Taiwan) Corporation

Kao USA Inc.

<November 2023>
Damage caused by the eruption of Mount Merapi, Central Java, Indonesia

- Donated Kao products

<April 2024>
Damage caused by a magnitude 7.4 earthquake off the eastern coast of Taiwan

- Donated relief funds

<September 2024>
Damage caused by Hurricane Hilary, which struck the southern United States

- Donated Kao products, medical supplies, and relief funds through the American Red Cross

<September 2024>
Damage caused by Typhoon No. 3 “Yagi,” which struck northern Vietnam

- Donated Kao products and relief funds

<November 2024>
Damage caused by record-breaking rainfall and flooding across wide areas including the Yala and Pattani provinces in southern Thailand

- Donated Kao products

Supporting Communities Through Product Donations

Donating Kao Products to Local Communities

Worldwide Initiative

Kao provides hygiene and daily care items to welfare facilities and family houses near its worksites in Japan.

We also donate baby care items for newborns and school admission gifts for local children.

Kao has also partnered with homeless support organizations in the UK and the US to distribute Kao products to those in need.

FY2024 Highlights

- 527 facilities supported in Japan
- Product value: JPY 396 million



Supporting Women Through the Cosme Bank Project

Kao Corporation

Kao supports the Cosme Bank Project, which provides unused cosmetics to women facing financial hardship.

We also participate as volunteer packers to help distribute the donated items.

FY2024 Highlights

- Approx. 22,600 products donated
- 18 Kao group companies participated globally



Donations Beyond Kao Products

Worldwide Initiative

Kao Group employees take the lead in providing a wide range of support for people in need near their worksites.

In the U.S., Kao Collins provides school supplies, food, and fundraising support for local communities, children, teachers, and animal shelters.

In Mexico, Quimi-Kao donates food to low-income households, uniforms and sweets to children, and offers medicine and monetary support to elderly and sick individuals.

In Germany, Kao Germany supports psychosocial counseling and music therapy programs to help children manage emotional health as they grow.

FY2024 Highlights

- 18 Kao group companies participated globally



Sustainability Education for Future Generations

Kao International Environment Painting
Contest for Children

Worldwide Initiative

Kao has held the International Environmental Painting Contest since 2010 to encourage children worldwide to express environmental ideas through art.

In 2024, over 16,000 entries were received from 33 countries and regions.

FY2024 Highlights

- 51 winning works selected
- 97,072 visitors attended exhibitions across 36 venues
- JPY 831,950 donated to environmental organizations



Water-saving Campaign in China

Kao (China) Holding Co., Ltd.

In collaboration with the Ministry of Ecology and Environment in China, Kao conducts an annual awareness campaign to promote water-saving and environmental awareness.

University students submit project proposals, and the most promising ideas are supported and implemented on campus.

FY2024 Highlights

- 155 proposals from 102 universities across 26 provinces
- Campaign has reached approx. 1.3 million students since its launch, and approx. 50 employees have volunteered

Upcycling Makeup into
Educational Tools

Kao Corporation

Kao and KOSÉ collaborated to upcycle unused makeup products into colorful ink pens called "SminkArt Pens."

In 2024, the pens were used in a design contest at Tama Art University to raise awareness of sustainability and upcycling among students.

FY2024 Highlights

- Contest ran from June to November
- 22 awards were given out in total



Educational Support for Children's Health and Hygiene

Providing Hygiene Education Materials

Kao Corporation

Since 2020, Kao has distributed hygiene teaching kits to teachers in Japan and across Asia.

Materials are adapted for special needs and used in both in-person and remote learning settings.

FY2024 Highlights

- 964 schools reached this year
- Over 13,000 schools reached with over 1 million participants (cumulative)



Handwashing Education with Bioré

Kao Group Customer Marketing Co., Ltd.

Kao (China) Holding Co., Ltd.

Kao Penang Group

Kao Singapore Private Limited - Consumer

PT Kao Indonesia

Quimi-Kao, S.A. de C.V.

Kao (Taiwan) Corporation

Kao promotes hand hygiene education through the Bioré brand worldwide.

In Japan, handwashing classes began in 2009 and were later expanded by distributing teaching kits to schools. In Mexico, we hosted fun hygiene events using entertainers to teach 675 children correct handwashing methods.

FY2024 Highlights

- Over 55,000 students reached globally



Laurier Puberty Education Program

Kao Corporation

Kao (China) Holding Co., Ltd.

Kao (Hong Kong) Limited

PT Kao Indonesia

Kao Vietnam Co., Ltd.

Kao Holdings (Thailand) Co., Ltd.

Kao (Malaysia) Sdn. Bhd.

Since 1978, Laurier has supported young girls and their parents by providing puberty education and information about menstruation using digital materials.

In Japan, the "Laurier Puberty Education Program" is offered in schools. In other Asian countries, we deliver interactive menstrual health classes on-site.

FY2024 Highlights

- Japan: 500,000 educational kits distributed
- Asia: 240,000 educational kits distributed
- Approx. 96,000 students participated in Asia



Environmental Education Programs for Schools

Providing Environmental Education Materials

Kao Corporation

Save Water Program for Elementary Schools

Kao provides water-saving materials designed for the Japanese fourth-grade curriculum.

The goal is to help students understand the importance of using water wisely at home and at school.

Zero Waste Challenge

Designed for grades 4 and 5, this

program teaches students about reducing waste through creative actions and reflection. The curriculum encourages hands-on activities and taking responsibility for the environment.

FY2024 Highlights

- Save Water Program adopted by 587 schools
- Zero Waste Challenge adopted by 583 schools



Kao Eco-Lab Museum and Plant Tours

Kao Corporation

Located at the Wakayama Plant, the Kao Eco-Lab Museum offers guided tours to students in grades 3 and 5, aligning with their social studies units.

Students explore the production line, learn about eco-friendly manufacturing, and experience exhibits that connect industry and the environment.

FY2024 Highlights

- 86 participating schools (including remote tours)



Inspiring the Next Generation of Scientists

Supporting Young Scientists through JSEC

Kao Corporation

Kao has been a special sponsor of JSEC, a national science and technology contest for high school and technical college students, organized by Asahi Shimbun and TV Asahi.

In addition to awarding the Kao Award and two Kao Special Incentive Awards, our researchers participate in

the judging and host study tours for winners.

FY2024 Highlights

- 705 students from 173 schools
- 404 entries submitted (most ever)
- 3 awards presented by Kao



Hands-On Science Lessons and Career Education

Kao Corporation

Kao Specialties Americas LLC

Kao offers outreach science classes for junior high and high school students using everyday items, such as laundry detergent, as examples to teach surface science.

We also introduce research and product development careers through talks by Kao scientists. In the U.S.,

Kao Specialties Americas participated in Engineer's Week to support local high school STEM education.

FY2024 Highlights

- Over 560 students from 17 schools (Japan)
- 60 students from Ben L. Smith High School (U.S.)



Expanding Access to Education for All

e-Education Project: Reducing Educational Inequality

Kao Corporation

Since 2022, the est brand has supported students in Bangladesh and the Philippines through the certified NPO e-Education.

Donations from est sales fund university entrance exam prep using video and online learning, and a four-year scholarship program was launched in 2023.

FY2024 Highlights

- 37,714 students supported in two countries
- JPY 3 million donated in the June 2024 campaign

est
True to you.



Supporting Girls' Education through SUQQU

e'quipe, LTD.

Since 2021, SUQQU has supported girls' education in Asia and Africa through donations to Room to Read Japan.

During International Women's Day campaigns, SUQQU donates the equivalent of one day of education for each purchase made at one of its department store counters or via its online store.

FY2024 Highlights

- Donations equivalent to approx. 40,000 days of education

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Scholarship Program in the Philippines

Pilipinas Kao, Inc.

Kao Philippines provides scholarships to high school and university students in Jasaan, Misamis Oriental, Mindanao.

Over 500 students have received support since the program launched in 2004. Kao also donates repair materials to improve school facilities.

FY2024 Highlights

- 62 scholarship recipients
- 12 schools supported with facility improvements

