

Corporate Citizenship Activities 2025

Policy

○ Towards a Kirei World in which All Life Lives in Harmony

Kao is working to create a Kirei World in which all life lives in harmony through both its business activities and corporate citizenship activities.

Through its corporate citizenship activities, we aim to address key social issues while staying close to people's everyday lives. At the same time, we encourage employees to pursue their aspirations and take on personal challenges through these activities.

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

Activity Principles

1 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 to contribute to society.

2 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

Environmental Projects

Upcycling

○ Nurturing the Next Generation

Supporting children who will shape the future

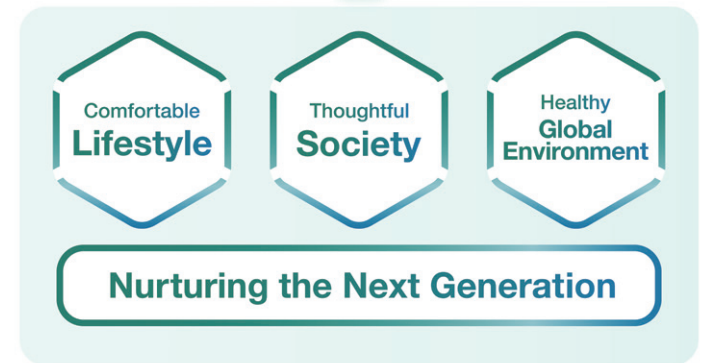
Hygiene

Environment

Science

Educational gap

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

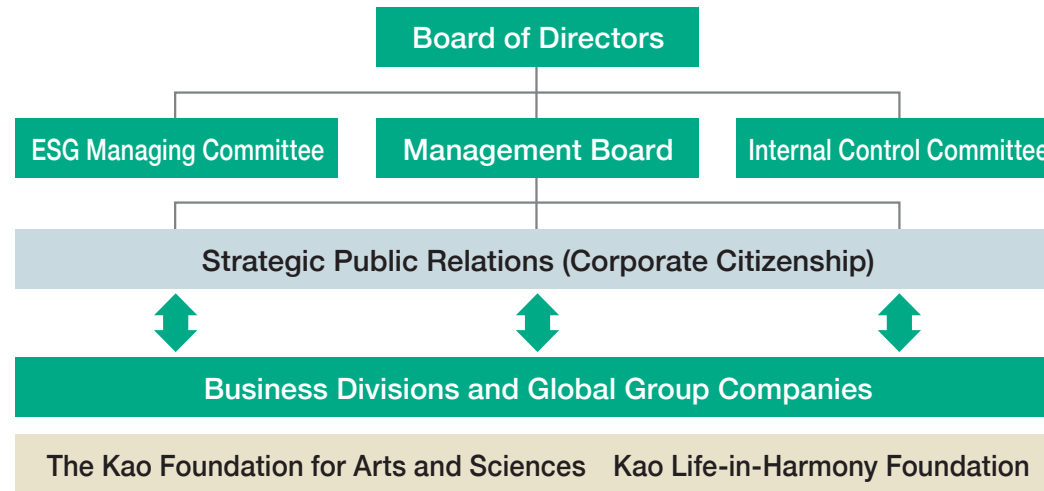


Governance

● Governance Framework

To realize Kao's purpose of creating a Kirei World in which all life lives in harmony, we promote corporate citizenship activities alongside business activities. Strategic Public Relations leads these initiatives in close collaboration with relevant departments and Kao Group companies in

Japan and globally. Activities at each company and worksite are monitored through an annual corporate citizenship survey. A consolidated summary of activities and expenditures is reported to the Management Board once per year.



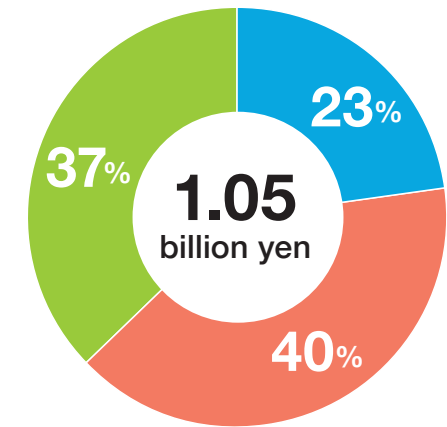
Implementation

● Expenditures

Total: 1.053 billion yen

Including donations through business activities

- Donations
- In-kind support
- Other
(e.g., program costs, human resources)



● Employee Participation

- Japan: 27,149 participants (2024: 21,466)
- Global: Approx. 30,000 participants



QOL Support

Supporting People Experiencing Appearance Changes Due to Illnesses and Injury

Appearance Care in Cancer Care

Kao Corporation

Today, it is often said that one in two people will develop cancer during their lifetime, and continuing to work while undergoing treatment has become increasingly common. At the same time, changes in appearance during cancer treatment can affect patients' daily and social lives, leading some to feel hesitant about interacting with others. Kao promotes appearance care initiatives that help alleviate these concerns and encourage people to maintain a positive outlook in their daily lives. At events held at hospitals and other facilities, we provide hand care and makeup support, while

introducing simple techniques that can be practiced in everyday routines. Through dialogue, we listen carefully to each individual's concerns and support patients in taking steps toward living comfortably and confidently as themselves.

FY2025 Highlights

- Activities conducted: Kitasato University Hospital, the National Cancer Center Japan, and Other Institutions
- Participants: 172



Medical Soin Esthetic (MSE)

Kao Corporation

Kao promotes Medical Soin Esthetic (MSE), a program that provides skincare and makeup support under the physicians' guidance for people whose appearance has been affected by congenital birthmarks, burns, injuries from accidents, and other conditions. The initiative was launched in 1966 as part of post-plastic surgery rehabilitation to help relieve symptoms and improve appearance following reconstructive surgery. Through specialized treatments and home care advice, Kao supports improvements in patients' quality of life (QOL). In 2025, Kao presented the role and

effectiveness of MSE at academic conferences and other events, attracting strong interest from medical professionals, particularly those involved in pediatric QOL, and raising expectations for the introduction of MSE programs in hospitals.

FY2025 Highlights

- Participants: 58



QOL Support

Supporting People Experiencing Appearance Changes Due to Illnesses and Injury

Beauty Support for People Living with Hair Loss

Kao Corporation

Some people experiencing hair loss, such as alopecia, may face challenges in daily life, including anxiety about social interactions. Kao provides support tailored to these challenges and helps individuals live confidently through the power of beauty. Kao offers tailored makeup lessons, providing guidance on techniques and the use of cosmetic products while respecting each individual's condition and feelings. Through dialogue, we also support participants in developing a more positive outlook. Based on insights gained from these initiatives, Kao has developed training manuals

for beauty advisors and is working to cultivate staff with specialized knowledge. These efforts also aim to create an environment in which individuals feel comfortable seeking beauty-related advice at cosmetic counters and other locations.

FY2025 Highlights

- Events held: 5
- Participants: 29



Support by the Cosmetics Business

Kao Corporation

The Cosmetics Business provides skincare information to healthcare professionals at academic conferences and hospital events, with the aim of supporting patients experiencing dry skin, including people living with cancer or diabetes.

Using skincare product samples, informational materials, videos, and hand care demonstrations, we introduce basic self-care practices that patients can incorporate into their daily lives, as well as gentle skincare techniques that family members and partners can provide. Kao will continue its efforts to help

people enjoy skincare and feel comfortable in their own skin.

FY2025 Highlights

- Healthcare professionals reached: Approx. 3,000
- Patients reached: Approx. 750,000



Barrier-free Information Initiatives

Accessible Information for All, On-Site Support for Inclusive Communication

Beauty Content That Enables Everyone to Enjoy Makeup

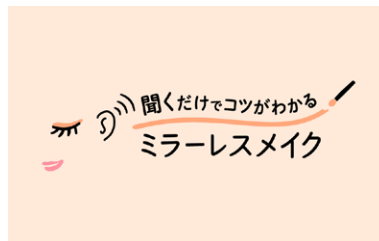
Kao Corporation

Kao developed Mirrorless Makeup, an audio-based makeup guide co-created with people with visual impairments that delivers makeup techniques and tips through voice instructions. A key feature of this initiative is that it is not limited to specific products and can be accessed anytime, anywhere. The program enables users to learn practical makeup techniques without a mirror and expands opportunities for self-expression by accommodating a wide range of visual experiences and needs. The program has been continuously refined by incorporating user

feedback and addressing challenges to further enhance usability and accessibility. Kao will continue its efforts to help create an inclusive society in which everyone can enjoy beauty.

FY2025 Highlights

- Website content released on December 1
- Kao news release issued on December 3



Barrier-free Information Access

Kao Corporation

Kao promotes inclusive product communication under Kao Universal Design Guidelines, ensuring that products and services are accessible to all people, regardless of physical ability or age.

For people with visual impairments, Kao provides free braille labels and shares lifestyle information through audio magazines. At the Japan Lighthouse Exhibition, Kao introduced daily necessities and cosmetics in a tactile manner, allowing visitors to touch products directly and explore their texture, shape, and usage. These experiences help foster a better

understanding of Kao products, as well as a sense of confidence and comfort in using them. Kao will continue to promote barrier-free access to information and strive to realize an inclusive society in which everyone can live comfortably.

FY2025 Highlights

- Exhibits at the Japan Lighthouse Exhibition, the National Low Vision Seminar, and other events for people with visual impairments
- People reached: Over 670



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

Pink Ribbon Campaign

Global Initiatives

Since 2007, the Kao Group has advanced breast cancer awareness and early detection under the slogan “For you and your loved ones.”

In addition to distributing campaign leaflets in stores and sharing content through brand websites, Kao launched a social media donation campaign that generated 12,272 acts of participation. Seminars for employees provided opportunities for hands-on learning of self-check methods, as well as basic knowledge about breast cancer, helping participants become more aware of their own bodies in daily life. From creating opportunities for cancer screening to providing appearance care that helps individuals live true to themselves while living with illness, the Kao Group continues to expand a circle of support

that responds to each person from multiple perspectives.

FY2025 Highlights

- Global
 - Campaigns implemented by 11 Group companies
- Japan
 - Approx. 50,000 self-check cards distributed
 - Donation of JPY 122,720 to the National Cancer Center Japan through the social media repost campaign
 - Awareness and donation activities in collaboration with Japan Society of Breast Health (Certified NPO)
 - Collaboration with brands: KANEBO / LISSAGE / Laurier / RMK / SUQQU / athletia / MOLTON BROWN



Protecting Lives from Infectious Diseases

Kao Corporation

Kao (Hong Kong) Limited

Kao (Taiwan) Corporation

Kao (Malaysia) Sdn. Bhd.

Kao Singapore Private Limited - Consumer

Kao Holdings (Thailand) Co., Ltd.

Kao is promoting dengue fever prevention through the development of effective mosquito control products, with the goal of eliminating fatalities by dengue fever. More than 400 million people worldwide are infected with dengue fever each year, and the risk has continued to increase in recent years due to climate change. Over the past four years, Kao Thailand has continuously promoted the GUARD OUR FUTURE project in collaboration with government agencies and companies. Through the ongoing provision of products to the Department of Disease Control, Kao Thailand contributes to expanding nationwide prevention

efforts and reducing the risk of infection. Kao Hong Kong has also donated Bioré Guard Mos Block Serum, a mosquito repellent product, to elementary school students and conducted dengue fever prevention education activities.

FY2025 Highlights

- Participants in dengue fever prevention and awareness activities
- Thailand: Approx. 150,000 participants
- Hong Kong: Approx. 10,000 participants



Promoting Diversity, Equity, and Inclusion (DE&I)

Promoting DE&I through Parasports

Support for the Japan Boccia Association

Kao Corporation

Since 2019, Kao has supported the promotion and development of boccia as a Gold Partner of the Japan Boccia Association. To support Japan's national team, Kao donated six products used during training camps and competitions. Internally, an inter-site boccia tournament involving 10 business sites was held. A total of 255 teams (1,485 employees) participated in the preliminary rounds, with the top 10 teams advancing to the final held at the

Sumida site. The tournament fostered interaction among employees of all ages and genders, including employees with disabilities, and provided an opportunity to deepen understanding of diversity and inclusion.

FY2025 Highlights

- Participants: 1,617 employees



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. Spoiku® is an experiential learning program that uses blind soccer® to promote diversity education among elementary and junior high school students. Through activities conducted while blindfolded and navigating without sight, participants gain a deeper understanding of diversity while developing stronger

communication skills. In FY2025, a total of 287 sessions were conducted at 133 schools, reaching 9,387 participants.

“Blind Soccer” and “Spoiku” are registered trademarks of the Japan Blind Football Association.

FY2025 Highlights

- Kao Corporation supports Spoiku® as a Spoiku partner



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Initiatives Supporting Personal Grooming

Advancing Social Participation through Skincare and Makeup

Makeup Seminars for Employment and Confidence

Kao Corporation	Kao Group Customer Marketing Co., Ltd.	Kao (China) Holding Co., Ltd.
Kao (Hong Kong) Limited	Kao Vietnam Co., Ltd.	

Kao conducts makeup seminars tailored to participants' age, gender, occupation, and other characteristics to support social participation and employment opportunities. In Japan, seminars were organized in collaboration with local governments. Programs included men's makeup seminars for single men aimed at enhancing first impressions in social and professional settings, profile photo sessions with professional photographers, and makeup seminars for senior women themed "Easier and More Beautiful." In China, seminars were provided for nurses who wear masks for

extended periods, addressing skin concerns such as dryness and sensitivity. In Hong Kong, makeup seminars for university students were conducted as part of career development support initiatives, helping them to enter the workforce.

FY2025 Highlights

- Seminar participants
 - Japan: Approx. 6,000 participants
 - Global: Approx. 4,400 participants



Building Better Skincare Habits

Kao Corporation	PT Kao Indonesia
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Bioré supports skincare education for people of all ages, from children to adults, helping to nurture lifelong skincare habits. In Japan, since 1999, the "Bioré Skincare Lesson" program has provided elementary schools with facial cleansers and skincare booklets. These materials are used in hygiene education before school camps and in Living Environment Studies classes. In Indonesia, education sessions have been conducted for male high school students and low-income communities, covering the basics of skincare and the importance of personal grooming, and helping

participants build confidence and take positive steps forward in society.

FY2025 Highlights

- Japan: Reached 150,000 students across 2,533 schools (13.6% of elementary schools nationwide)
- Indonesia: Reached 180,394 male students and 29,000 low-income populations

Bioré



Supporting Arts and Cultural Development

Arts and Cultural Support for Nurturing Diverse Talents

Supporting Music Sharing

Kao Corporation

Since 2008, Kao has supported Music Sharing, a certified NPO founded in 1992 by violinist Midori Goto. Through its International Community Engagement Program (ICEP), Midori Goto and young musicians from around the world perform as string quartets at schools, children's hospitals, children's welfare facilities, and elderly care facilities in developing Asian countries. The program delivers high-quality live classical music while providing young musicians with opportunities to contribute to society. In 2025, the program visited Cambodia,

delivering live classical music performances that conveyed messages of friendship and goodwill.

FY2025 Highlights

- Cambodia: Reached 2,000 participants across 18 facilities (December 15–26)



Co-hosting The Tokyo Music Competition

Kao Corporation

Since 2003, Kao has co-hosted the Tokyo Music Competition with Tokyo Bunka Kaikan, The Yomiuri Shimbun, and the Tokyo Metropolitan Government, with the aim of supporting the development and continuity of arts and culture, and enriching people's cultural lives. The competition discovers, nurtures, and supports promising young musicians aspiring to become professional artists, while also providing performance opportunities in concerts, operas, and other productions following their awards. As a talent development

initiative, it has produced musicians who are active both in Japan and internationally and it continues to foster the next generation of musical talent. Recognized as one of Japan's leading and most distinctive music competitions, it has also seen growing participation from overseas.

FY2025 Highlights

- Applicants: 421 (7 countries and regions, including Japan)



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Employee-Led Corporate Citizenship Activities

Promoting Voluntary Employee Participation in Corporate Citizenship Activities

Kao Heart Pocket Club: Employee Giving Program

Kao Corporation

The Kao Heart Pocket Club is a charitable giving program established in 2004 by Kao Group employees to support social initiatives. Funds contributed voluntarily by employees—starting from as little as 50 yen per month—are used to provide donations to nonprofit organizations selected by members, subsidize participation in volunteer activities, and deliver emergency assistance in times of natural disasters and other crises. The Club also provides employees with opportunities to actively engage in social contribution activities, fostering a corporate culture committed to

addressing societal challenges. Decisions regarding beneficiary organizations and the allocation of funds are made by a Steering Committee composed of employee representatives, ensuring fairness and transparency throughout the process.

FY2025 Highlights

- Members: 3,139
- Total donations: JPY 12,936,000 (including company matching)
- Organizations and activities supported: 34

kao ハートポケット倶楽部 

Cleanup Campaigns in Local Communities

Global Initiatives

The Kao Group conducts cleanup activities in and around its facilities in Japan and overseas.

The Toyohashi Plant collaborates with local governments and community organizations through the Akemi 530 Campaign to promote a recycling-oriented society and support environmental conservation. Kao (Taiwan) has advanced the Formosa 1520 Ocean Project for six consecutive years, engaging employees, suppliers, ESG partners, and local residents. At an event held at Yilan Xinshui Beach, 77 employee volunteers collected a total of 52 kilograms of marine debris.

FY2025 Highlights

- Worksites participating: 39
- Employees participating: Approx. 2,400



Creating Safe and Comfortable Communities

Safe Community Building through Patrols and Education

Kao Transport & Logistics Company Limited

Kao Transport & Logistics has worked with local communities since 2019 to help create safe and livable neighborhoods through year-round activities. These include traffic safety education sessions and traffic safety support for elementary school students, as well as the promotion of the School Safety Network together with PTAs and local organizations. As part of its On-the-Job Safety Watch approach, Kao drivers promptly report suspicious situations to relevant authorities during deliveries. Crime prevention decals on

company trucks, along with efforts to promote this approach in local communities, Kao Transport & Logistics further help raise awareness.

FY2025 Highlights

- Classes conducted: 5 locations
- Student safety programs: 7 locations
- Safety Watch activities: 14 locations
- Trucks displaying Safety Watch graphics: 32 vehicles



Kao Family Concerts

Kao Corporation

Since 2002, Kao has hosted concerts in communities where it operates, providing residents with opportunities to experience high-quality music. This program is a unique Kao initiative that integrates community engagement, cultural support, and social support, with employees handling all aspects of planning and event operations, including venue management, announcements, and ticketing. The program also creates opportunities for local junior high school brass bands to interact with performers, helping to deepen connections

with local communities. All ticket proceeds are donated to support music education and related initiatives in local communities.

FY2025 Highlights

- Concerts held across four locations: Sakata, Tochigi, Ehime, and Kashima
- Total attendees: 3,091
- Donations: Approx. JPY 2.9 million



Disaster Relief and Emergency Response

Providing Support Tailored to the Needs of People Affected by Disasters

Support for the Noto Peninsula Earthquake and Other Disasters

Kao Corporation

Following the January 2024 Noto Peninsula Earthquake and the September Oku-Noto heavy rainfall, Kao continued in 2025 to provide “Kao Daily Essentials Kits” in collaboration with local governments to help people living in temporary housing lead more comfortable daily lives.

Kao also donates 5 million yen annually to the Volunteers and NPO Support Fund for Disaster Relief (Bora-Sapo), administered by the Central Community Chest of Japan. This funding supports organizations engaged in

relief efforts in disaster-affected areas, including those affected by the Noto Peninsula Earthquake, enabling timely assistance for urgent local needs.

FY2025 Highlights

- Provision of Kao Daily Essentials Kits
- Areas: Nanao City, Wajima City, Suzu City, Hakui City, Uchinada Town, Shika Town, Nakanoto Town, Anamizu Town, and Noto Town
- Households supported: 6,562



Support for Other Natural Disasters and Emergencies

Kao Corporation

Kao Vietnam Co., Ltd.

Kao (Hong Kong) Limited

Kao Holdings (Thailand) Co., Ltd.

PT Kao Indonesia

Kao USA Inc.

<January 2025>
Wildfire damage in California, United States

- Donation of relief funds

<July–November 2025>
Flood damage caused by monsoon rains in northern and southern Thailand

- Donation of Kao products
- Donation of relief funds

<September –November 2025>
Flood and landslide caused by typhoons and heavy rains in northern and central Vietnam

- Donation of Kao products
- Donation of relief funds

<November 2025>
Flood damage on Sumatra Island, Indonesia

- Donation of Kao products

<November 2025>
Fire damage in a high-rise residential building in Hong Kong

- Donation of Kao products
- Donation of proceeds from the sale of discontinued products to relief funds

<2025>
Support for people affected by the situation along the Thailand–Cambodia border

- Donation of Kao products

Supporting Communities Through Product Donations

Providing Support Tailored to Local Needs while Strengthening Community Engagement

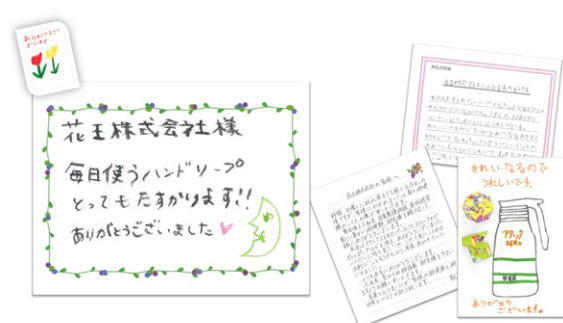
In-kind Support

Global Initiatives

In Japan, Kao donates detergents, disposable diapers, and other products twice a year to social welfare facilities near its worksites. These activities aim to support local communities and help improve living conditions through the provision of essential daily necessities. In Mexico, Kao has donated healthcare and food products to child welfare and senior care facilities, as well as to low-income communities. In Thailand, Kao donated computers and school supplies to local schools to support education. In Indonesia, Kao donated mangrove seedlings to support coastal environmental conservation.

FY2025 Highlights

- Product donations to welfare facilities in Japan: 624 cases
- Total value of in-kind support (global): JPY 418 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. Kao is a board member of the General Incorporated Association Bank for Smiles and supports its Cosme Bank Project, which, under the slogan "Smiles for Women and the Planet," matches unused cosmetics with women facing financial hardship and provides them free of charge. Kao employees also volunteer in packing and distributing donated products, helping expand access to cosmetics while bringing smiles and reducing waste.

FY2025 Highlights

- Products provided: 21,192 primarily cosmetics products



Donating Products to Expo 2025 Osaka, Kansai, Japan

Kao Corporation

Kao Professional Services Co., Ltd.

Kao supported Expo 2025 Osaka, held on Yumeshima in Osaka over six months, through contributions ranging from venue maintenance to operational support. Kao Professional Services Co., Ltd. supplied cleaning detergents and hand sanitizers used in restrooms across the venue. In addition, the Bioré brand distributed approximately 200,000 cooling sheets to event staff. Amid extreme summer heat, these efforts contributed to effective hygiene management and heat protection, helping ensure a safe, secure, and comfortable environment for all visitors.

FY2025 Highlights

- Products provided: Eight products, including Hand Squish EX and Bioré Cooling Towels
- Total quantity: 53,001 units



Sustainability Education for Future Generations

Building a Sustainable Future through the Creativity and Initiative of Younger Generations

Kao International Environment Painting
Contest for Children

Global Initiatives

Since 2010, Kao has held the International Environment Painting Contest for Children to inspire sustainable action through children's perspectives on the environment and the future. In 2025, the 16th contest, themed "Let's work together for our sustainable Earth!," recognized 32 award-winning artworks. Kao donates 50 yen per submission to environmental organizations, and award-winning artworks are loaned to local governments and educational institutions to share children's ideas and messages more widely.

FY2025 Highlights

- Entries received: 25,159 from 31 countries and regions
- Donations: JPY 1,258,150 (including donations associated with artwork exhibitions)
- Recipient organizations: World Wide Fund for Nature (WWF), OISCA International, and PIRIKA



Environmental Projects

Kao (China) Holding Co., Ltd.

In China, where environmental challenges have intensified, Kao launched a clean water-saving campaign in 2012 with the Center for Environmental Education and Communications of China's Ministry of Ecology and Environment. In 2022, the initiative expanded to address broader issues such as decarbonization, biodiversity, and water conservation. Through this program, Kao engages university students across China to develop and implement proposals addressing environmental challenges, helping to raise awareness and encourage behavioral change among younger generations toward a more sustainable society.

FY2025 Highlights

- Student proposals: 108 entries from 89 universities across 24 provinces
- Participants: Approx. 500,000

Upcycling Makeup into
Educational Tools

Kao Corporation

Since 2022, Kao has upcycled cosmetic prototypes into paints featuring a pearlescent shimmer. Through its brand KANEBO, Kao holds art workshops that foster children's creativity. In 2025, the initiative expanded overseas with an event at Phahon Yothin Station in Thailand, and also extended beyond paints to inks used for delivery boxes for the official KANEBO online shop and birthday cards. A distinctive feature of these upcycled materials is their delicate shimmer, which changes with the viewing angle.

FY2025 Highlights

- First overseas children's art event (Thailand)
- Participants: Approx. 270



Nurturing the Next Generation

Supporting Children Who Will
Shape the Future

Educational Support for Children's Health and Hygiene

Providing Experiential Programs That Encourage Enjoyable Hygiene Practices

Providing Hygiene Education Materials

Kao Corporation

Kao believes that helping children develop proper handwashing habits not only protects their health but also promotes better hygiene awareness among families and local communities. Based on this belief, Kao employees launched the Handwashing Classes outreach program in 2009. Since 2020, Kao has provided teaching materials free of charge so that teachers can conduct the program themselves. The materials are widely used in elementary schools, schools for the deaf, and schools for the blind. Kao also provides tailored programs designed to meet the needs of each school. To date, the program has reached approximately 13,000 schools and more than one million children.

FY2025 Highlights

- Schools reached: 1,010



Handwashing Education with Biore

Kao Corporation

Kao Group Customer Marketing Co., Ltd.

Kao (China) Holding Co., Ltd.

Kao Penang Group

Kao Singapore Private Limited - Consumer

Kao promotes handwashing education to help children understand the importance and develop hygienic practices in a fun and engaging way. In Japan, more than 2,000 employees have participated in programs delivered both in person and online, teaching children proper handwashing and sanitization. In China, since launching in 2021, the program has expanded to 164 kindergartens and elementary schools in Shanghai, reaching over 10,000 children cumulatively. Through these initiatives, Kao aims to empower every child to protect their health, contributing to healthy development, environmental awareness, and an improved quality of life.

FY2025 Highlights

- Participants: More than 80,000 children



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.

Since 1978, Laurier has promoted puberty education programs. In Japan, the Laurier Menstrual Education Program is offered in elementary schools, teaching physical changes during puberty, the basics of menstruation, and proper use of sanitary napkins. In other Asian countries, outreach classes provide adolescents with accurate knowledge about menstruation. In Thailand, the Laurier Sis2Sis program, conducted with physicians for over 25 years, equips junior high school students with practical knowledge on menstrual self-care and product selection.

FY2025 Highlights

- Educational kits distributed:
 - Japan: 410,000 sets
 - Asia: 270,000 sets
- Approx. 200,000 participants across Asia



Environmental Education Programs for Schools

Fostering Life Skills and Compassion through Social Studies—Aligned Programs

Supporting Environmental Education Through Learning Materials

Kao Corporation

Kao provides environmental education programs for elementary school students to help them think critically about environmental issues, take initiative, and contribute to society. The Let's Save Water Together program, designed for fourth-grade students, encourages children to develop water-saving habits through lessons that can be incorporated into social studies and integrated learning classes. The Zero Waste Challenge

program for fourth- and fifth-grade students helps children recognize waste-related issues and develop the ability to take action by learning practical ways to reduce waste.

FY2025 Highlights

- Save Water Program adoption: 459 schools
- Zero Waste Challenge adoption: 288 schools



Kao Eco-Lab Museum and Plant Tours

Kao Corporation

Located at the Wakayama Plant, Kao Eco-Lab Museum (launched in 2011) offers educational tour aligned with social studies curricula for Grades 3 and 5. Through guided tour, students observe production lines, learn about eco-friendly manufacturing, and explore exhibits connecting industry and the environment. Designed to meet grade-specific learning objectives, the programs provides hands-on experiences that deepen

understanding from multiple perspectives. Free supplementary materials are provided to reinforce pre- and post-visit learning.

FY2025 Highlights

- Participating schools: 77 (primarily in Wakayama Prefecture)
- All programs were conducted in person



Inspiring the Next Generation of Scientists

Supporting the Development of Future Scientists to Help Create a Kirei World in which All Life Lives in Harmony

Supporting Young Scientists through JSEC

Kao Corporation

Challenge (JSEC), a science and technology competition for high school and technical college students organized by The Asahi Shimbun and TV Asahi. Kao researchers also participate in the judging process. In 2025, Kao presented one Kao Award and two Kao Encouragement Awards. Through its support of JSEC, Kao encourages young people's interest in science and technology and fosters their spirit of inquiry. In March, award recipients were invited to Kao's Sumida site for a Study Tour,

where they toured the research facilities, presented their award-winning projects, and exchanged ideas with Kao researchers, providing further opportunities for learning and engagement.

FY2025 Highlights

- Entries received: 506 works (highest to date)
- Participants: 885 students from 191 high schools nationwide



Hands-On Science Lessons and Career Education

Kao Corporation

Since at least 2021, Kao has conducted hands-on science classes at junior high and high schools to foster interest in science among future generations. By using familiar products such as dishwashing detergents, hand soaps, and sunscreens, students learn scientific principles through experiential learning, linking everyday life with science and discovery. Kao researchers share firsthand insights into industry research careers and product development, while workshops simulate how

science leads to new product creation.

FY2025 Highlights

- Participating schools: 27
- Participating students: 1,170



Expanding Access to Education for All

Advancing Educational Equity to Help Create a Kirei World in which All Life Lives in Harmony

e-Education Project: Reducing Educational Inequality

Kao Corporation

Since 2022, Kao's cosmetics brand est has partnered with the certified NPO e-Education to launch the Tankyu no Akari Project, which supports young people in Asia who have been deprived of opportunities to pursue learning. Guided by e-Education's mission to deliver the best education to the farthest reaches of the world, the project supports young people in rural communities. In 2023, the Tankyu no Akari Fund was established to provide four-year university scholarships for students who would otherwise have to give up higher education due to financial hardship, supporting their dream of continuing their education.

FY2025 Highlights

- Donation: JPY 3 million from sales during the April–May campaign period
- Recipients: 43,545 students in Bangladesh and the Philippines

est
True to you.



Supporting Girls' Education through SUQQU

e'quipe, LTD.

Since 2021, SUQQU, Kao's prestige cosmetics brand, has supported girls' education through donations to Room to Read Japan, a certified nonprofit organization. The program helps provide educational opportunities that foster broader perspectives for girls in low-income communities across Asia and Africa who face barriers to attending school, supporting them in building fulfilling and self-directed futures. In conjunction with International Women's Day, SUQQU also donates an amount equivalent to one day's education for a girl for every purchase made at SUQQU counters in department stores nationwide and through its official online store.

FY2025 Highlights

- Donation amount: Equivalent to approximately 40,000 days of education

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Scholarship Program in the Philippines

Pilipinas Kao, Inc.

Pilipinas Kao, Inc. (PKI) promotes initiatives to realize a prosperous society, focusing on nurturing the next generation. Scholarships and school supplies are provided to motivated high school and university students facing financial difficulties, supporting more than 500 students since 2004. PKI also contributes to improving educational environments in the community by donating school repair materials each year to 10 public elementary schools and two high schools near its factory.

FY2025 Highlights

- Scholarship recipients: 62
- Schools supported: 12 (facility improvements)



05 Foundations

Kao Foundation for Arts and Sciences

Established in 1990 to commemorate the 100th anniversary of Kao Corporation, the Kao Foundation for Arts and Sciences promotes the advancement of arts, culture, science, and technology in Japan, contributing to a Kirei World in which all life lives in harmony.

In arts and culture, the foundation supports creative activities with distinctive conceptual vision and artistic excellence in music and fine arts, as well as emerging forms such as media art. In science and technology, it advances academic research through grants in surface science and recognizes outstanding achievements. It also provides scholarship for female doctoral students in science and engineering to help address the low representation of women in these fields. Since its establishment, the foundation has provided 2,863 grants, amounting to approximately 1.959 billion yen.

FY2025 Highlights

- Arts grants: 71 / JPY 29.51 million
- Research grants: 12 / JPY 26 million
- Scholarship recipients: 8 / JPY 6.2 million



Kao Life-in-Harmony Foundation

The Kao Life-in-Harmony Foundation, launched in 2023, aims to realize fulfilling lifestyles and a safe, harmonious future through initiatives that support each individual and promote clean, healthy, and compassionate ways of living.

● Addressing Water Issues in Indonesia

In parts of Indonesia, access to water remains limited due to geographical and infrastructure obstruction despite adequate rainfall. In partnership with PT Gama Inovasi Berdikari (GIB), the foundation addresses these issues by installing the GAMA-Rain Filter system. This system collects and filters rainwater without electricity and can be maintained by local residents, helping improve water access in communities.

FY2025 Highlights

- Installed in 18 locations in Girimulyo Village, Panggang District, Gunungkidul Regency, Indonesia
- Installed in shared community spaces, providing access to water for approximately 1,000 residents



● Advancing Accessible Information for People with Disabilities

In collaboration with Mirairo Inc., the foundation provides information to help address everyday challenges faced by people with disabilities and their families. Using the notification function of the digital disability certificate app Mirairo ID, it delivers the “Tips for Everyday Living” series, offering practical solutions based on real-life experiences. Each release attracts many users, with feedback highlighting increasing awareness, empathy, and new perspectives on people with different types of disabilities.

FY2025 Highlights

- Articles published: 4
(two on toilet cleaning and two on bathing)

