

# Corporate Citizenship Activities Report

## Fiscal 2016

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The Kao Group has defined its corporate citizenship activities policy and priority focus areas based on the Kao Way (corporate philosophy) in order to realize satisfaction and enrichment of the lives of people , and conducts activities as a corporate citizen with a focus on contributing to building a better society.

Since fiscal 2012, Kao has conducted activities in the three priority focus areas of the environment, education, and community with the theme of “creating an environment and developing human resources to nurture the next generation.” Society expects corporate citizenship activities to be more than events conducted in the short term; these activities should be based on a long-term perspective and designed to create change in the world to satisfy and enrich the lives of people. In fiscal 2016, Kao mobilized its insights and resources to advance new initiatives with the awareness of making contributions to society in areas related to its business.

- ① Initiation of a project to improve school sanitation in Vietnam
- ② Support for a health campaign in Ishinomaki City for residents to mutually build regional health
- ③ Updating Braille stickers for household products

As Kao’s business expands globally, not only corporate citizenship activities that help create a sound society but also efforts to contribute to society through business that lead to its expansion are called for. Kao believes in the importance of integrating the various activities, aligning them in a unified direction, and contributing to a sustainable society.

## Fiscal 2016 Activity Topics

### **●Initiation of a project to improve school sanitation in Vietnam**

Kao has begun providing support for a project to improve school sanitation ( WASH in school ) in Vietnam in partnership with UNICEF, the United Nations Children's Fund, with the desire to contribute to resolving the global-scale issue of sanitation and hygiene, which is a Kao business domain, so that the children can acquire proper hygiene habits and lead their lives with increased peace of mind.



While economic development is rapidly advancing in Vietnam, where Kao operates business, there is still great economic disparity. In An Giang Province, one area the project is targeting, many children live in challenging conditions. This project aims to create sanitary environments and establish good hygiene practices for 35,000 children in 60 schools over five years starting in 2016. Acquiring proper hygiene practices is expected to lead to higher school enrollment and attendance rates for the children, and the children improving the sanitation and hygiene practices of their family members and communities.

The United Nations adopted the Sustainable Development Goals (SDGs) in 2015. This project is designed to contribute to Goal 6 of the SDGs: "Ensure access to water and sanitation for all."

### **●Support for a health campaign in Ishinomaki City for residents to mutually build regional health**

As part of efforts to support the reconstruction from the Great East Japan Earthquake, in May 2016 Kao began sponsoring OTAKARA Supporter training courses sponsored by Replus, an incorporated association in Ishinomaki City, Miyagi Prefecture, working to improve health among elderly residents in the region.



The region's population had been declining and aging as a result, and the 2011 earthquake and tsunami further exacerbated these conditions. Replus conducts training courses to encourage residents to become OTAKARA Supporters—community leaders in building health among residents so that the residents of the region are

mutually supporting building the health of their own region. Replus is using Kao's insights and resources in the area of health in the training courses. Kao employees periodically hold seminars on walking and visceral fat related to locomotive syndrome and metabolic syndrome, as well as events using systems to analyze walking and measure visceral fat, so that participants can understand their own health with quantitative data and improve their health awareness.



Kao will continue to support the activities of Replus in 2017 and support strengthening its business foundation so that the project can serve as a model for activities to improve health among senior citizens while presenting and visually graphing the beneficial outcomes of the activities as evidence.

⇒ See p. 17 for Response to the Great East Japan Earthquake

### ● Updating Braille stickers for household products

Kao began creating Braille stickers for household products, featuring both Braille and printing in blank ink, in 2001 and providing them to people with visual impairments as part of efforts to ensure that all consumers can lead their lives with greater convenience and ease.

In November 2016, Kao updated the stickers amid the backdrop of products becoming both more diverse and more compact, and rising consumer awareness toward safety.

The stickers were redesigned after holding study sessions and home visits, and incorporating the feedback received



form senior citizens and people with visual impairments who have difficulty reading small print. The new stickers comprise 38 types, with additions for new categories such as detergent for delicates, fabric softener, and dishwasher detergent, as well as additional information for place of use, number, and symbols.

The stickers have been distributed to approximately 7,300 recipients, including individuals with visual impairments, schools for the blind, and Braille libraries.

⇒ See p. 12 Barrier-free environment on information

## Overview of Corporate Citizenship Activities

### <Theme>

Creating an environment and developing human resources to nurture the next generation

### <Activity Guidelines>

- Conduct activities that play a role in nurturing the next generation
- Conduct activities aimed at contributing to the development of regional communities and culture
- Conduct activities that protect and nurture the environment to promote a sustainable society
- Conduct activities that promote a barrier-free society as a form of social support
- Conduct activities that make effective use of Kao's resources
- Create an atmosphere in which every employee can participate in community activities as a good citizen

### <Overview>

## Creating an Environment and Developing Human Resources to Nurture the Next Generation

To pass on a better environment to the next generation, Kao promotes environmental conservation and aims to encourage the development of people who are committed to protecting and nurturing the environment.

### Environment

To support brighter futures for our children, Kao supports education by leveraging our unique resources and strengths.

### Education

On the path to a sustainable society, we promote initiatives that harmonize with local requirements and address specific social issues, working hand in hand with NGOs and other representatives of diverse communities.

### Community

### Employee Participation Activities

### Support of the Arts

### The Kao Foundation for Arts and Sciences

The Kao Foundation for Arts and Sciences intends to contribute to development and promotion of Japanese arts and sciences through such measures as providing grants and awards.

<http://www.kao-foundation.or.jp/>

# 1. Environmental Activities

In the area of environmental activities, Kao is engaged in the Kao Creating Forests for Everyone program and the FURUSATO Environment Conservation Project in Northern Thailand. Kao is also conducting the Post Tsunami Monitoring Project to support the regions affected by the 2011 Great East Japan Earthquake as an employee participation program.

## Kao Creating Forests for Everyone Program

These activities form a core part of Kao's "eco together" activities with society as a program to develop people to create an environment filled with green and protect and nurture the environment for the next generation to inherit. Kao invites NPOs and citizen groups from around Japan working to create forests and provide environmental education to apply, and each year selects about 20 projects in total in the areas of forestation and environmental education to receive three years of ongoing support. The recipients of this support use the grants from Kao to fund their activities. Kao also creates opportunities for exchanges among support recipients and with Kao to support the further expansion of activities.



The program operates in partnership with the Organization for Landscape and Urban Green Infrastructure and has provided support to a cumulative total of 426 groups from 2000 to 2016. This represents less than 15% of the approximately 3,000 forest creation groups recognized by prefectures in Japan. Kao is also contributing to resolving various challenges faced by modern society and building better communities through these environmental conservation activities.

### <Activities in 2016>

- New support started for 15 groups
- Conducted informational interviews with 20 groups that began receiving support in fiscal 2015 and continued grant support after verifying the status of their activities

## FURUSATO Environment Conservation Project in Northern Thailand

Aiming to stop the rapid deforestation and destruction taking place in Northern Thailand as well as improve the environmental problems including water and smoke pollution resulting from this, the FURUSATO Environment Conservation Project is a core program of “eco together” activities conducted outside Japan.



In Chiang Khong District, Chiang Rai Province in northern Thailand, Kao conducted a program over five years from 2012 to plant indigenous trees on 35 ha of land and at the same time, provide environmental education to develop people to protect and nurture the environment. The program is partnering with the Organization for Industrial, Spiritual, and Cultural Advancement in Japan (OISCA Japan), a public benefit corporation, and the OISCA Thailand Chapter to have local residents take part in sustained management and conservation of forested lands as well as to generate employment. By 2016, the last year of the plan, the program had planted a cumulative 42,500 trees on 35 ha, which was the program's goal. The program has ended, but follow-up is ongoing in the form of appropriate local management.



### <Activities in 2016>

- Planted 8,500 trees over 7 ha
- Held a tree-planting event on July 2016. Including people from government agencies, local residents and elementary students, and Kao employees from Japan and Thailand, 660 people participated in the event
- Tree planting and environmental education activities were conducted as planned. The survival rate of the trees exceeds 75%, and they are being managed appropriately

## Post Tsunami Monitoring Project

Employees participate and provide support as volunteers in a monitoring project for biodiversity conservation in tidal flats and rice paddies that were damaged in the tsunami after the Great East Japan Earthquake (sponsor: Earthwatch Japan, a certified specified non-profit organization). By doing this, we aim to support recovery in the



disaster-affected region, conserve biodiversity, and promote understanding of biodiversity conservation among employees.

<Activities in 2016>

Fiscal 2016: 10 people participated in 5 projects

Cumulative since 2013: 38 participants

Comments from participating employees:

•“This was a good opportunity to learn, through butterflies, about how the impacts of the environmental changes brought about by the disaster and by human activity are intimately connected with plant and animal diversity. Also, this is not only about this one particular community—I now understand how this is related to the global environmental as a whole.” “I felt like our support started from learning. We did research not through one-way lectures, but by getting dirty in the mud together, so it felt like a shared experience.”



## 2. Educational Activities

Kao conducts an educational program offering lessons at schools, supports science education, and provides Kao Earthwatch Teachers' Fellowships as part of its educational activities. Teaching materials related to the lessons are also provided to schools.

### Japan Science and Engineering Challenge (JSEC)

JSEC is a contest for high school students who enter independent science and engineering projects (Sponsor: Asahi Shimbun, TV Asahi). Kao has sponsored the contest since 2005 and presents the Kao Award and the Kao Special Incentive Award. In the awards screening process, Kao conducts an internal preliminary screening and takes part in the final screening committee that decides the award winners after listening to poster presentations by the high school contestants. Comments from researchers as part of the preliminary screening are given back to the high school students to assist them in the research endeavors.





The school that receives the Kao Award is granted the right to enter an international contest held in the United States, and the school that receives the Kao Special Incentive Award is awarded a study tour and exchange with Kao researchers. To date, a total of 18 schools have received the awards.

#### <Activities in 2016>

- Presentation of the Kao Award and Kao Special Incentive Award

Kao Award	<p>“Enhancing the Efficiency of Fan-type Propellers—Simple Surface-finishing That Can Change Wind Flow”</p> <p>Kotaro Tabuchi, Nanzan School Corporation Nanzan Boys’ Senior High School</p>
Kao Special Incentive Award	<p>“Utricularia Sandersonii, a Carnivorous Plant Capable of Catching Insects Underground”</p> <p>Miou Yoneda, Kosei Masumura, Yokohama Science Frontier High School</p> <p>“How the Giant Water Strider (Aquarius Elongatus) Responds to Ripples on the Water Surface”</p> <p>Aya Nobe, Norika Kondo, Sachiko Fukuzawa, Nagasaki Prefectural Nagasaki Nishi High School</p>

- Invite students and teachers from the 2 award-winning schools to the Wakayama Plant for a study tour (March 2016)

From the survey (excerpt):

- Understood the importance of the attitude of asking questions and thinking through why things happen in everyday life.
- Recognized the importance of basic research, and intend to use it in educational settings.
- Also effective as training for teachers, not just students.

#### Kao Earthwatch Teachers’ Fellowship

The program offers funding and support for people with the goal of protecting biodiversity. Teachers who practice environmental education participate in the program with the goal of having them take their experiences back and share them with children and their communities.

The program is conducted in partnership with the certified specified non-profit organization Earthwatch Japan and provides teachers with the opportunity to participate as volunteers in overseas field research projects (sponsor: Earthwatch



Japan, a certified specified non-profit organization). The teachers then bring the experiences and impressions gained on location back to their schools and communities and incorporate them into environmental education. Since 2004, a cumulative total of 70 projects and 138 teachers have received support through the program.



Feedback from teachers:

- “Partnering in a team with people I had never met before from a variety of countries and regions and conducting activities together did more than anything I have ever done to develop my sense of international understanding.”
- “The teacher communicated very honestly about their own experience, which I am sure created opportunities for the children to think for themselves. I want to give back to the children by always being curious and taking on new challenges without being satisfied with the present situation.”
- “In the coming years, it is so very important that more adults take an interest in these activities to protect biodiversity and nature. I would like to expand this experience and the activities of scientists to even more adults.”

<Activities in 2016>

- Support awarded to 10 teachers, who participated in 5 projects
- Held a briefing on the teachers’ activities at Kao (November 5, 2016)
- Participating teachers gave reports to whole grades and their entire schools beyond just the classes they are in charge of. Information on their experiences and environmental education practices was shared in a briefing
- Held lessons for more than 1,200 students, teachers, and others by participating teachers in fiscal 2016

(After participating in 2016 activities until March 2017)

#### Other Educational Activities

##### ● Lessons at schools

Employees serve as instructors and go out to visit schools, where they hold lessons on hand washing, cleaning, the environment, and universal design. Aim at cultivating children’s zest for life in fields closely connected to Kao’s business

<Activities in 2016>

- Four lessons were conducted at a total of 205 schools, with 15,450 students and about 1,091 employees participating.

#### ●Provision of teaching materials

Kao also provides teaching materials that can be used in lessons. These include “Hand washing lesson,” “House cleaning lesson,” and “eco together” diaries for fourth graders, and “A comfortable, environmentally conscious life” for use in junior high school home economics classes.

##### <Activities in 2016>

- Provided teaching materials for home economics, hand washing lessons and house cleaning lessons to a total of 412 schools. “eco together” diaries were also provided to 381 schools

#### ●Science experiment workshops

Kao holds lectures and science experiment workshops by researchers through various partnerships with academic societies and science museums.

##### <Activities in 2016>

- Conducted 4 times with the participation of 8 employees serving as instructors

### 3. Community Activities

Kao’s community activities include conducting the Kao Social Entrepreneurship Schools program and holding Kao Family Concerts. Kao also conducts activities to remove barriers to information, the starting point of Kao’s corporate citizenship activities, and makes product donations to welfare facilities.

#### Kao Social Entrepreneurship Schools

Kao supports the development of young social entrepreneurs, who will become the leaders of the next generation, in order to pass on a sustainable society to the next generation.

Specifically, Kao offers supports to young social entrepreneurs who attempt to solve social issues encompassing “families” by using business approaches.

Conducted in cooperation with the NPO ETIC., support for application and screening process and program operations is provided in partnership with multiple companies through the Social Entrepreneurs Initiative\*. Over about six months, entrepreneurs selected for the program receive opportunities to get advice from experts and mentor



entrepreneurs as well as receive support to grow and get their business on track. A total of 20 groups of social entrepreneurs have received support since 2010. Through exchanges between employees and social entrepreneurs, we aim to deepen understanding of social issues and cultivate an entrepreneurial spirit within the company.

\*In addition to Kao, NEC, NN Life Insurance Company, Ltd., and, from fiscal 2016, NTT DoCoMo Inc., and NTT DoCoMo Ventures Inc., support the program as official partners.

#### <Activities in 2016>

- Support for 2 groups of social entrepreneurs

1. Kaori Nakajima, Executive Director, Ninshin SOS Tokyo

Business description: Consultation services and accompanying support activities to continually advise and provide peace of mind to women and their families confronted with the dilemmas of unforeseen pregnancy



2. Yui Miyamura, Hahipupepo LLC

Business description: The Japan Chanoma Project, an introductory initiative which aims to dispel the anxieties of working mothers and propose ways of creating frameworks and new ways of working enjoyably in local communities



- On October 6 in fiscal 2016, a meeting was held at Kayabacho Head Office, combining introduction of 2 newly supported groups of social entrepreneurs and final reports by 3 groups of school graduates from the previous fiscal year.



A total of 25 employees from related divisions participated in the event.

Feedback from participant employee:

"I felt the passion of all participants and learned a lot from their active engagement towards solving the social challenges being confronted."

#### Kao Family Concerts

As part of community citizenship activities in areas where Kao has plants and business facilities, Kao provides opportunities for local citizens to enjoy high-quality music in combination with support for school education.



The concerts invite first-rate artists to perform, with employees in charge of the pre-concert preparations and operations on the day of the performance. All revenue from tickets sales (1,000 yen/ticket) is donated to local schools for education and other purposes (one concert generates revenue of around one million yen). A cumulative total of 35 concerts have been held since 2002, which have attracted approximately 31,300 concertgoers.

#### <Activities in 2016>

- On April 24, tenor Ken Nishikiori held a performance in Mashiko-machi, Tochigi Prefecture. With an audience of 904, ticket revenue was donated to Mashiko-machi and Ishikai-machi
- On October 30, the special trio by Tamaki Kawakubo (violin), Mari Endo (cello), and Masako Ezaki (piano), held a concert in Sakata City, Yamagata Prefecture. With an audience of 700, ticket revenue was donated to Sakata city

### Other Community Activities

#### ●Barrier-free environment on information

Activities aimed at creating understanding of and empathy for barrier-free living, to aim for lifestyles with satisfaction and enrichment for all, regardless of whether or not persons have any disability.



#### <Activities in 2016>

- Provided information on daily life 3 times for *Home Life*, an audio informational magazine for members issued by the Japan Braille Library, and provided cooperation for recordings with 7 employee transliteration volunteers
- Barrier-free video: Videos donated to 18 schools. Content communicates the inconveniences of life that people with disabilities experience to create understanding and empathy. The video is used as part of the Period for Integrated Studies curriculum
- CDs with voice guidance on information needed in daily life were provided free of charge to 76 locations
- Renewal of braille stickers ⇒ See p.3, Activity Topics
- Braille stickers (including former and current) were provided free of charge to 293 location



●Donations of products to social welfare facilities

Kao donates Kao products as part of community contributions and social support activities

<Activities in 2016>

Donation recipients: Facilities selected in cooperation with social welfare councils or social welfare facilities and privately run residence facilities (“family houses” that provide accommodations for families of hospitalized children, residence facilities operated by Ashinaga, which provides support for children who have lost parents, privately run shelters for children and group homes to support independent living, etc.)

## 4. Employee Participation Activities

The Kao Group Pink Ribbon Campaign is one such activity with employee participation. Kao also operates the Kao Heart Pocket Club, a donation organization comprised of like-minded employees, and encourages other forms of employee volunteering.

### Kao Heart Pocket Club



This program has the purpose of creating opportunities for employees to be active participants in society and also aims to build trustworthy relationships with communities. Employees who support the Club’s aims become members and voluntarily donate a portion of their monthly salary to become the Club’s funds, which are used in activities to benefit society through donations to NPOs, NGOs, and citizen groups. The funds are also used to provide emergency relief during times of disaster. The Club is managed by a steering committee made up of member representatives. Community grants to support citizen activities in communities where Kao has plants and business facilities were provided in Tochigi, Wakayama, and Ibaraki prefectures. The Mirai Pocket Fund grants were started in 2013 to support large-scale projects including international cooperation projects.



Also, under the QUPiO Point Program, a system to encourage employees actively engaging in health promotion, QUPiO Points are generated by health promotion activities of employees, with donations then provided to Table For Two International through the Club, which supports school meals in developing countries.



Programs being implemented on an employee-volunteer basis, include sending picture books to children in developing countries who have no access to such books, and YMCA charity race White Ribbon Run 2016, an awareness-raising fun run for maintenance of women's health in developing countries.

Since 2004, Kao Heart Pocket Club has provided donations of 99.20 million yen to support to a total of 543 groups.



#### <Activities in 2016>

- Its membership was 2,742 as of December 2016
- Held steering committee meetings 14 times, provided support for 53 projects
- Community Grants Program (Tochigi, Wakayama, Ibaraki): Provided grants to 17 groups. A total of 2,008 employees participated in the screenings by voting and 339 employees sent messages of support to grant recipients
- Mirai Pocket Fund: Grants provided to 6 groups. 15 steering committee members participated in the screenings
- Number of volunteers: 180 employees participated in sending picture books, 24 employees participated in White Ribbon Run 2016
- Opportunities for communication with grant recipients: Held an activities report meeting and presentation ceremony for the Mirai Pocket Fund (March 4) and for grant recipients in the Tochigi region (March 16) and Wakayama region (March 24)
- Donation from QUPiO points: 863 points

#### Kao Group Pink Ribbon Campaign

The Kao Group Pink Ribbon Campaign is a program to raise awareness of breast cancer and more boldly support women's health, which leverages in-store cosmetics, one of the major assets of the Kao Group.

The program started in 2007 as a joint social contribution program of Kao Corporation and Kanebo Cosmetics. In October and November, in-store beauty advisers at Kao *Sofina* and *Est* and beauty counselors at Kanebo Cosmetics wear pink ribbon badges and pass out leaflets that communicate the benefits of early breast cancer detection to customers who visit make-up counters. This program has been conducted in Japan and eight other countries. A cumulative total of 7.63 million leaflets have been printed since 2007. In



addition to the initiative at make-up counters, Kao also operates a special website to more widely communicate information to society and offers an app that prompts users to get checkups. The Kao Group also developing their own original activities, such as donating a portion of product sales to awareness-raising activities and employee participation in awareness-raising efforts.

#### <Activities in 2016>

- Program implemented in October and November at make-up counters in Japan as well as for *Sofina* in China, Hong Kong, Taiwan, and for Kanebo in China, Taiwan, Thailand, Malaysia, Singapore, Indonesia, and the Philippines
- Continue providing the “Pink Ribbon” app for the iPhone
- Donated 100 yen from purchases of designated Kanebo products to the certified NPO Japan Society of Breast Health

#### Other Employee Participation Activities

- Encourage employees’ involvement in communities and provide information and opportunities to participate in specific activities to create ways to become involved

#### <Activities in 2016>

- Operated a website offering volunteering information: Communicated information on a total of 23 projects including volunteering opportunities and NPOs selected by the Corporate Citizenship Department. Released 34 reports of activities by employees.
- Provided opportunities to volunteer: A total of 8 projects with 467 employee volunteers

## 5. Support of the Arts

With the aim of enriching people’s lives and developing the culture that forms the basis of manufacturing, Kao supports the development and continuation of valued forms of arts and culture and fostering the next generation who will lead them.

## Support for Young Artist Development

The Tokyo Music Competition is held in support of the development of artists, towards discovering and fostering the persons who will lead the next generation of music in Japan (Co-sponsors: Tokyo Bunka Kaikan concert hall, The Yomiuri Shimbun, and the Tokyo Metropolitan Government).



The grand prize winner in each category performs a concert together with an orchestra, and the prize winners receive five years of support from Tokyo Bunka Kaikan including opportunities to perform in solo and other concerts.

### <Activities in 2016>

- Held the 14<sup>th</sup> Tokyo Music Competition. Received a total of 463 entries in the three categories of String, Woodwind, and Vocal, with 8 contest winners

## Support for Arts and Culture Activities

Support to hold music concerts, stage performances, and art exhibitions in Japan to develop and pass down valued arts and culture.

### <Activities in 2016>

- Stage performance support: Sponsorship through the Special Corporate Sponsors Group for the New National Theatre, Tokyo
- Support for orchestras: Japan Philharmonic Orchestra, Tokyo Philharmonic Orchestra, NHK Symphony Orchestra
- Support for music concerts: Tokyo Symphony Orchestra/Suntory Hall subscription concert, NHK Symphony Orchestra/performance of Beethoven's *Ninth Symphony*
- Art exhibition support: "Dali" exhibition (sponsored by The Yomiuri Shimbun), "Renoir" exhibition (sponsored by Nihon Keizai Shimbun)



## 6. Response to the Great East Japan Earthquake

As support for recovery from the Great East Japan Earthquake, Kao is cooperating with NPOs, companies, and a diverse range of organizations while mobilizing its own resources and existing corporate citizenship programs to conduct activities aligned with local needs and issues.

Currently ongoing activities focus on providing emotional support and industrial revival.

### Michinoku Revival Partners

In June 2012, Michinoku Revival Partners was established by the NPO ETIC. (Entrepreneurial Training for Innovative Communities) and takes the form of a consortium which currently includes six partner companies taking part in the planning of its activities (as of March 2017\*). Partner companies mobilize their various resources to support next generation leaders who will continue to uphold business efforts in the disaster-affected Tohoku region .

We will continue to provide needs-aligned support matched with company resources, including training for business groups to form a hub for the Tohoku region in the future, and visualization of local needs through consortium activities. In addition we hold a symposium in collaboration with ETIC. and partner companies every March, to support local, autonomous recovery activities, including dissemination of information to society.

\*<Participating companies>

Isuzu Motors Ltd., JCB Co. Ltd., Dentsu Inc., Toshiba Corporation, Benesse Holdings Inc., Kao Corporation (as of March 2017)

### <Activities in 2016>

#### ● Consortium efforts

- Business Brush-up Program: 6 selected groups, anticipated to lead specific themes designed to support communities, refined their vision and strategy, and facilitated opportunities to move to the next stage. Group workshops held in July 2016 and April 2017
- Fourth Michinoku Recovery Project Symposium: With the theme of “draw up the future from the Tohoku region: Defining the future role of corporations,” provided an opportunity to hear the latest updates on the Tohoku region and consider what companies can do going forward to support recovery. Held on March 8 at Dentsu Hall, with 173 participants including CSR and social contribution staff from companies and 17 Kao employees



### ●Independent Kao efforts

- Fourth Kao Reconstruction Assistance Fair: On March 7, a seminar was held with the themes of “recovery and the future as seen in Minamisanriku-cho” and “recovery assistance market” at the Kayaba-cho Head Office, motivated by the determination to “never forget the Great East Japan Earthquake.” Representatives from local NPOs were invited to give introductions of recovery status and town planning in Minamisanriku-cho, where employees are active in the role of agricultural volunteers, and a market for Minamisanriku-cho products was held. A total of 93 participated
- Kao Group Minamisanriku-cho Volunteer: Provided opportunities for agricultural volunteering with a tour of disaster-affected region. The third volunteering was held in Onokashouen farm, Minamisanriku-cho, over one night and 2 days from October 15–16. A total of 23 employees participated



### Smile Tohoku Project

Kao is a sponsor of the Smile Tohoku Project promoted by three newspapers (Iwate Nippo, Kahoku Shimpō and Fukushima Minpo) located in the Tohoku region to spread joy in the disaster-affected region and convey the vigor of the Tohoku region throughout Japan. Kao Group employees deepened their exchanges in the region by planting flowers and visiting residents of temporary housing facilities.



### <Activities in 2016>

Visits to temporary housing facilities in 20 locations. Implemented new activities with the theme of enjoying walking in Fukushima Prefecture twice.

## 7. Disaster relief

Main support for disaster relief provided by the Kao Group in fiscal 2016

Disaster	Company	Support provided
Kumamoto Earthquake	Kao Corporation	donation of 10 million yen through the Japanese Red Cross Society in the immediate aftermath of the earthquake, donation of 200,000 yen from the Kao Heart Pocket Club, a charitable donation organization composed of Kao Group employees. contribution of 10 million yen to Kumamoto prefectural government office for recovery support. product donation equivalent to 13 million yen in the immediate aftermath and when persons affected took up residence during housing in temporary housing facilities as support for victims of the disaster.
Typhoon No.10, Japan	Kao Corporation	donation of 200,000 yen from the Kao Heart Pocket Club and 200,000 yen from Kao Corporation through a Central Community Chest of Japan for the support of relief operations for persons affected by the disaster. product donation equivalent to 700,000 yen through local authorities and other avenues.
Hurricane Matthew in Haiti	Kao Corporation	donation of 200,000 yen from the Kao Heart Pocket Club and 200,000 from Kao Corporation through the Japanese Red Cross Society, for the support of relief operations for persons affected by the disaster.
Garut Flash Flood	PT Kao Indonesia	product donation equivalent to 700,000 yen and employees' volunteer support to help people affected by the flood.
Aceh Earthquake	PT Kao Indonesia	
Fort McMurray Fires	Kao Canada	product donation equivalent to 1,200,000 yen to help people affected by the wildfire.



## 8. Major Regional Contributions by Kao Group Companies outside Japan

Area	Company	Content
China	Kao (China) Holding Kao Commercial (Shanghai) Kao (China) Research and Development Center Kao (Hefei)	awareness-raising campaign for water conservation, menstruation (menarche) education (tie-up with Hefei City), cleanup campaigns, donations for Shanghai Charity Fund as support for underprivileged university students and households, product donation to Huludao elderly association, Enactus support, support for career education for university students, support for university student Japanese speech contest, plant tours
	Kao Chemical Corporation Shanghai Huludao Jinxing Casting Material	cleanups of roads and rivers, holding of exchanges and seminars with neighboring residents on maintaining safe environments, fire drills in cooperation with local authorities, cooperation in blood donation campaigns, product donation to Huludao city government and elderly association, plant tours
	Kanebo Cosmetics (China)	university student entrepreneur support program, women's health support, donations to welfare schemes, product donations for welfare workers, Pink Ribbon campaigns
Hong Kong	Kao (Hong Kong)	donations to Pink Ribbon walks, product donations for charity walks to support disabled children/welfare groups/rural area educational support group/vocational schools/university orientation camps/local YMCA
Taiwan	Kao (Taiwan) Corporation	cleanups of seashore, house cleaning lessons at elementary schools, health and hygiene educational campaign, Pink Ribbon campaign, plant tours
	Taiwan Kanebo Cosmetics	Pink Ribbon campaign
Vietnam	Kao Vietnam	Christmas cards purchases for children's welfare, product/commodity donations for orphanages
Philippines	Pilipians Kao	mangrove tree planting, provision of scholarships for high school/technical college students, donation for school maintenance of elementary and high schools near plant, support for community medical checkup opportunities, support for regional cultural traditions, plant tours

Thailand	Kao Industrial (Thailand)	cleanup campaign, tree-planting campaign in Northern Thailand (tie-up with Kao Corporation), product donation to NGOs/ 50 <sup>th</sup> anniversary of border garrison schools, support for renovation and new construction of lavatory in elementary school of rural area, Hand washing lessons, plant tours
	Kanebo Cosmetics (Thailand)	Pink Ribbon campaign, company tours
Malaysia	Kao (Malaysia)	menstruation (menarche) education
	Fatty Chemical (Malaysia) Kao Plasticizer (Malaysia) Kao Oleochemical (Malaysia) Kao Soap (Malaysia)	tree-planting campaign, donation to cultural exchange events, exchanges and product donation for facilities for the elderly/children's home, exchanges with and product and commodity donation to facilities for disabled children, product donation for sporting activity support, blood donation campaign tie-up with hospital, purchase of paintings by child with disabilities, donation to firemen's union/charity event/organizations for the support of terminally-ill patients, health and hygiene education in primary schools, environmental awareness-raising in secondary schools, plant tours
	Kanebo Cosmetics Malaysia	Pink Ribbon campaign
Singapore	Kao Singapore Consumer Products/Chemical	house cleaning support for elderly housing, house cleaning and caring for clothes lessons in elementary schools, partial donation of revenue from female hygiene products
Indonesia	PT Kao Indonesia	healthy lifestyle and care for environment programs for children, donation and support for environmental groups/ the Red Cross/local festivals, environment painting contest for children, support and product donation for victims affected by flood/earthquake, plant tours
Australia	Kao Australia	product donations for welfare groups /sports/ arts/ youth and children
Canada	Kao Canada	product donation to developing country support groups, matching donations to support the Red Cross/ cancer patient support/sick children, etc., , support and commodity donations (including hair and make-up services in vocational school graduation proms), product donations for wildfire victims, etc.

USA	Kao USA	employee cooperation and donation for cleanup campaigns/ United Way/ the arts in local community/underprivileged children, employee cooperation and product donation and donation for studies on the prevention of premature births and related/Pink Ribbon campaigns
	Kao Specialties Americas	Red cross blood drive, highway cleanups, employee cooperation and donation to United Way board, product donation to the homeless through United Way, donation to charity golf tournament /school educational camp, occupational training support/employee cooperation, product donation and donation for high school students to be able to apply for an apprenticeship while working toward a college degree
Mexico	Quimi-Kao. S.A. de C.V.	support and donation for painting of preschools and facilities for the elderly/support and donation for Food bank/support groups for children with AIDS, employee cooperation and donation to give toys to underprivileged children, support and donation for facilities for the elderly, plant tours
Russia	Kanebo Cosmetics Rus	product donation for school cultural activities and speech contest
Germany	Kao Germany GmbH	donation for support of children and young people/environmental education
	Kao Chemical GmbH	donation for sports/local traditional culture /schools/employment of persons with disabilities /elderly/welfare/fire brigades/others, donation to support to publish city booklet, plant tours
Switzerland	Kao Switzerland AG	donation to support the Paralympic athletes, donation of computers for the use of teaching German classes to refugees, product donation for personal hygiene classes at the association for mentally disabled
	Kanebo Cosmetics (Europe)	donation and employee cooperation to a golf tournament for early detection of cancer.
Spain	Kao Corporation S.A.	donation for citizen groups/welfare groups/the Red Cross/food banks, support to publish city assembly booklet and concert of traditional music, matching donation for campaign to bring Christmas presents to underprivileged children, donation to children's soccer team, grants for underprivileged children/, scholarship for high school students specializing in chemistry, hosting Sustainability workshop with several companies, plant tours

