

Toward a Global Presence

The Kao Group has made the Kao Way, the Group's corporate philosophy, the foundation of all of its corporate activities. Our mission is to strive for the wholehearted satisfaction and enrichment of the lives of people globally and to contribute to the sustainability of the world.

Since our foundation in 1887, we have delivered products to people worldwide through both our Consumer Products Business, which contributes to cleanliness, beauty, and well-being in everyday life, and through our Chemical Business, which contributes to the growth of a variety of industries.

In fiscal year 2017, we launched the Kao Group's Mid-term Plan (K20) with the aim of becoming a company with an even stronger global presence. Our K20 goals include developing a distinctive corporate image, promoting profitable growth, and delivering a high level of returns to stakeholders. We also want to contribute to the sustainable development of society through our ESG initiatives. This requires environmental consciousness, corporate activities aimed at creating a society where people can live life to the fullest, and operating under strong corporate governance.

The Kao Group will continue to anticipate changes in the times and people's lifestyles. Through consumer engagement and our heartfelt *Yoki-Monozukuri**, we will work toward a more beautiful future for people and the earth.

* We define *Yoki-Monozukuri* as "a strong commitment by all members to provide products and brands of excellent value for consumer satisfaction".



Michitaka Sawada
President and Chief Executive Officer

