Corporate Philosophy

Established in 2004, Kao's corporate philosophy, the Kao Way, passes down the spirit and culture that has been cultivated by predecessors to future generations. In 2021, aiming for further transformation, Kao refreshed this philosophy with the new mission "To realize a Kirei World in which all life lives in harmony.", and updated the contents. The Kao Way is deeply ingrained in each employee. From the formulation of mid- to long-term business plans to daily decision-making, this philosophy serves as a foundation for ensuring consistency across all activities. It also acts as a driving force for leveraging the diverse assets and collective strengths of its employees to address social and business challenges. By aligning individual growth with corporate development and social contributions, the Kao Way serves as a guide for fostering both work satisfaction and a sense of purpose in life.

The Kao Way (corporate philosophy)
https://www.kao.com/global/en/corporate/purpose/kaoway/

Editorial Policy
CEO Message
Message from Senior Vice President of ESG
ESG Highlights
Special Feature: Building a Sustainable Palm Oil Supply Chain
Corporate Philosophy
Kao's Value Creation
Strategy
Metrics and Targets
Governance
Risk and Opportunity Management