

August 27, 2020

## Unicharm was selected in “DX Stock 2020”

~ Our efforts toward building the digital technology-based business model  
and reforming the management style were highly valued ~

Unicharm Corporation(HQ: Tokyo, Japan; CEO & President: Takahisa Takahara) was chosen by Ministry of Economy, Trade & Industry and Tokyo Stock Exchange in “Digital Transformation Stock(DX Stock) 2020”. “DX Stock” is selected from the companies in each industry listed in Tokyo Stock Exchange who have built the internal system for promoting the digital transformation(DX) that leads to enhance the corporate value and succeeded in making use of digital technologies. Our activities such as “Consumer Insight System at Digital Innovation Center(DIC) in China” and “Smart Factory at Kyushu Plant”, among others, were valued.



## DX銘柄2020 Digital Transformation

### ■ Our activities for digital transformation

#### (1) Promotion for utilizing product strategy and theme exploration with consumer insight system

At Digital Innovation Center(DIC) in China, by utilizing the digital bases that collect, accumulate and integrate the word-of-mouth and contribution data such as SNS or e-Commerce, we strive to deepen the understanding about consumers and accelerate the speed of verifying the consumer insight after launching the product for improving the success probability of product strategy. We also aim at accelerating the speed of finding the new market opportunity by making use of data covering the wide range of generations.

#### (2) Pursuing “decent work” by utilizing the state-of-the-art technology

At our Kyushu Plant which started its operation in March 2019 as the first smart factory in the group, transportation and supply of heavy-weight materials and packaging are fully automated\* by introducing the monitoring and control systems of equipment, driverless vehicle and robots. We also reduced the simple, repetitive and heavy-burden works at the same time to realize the labor savings and improve the efficiency for pursuing the decent work for employees. \*“Automation” is defined to be, with our strong will of, an integration of expert skills of people, knowhow and digital technology.

#### (3) Activities under Corona-Virus pandemic

Under the ongoing Corona-Virus pandemic where face-to-face support has become almost impossible, we came to realize the on-line support by holding “On-line Moony-chan Class

Room” with Moony official Instagram which supports pre-mama and pre-papa who were worried about their childbirth and childcare. We also introduced the “thin-client” system in 2016 assuming the unexpected crisis like Corona pandemic so that we can smoothly shift to “remote work” even under the disaster. We strive to organize the circumstances in which each and every employee can grow most, fulfill, shine and find the best way of life = decent work.

<For inquiries>

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