

Local Community

Our Attitude toward Social Contribution and Its Structures

■ Our basic approach and strategy

Unicharm believes its business activities are really the social contribution in themselves. In line with this basic idea, we are working to develop our business to bring comfort, excitement and joy to people not only in Japan but also in Asia and other parts of the world. Each employee feels joy and pride in making such a social contribution through business activities. By providing products and services suited to the unique characteristics of each country and region, Unicharm is contributing to addressing a wide range of societal issues and creating employment opportunities and is working to become a company that is welcomed and trusted by people in the places we run business.

Policy for investment in the community

We recognize that coexistence with local communities through business activities is vital. For communities where our business activities have fostered deep connections, we sincerely work to deal with the issues faced by the community and, through various investments toward the local contribution, are helping to solve the social issues and contribute to their sustainability.

■ Management structure

In Japan, each division and group company take their own initiative in running the business activities. Overseas, local subsidiaries in each country lead the community-based social contribution activities. The ESG Committee (secretariat

office: ESG Division) chaired by the representative director discusses and decides on the Group policies for regional contributions.

Social Contributions through Business Activities

■ Initiatives for supporting the under-weight newborn babies

In 2015, Unicharm launched a new type of diaper specially designed for under-weight newborn babies with a mind of staying close with them. It is vitally important for under-weight newborn babies that the environment inside an incubator resembles that of a mother's womb as much as possible so the baby is kept curled up in the fetal position when providing medical treatment or changing diapers. The special type of diaper is improved each year by taking into account the recommendations and voices of frontline people such as NICU physicians and nurses. Examples of such updates are adding side perforations to allow diaper changes without changing the baby's position and molding the diaper in a shape that fits snugly on the body of a baby in the fetal position.

Tiny Lives Support Project

The aim of the "Tiny Lives Support Project" that Unicharm has been promoting is to raise the awareness about the under-weight newborn babies and provide them in the NICU with the support they need. In 2018, 2019 and once again in 2020, customers who purchased Moony brand products and then registered their purchase to collect points on our "Babytown" website, a "moms & babies 365 days"

supporting site, could opt to show their advocacy through our donations to fostering NICU certified nurses and supplying NICU partitions. From November 2020 through February 2021, a total of 470,762 persons agreed to support the project.

■ Initiatives via Unicharm "flat-rate disposable baby diaper service"

At most Japanese daycares, parents are responsible for supplying their own child's diapers. Beginning in July 2019, Unicharm has partnered with BABY JOB Co., Ltd., a childcare worker staffing service, to offer a flat-rate disposable baby diaper service for daycares, "empty-handed kindergarten commute," in order to ease the burden on parents and daycare staff and make child-raising full of smiles.

"Empty-handed kindergarten commute" reduces the frequency of shopping and eliminates the need to carry diapers to and from the daycare as well as its cash payment for parents. The service can also reduce the risk of bringing viruses into daycare facilities making it a valuable new lifestyle for daycares. This initiative was recognized by the Kids Design Association*1 for the 14th Kids Design Awards*2 (sponsored by the Ministry of Economy, Trade and Industry, the Cabinet Office and the Consumer Affairs Agency) in the "Category of designs that encourage parents to give birth to and raise children."





*1: An NPO made up of companies and organizations in various industries that aims to create a social environment for the healthy growth and development of children in the future generations under "three missions for kids design."
 *2: An award to select and commend the excellent products, spaces, services, activities and research in support for raising children.

■ Ongoing participation in Pink Ribbon activities in Japan and overseas

Pink Ribbon activities help to raise awareness around the world about the early detection, early diagnosis and early treatment of breast cancer and Unicharm supports these activities in Japan, China and Taiwan-Greater China.

2020 was the 13th year for Unicharm to support Pink Ribbon activities in Japan. We set up "Special Site for supporting Pink Ribbon Activities" for providing information about basic breast cancer knowledge and self-check methods for early detection. In addition, a portion of sales of products marked with the specially designed Pink Ribbon Activity supporting logo were used to co-sponsor symposiums and other Pink Ribbon activities.

In addition, to enable employees to be both mentally and physically healthy and to engage in highly productive activities, we designated October as Pink Ribbon Month, wore pink ribbon badges, gave out educational books to employees and provided our employees, their families and people close to them with the opportunity to think about breast cancer. Active promotion of annual health checkups resulted in a 100% uptake rate in 2020. As an early prevention measure for female breast and cervical cancer, it is essential for all female employees, regardless of age, to receive gynecological checkups the costs of which are fully paid by the company.

Our subsidiary in Taiwan-Greater China co-sponsored the ninth "Pink Ribbon Walk Event" held by the Formosa Cancer

Foundation in September 2020 for which 64 employees and their family members participated to raise awareness about the importance of breast cancer screening.

From July to August 2020, our local subsidiary in China coordinated a campaign with the China Association of Social Activities and Tmall in which a portion of sales of eligible products were donated to local Pink Ribbon activities.

Pink Ribbon activities in each region

Japan



Products marked with a Pink Ribbon activities supporting logo

Taiwan-Greater China



Pink Ribbon Walk Event

■ Supporting "Panel for Life" in wishing for happiness of rescue dogs & cats

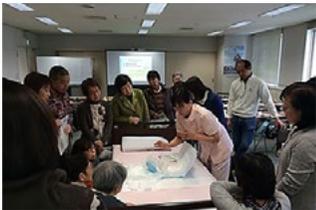
We aim to realize a society in which people and partner animals (pets) can support each other through our supportive activities to solve the social issue of finding homes for rescue dogs and cats. In 2020, we hosted a campaign, "Thank you pets! #Raise your hand & let's challenge," for donating 100 yen for each photo submitted to "Panel for Life" which is a project initiated by the NPO Christel Vie Ensemble that installs life-sized dog and cat panels in various locations to increase awareness of rescue dogs and cats and help them find their forever home.

Efforts to lengthen healthy life expectancy through seminar on “Caring for urine leakage and continence”

Unicharm continues to provide appropriate continence support and nursing know-how in cooperation with educational institutions and local communities so that we can help the elderly live in the way they so wish. Tailoring themes and programs to suit participants, we are presenting useful knowledge and skills for care workers so they can provide a high level of care and a comfortable life for the elderly.

 **Continenace Care Navi** (Japanese only)
<https://www.carenavi.jp/ja/home.html>

Seminar on “Caring for urine leakage and continence” by Continenace Care Research Center

Target	Elderly population	At-home care-giver and its specialists	Caretaking and nursing students (of vocational schools)
Theme	Caretaking prevention (urinary incontinence)	Continenace care	Continenace care
Number of presentations in 2020	10	3	14
Contents	<p>We introduce prevention, improvement and, finally, how to best live with urine leakage under the theme, “Preventing and self-care of urine leakage,” which is important to care prevention.</p>  <p>A shot of implementation</p>	<p>We introduce how to lessen the burden of continence care which is a large issue for at-home nursing care through introducing appropriate ways of choosing and using (putting on) diapers.</p>  <p>A shot of implementation</p>	<p>We teach from the basics of the role and knowledge of the experts in the context of elderly continence care for the future experts of medicine and elderly care who will become caretakers for the elderly.</p>  <p>A shot of implementation</p>

Note: A significantly fewer number of seminars were held in 2020 due to the effects of COVID-19.

Community-based Social Contribution Activities (Japan)

■ Ongoing activities to provide support for areas affected by natural disasters

Our “Matching Fund” and “Super Cool Biz and Warm Biz” employee dress code activities were launched right after the 2011 Great East Japan Earthquake to provide “disaster relief on-going support” and to “reduce the burden on the environment through eco-friendly activities that employees can undertake themselves and through electricity conservation” which reached their tenth year in 2020. The “Matching Fund” is an employee-participation type initiative that provides a matching donation equivalent to the price paid by Unicharm employees for original Unicharm polo shirts, jumpers etc. that can be worn at work; the money is used to provide support for areas affected by natural disasters. Donations made through the “Matching Fund” have been used to provide care products to hospitals and other facilities located in areas affected by natural disasters and also for donations to the “MICHINOKU Future Fund” which aims to help children orphaned by natural disasters to realize their dream of continuing with their studies, as well as for providing support to disaster-affected areas in the form of financial assistance and emergency supplies. Since 2011, a total of 21,948 employees have participated in “Super Cool Biz & Warm Biz” efforts. In the future, we will continue to promote disaster area relief activities and activities aimed at reducing the burden on the environment in collaboration with our employees.

■ Support for disaster caused by July 2020 torrential rains

To provide support for those affected by the torrential rains primarily in Kumamoto Prefecture in July 2020, Unicharm donated emergency supplies (sanitary pads, baby diapers and adult diapers) through a trade group.

■ Sponsored program to gift disposable diapers upon birth registration in Kakegawa City

Since 2016, we have had a program of gifting disposable diapers for newborn babies upon birth registration in Kakegawa City, Shizuoka Prefecture, where our Shizuoka Factory is located, with the goal of promoting healthy growth of children, reducing financial burdens on child-raising families and contributing to the local region.



A shot of the presentation

■ Sponsored program to gift disposable diapers upon birth registration in Shibushi City and Osaki Town

Since 2018, the presentation ceremony of newborn gifts at birth registration was held in Shibushi, Kagoshima. This is an initiative to congratulate and support child-raising families through gifting of diapers for newborns in Kagoshima Prefecture's Shibushi City and Osaki Town. These two municipalities are working with Unicharm to develop the used disposable diaper recycling technologies which are essential to the future of our children.



Presentation ceremony of newborn gifts at birth registration

PDF See P.028 “Key Topic: Safeguarding the Well-being of Our Planet > Initiatives aimed at promoting the recycling of disposable diapers”

■ Sponsored “program to provide disposable baby diapers” in Shikoku-Chuo City

Shikoku-Chuo City is considered to be one of Japan’s largest paper producing areas. Unicharm is helping to sponsor local initiatives to assist children here as part of a public-private partnership initiated by the city government. Through this initiative, families in the city raising a child below the age of one receive a childcare support voucher they can use to redeem for MamyPoko and Moony products free of charge. Unicharm actively supports the city’s efforts to promote the local production for local consumption of paper products as a means to easing the burden placed on child-raising families and encouraging the healthy development of children.



Child-raising support voucher

■ Supported the “Smiling Face of Ehime Child Raising Support Project” in Ehime Prefecture

With Ehime being home to many leading paper manufacturers in Japan, we are sponsoring the “Smiling Face of Ehime Child Raising Support Project,” a collaboration between the prefectural and local governments and disposable diaper manufacturers in the prefecture to support families with young children. This project offers support to families with two or more children by providing coupons valid for diaper purchases in order to reduce their economic burden.



At joint ceremony of sponsoring companies for Ehime Child Raising with Smiling Face Support Project

■ Donated wheelchairs to Sapporo City Council of Social Welfare

In November 2020, we donated 20 wheelchairs to the Sapporo City Council of Social Welfare in collaboration with Tsuruha Holdings, Inc. Since starting the wheelchair donations in 2000, we have donated a total of 240 wheelchairs. As a preventive measure against COVID-19, we also donated 10,080 masks along with the wheelchairs in 2020.



At the wheelchair donation ceremony

■ Products chosen as thank you gifts for making hometown tax contributions

In collaboration with local municipal governments where our manufacturing plants reside with the hopes of revitalizing the local regions, Unicharm products have been adopted as thank you gifts to taxpayers making hometown tax contributions in Kakegawa City, Shizuoka Prefecture; Kanonji City, Kagawa Prefecture; Tanagura Town, Fukushima Prefecture; Itami City, Hyogo Prefecture; Nabari City, Mie Prefecture and other municipalities.

■ Release of Top Partner Contract with FC Imabari

In January 2020, Unicharm released that it signed a contract with the Imabari Football Club to be a “Top Partner/Cohesive Society Partner.” FC Imabari’s philosophy of “For the next generation, contributing to the creation of a society that values richness of mind rather than that of things” is closely aligned with our own corporate philosophy, therefore, we will together contribute to regional revitalization through sports in the hopes of realizing both philosophies.



A shot of the release of partnership

■ Established a scholarship foundation for the development of students leading the next generation

Unicharm’s President & CEO Takahisa Takahara established the “Unicharm Resonance Fund” in 2017 for the purpose of development of university and graduate students leading the next generation, particularly those interested in manufacturing, welfare and globalism, in order to achieve cohesive societies of people and partner animals (pets). The foundation provides scholarships for students enrolled at universities and graduate schools in Japan for the purpose of supporting the development of human resources that will contribute to society.



Unicharm Resonance Fund website (Japanese only)
<https://kyoshin-zaidan.or.jp/#section1>

Community-based Social Contribution Activities (Overseas)

Indonesia Educational activities for river cleanups and proper waste disposal

To solve the problem of garbage being dumped in rivers in the suburbs, our local subsidiary in Indonesia has been carrying out river cleanup activities since March 2019 in collaboration with local environmental bureaus and NGOs. In February 2020, more than 100 people from various organizations such as the East Java Province Environment Agency and the Mojokerto City Department of the Environment took part in a river cleanup activities near the East Java plant and also posted signs warning against illegal dumping of waste in trash cans and along waterways. As a manufacturer of disposable diapers, we also carry out educational activities on their proper use such as printing instructions for appropriate disposal methods on diaper packages and carrying out education in rural areas about proper disposal.



Indonesia Visit to nursing homes and orphanages

In September 2020, employees at our local subsidiary in Indonesia visited a nursing care facility and two orphanages donating incontinent adult diapers, sanitary pads and wipes. The visit has been held as a part of the annual company founding commemoration event for the local subsidiary with the goal of providing social assistance to seniors and orphaned children and promoting mutual interaction. However, due to the effects of COVID-19, in 2020, these activities were done only by a representative member.



Thailand Blood drive cooperation and charitable activities

The local subsidiary in Thailand continues to cooperate with donations of disposable baby diapers and blood contributions through the Red Cross in Chachoengsao Province. Sanitary pads were also donated to its prisons.



Vietnam Visit to a women's newspaper

In June 2020, the local subsidiary in Vietnam visited the Vietnam Women's Newspaper, an official organization of the Vietnam Women's Association, to gain mutual understanding on supporting women's growth, cooperated with a community program to support women's growth and gender equality and agreed to work together to strengthen child-rearing skills in the country. We will continue to cooperate with Vietnam Women's Newspaper to support activities aimed at women's growth, gender equality, ensuring human rights and improving women's lives.



Brazil Charitable activities

The local subsidiary in Brazil continues to donate disposable baby diapers and wipes to nearby nurseries, hospitals and other organizations to support the poor.



Malaysia Support program for women's independence

The local subsidiary in Malaysia cooperates with the local NGO "Women's Aid Organization (WAO)" established in 1982 which provides shelter from domestic violence. In September 2020, we participated in the Women Entrepreneurship Program (WEP) to support the independence of women under WAO's protection, cooperating in the training of 15 selected women in product knowledge and communication skills. For three months after training, the proceeds of SOFY products sold by the participants with these skills will be used for living and education expenses for women and children.



Taiwan-Greater China Support for flower farmers

In May 2020, the local subsidiary in Taiwan-Greater China purchased carnations on Mother's Day to support flower farmers who experienced a sharp drop in demand due to reduced events because of COVID-19 and distributed the flowers to employees.



Taiwan-Greater China Coastal cleanup activities

Since 2015, the local subsidiary in Taiwan-Greater China has designated the last Friday of November (the subsidiary's founding month) each year as its "Public Welfare Day" and carries out social contribution activities company-wide every year. In 2020, 71 employees cleaned up a beach in northeastern Taiwan, spending about two hours collecting plastic waste such as PET bottles.



India Charitable activities

The local subsidiary in India participated in charitable activities with the local NGO Dream Girl Foundation which supports children and distributed sanitary pad sets and other items to children.



India Educational activities for disposable diaper use

The local subsidiary in India conducts educational activities called "Namaste* Poko Chan Event" in a part of urban areas and agricultural villages where disposable diapers are not widely used. The purpose of this activity is to create good child-caring circumstances that are essential for a child's healthy growth and to convey the importance of keeping hygienic continence care. A truck dedicated to this activity is brought to the site to show short movies, provide a hands-on experience using disposable diapers and demonstrating absorption experiments with artificial urine, making these activities an enjoyable way to convey the importance of hygienic child-raising. In addition, we use the venue as an open community space for community-based activities such as collaborations with local public health nurses.



* "Namaste" is used in India to give greetings to others.

China Health course

In January 2020, the local subsidiary in China held a health course at a housing complex near the Shanghai office, explaining to about 20 seniors how to deal with incontinence and use adult incontinence diapers.

■ South Korea Support for single-parent families

The local subsidiary in Korea, in cooperation with the Korean Single-Parent Welfare Facility Association, donated 679,518 packs of sanitary pads and panty liners to single-parent families as part of the “SHARE PAD Campaign.”

■ South Korea Donation of partner animal (pet) goods

The local subsidiary in South Korea continues its charitable activities including donation of “Silver Spoon,” cat food and “DeoToilet” products to cat welfare organizations in the country in aiming at realizing the cohesive society of people and partner animals (pets).

■ United States Support for animal shelters

Local subsidiary in the United States carries out charitable activities with ongoing product donations to animal shelters. As an example, in celebration of National Pet Month in June 2020, “Hartz Shelter Packs” were donated to people adopting dogs for the first time in cooperation with two shelters based in Texas, Houston Pets Alive! and Dallas Pets Alive!