

Kyo-sei Life Vision 2030

Key Theme

Safeguarding the Well-Being of Individuals

Our aim is to provide products and services that contribute to the realization of a society where all people can have a sense of individuality and enjoy their daily lives.

Our Basic Approach and Strategy

Based on its corporate brand essence Love Your Possibilities, Unicharm strives to provide products and services that help realize a society in which people all over the world can continue to live in their own way. We set internal standards at each stage of development, including for safety and quality and from various perspectives such as increasing added value and reducing environmental impact.

Our products do not advance to the next stage of development without meeting these standards. All Unicharm products currently on the market comply with these internal standards.

It is essential as we remain committed to this approach that we continue to safeguard the well-being of individuals through all of the products and services we provide.

Key Themes	Indicators	Fiscal 2023 Results	Key Themes in Fiscal 2023
1 Extension of healthy life expectancy and improvement of QOL	Percentage of products and services that contribute to the realization of a society where everyone can have a sense of individuality	100%	<p>P.069 Lifree Overnight Relief Absorption Pads for Sensitive Skin (Japan) / Lifree Stretchable Tape-Type Perfect Fit Diapers (Japan)</p> <p>P.078 Providing Useful Information and Services to Customers</p>
2 Support for society where gender and sexual orientation do not restrict people's activities	Percentage of products and services that contribute to a society where people around the world are free from discrimination by gender or sexual orientation (including products and services that contribute to the elimination of sexual discrimination still present in certain countries and regions)	100%	<p>P.108 #NoBagForMe Project (Health)</p> <p>P.109 Education on Menarche and Menstruation (Health)</p> <p>P.110 Supporting the Financial Independence of Women (Regional Contributions)</p>
3 Coexistence with pets	Percentage of products and services that contribute to the realization of a society where pets are welcomed by family members and community residents	100%	<p>P.111 GO WITH YOUR DOG Project (Regional Contributions)</p> <p>P.074 Joint Research to Help Ensure the Well-Being of Cats / DOQAT Pet-Related Q&A Service</p>
4 Improvement of childcare	Percentage of products and services that contribute to the realization of a society where infants and their families can live healthily and happily	100%	<p>P.071 World's First One-Sided Opening* Disposable Baby Diaper (Vietnam)</p> <p>P.074 Online Moony-Chan Classroom</p>
5 Improvement of public hygiene	Percentage of products and services that contribute to activities that can reduce the spread of preventable infectious diseases (contact transmission or droplet transmission)	100%	<p>P.071 Kirey Care Alcohol-Free Disinfectant Wet Wipes for Outdoor Use (Indonesia)</p>

* Diapers featuring a wing on one side of the waist that can be opened and closed and is longer than the other side, which are the first of their kind among the world's leading disposable baby diaper brands (based on Unicharm research, October 2022)