

## Kyo-sei Life Vision 2030

### Key Theme

# Safeguarding the Well-Being of Society



Our aim is to provide products and services that not only improve the safety, security, and satisfaction of our customers but also contribute to solving social issues and promoting sustainability.

## Our Basic Approach and Strategy

At Unicharm, we believe the sustainable growth of our business entails the sustainability of the societies in which we do business. For this reason, we place the highest priority on our coexistence with all stakeholders, and value the importance of promoting mutual understanding and cooperation through detailed communication. We share with all stakeholders our philosophy and action

plans for the high standards of quality, safety, and environmental protection that they expect, and we strive to achieve, and aim to develop a framework that enables us to work closely together to resolve social issues through our business activities as swiftly as possible.

Key Themes	Indicators	Fiscal 2023 Results	Key Themes in Fiscal 2023
1 Innovations to achieve "NOLA & DOLA"	Percentage of products and services that contribute to freedom from various burdens and finding enjoyment in life	100%	<p>P.070 Sofy Active Pregnancy Monitorable Pantyliners (Japan)</p> <p>P.073 Providing Apps and Information That Help Women Address Concerns and Changes in Physical Condition and Menstruation</p>
2 Practice of sustainable lifestyles	Percentage of products and services suitable for the SDGs Theme Guideline, an internal guideline for contributing to sustainability	5.9%	<p>P.068 SDGs Theme Guideline: Internal Guideline for Contributing to Sustainability</p>
3 Construction of value chains that account for sustainability	Percentage of products and services that use raw materials procured from local production for local consumption, thereby contributing to local economies based on the perspectives of the environment, society, and human rights	Development ongoing	<p>P.047 Expanding the Use of Certified Pulp (PEFC- and CoC-Certified)</p> <p>P.048 Use of Hardwood Pulp</p>
4 Improvement of customer satisfaction	Percentage of products and services supported by consumers (No. 1 market share)	23.2%	<p>P.076 Responsibility to Our Customers (Consumers)</p>
5 Provision of safe, reliable products	Percentage of products to which a new internal guideline for safety and quality has been set and certification has been granted	100%	<p>P.079 Quality Assurance</p>