

Prosperity

To provide a wonderful day to as many people as possible.

Innovation to beautify and enrich everyday life

We will continue to create new value that meets the diverse needs of consumers and provide beauty and richness to the mind, body, and environment.

Provide unique value through thrilling brand experiences

Achievement rate of the top share in category segments: **85%**



Improvement of community well-being

We will return technology, human resources, products, funds, and our other management resources to society to help create happy and flourishing communities.

Contribute and donate to local communities

Ongoing collaboration with NGOs, NPOs, public interest organizations, local governments, and other external partners



People

To respect all people and deepen our relationships.

Respect for human rights, and promotion of DE&I in the value chain

We respect the fundamental human rights of all people in our value chain and support the creation of a society that is inclusive and supportive of diverse values, ideas, and personalities.

Eliminate inequality based on gender, physical characteristics, nationality, etc. in the workplace

Percentage of women in management positions: **35%**



Improvement of employee well-being

We will continue to develop and expand a comfortable work environment and systems so that every employee pursue a physically, mentally, and socially fulfilling professional career.

Ensure occupational health and safety, and promote decent work environments

Percentage of engagement survey responses that were positive for rewarding work: **80%**



Planet

To halve our environmental impact throughout our value chain.

Response to climate change

We are implementing initiatives to lower CO₂ emissions from our business activities and to increase sales of our environmentally friendly products to reduce emissions beyond our own operations.

Reduce greenhouse gas (GHG) emissions

Scope 1 and 2 Emissions reduction rate (compared to 2021): **42%**

Scope 3 Emissions reduction rate (compared to 2021): **25%**



Conservation of the natural environment and biodiversity, and realization of a circular society

We will construct a sustainable business model that has low environmental impact throughout the value chain and that uses natural resources effectively.

Sustainable containers and packaging (mainly plastic)

Reduction rate of petroleum-derived virgin plastic used in primary containers (per unit compared to 2022):

25% or higher



Principles of Governance

To become a presence trusted by all of our stakeholders.

Promotion of transparent, fair, and trustworthy governance

We will continue to strengthen our prompt, transparent, and effective corporate governance system, including the proper operation of our internal control system.

Strengthen governance, ensure compliance, and promote risk management

Number of serious compliance violations*: **No** ongoing cases

* Events that harm public welfare and require external disclosure



Creation of a corporate culture that realizes our purpose

In fulfilling our purpose, we will build a corporate culture where business growth and ESG improvement are core pillars of management.

Provide each and every employee with opportunities to work toward our purpose

Percentage of positive responses on the Purpose and Vision in engagement surveys: **88%**

