

Corporate Social Responsibility Report 2013



Gentle care for life

Overview of the Unicharm Group

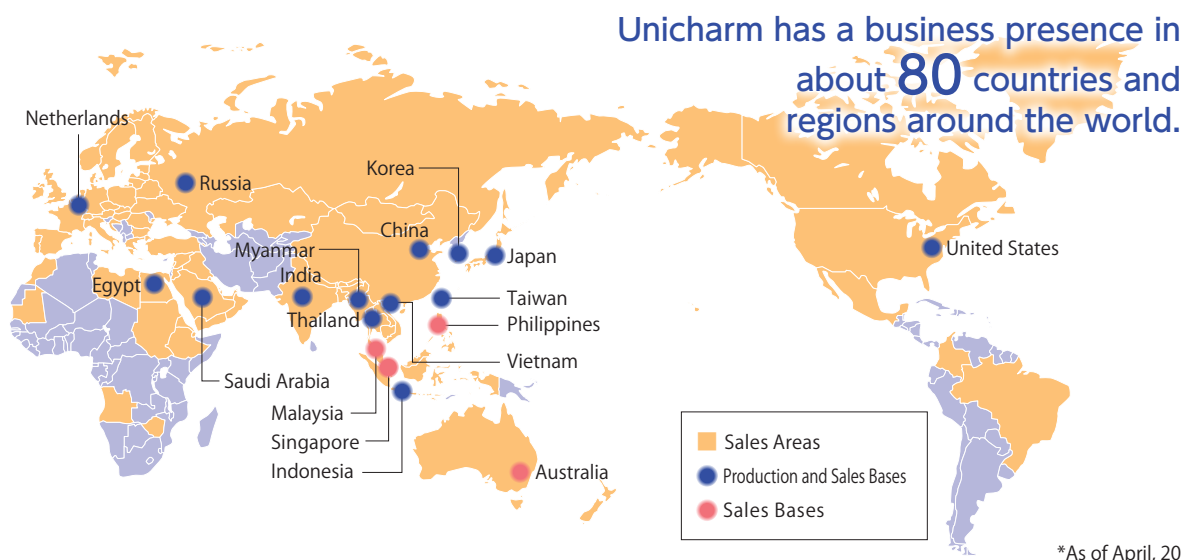
Company Profile

Corporate Name	Unicharm Corporation UNICHARM CORPORATION
Date of Establishment	February 10, 1961
Capital	15,992 million yen (as of March 31, 2013)
Number of Shares Issued	206,944,773 (as of March 31, 2013)
Headquarters	Sumitomo Fudosan Mita Twin Bldg. West Wing, 3-5-27 Mita, Minato-ku, Tokyo, Japan
Registered Headquarters	182 Shimobun, Kinsei-cho, Shikokuchuo-City, Ehime, Japan
Number of employees	10,855 (on a consolidated basis as of March 31, 2013)
Listed Exchange	First Section of the Tokyo Stock Exchange
Business Lines	Manufacture and sales of: Baby and child care products Feminine care products Health care products Clean & fresh products Pet care products
URL	http://www.unicharm.co.jp/ http://www.unicharm.co.jp/english/index.html

Primary Consolidated Subsidiaries and Affiliates

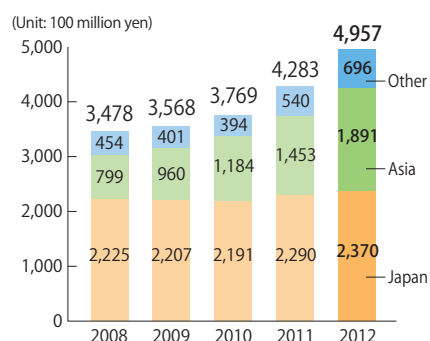
Japan	Unicharm Product Co., Ltd. Unicharm Kokko Nonwoven Co., Ltd. Cosmotec Corporation Unicharm Mölnlycke K.K.
Overseas	United Charm Co., Ltd. (Taiwan) Uni-Charm (Thailand) Co., Ltd. Unicharm Consumer Products (China) Co., Ltd. LG Unicharm Co., Ltd. (Korea) PT Uni-Charm Indonesia (Indonesia) Uni.Charm Mölnlycke B.V. (Netherlands) Unicharm Gulf Hygienic Industries Ltd. (Saudi Arabia) Uni-Charm Corporation Sdn. Bhd. (Malaysia) Unicharm India Private Ltd. (India) Unicharm Australasia Pty Ltd. (Australia) The Hartz Mountain Corporation (United States) Diana Joint Stock Company (Vietnam)
Other	27 companies (as of March 31, 2013)

Production and Sales Bases

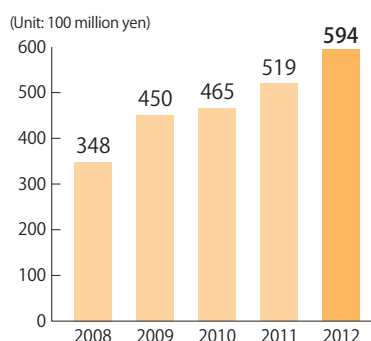


Main Business Indicators

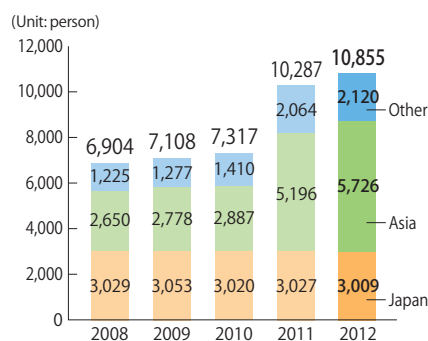
Consolidated net sales



Consolidated operational profit



Number of group employees



Editorial Policy

Preparation of the "CSR Report 2013"

This document has been prepared as Unicharm Group's Corporate Social Responsibility (CSR) report. This report reaffirms that our CSR is the fulfillment of our corporate philosophy "NOLA & DOLA"*, and presents how we practice CSR through our business activities. The social problem of a super-aging society and our responses to featured global issues, including Making Life Better for People Living in Asia by Reducing the Burden of Daily Life, can be found in the Feature Topic sections of this report.

Furthermore, as for our global report, we refer to the UN Global Compact, the UN Millennium Development Goals, ISO26000 and GRI Guidelines throughout the whole report. We will continue to accommodate the requests of our stakeholders to the greatest extent possible. We welcome your frank opinions and comments.

* NOLA&DOLA: "Necessity of Life with Activities & Dreams of Life with Activities". From newborn infants to the elderly, Unicharm aims to provide people with products that provide physical and psychological support through gentle care so that they may be free of their burdens to fulfill their dreams.

Contents

Areas Covered

Business operations, CSR vision, activity goals, organizational structure, business performance, accounting data, etc. This report presents details of results for FY2012 as well as the latest information for the early part of FY2013.

Organizations

Unicharm Group companies are shown on a consolidated basis. Details of companies mentioned in the environmental activity report can be found on the Unicharm website.

Intended Audience

All Unicharm stakeholders inclusive of customers, employees, business partners, shareholders, and society in general

Period

April 1, 2012 to March 31, 2013 (including some activities prior to and after the above period, as well as future targets)

Reference Guidelines

- GRI Sustainability Reporting Guidelines Version 3.1
- 2007 Environmental Reporting Guidelines of the Ministry of the Environment
- ISO26000

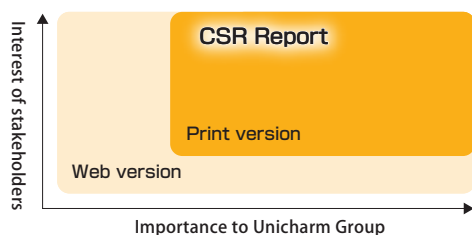
Date of issue

June 26, 2013 Next date of issue: June 2014

Available at

- CSR & Environmental Information on the Unicharm website (all items reported)
- Booklet "CSR Report 2013" (Digest Report)

Role of this report



This report focuses on topics of concern that the company would like to particularly share with its readers and stakeholders in this year's edition. Please refer to our website for the full report.

Contents

Overview of the Unicharm Group	2
Editorial Policy/Contents	3
Message from the President	4
Unicharm Group's CSR	6
Introduction of Business Activities	8
Feature Topic 1 Making Life Better for People Living in Asia by Reducing the Burdens of Daily Life	10
Feature Topic 2 Responding to a Super-Aging Society	14
Ongoing Assistance for the Great East Japan Earthquake	19
Unicharm Group's Primary CSR Themes and Major Indicators (KPI)	20
Along with Our Customers	24
Along with the Environment	28
Along with Our Employees	32
Along with the Society	36
Along with Our Business Partners	38
Along with Shareholders and Investors	39
Management	40
Third Party Assurance Report	42
List of contents/ List of Awards and Commendations Received in Fiscal 2012	43

For more information about our CSR activities, please contact:

Corporate Social Responsibility Department
TEL: +81-3-6722-1041 (Direct Line) FAX: +81-3-6722-1018

For general corporate information, please contact:

Public Relations Group, Management with Resonance
Promotion Department, Corporate Planning Division
TEL: +81-3-6722-1019 (Direct Line)

• For investor relations, please visit:
<http://www.unicharm.co.jp/ir/index.html>
<http://www.unicharm.co.jp/english/ir/index.html>

Devoted to Building a Society that Recognizes Public Interests through Our Business Activities



President and CEO
Unicharm Corporation

高原 豪久

Takahisa Takahara

■Unicharm's CSR

Following the global financial crisis and Great East Japan Earthquake, the world has seen a “new normal” where change is now the norm and significant upheavals can occur unpredictably at any moment. This is because change is now occurring at a frequency and intensity never before seen in the past. At the same time, the role of companies has shifted from shareholder capitalism, which was dominated by the supremacy of shareholders and markets, to public interest capitalism, which places greater focus on public interests. Here, the word public interest means our physical and psychological affluence and that of

our descendants. That is, the fundamental goal of a company has changed from maximizing shareholder returns to making contributions to society while generating profits from its business.

Unicharm's corporate philosophy of “NOLA & DOLA” contains the commitment that from newborn infants to the elderly, Unicharm aims to provide people with products that provide physical and psychological support through gentle care so that they may be free of their burdens to fulfill their dreams. The fulfillment of NOLA & DOLA stands at the heart of our CSR. To promote this aim, we believe it is important to pass on our tradition of bold differentiation from our competitors. This raises the question of how we define and approach this bold differentiation. We carefully listen to the hearts of our customers and make every effort to establish heart-to-heart communication for conveying our proposals to them through our products and services. Nevertheless, in most cases, it remains quite difficult to directly ask our customers how they feel about Unicharm products. This is because babies cannot speak and many users of feminine hygiene products or adult diapers prefer not to frankly talk about their experience using these products. This is why we need to listen to the heart of our customers. Going forward, Unicharm will continue to contribute to the realization of a comfortable daily life for humankind by providing bold, distinct and first-class products and services to people around the world.

■Committed to the public interest of normalization and the extension of healthy life expectancy

Unicharm is committed to the public interest of normalization in society where anyone at anytime can live as they like by extending healthy life expectancy under our corporate philosophy of NOLA & DOLA. Highly functional nursing care products, paper diapers and feminine hygiene products help alleviate the stress of users and enable a variety of activities. Everyone that grows old has the inherent desire to live like they did when they were younger. As such, Unicharm wants to expand its business domain from manufacturing paper diapers and feminine hygiene products to include other important fields required for today's super-aging society. Our goal is not just to

sell products, but rather to help graying consumers continually live the same way as they once did.

Japan's aging population is now older than any other country. This means that there are no other precedents in the world for the many challenges that await us as this aging trend progresses. Consequently, we have no other choice than to resolve these issues using a trial and error approach. The resolution of issues faced by our super-aging society will benefit not only Japan, but can also be applied to other countries in Asia, such as China and South Korea where the graying of society is moving at an even faster pace than Japan. Unicharm stands firmly committed to working closely with external experts to leverage its knowledge gained in Japan for the betterment of Asia and the rest of the world. Moving forward, we will continue to exert our best efforts toward normalization.

■ Helping to resolve social issues around the world

Since establishing a joint venture company in Taiwan in 1984, Unicharm has expanded its business presence to every corner of the globe and today it operates in more than 80 countries and regions around the world. With our business expanding even more globally, we announced our participation in the UN Global Compact in 2006, which we continue to be party to today.

In October 2012, our business initiatives in the Middle East/North Africa and Asian regions were recognized by the Business Call to Action (BCtA) lead by the United Nations Development Program (UNDP). These initiatives include creating employment opportunities for women across Asia, including Thailand, Indonesia, and Vietnam, and Saudi Arabia, where it is difficult for women to advance into society, as well as providing affordable diapers and sanitary products to low-income women, which is greatly contributing to maternal and child health and hygiene.

This recognition by BCtA has encouraged us to work even harder to encourage female participation in society, to help children grow up healthier and to resolve a host of other social issues around the world through our business activities.

Your continued understanding and support will be greatly appreciated.

Hoping that Unicharm will provide a sound CSR model that can be practiced around the world

The United Nations Development Plan (UNDP) is leading the Business Call to Action (BCtA) together with major aid agencies and governments from around the world in order to help solve development issues through private-sector businesses in developing countries. Unicharm is a multinational corporation founded in Japan that became involved in this international initiative in October 2012.

I applaud the company's pledge to empower women and reduce poverty by hiring women in the Middle East and Asia to manufacture sanitary products that are in turn sold at affordable prices to low-income women in these regions.

Supporting the social integration of women in developing countries is effective in not only reducing poverty, but also improving school attendance rates, health and hygiene and the environment.

Hiring low-income women locally to produce and sell products represents an inclusive business initiative that achieves a balance between commercial profits and sustainable development.

I sincerely hope that this recognition by BCtA will serve an impetus for Unicharm to take even further steps toward improving the lives of low-income women in developing countries and in the process develop a sound model for CSR that can be practiced around the world.

Ms. Akiko Yuge

Special Adviser to the Administrator
Director UNDP Representation Office in Tokyo



*Empowered lives.
Resilient nations.*



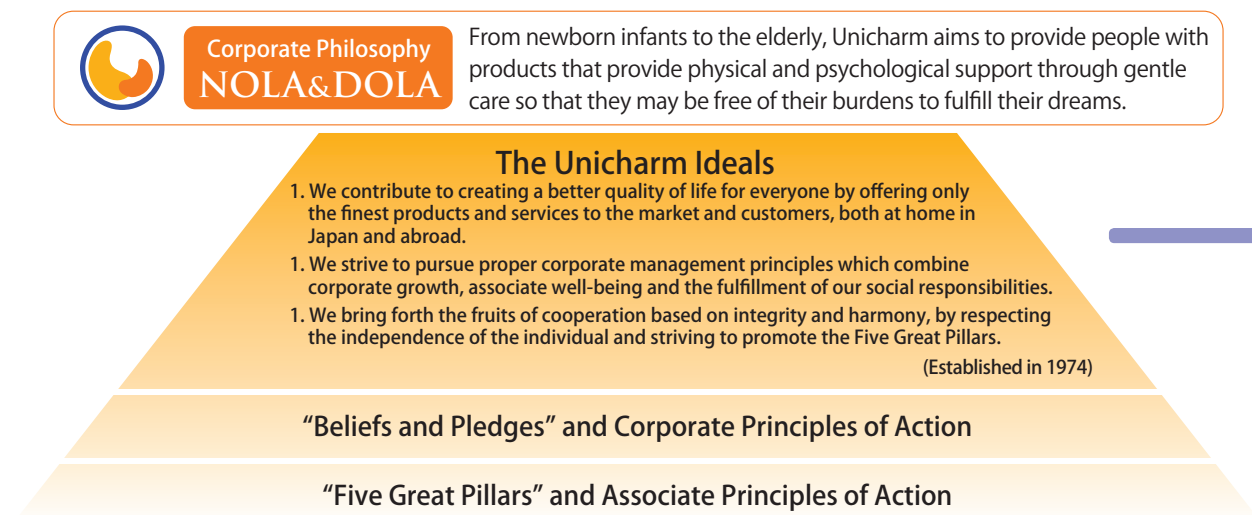
Unicharm Group's CSR

Unicharm Group's CSR is to Implement the

■ Integrating CSR with Our Businesses

Unicharm's corporate philosophy is "NOLA & DOLA". Our concept of NOLA & DOLA: Necessities of Life with Activities & Dreams of Life with Activities, contains our hope that "from newborn infants to the elderly, Unicharm aims to provide people with products that provide physical and psychological support through gentle care so that they may be free of their burdens to fulfill their dreams". Our CSR is embodied by our commitment to achieve this aspiration through our business activities and to help resolve social issues in the process.

◆ Unicharm's Corporate Philosophy System



■ CSR Promotional Structure

● Established crossorganizational CSR structure

Unicharm has established a structure to implement and promote smooth CSR activities in order to meet our stakeholders' expectations. Our "CSR Committee" is a cross-organizational structure for the support of CSR, chaired by our president. The committee meets four times a year to discuss and share CSR-related activities.

◆ Cross-organizational structure to support and promote Unicharm's CSR



■ Reference Framework for Unicharm's CSR Strategy

At Unicharm, we operate our global business activities in awareness of the voices of our stakeholders and by referring to various international guidelines. We support the ten principles of the "UN Global Compact", and have participated in the compact since May 2006.

UN Global Compact



Human Rights	Principle 1: Businesses should support and respect the protection of internationally proclaimed human rights; and Principle 2: make sure that they are not complicit in human rights abuses.
Labour	Principle 3: Businesses should uphold the freedom of association and the effective recognition of the right to collective bargaining; Principle 4: the elimination of all forms of forced and compulsory labour; Principle 5: the effective abolition of child labour; and Principle 6: the elimination of discrimination in respect of employment and occupation.

UN Global Compact's 10 Principles

Environment	Principle 7: Businesses should support a precautionary approach to environmental challenges; Principle 8: undertake initiatives to promote greater environmental responsibility; and Principle 9: encourage the development and diffusion of environmentally friendly technologies.
Anti-Corruption	Principle 10: Businesses should work against corruption in all its forms, including extortion and bribery.

UN Millennium Development Goals



ISO26000



GRI Guidelines



Unicharm Philosophy



* Management with Resonance: To realize our corporate philosophy of "NOLA & DOLA", we practice business management in which each employee can be a focal point of innovation through her or his own labors, each and every movement more greatly resonates and influences others company-wide, and each employee's vision can be actualized. This is the type of corporate culture we foster.

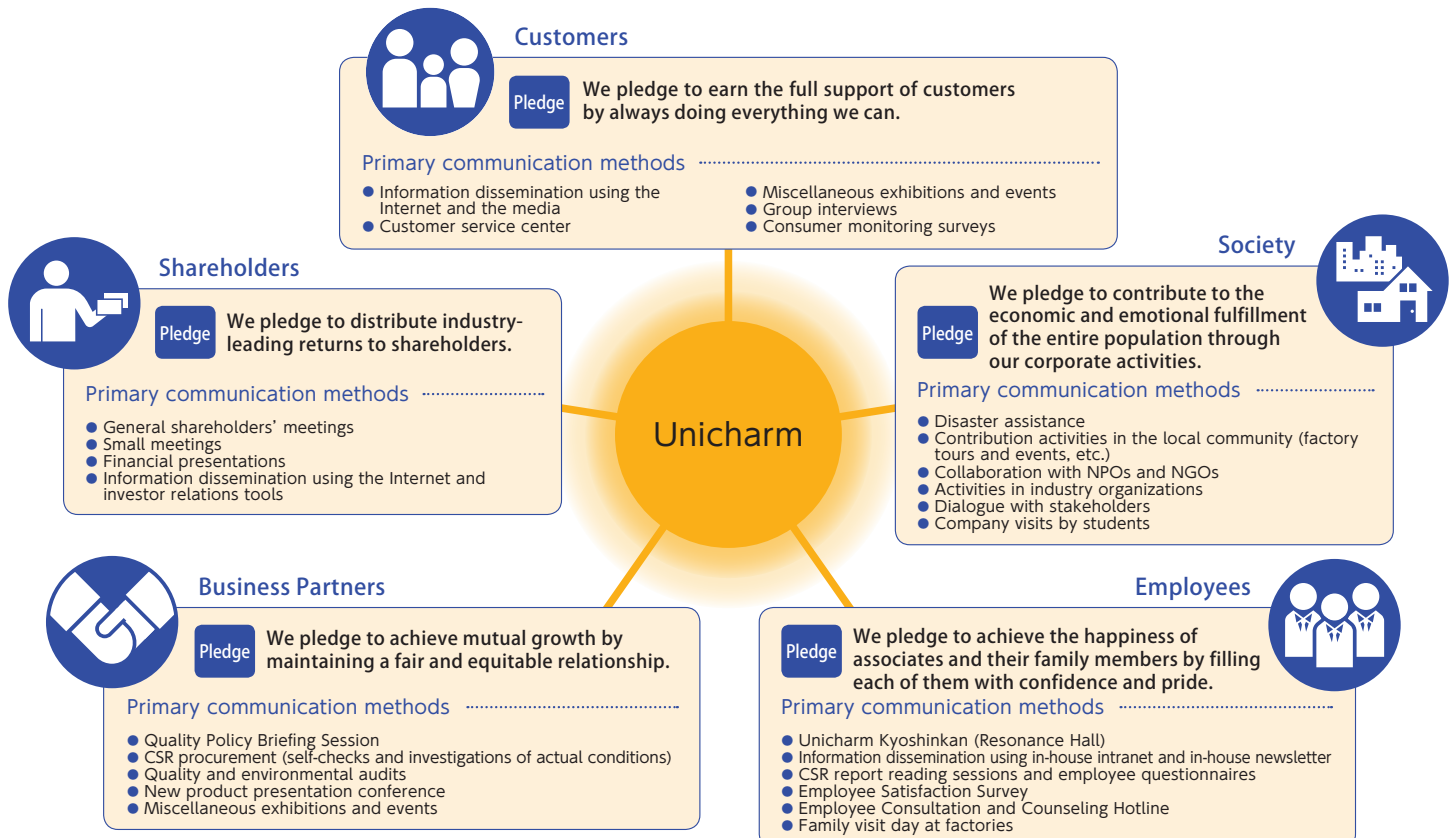


Senior Executive Officer,
Director, CSR Division, Business Reform
Division
Staff, Management Auditing
Department,
Unicharm Corporation
Unicharm Humancare Corporation
Shinya Takahashi

We are implementing CSR activities both in Japan and abroad that focus on making contributions to society through our core business. These activities are intended to help realize normalization in society where anyone at anytime can live as they like by extending healthy life expectancy under our corporate philosophy of NOLA & DOLA. In 2012, we began activities accredited by the Business Call to Action lead by the United Nations Development Program (UNDP) based on the four development goals of the UN Millennium Declaration. In addition, our employees continue to lead activities that inspire hope and dreams in the elderly and disabled as part of the third-year of our mid-term relief assistance for the disaster zone in Northeastern Japan and to address Japan's super-aging society and normalization. We have also redeveloped our business continuity plan (BCP) so that this shared employee DNA can be fully leveraged no matter the situation. This will enable us to make our contributions to the public interest even larger and more effective.

Relationship with Stakeholders

Unicharm pledges to undertake honest and trustworthy corporate activities toward its customers, shareholders, business partners and society under its "Beliefs and Pledges" and Corporate Principles of Action, and encourages two-way communication with its stakeholders by providing a wide range of dialogue opportunities.



Introduction of Business Activities

Comfort and Affluence for People All Over

Unicharm's five business divisions deliver gentleness

We hope that people lead sound and healthy lives from the day they born into this world. To realize this hope, Unicharm's five business divisions of Baby and Child Care, Feminine Care, Health Care, Clean & Fresh, and Pet Care deliver a wide range of products and services for various generations by utilizing the technologies we have developed in the manufacturing of non-woven fabrics and absorbent materials.



Baby and Child Care Business

Best lineup of products for fast growing babies and children

Business philosophy

Child-rearing life improvement company

Launch of the business

1981

Our Baby and Child Care Business' philosophy is to make social contributions by improving our customers' child-rearing experiences through deep understanding of parent-child relationships and to continue to provide products with new value. In Japan, we receive wide support for two brands: "Moony", with functional innovations to accommodate growth, and "Mamy Poko", focused on fun. We also provide diapers of our global brand "Mamy Poko" for babies overseas from East/Southeast Asia to Middle Eastern countries.

Product lineups



Moony ©DISNEY

Mamy Poko

Mamy Poko
©DISNEY

Feminine Care Business

We support women's positive activities

Business philosophy

We make women's comfort a science, so that we may create freedom for women

Launch of the business

1963

Our business philosophy is "making a women's comfort a science so that we may create freedom for women". Our Feminine Care Business always identifies women's needs of each era from women's standpoint, and continues to offer high-value hygiene products and services incorporating advanced technology and ideas. In Japan, we produce feminine products with an understanding of women's minds and bodies under the brand names of "Sofy", "Center-in", and "Charm". We actively develop "Sofy" as a global brand overseas, which has received high evaluations from women in various countries including East and Southeast Asia.

Product lineups



Sofy

Center-in

Charm

Sofy

the World

Health Care Business

For a society of joyful living, for the elderly and for everyone

Business philosophy

Pursuing the joy of living

Launch of the business

1987

Our Health Care Business includes two business areas: the AI (Adult Incontinence) Business and the mask & medical business. Our AI business respects the dignity and independence of people who experience incontinence, and offers the best products and care system services under the "Lifree" brand in order to improve the QOL (Quality of life) of all people involved in nursing care, whether at home or in a hospital/nursing home. Our mask & medical business offers products with non-woven fabric as the core technology to protect people's health and contribute to public hygiene, from household use to hospital/nursing home and industrial use.

Product lineups

Lifree for institutional use



Chorittai Ultra 3D Shape Mask and Chokaiteki Ultra-Comfort Mask

Lifree

Lifree

Clean & Fresh Division

Creating a comfortable environment for people, things, and places

Business philosophy

Creating a comfortable environment for people, things, and places

Launch of the business

1974

Our Clean & Fresh Business offers cleanliness, hygiene, and a fresh feeling, and creates a comfortable environment with non-woven fabric processing technology as our core technology. "Wave" is a surprisingly easy cleaning sheet for living rooms, and our "Silcot" brand features highly functional pre-moistened wipes, perspiration absorbing sheet pads, and high quality cosmetic products. Our products are loved by many for their function and quality.

Product lineups



Wave

Silcot cosmetic puffs

Silcot wet tissues, perspiration absorbing pads, perspiration wipes

Pet Care Business

Making people's life with their pets more comfortable

Business philosophy

Making your pets' life comfortable through health and cleanliness

Launch of the business

1986

So that your pet can live a long, healthy and active life in a clean environment, among the numerous pet-related businesses Unicharm Pet care focuses especially on "pet food for good health" and "pet toilet products for a clean living environment". We aim to provide new satisfaction for dogs and cats. We provide various products to contribute to your comfortable life with pets, including pet foods with good taste and nutrition, "Aiken Genki" and "Neko Genki", and pet toilet care sheets and pet disposable diapers utilizing our nonwoven cloth and absorbent material technologies.

Product lineups



Deo-Sheet

Deo-Toilet

Pet Disposable Diapers

Gin no (Silver) Spoon

Aiken (Dog) Genki

Neko (Cat) Genki

Hartz

Making Life Better for People Living in Asia by Reducing the Burdens of Daily Life

Under the vision of the the UN Millennium Development Goals, we support the empowerment of women in Asia and the Middle East.



Transforming the Empowerment of Women in Japan to Other Women Around the World

It has been 50 years since we started selling feminine hygiene products with the goal of "transforming women's discomfort to comfort." At Unicharm, we are proud that we have played a role in boosting the social advancement of Japanese women by eliminating the sources of inconvenience, discomfort, and dissatisfaction that women may experience in everyday life.

But when we turn our eyes to the world, as stated in the UN Millennium Development Goals, there are many countries and regions where women continue to be restricted in their activities and are not able to make progress in society.

Our hope is to enable women all over the world to lead active lives and make social advancements, as we have done for Japanese women. This hope has driven us not only to carry out production and sales activities all over the world, but also to provide educational programs on menstruation and hygiene in areas where women have not had access to correct information. We have been making a wide range of efforts to support the success of women.



UN Millennium Development Goals (MDGs)

The MDGs originated from the Millennium Declaration of the UN Millennium Summit held in New York in September, 2000. The Millennium Declaration describes 8 goals to be achieved by 2015. Here at Unicharm we have been working to achieve 4 main goals.

8 Goals



Goal 1 Eradicate extreme poverty and hunger



Goal 2 Achieve universal primary education



Goal 3 Promote gender equality and empower women



Goal 4 Reduce child mortality



Goal 5 Improve maternal health



Goal 6 Combat HIV/AIDS, malaria and other diseases



Goal 7 Ensure environmental sustainability



Goal 8 Develop a global partnership for development



First Menstruation Education for Girls in Rural Areas

India



Recently India has shown remarkable development. Rural Indian women usually do not use feminine hygiene products, but use old clothing instead. As a result, the fear of leaking often prevents them from going out of the home while menstruating. One of the main reasons why rural women don't use feminine hygiene products is because many of them do not have knowledge about menstruation itself or even the very existence of feminine hygiene products.

With this situation in mind, Unicharm, with its corporate philosophy of "NOLA & DOLA," started the "first menstruation education" program in India in January 2013, with cooperation with Japan International Cooperation Agency (JICA) and local NGOs. By providing accurate information about the physical changes that occur with puberty, menstruation, and feminine hygiene products, our desired outcome of the program is for girls in rural India to go about their regular daily activities even while menstruating, without discomfort or fears of leakage. So far, we have educated about 10,000 girls. We devised effective ways to appeal to children, including the use of picture-card shows or talking about the experiences of girls who already experienced menstruation in the lectures. We believe this program will contribute to an improved school attendance rate among girls and the social advancement of women, and will also improve overall knowledge about women's health. In the future, when the girls and women we have educated become mothers themselves, they will be better equipped to improve the health and well-being of their children.

* This development of our "first menstruation education" program in India is part of our overall efforts to improve the lives of local people in our business-operation areas. In this program, we received support and cooperation from the Japan International Cooperation Agency (JICA) in the areas of needs assessment and surveys for developing the educational (first menstruation education) project plans, and from the Japan External Trade Organization (JETRO) in making arrangements with cooperative local organizations for the implementation of the program.



First menstruation lessons in schools and communities in Northern India



Mother of a student
"I feel happy as a mother to have received this education. I will deal with it correctly when my daughters experience their first menstruation."



A student who attended a first menstruation class
"I didn't know about menstruation before, but I feel better with the knowledge because I can prepare for school."



Ms. Deepalaya Nupur Dwivedi, from a local cooperative NGO
"Through this lecture, I realized that up until now, we didn't have enough information and that what information we did have was sometimes incorrect. I also realized the significance of conveying accurate information."



Ms. Dimpal Rani, a local educator
"I found this class to be very valuable for the children, to allow them to understand how to manage the future changes in their bodies. The lecture gave me a good learning opportunity as an educator."



Operation of a Women-only Plant, Providing Employment Opportunities

Saudi Arabia



A new and unique production site of Unicharm was established in Riyadh, the capital city of Saudi Arabia, a strict Muslim country, in May 2012 that is exclusively reserved for female workers.

Under the strict Islamic law, women are not supposed to show their skin or faces to men outside the family; in fact, they shouldn't even be in the same room with or talk to men outside the family. Even though working is allowed, workplaces where women can work in accordance with these strict laws are extremely limited.

We came to recognize that establishing a women-only plant is the only way that Unicharm, as a feminine products company, can support the social advancement of women in Saudi Arabia. We made all kinds of efforts including providing a delivery location that is separated by shutters, to accommodate the situations in which female employees need to interact with men, such as delivering documents and products.

Comments made by plant workers demonstrate their delight, such as: "Working here is the beginning of my own life. I feel that the more I work, the more positive benefits I can achieve," and "The co-workers here are my second family."

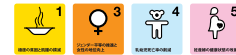
Even in a social environment that places many restrictions on women's lives, we want to offer help and support for women to make social advances; one of our hopes has been realized here.



Women-only plant in Saudi Arabia

Tireless Pursuit of Local Needs

Indonesia



Unicharm has been active for a relatively long time in support of women in Indonesia, so that our activities have permeated local society. It was 1997 when we first established our production site in Indonesia. At first, we sold "Mamy Poko," the same quality products available in Japan, but then we developed and started to sell "MamyPoko Pants Standar" for the Indonesian market. The reason for the change was a comment from a local employee: "Mamy Poko is a luxury product out of reach of the common people." As the employee pointed out, it was the cheaper disposable diapers made by our competitor that local employees bought for their own children.



A female employee explaining our products at a store in Indonesia

We believe that people all over the world share the same hope that they want to use good products for their children. So we conducted detailed surveys by visiting homes door-to-door, sometimes even participating in their daily lives, in order to create products that would match the genuine needs of local people. As a result, we were able to develop an affordable product without compromising quality by simplifying the functions and implementing low-cost operations.

We also contribute women's social advancement by directly employing local women as packagers in the factories and as sales staff at stores in Indonesia.

Manal Al Shamari, leader:

"From the bottom of my heart, I am thankful for the company for offering women the opportunity to work. I work every day in a joyful environment."

Ameena Al Shamari, supervisor:

"I work with pride as the leader of the production team. I am grateful for the working opportunity given to us."

* Women workers wearing abaya (black over-garments) for the photo shoot.





Business Call to Action

A global initiative established in 2008, Business Call to Action (BCtA) aims to achieve the UN Millennium Development Goals through the core business of private companies. In collaboration with local international development agencies in each country, the United Nations Development Programme (UNDP) has implemented a support program to aid in the construction of business models that provide both social benefits for the developing countries as well as commercial benefits for the companies operating there.



Highly-acclaimed initiative for poverty reduction and sustainable development Joined UNDP's BCtA

In October 2012, Unicharm's business activities providing baby-care and feminine-care products in the Middle East/North Africa and Asian regions was recognized as a project responding the Business Call to Action (BCtA) initiative of the UNDP.

Only UNDP-strictly-approved companies are eligible to participate in BCtA, and Unicharm is one of only two Japanese companies that has been so recognized. Globally, about 40 companies have been approved.

Unicharm's participation in BCtA was approved as a result of the high evaluation of our contributions to solving social issues through our business activities, beginning with our commitment to the UN Millennium Development Goals (MDGs) Goal 3: Promote gender equality and empower women. Specifically, we are committed to the development, production and sales of hygiene products for the BOP population as well as the proactive employment of women. Our contributions are expected to improve the lives of women in the Middle East/North Africa and Asia.

The Unicharm Ideals provide the starting point for all of our activities geared toward making contributions to the realization of abundant lives for all human beings.

"The starting point of our activities lies in the Unicharm Ideals, 'to contribute to the realization of abundant lives for all human beings by providing the finest products and services,'" said Shinya Takahashi, Senior Executive Officer and the head of Unicharm's CSR department. "Abundance" doesn't mean rich in terms of money, but rather means leading an improved quality of life, according to Takahashi. He continued, "Different people have different desires for 'abundance.' We aim to realize each different desire through our products."

He added, "I believe our CSR is implementing activities to benefit both our company and society at large by maximizing the company's contribution." In what



areas can we improve people's, especially women's, lives, and increase people's awareness of their own actions? What can we do to make people feel the "abundance" of life? In this way, we always reflect upon and realize the Unicharm Ideals. Unicharm will hold fast to our ideals in the future and will continue to try to realize a better society through our business activities.



Ambassador of Japan
Embassy of Japan in Saudi
Arabia

Mr. Jiro Koderu

I am sure that the efforts of Unicharm Gulf Hygienic Industries Ltd. (hereafter called UGHI) to proactively create employment opportunities for women in Saudi Arabia by establishing a production area for women in their Riyadh plant will not only make a large contribution to expanding employment opportunities for women, which is one of the focus areas in "Saudiization," the national policy of Saudi Arabia to encourage employment of Saudi nationals in the private sector, but will also give Saudi women great hope for opportunities for their advancement in society.

The cultural background of Saudi Arabia has largely limited opportunities for women's social advancement. It was epoch-making that UGHI established a working environment for both men and women in the same facility with sufficient consideration given to Saudi Arabian culture, a workplace which will become the model of expanding employment opportunities for Saudi women in the future.

UGHI's initiative as a Japanese company to lead in making contributions to the empowerment of Saudi women is highly appreciated by local government officials and businesses.

Responding to a Super-Aging Society

We support your dignified lives as
continence-care specialists
~ Lifree-care: from Japan to the world ~



Lifree-care activities for the improvement of continence care

Unicharm has been a leading company in elderly continence-support in Japan since the introduction of the adult diapers "Lifree" in 1987. Together with nursing home and hospital staff, Unicharm's dedicated professional care sales representatives and care advisors work to support the independence of elderly people.



Suggestions for Improved Continence Care

Unicharm's specialized staff of care advisors, who are all qualified caretakers, nurses, or home-care workers, visit the nursing homes and hospitals where our products are used to explain and demonstrate our products and to make suggestions for improved continence care. Proper diaper choice and use make a big difference in comfort for users. Our care advisors all work for the goal of making users more comfortable, thus allowing them to carry out their daily lives while still feeling like themselves. We call this "living like oneself," which is one of our goals in providing continence care.

When someone tells us that "it is difficult to put the diapers on," we hold seminars and workshops for nursing home and hospital staff. At the workshops, we use dummies to demonstrate how to put the diapers on properly. By pouring water on the diapers to demonstrate their absorbency, we also demonstrate how incorrect use or improper positioning can lead to leakage.

Specialized Nursing Home for the Elderly

Specialized elderly nursing home "KIKU,"
Kyowa social welfare organization

Mr. Kenji Nishida, Office Manager, Long-Term Care Support Specialist

"We appreciate your support as a good advisor"



Commonplace care practices are actually out of date... this can happen anytime in nursing care. It is important for us to have someone who can cover the shortcomings of our OJT (On-the-Job-Training).

In this sense, we greatly appreciate Unicharm not just as a supplier but as someone who "thinks about quality care with us."

Putting "Living as Oneself" First

Recently we have been receiving more inquiries about cost saving. To make sure that the proper type of pad is being used and that there isn't any waste associated with cost of the pad being used, we actually weigh used pads in order to suggest the most appropriate pad for each user. Using the right pad for each user will improve both cost effectiveness and comfort. We always work to realize the idea of "living as oneself" and "living in a way that remains true to oneself."

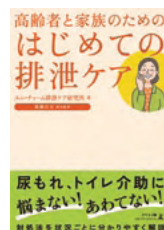


Lifree care advisor,
Tokyo area, Second Sales Division,
Metropolitan Branch
Professional Care Sales, Sales Division,
Unicharm Corporation
Kaori Uno

"I feel very happy when our customers appreciate the value of care advisors by telling us 'we think the worth of Unicharm is not only in its products, but in overall services provided, including your care advisors.'"

Through publication and other information services Increasing public awareness of continence care

In collaboration with the Rehabilitation department of Yufuin Kosei Nenkin Hospital and the School of Nursing, Faculty of Medicine, Oita University, we developed a one-of-a-kind exercise for elderly independent continence, "Continence Reha-Care Exercise." We published a brochure introducing our "Continence Reha-Care Exercise" in order to introduce the exercise all over Japan.



Unicharm published a book for home-care providers, *The First Book on Continence Care for the Elderly and Their Families* (Koreisha to kazoku no tamenom hajimete no haisetsu kea), released by Gentosha, Inc. on June 4, 2013. The book illustrates continence management solutions for continence troubles. Professor Momokazu Gotoh, M.D., Department of Urology, Nagoya University Graduate School of Medicine served as the book's supervising editor, and was assisted by three medical specialists.

Unicharm staff experience continence care

As the leading company in elderly continence care in Japan, Unicharm realizes the importance of providing employees with first-hand experience in continence care. To this end, we hold "nursing care workshops" to help all of our employees all over the country learn about good continence care for the elderly.





Members of the facility development department in Taiwan



Lifree TV ad in Taiwan



A care advisor in Taiwan explains the features and correct use of Lifree to nursing home staff members and residents' families.

Spread of Lifree-care activities in Asia



Taiwan is rapidly aging. Although its population aging rate in 2011 was 11%, about half of Japan's rate, it is expected to double by 2025.

As the need for elderly continence care increases as the population ages, Unicharm has been promoting our Lifree-care activities in Taiwan.

Our Lifree-care activities in Taiwan are managed by expert care advisors with more than 10 years of experience in nursing care. They visit nursing homes to demonstrate the use of Unicharm's products and to share our ideas about continence care, emphasizing the importance of a sympathetic attitude.

We offer a trial period of several days when introducing the Lifree diaper at nursing homes. As training opportunities in the correct use of adult diapers have not been provided up until now, even some long-time caretakers don't have much knowledge about diaper use. We use the same type of dummies that we use in Japan to demonstrate correct diaper use, and during the trial period we have caregivers experience how to use diapers. Due to the multi-national environment of nursing care in Taiwan, with workers coming from different countries including Indonesia and Vietnam, we created multi-lingual manuals and use interpreters at workshops for increased understanding.

Exchanging smiles between care-receivers and care-givers

In nursing homes in Taiwan, diapers are usually changed every 2 hours, but when using Lifree users can remain comfortable for 4 hours between diaper changes. Altering methods in nursing care may initially cause confusion, as a change in views about care-giving is also required, but our care advisors support the smooth shift by checking on proper use of the diapers. Lifree's ability to keep the skin dry for a longer time reduces the frequency of diaper changes, which eases the burden on the care-takers and also offers more respect for care-receivers' dignity and improves users' comfort. This leads to the realization of Lifree's ideal of "exchanging smiles between care-receivers and care-givers".

Owners of nursing care homes highly appreciate the value of Lifree: "Although Lifree may cost more per diaper, it makes the care-receivers more comfortable and reduce the burden of care-givers."

VOICE



Chen Yan Fei

Lifree care advisor,
Manager, South area, Facility
Development Division, Sales
Department
United Charm Co., Ltd. (Taiwan)

I think of my role as that of a "missionary" to promote understanding of the ideas of Lifree-care among nursing care staff. Together with nursing care staff members, I was able to improve their care model. I was happy to see their smiles after the introduction of Lifree at their nursing home.



Chen Guan Yuan

Lifree care advisor,
Staff, North area, Facility
Development Division, Sales
Department
United Charm Co., Ltd. (Taiwan)

I didn't really care about the quality of diapers when I was a nurse. But now I know that the quality of diapers makes a big difference in comfort levels and I realized how important this is for the users.



Chairman of the Taiwanese Continence
Society and Care committee chairman,
Associate Professor of Nursing science /
geriatric nurse
Member of the board of directors,
Community Health Care Society in Taiwan
Member of the board of directors, Hualien
Prefecture Long Term Care Development
Association

Ms. Cai Juan Xiu,

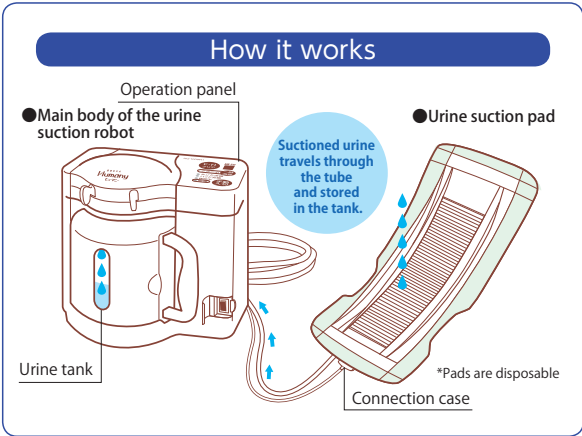
■ I support Unicharm's continence care activities

I believe that in Taiwan we should offer the best possible support for the recovery of the dignity of independent continence through the provision of necessary care according to each individual's mobility. Continence care is an important part of rehabilitation. If the person can stand, encourage him/her to stand while changing the diapers at first, then once his/her mobility is improved, support him/her in going to the toilet from the bed. Using underwear-type diapers will also prevent further debilitation of elderly people and will help with their rehabilitation. I support Unicharm's continence care activities.

From “contributing to the super-aging society” to the “normalization”
Urine-suction robot “Humany” eases the burden of both care-givers
and care-receivers.

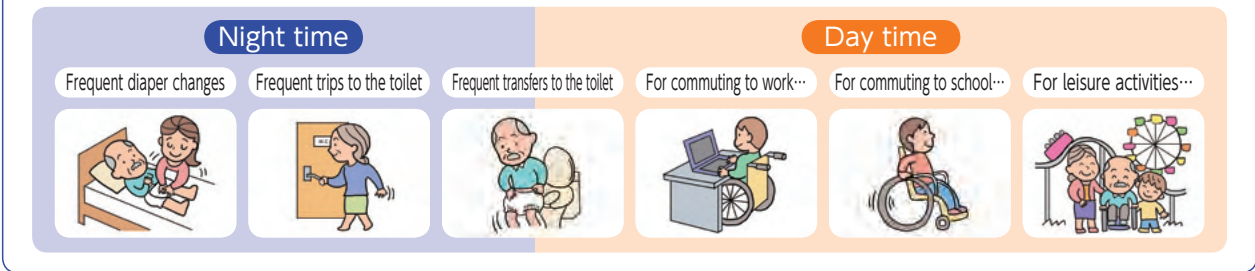
Freedom from the sleepless routine of
continence care

Our urine-suction robot “Humany” is an automatic continence-processing device jointly developed by Unicharm and Hitachi, Ltd. in 2009 to realize “continence care for independent support,” and sold by Unicharm Humancare Corporation. “Humany” quickly detects urination with a sensor built into the special urine suction pad, and sends urine to a tank to prevent the skin from getting wet. As a result, people who formerly were not able to sleep through the night due to diaper changing are able to sleep soundly through the night as Humany eliminates the need for frequent diaper changes. Also, users can go out without worrying about the location of public toilets by mounting Humany on a wheelchair.



Features of Humany

~ Humany can be used in various situations ~

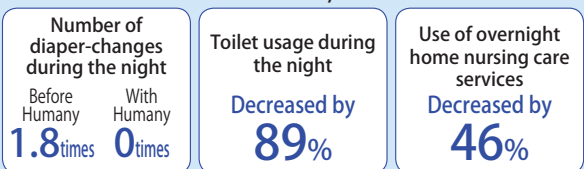


The background of the development of Humany

Continence support is considered to be one of the heaviest burdens in nursing care. A shortage of caregivers coupled with increased demand for home care has created an even greater need for nursing caregivers. In such an environment, it is necessary to ease the burdens on caregivers while also maintaining and improving the quality of life and the quality of nursing care for both care receivers and caregivers. Surveys have also shown that the “burden of continence care” is considered to be the greatest burden that caregivers face.

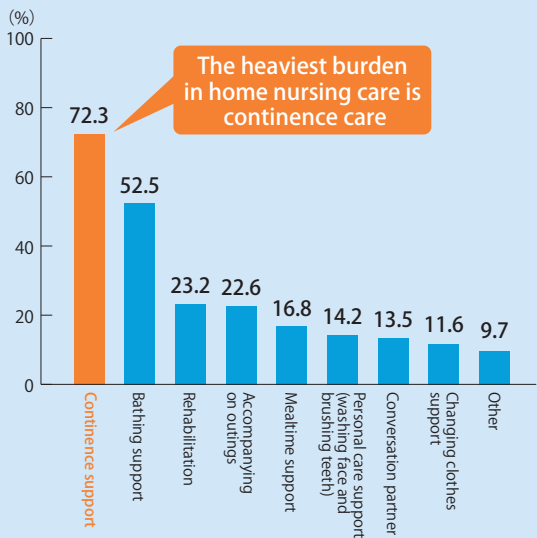
There has been a lot of “patience” and “resignation” in the practice of nursing care. A typical example is “resignation about sleepless nursing care.” Long-term “sleepless continence support” and “sleepless nursing care” may have detrimental effects on the physical and mental health of both care receivers and caregivers. Humany was developed to help solve these problems. As the first country to face the challenges of a super-aging society, Japan will also be the country to offer the world “21st century continence care.” Humany offers the ideal of “21st century continence care from Japan to the rest of the world.”

● Performance of Humany



Results of “Humany usage survey” * 187 users (100 females and 87 males) all over Japan

● The heaviest burden for caregivers is continence care



* The heaviest burden among the nursing supports you provide (asked 155 caretakers): from survey conducted by Unicharm

Clinical proof of reduction in “nursing care burden” and “unclean area of skin”

Unicharm has been conducting various development and trial experiments in collaboration with professionals who play active roles on the frontlines of nursing care and geriatric medicine including NPOs, nursing homes, hospitals, and welfare and medical colleges.

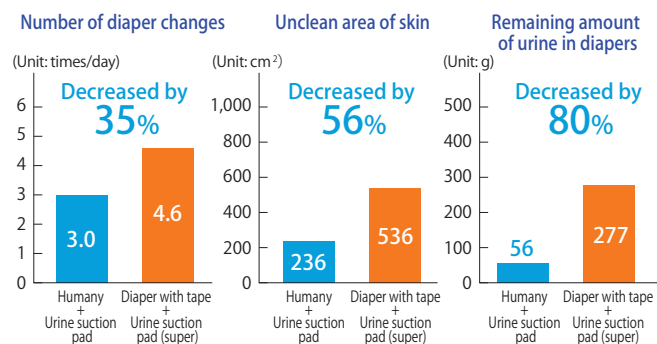
Humany addresses two main issues: reducing the burden of nursing care and eliminating the conditions that leave the buttocks wet, thus helping to prevent bedsores. We conducted a clinical study on these issues, which we will introduce here.

This clinical study was conducted under the supervision of Takehiko Oura, Professor Emeritus of Hokkaido University, in collaboration with the Nursing Headquarters of TMG (Toda Medical Group), Musashino-kai Medical corporation, Niizashiki Chuo General Hospital, Ijin-kan Medical Corporation Nakamura Memorial Hospital, and Hikone Municipal Hospital. The subjects of the study were elderly all-day diaper users who spend most of their time in bed. The study considered two factors: the reduction of the burden of nursing care and the reduction of unclean areas of skin by using Humany.

The study demonstrated that Humany reduced the frequency of diaper changes and also reduced the unclean area of skin inside diapers, and was presented at the conference of the Japan Association of Medical and Care Facilities.

Experiment results: As shown in the figure, when Humany was used for nursing care, “diaper-change frequency,” “unclean area of skin inside diapers,” and “remaining amount of urine in diapers,” were all reduced, which benefited both care receivers and caregivers.

● Evaluation results



* From the presentation at the 20th conference of the Japan Association of Medical and Care Facilities, held in Fukui, in November 2012.



Mr. Takehiko Oura
Professor Emeritus of
Hokkaido University

One of the biggest problems in home care is continence support. Continence care is a heavy psychological and physical burden for both patients and caregivers. Until now, however, there have been no good alternatives to the labor-intensive method. Our study found that the urine-suction robot “Humany” enhanced the convenience of caregivers. Our results show that Humany is very beneficial for both patients and caregivers. The urine-suction robot “Humany” will be the main focus of geriatric care in the future.

Hospitals, Group Homes

Hoshigaoka Hospital, Koriyama city, Fukushima

Hoshigaoka Hospital received Humany through the matching fund program, and evaluated its usefulness for us. On the recommendation of Hoshigaoka Hospital, Unicharm introduced Humany at a seminar on bedsores and home care in Fukushima Prefecture (held by the Japanese Society of Pressure Ulcers [bedsores], JPSU).

Ms. Hatsue Abe, Chief Nurse

I hope use of Humany will spread among caregivers



Diaper changing is taken care of by many nurses at a hospital, but at home, one main caregiver may have to take care of it alone, which can be heavy burden. It is essential that families who hope to provide nursing care at home learn about nursing care while the patient is still in the

hospital. We consider Humany to be an effective tool in easing the burden of continence care. We hope that Humany will be widely available for those involved with nursing care, such as care managers, helpers, and people in the communities.

Group Home Minori, Asahikawa-city, Hokkaido

At Group Home Minori, Humany is used for their residents with dementia or Parkinson's disease, and introduced it at a continence care seminar held in Asahikawa-city.

Ms. Yukie Shirase, Director

Humany enabled patients to sleep soundly through the night



After the introduction of Humany, our patients with dementia or Parkinson's disease were able to sleep soundly through the night. They don't fuss around with or take off their diapers during the night anymore, because Humany keeps their buttocks dry and comfortable. As a result, we

caregivers can provide good continence care for them. We feel that Humany is a very valuable product for both care-receivers and caregivers.



People with disabilities

Natori Life Support Center “Mado”,
Natori-city, Miyagi

Mr. Aihara uses a power wheelchair due to cerebral palsy. He works for a nursing-care products store as a system manager. He sent us a comment about using Humany.

Mr. Masayuki Aihara
It may change their lives!

I still remember that I felt excited when I first saw Humany; its “compactness” and “rechargeable portability” would eliminate my worries about the toilet because I could carry it in the backpack on my wheelchair.

It’s been about 6 months since I started using Humany. The biggest change in my life is that going out has become much easier for me. I had to check on toilet availability wherever I went, but now I can go anywhere without worries with Humany. It has become an essential part of my life and has largely expanded my range of activities. If you meet someone who hesitates to go out because of worries about toilet availability, I would like you to tell him/her about Humany. It may change not only his/her continence experience but also his/her life!



Humany mounted on a wheelchair

Comment from Mrs. Aihara

I think Humany is a good product not just because people with disabilities don’t have to suffer from the difficulties of asking for toilet support while caring about being a burden to their care-giver or family, but also because Humany offers them big possibilities to be able to go out where there are no restrooms for people with disabilities. Humany enables them to go out without constraint and is an easier way for them to enjoy their lives.

Hikaminoen, Rikuzentakata-city, Iwate

There are 68 people with disabilities living in Hikaminoen (as of January 2013). The average age of the residents is 55.1 years old. Each person has a different presentation of intellectual disability. Continence support during the night had been a heavy burden for the staff members. They started to use Humany in February 2013 through the matching fund program.

Ms. Teiko Shida, Manager of support division
Humany enables residents to sleep
through the night



One of our residents has epilepsy and osteoporosis, and a fall caused by dizziness resulted in a bone fracture. He/she has a high urine output; we often found the bedclothes wet in the morning even if we changed his/her diapers 5-6 times throughout the night.

Since he/she started using Humany, he/she can sleep through the night! He/she told us that he/she liked it very much by smiling while making circle with his/her hands.

Humany also eased the burden for our staff by reducing the number of nurse calls during the night and also by reducing the amount of laundry. But I feel happy for the residents above all because they can sleep soundly through the night!

Humany contributes to a more active school
life for a junior high school student, Hyogo

A junior high school student who suffers from impairment to all four limbs due to cerebral palsy is able to join club activities and enjoy school life by using Humany. When he was in elementary school, his teacher changed his diapers during recess, and he could go out to places that offered restrooms with beds for people with disabilities. It limited his range of activities and his family had a hard time finding alternative solutions.

They found Humany at the “Barrierfree Expo” in Osaka 2 years ago, and bought one as the solution for the issue. “Humany eliminated diaper changes at school and the need to find a restroom he could use when going out, which expanded the range of his activities such as going to movies and traveling by plane. As a family, we now enjoy everyday thanks to Humany,” said his parents. Unicharm will continue to cheer him on in his enjoyment of school life using Humany!

The junior high school student who was able to expand his range of his activities by using Humany



Ongoing Assistance for the Great East Japan Earthquake

Unicharm once again extends its heartfelt sympathies to those affected by the earthquake and tsunami that struck Japan on March 11, 2011. We sincerely hope for a speedy recovery from this unprecedented disaster. Immediately after the earthquake, Unicharm provided paper diapers, masks, feminine hygiene products and pet care products as emergency relief supplies. We also used the "Matching Fund," set up to receive charitable donations from employees, to provide supplies and promote energy conservation.

Going forward, as a manufacturer of everyday necessities, we will continue to provide assistance that benefits those in need in the areas most affected by the earthquake and tsunami.



Donations of Humany nursing-care robots funded with the Matching Fund

In 2012, we once again instituted the "Super Cool Biz" and "Warm Biz" employee dress codes as part of our electricity conservation and ongoing assistance to the areas affected by the earthquake and tsunami. We set up a "Matching Fund" where an amount equivalent to the price of our original polo shirt, badge and jacket bought by employees was used to purchase 39 Humany nursing-care robots that were then donated to nursing care facilities and hospitals. These robots are being used widely on the nursing care frontlines in these areas.



Employees wearing Super Cool Biz / Warm Biz polo shirts and jackets at work

Donations of "Chorittai Ultra 3D Shape Masks" to the people of Fukushima Prefecture

Unicharm donated 5 million "Chorittai Ultra 3D Shape Masks" to children living in Iwaki City in March 2012, an additional 1.36 million to children living in the municipalities of Hamadori district of Fukushima Prefecture in November 2012, and another 1.5 million to Tanagura Town in Shirakawa County of Fukushima Prefecture in December 2012. Officials from Tanagura Town were very thankful for this donation and commented that they would be handouting the masks to all of its residents in advance of the influenza season.

Unicharm also received an official letter of appreciation from Fukushima Prefecture for providing relief supplies to those areas of the prefecture in need. Section Chief of Fukushima Prefecture, Tamane, who presented the letter of appreciation, shared the following comments. "In the aftermath of the earthquake many residents, especially seniors and families with infants, did not have access to daily essentials like paper diapers. We were very grateful for Unicharm's donations and are very appreciative of its ongoing assistance."



Main initiatives following the earthquake and tsunami

2011

- March 11
 - The Great East Japan Earthquake strikes
 - Crisis Management Team (CMT) established.
 - Whereabouts and safety of all employees confirmed, including those at the Fukushima Factory and North Japan Branch.
- March 12
 - Disaster response framework established
 - Assistance efforts launched in collaboration with administrative agencies, other companies in the industry, and municipalities
 - First convoy of vehicles loaded with relief supplies departs for the disaster zone
- March 13
 - Five trucks loaded with relief supplies arrive in the Tohoku region. First relief supplies delivered to the disaster zone
- March 18
 - Establishment of "Matching Fund" for charitable donations
- March 25
 - Product specifications of Mammy Poko Pants partially modified (temporary changes made because of damage suffered by raw materials manufacturer)
- March 26
 - Production partially restarted at the damaged Fukushima Factory
 - "Summer Time" work schedule introduced as means to conserve electricity during the summer
- May 9
 - Fukushima Factory becomes fully operational again
 - A portion of disposable diapers for adults were temporarily imported from overseas affiliates
- June 30
 - A total of 2,540 "Chorittai Ultra 3D Shape Mask for Kids" donated to Tanagura Town, in Fukushima Prefecture's Higashi Shirakawa County
- July 1
 - "Matching Fund" established combining "disaster relief assistance" with "Super Cool Biz" employee dress code (donated Humany to disaster-affected areas)
- August 31
 - Launched new "Two-pack Version of Chorittai Ultra 3D Shape Mask", with 1% of sales donated to disaster affected areas
- September 1
 - Donated 2.68 million "Chorittai Ultra 3D Shape Mask" to children attending day care, kindergarten, elementary, junior high, and high schools in Fukushima Prefecture

2012

- January 16
 - Held campaign in support of the earthquake and tsunami reconstruction effort together with Tsuruha Holdings in which Unicharm purchased domestic emissions credits generated from Tsuruha using part of the proceeds from the campaign (ran until March 16)
- March 6
 - Donated 5 million "Chorittai Ultra 3D Shape Masks" to children attending day care, kindergarten, elementary, junior high, and high schools in Iwaki City, Fukushima Prefecture
- April 24
 - Donated pet foods "Aiken (Dog) Genki", "Neko (Cat) Genki" and "Deo-Sheet" (pet mats) as relief supplies through Japan Pet Food Association..
- May 7
 - "Matching Fund" established combining "disaster relief assistance" with "Super Cool Biz" employee dress code (proceeds used to purchase Humany nursing-care robots for those areas in need)
- August 31
 - Held charity Rakugo performance at the Unicharm head office to benefit relief assistance (sponsored by Unicharm Union)
- November 15
 - A total of 1.36 million "Chorittai Ultra 3D Shape Masks" donated to children attending daycare, kindergarten, elementary school or junior high school in municipalities located in the Hamadori district of Fukushima Prefecture
- December 18
 - A total of 1.5 million "Chorittai Ultra 3D Shape Masks" donated to every household of Tanagura Town in Higashi Shirakawa County of Fukushima Prefecture as well as evacuees living in the town



2013

- January 16
 - Held campaign in support of the earthquake and tsunami reconstruction effort together with Tsuruha Holdings in which Unicharm purchased domestic emissions credits generated from Tsuruha using part of the proceeds from the campaign (ran until March 15)
- January 18
 - "Matching Fund" established combining "disaster relief assistance" with "Warm Biz" employee dress code (proceeds used to purchase Humany nursing-care robots for those areas in need)
- April 1
 - Commenced "Super Cool Biz" employee dress code. Currently implementing the "Matching Fund" campaign combining "disaster relief assistance" with "Super Cool Biz" employee dress code

Unicharm Group's Primary CSR Themes and Major Indicators (KPI)

Related Item	Items Where Unicharm is Making Efforts		Ideal Vision (Goal)	Major Activity Plan for FY2012
Along with the Environment	Initiatives to reduce environmental impact		Contribute to the realization of a sustainable society that balances economic growth with environmental protection by applying proprietary and ambitious environmental standards to all corporate activities.	Continuously promote Group-wide environmental impact reduction activities as well as the reduction and more efficient use of resources
	Environmentally friendly product development activities		Contribute to the realization of a sustainable society that balances economic growth with environmental protection by promoting environmentally friendly manufacturing and providing world-first, and world-leading products and services in terms of safety and quality that deliver comfort, impression, and satisfaction to people around the world.	Consider the environmental during the product development stage.
	Environmental management		Contribute to the realization of a sustainable society that balances economic growth with environmental protection by building and implementing a PDCA cycle for environmental activities and by reducing environmental impacts.	Continually measure / record environmental impact, disclose correct information and reduce environmental impacts.
	Biodiversity conservation activities		Contribute to biodiversity conservation.	Improve the Company's biodiversity initiatives.
Along with Our Customers	QOL improvements		Provide world-first and world-leading products and services in terms of safety and quality that deliver comfort, impression, and satisfaction to people around the world, and contribute to a better quality of life for everyone.	Promote marketing that captures changes in society and the environment, market trends, and customer needs.
	Improve product quality and ensure product safety			Promote product safety assurance measures
				Promote quality control initiatives.
	Improve customer satisfaction		Leave a lasting impression on customers, deepen relationships with customers and provide satisfaction to customers.	Promote initiatives to reflect customer feedback in products.
	Fair marketing and information disclosure		Leave a lasting impression on customers, deepen relationships with customers and provide satisfaction to customers.	Take steps to improve customer satisfaction based on the results of the customer service satisfaction surveys
				Support customers' independent decisions and selections by correctly and proactively providing appropriate information to customers.
		Promote disclosure of corporate and product information by expanding the Company's website.		
			Disclose CSR activities in the CSR report.	
Management	Corporate governance		Achieve company growth, ensure employee happiness and fulfill social responsibilities by maintaining transparent corporate management and actively disclosing information.	<ul style="list-style-type: none">● Continue to properly hold board of directors' and board of auditors' meetings● Implement internal control for sites in both Japan and overseas● Continue to properly disclose information based on amendments to disclosure ordinances
	Sound corporate culture		Ensure the Unicharm Way, a systemized specific mechanism for all employees and executives to take action in accordance with the corporate philosophy and corporate ethics, is practiced Group-wide.	<ul style="list-style-type: none">● Set up global intranet system● Hand out booklets to employees and stream president messages (weekly) to ensure better penetration of the Unicharm Way
	Fair procurement practices	Fair and equal trade with suppliers	Achieve co-existence with suppliers by building fair and equitable business dealings with suppliers.	Promote company-wide procurement strategy and hold the Quality Policy Briefing Session for suppliers
	Protection of intellectual propertie		Ensure the Company uses its intellectual properties by protecting the intellectual property rights (important company assets) of the Company and making sure employees protect and respect the intellectual properties of other companies and the Company, as noted in the Unicharm Group Action Guidelines.	Ensure the protection and respect of Unicharm and other companies' intellectual properties
	Fair competition and trade		Comply with laws on competition and trade, and promote correct corporate management by undertaking fair and equitable trade.	Conduct legal affairs training on violations of the Unfair Competition Prevention Act and Act against Delay in Payment of Subcontract Proceeds, Etc. to Subcontractors
	Compliance and risk management	Compliance	Promote correct corporate management by educating Group companies and affiliates about the Unicharm Way and guidelines to complying with the Unicharm Way (including insider trading prevention rules and affiliate management rules, etc.).	Develop and thoroughly implement various guidelines
				Conduct risk and compliance training at local incorporated subsidiaries overseas
		Internal control based on Japan's Financial Instruments and Exchange Act	Promote correct corporate management by properly analyzing forecast risks and ensuring the internal control system functions to prevent and avoid such risks.	Strengthen risk management structure and internal control
		Information security	Earn the trust of customers, business partners and society by strictly and securely managing received information and building a systems infrastructure that ensures the Company can continue to operate as a going concern in the event of a fire or disaster.	<ul style="list-style-type: none">● Promote and thoroughly practice information security, including at Group companies● Develop structure to succeed systems operations in Japan and overseas

Unicharm Group formulates and implements important CSR activities and KPI together with related departments internally. Going forward, we seek to enhance the quality of these initiatives by implementing the PDCA cycle.

	Main Indicators for Achieving Ideal Vision (Goal)	Indicators and Results			Self-assessment	Results of FY2012 Activities	Major Activities Plan for FY2013	Location Mentioned in CSR Report
		Target*	Results	Unit				
	[Domestic] Total CO ₂ emissions *compared to 2000	-22	-22	%	○	Achieved target by upgrading ancillary factory equipment and conducting continuous improvement activities.	Install energy-saving facilities in conjunction with ancillary facility upgrades.	p29
	[Domestic] Total waste emissions (3 main sites) *compared to 2000	-12	-14.3	%	○	Continuously implemented UTMS improvement activities (Reduce product waste and effectively utilized materials during the production process).	Promote waste reduction and recycling within the Group centered on productivity improvement activities.	
	[Domestic] Ratio of environmentally friendly products	60	62	%	○	Identified issues at each gate during the product development stage and revised environment-related confirmation items.	Begin implementation at each gate of product development stage based on new standard and partially revise certain environmental standards.	p30
	[Domestic and Overseas] Number of items created in global operations manual	1	1	cases	○	Created manual for industrial waste and began implementing it globally	Develop implementation system globally and create environmental risk item implementation manual	p28
	[Domestic and Overseas] Participation rate in corporate networking events to gather information	100	100	%	○	Identified issues in-house and strived to assess the current status internally, including the Group's use of certified forests	Establish environmental vision in conjunction with changes to the Medium-term Management Plan	Online
	[Domestic and Overseas] Product likability indicator *compared to 2011	100	98.3	%	△	Strived to enhance product value by developing customer insight based on an approach to product development that improves customer satisfaction, and fostered greater trust among customers by providing a stable supply of products.	Conduct marketing focused on public interests by maximizing customer value and recognizing changes in social environment, market trends and customer needs.	p26
	[Domestic] Number of problems with material or product safety	0	0	cases	○	Performed safety checks on all products prior to release regarding compliance with laws, industry standards and voluntary standards, and as a result, no problems occurred.	Obtain the latest information on laws and regulations in the countries the Company operates and perform proper safety check testing.	p27
	[Domestic] Complaint reduction rate	-1	-2	%	○	Implemented improvement measures based on information concerning faulty products.	Implement improvement measures based on information concerning faulty products and activities to ensure improvements are maintained.	
	[Domestic] Achievement rate of product proposals based on customer feedback	100	110	%	○	Discussed product improvement proposals based on customer feedback at monthly meetings involving business departments.	Convey customer feedback in a timely manner and reflect it in products in a speedy manner.	p24-25
	[Domestic] Customer service satisfaction survey: Percentage of satisfied customers	90	90.5	%	○	Responded quickly, fairly, and faithfully, and as a result received strong customer satisfaction evaluations for the Company's response.	Continue to perform customer service satisfaction surveys and further improve the quality of our responses to customers.	
	[Domestic] Number of cases involving product labeling problems	0	0	cases	○	Performed conformity checks on all products prior to release regarding compliance with laws and industry standards, checked labels to prevent improper use, and collected evidence for product labeling, and as a result, no problems occurred.	Continue to abide by laws, industry standards and voluntary standards, and to implement evidence collection activities.	p27
	[Domestic and Overseas] Number of countries with website presence	7	8	countries	○	Launched new corporate website in Saudi Arabia and India.	Launch new corporate website in Australia.	p26
	[Domestic and Overseas] Number of times CSR report published	1	1	times	○	Published CSR Report 2012 (print and web editions).	Publish CSR Report 2013 (print and web editions).	p7
	[Domestic] Implementation rate of board of directors' / board of auditors' meetings	100	100	%	○	Held board of directors' and board of auditors' meetings according to the annual plan.	Hold board of directors' and board of auditors' meetings according to the annual plan.	p40
	[Domestic and Overseas] Implementation rate for promoting environment to use the Unicharm Way through expansion of global intranet system (English)	100	100	%	○	Established environment where 13 of 13 countries can access the Unicharm Way in English.	Establish environment where new overseas subsidiaries can access the Unicharm Way in English.	p40
	[Domestic and Overseas] Distribution rate of the Unicharm Way pamphlet to employees	100	100	%	○	Distributed paper-edition of the Unicharm Way to newly hired employees and mid-career hires.	Distribute paper-edition of the Unicharm Way to newly hired employees and mid-career hires.	
	[Overseas] Number of times Quality Policy Briefing Session held for suppliers	1	1	times	○	Held the 1st Quality Policy Briefing Session in China involving 123 representatives from 44 companies. A presentation was made on Unicharm's quality policy in China based on good practices from Japan and a request was made to continually improve quality.	Hold the 2nd Quality Policy Briefing Session in China	p38
	[Domestic and Overseas] Intellectual property study session implementation rate (number of times implemented / number of times planned)	100	100	%	○	Held label screening study sessions at marketing departments of domestic and overseas subsidiaries, for employees being dispatched overseas, new marketing department employees, and newly hired employees (100%).	Hold study sessions on intellectual property laws and product labeling laws for the marketing departments, development departments, employees being dispatched overseas, newly hired employees, and managers from domestic and overseas subsidiaries where study sessions have yet to be held.	p41
	[Domestic and Overseas / Group companies] Legal affairs training implementation rate	100	100	%	○	Continued to hold legal affairs training in marketing departments, development departments, for employees being dispatched overseas and newly hired employees. Started to hold 6 legal affairs study sessions throughout the year in line with the action guidelines for directors, corporate auditors and executive officers.	Continue to hold legal affairs training for directors, corporate auditors, executive officers, marketing departments, development departments, research departments, employees being dispatched overseas and newly hired employees. Start to conduct legal affairs training for new managers using e-learning platform.	p40
	[Domestic] Insider trading prevention rules training implementation rate (those targeted)	100	100	%	○	Held e-learning training sessions on the meaning of insider trading and internal procedures based on insider trading prevention rules for directors, executive officers and senior managers. All participants completed the training sessions.	Hold legal affairs training sessions for all employees on the meaning of insider trading prevention rules and procedures in conjunction with the exercising of employee stock options. Strengthen monitoring of Unicharm stock trading by computerizing procedures.	p40-41
	[Domestic / Group companies] Affiliate management rules training implementation (affiliates)	100	100	%	○	Ensured proper reporting to the headquarters in accordance with affiliate management rules by utilizing TV conferences with overseas subsidiaries and legal audits. Monitoring was also performed.	Continue to monitor and ensure proper reporting to the headquarters in accordance with affiliate management rules by utilizing TV conferences with overseas subsidiaries and legal audits.	
	[Overseas] Implementation rate of legal affairs audit plan	100	100	%	○	Conducted legal audit at subsidiaries in China, India, Australia, Taiwan, Saudi Arabia, and Vietnam, and proposed solutions for remedying problems found and taking legal steps to prevent inherent risks facing each subsidiary	Continue to conduct legal audits in countries not covered in the previous year in accordance with the annual audit plan. Propose solutions for remedying problems found and take legal steps to prevent inherent risks facing each subsidiary	
	[Domestic and Overseas] Number of serious flaws or series deficiencies found in the company-wide management evaluation of internal control	0	0	cases	○	● Formulated BCP covering new risks and set company-wide risk items. ● Evaluated company-wide internal control (covering entities accounting for 95% of consolidated sales).	● Formulate BCP covering new risks and set company-wide risk items. ● Evaluate company-wide internal control (covering entities accounting for 95% of consolidated sales).	
	[Domestic and Overseas] Number of serious flaws or series deficiencies found in the operational process management evaluation of internal control	0	0	cases	○	● Evaluated operating process internal control (covering entities accounting for 2/3 of consolidated sales)	● Evaluate operating process internal control (covering entities accounting for 2/3 of consolidated sales).	p41
	[Domestic] Number of information divulgation incidents	0	0	cases	○	● Managed customer information on a separate server. ● Established system to immediately terminate the ID of lost or stolen information equipment.	● Continue to manage customer information on a separate server. ● Continue running system to immediately terminate the ID of lost or stolen information equipment.	
	[Domestic and Overseas] Number of incidents where systems failed during a disaster	0	0	cases	○	Conducted changeover training drill in the event of a failure and verified that the system operated normally.	● Expand the number of systems requiring back-up assurance to 4. ● Establish redundant Internet access environment ● Develop BCP sites across the domestic network	

Related Item	Items Where Unicharm is Making Efforts		Ideal Vision (Goal)	Major Activity Plan for FY2012
Unicharm Group's CSR	CSR management		Earn the trust of stakeholders by establishing and operating a system to implement the PDCA cycle for CSR activities, and disclosing the details of such activities.	Continue to hold CSR Committee meetings and promote important CSR themes
Stakeholder Engagement	Stakeholder engagement	General	Foster relationship of trust by recognizing stakeholder needs through stakeholder engagement and continually reflecting these needs in corporate activities.	Promote activities that encourage communication with various stakeholders
		Shareholders	Maintain growth that will earn the trust of shareholders and maintain industry-leading shareholder returns. Strive to clarify accountability and improve management competencies in order to promote correct corporate management. Actively disclose management information and strive to promote trustworthy corporate management.	Proactively disclose important information in a timely manner and continue to hold dialogue in which senior management and persons in charge of investor relations meet with people working in the capital markets.
Human Rights	Respect for human rights and prohibition of discrimination		Contribute to the realization of a bright society without discrimination by striving to educate workplaces about human rights awareness and by promoting a workplace culture that respects the individual personalities and capabilities of each and every employee.	Continue to utilize and promote the employee consultation and counseling hotline
Along with Our Employees	Respect for diversity	Promotion of employment of persons with disabilities	Employees working together with respect for and trust of one another regardless of age, gender, nationality, employment format, or disability.	Continue to promote the employment of persons with disabilities
		Promotion of rehiring employees after mandatory retirement		Continue to promote the rehiring of employees after mandatory retirement
	Improved workplace environment		<ul style="list-style-type: none"> ● Foster a corporate culture that provides opportunities for equal self-realization and to develop self confidence and pride, based on respect for each and every employees' autonomy. ● Foster the creation of a diverse and open group of persons that respect the values and time of one another in all situations. 	<ul style="list-style-type: none"> ● Continue to conduct the employee satisfaction survey (every year), identify issues and create policy ● Provide workplace environments where diverse human resources can actively contribute ● Make efforts to reduce the amount of overtime work (hold company-wide no-overtime days) ● Implement suggestion system and eradication of meaningless work
	Occupational health and safety	Guarantee of safe workplace environment	Give utmost priority to employee health and safety, and guarantee comfortable workplace environment.	Conduct Health & Safety Committee meeting
		Promote employee health and mental care		Implement mental health care training and return-to-work program
	Human resource development / utilization		Foster employees that are never satisfied with the status quo and always strive for personal development and to tackle new challenges.	Implement global human resources development training
	Dialogue between labor and management		Under foundation of mutual trust between labor and management, achieve corporate growth together as well as maintain / improve employee labor conditions and ensuring a stable lifestyle.	Hold discussions with the labor union
Along with the Society	Social contribution activities		Take part in activities based on the needs of local communities, build a relationship of trust with the community and society, and contribute to improved health and hygiene standards of people to make society more sound and dynamic.	Promote measures across the entire Unicharm Group (Japan: pink ribbon activities, child raising support project, provision of paper diapers to Shikokuchuo City, and factory tours for employee family members) (China: pink ribbon activities, etc.)
Reconstruction Assistance for the Great East Japan Earthquake	Disaster relief activities		Contribute to the safety of people and restoration of disaster-affected areas by providing assistance to every extent possible as a manufacturer that provides daily essentials.	Take part in disaster relief activities (company-wide activities that combine the provision of relief supplies, matching donations, and assistance to disaster-affected areas with super cool biz summer dress code).

	Main Indicators for Achieving Ideal Vision (Goal)	Indicators and Results			Self-assessment	Results of FY2012 Activities	Major Activities Plan for FY2013	Location Mentioned in CSR Report
		Target*	Results	Unit				
	[Domestic] CSR Committee meeting implementation rate	100	100	%	○	Held CSR Committee meetings according to the annual plan.	Hold CSR Committee meetings according to the annual plan.	p6
	[Domestic] Employee CSR report reading session implementation rate	100	100	%	○	Held employee CSR report reading sessions in small group meetings at all business divisions/departments in Japan.	Continue to implement employee CSR report reading sessions in Japan.	p7
	[Domestic] Financial presentation implementation rate (Japan)	100	100	%	○	Senior management presented performance results to investors at financial presentations (in Japan).	Hold financial presentation briefings (in Japan).	p39
	[Overseas] IR tour implementation rate	100	100	%	○	Senior management used overseas investors relations roadshows to hold dialogue with major overseas institutional investors.	Hold investor relations roadshows overseas.	
	[Domestic and Overseas] Implementation rate of meetings with individual investors	100	100	%	○	Persons in charge of investor relations met individually with investors on more than 300 occasions both in Japan and overseas to explain about the business operations of the Company to persons working in the capital markets.	Hold individual meetings with investors.	
	[Domestic] Employee consultation and counseling hot line response rate	100	100	%	○	Responded to all consultations received by the employee consultation and counseling hotline.	Continue to respond to consultations received by the employee consultation and counseling hotline.	p40
	[Domestic] Employment rate of persons with disabilities	1.8	1.7	%	△	Promoted workplaces where employees with disabilities can contribute their skills and expertise, and making workplaces barrier-free. Proactively continued to promote employment of persons with disabilities.	In addition to developing a workplace environment, proactively hire persons with disabilities throughout the year at a wide range of workplaces and for different job types.	p34
	[Domestic] Rehirement rate after mandatory retirement	60	79.2	%	○	Had a 100% rehirement rate of employees after mandatory retirement. Interviews held between future retirees and their supervisors on future career options one year prior to mandatory retirement. System established to promote rehirement after mandatory retirement based on feedback received from the individual, providing them with the most appropriate choice and seat.	Continue to implement current initiative and hold life planning training sessions for employees 58 years of age along with interviews. Continue to actively increase the number of employees seeking rehirement after mandatory retirement. Newly introduce assessment system.	
	[Domestic] Number of times employee satisfaction survey conducted	2	2	times	○	Increased frequency of employee satisfaction survey to twice annually. Confirmed employees' current situation and satisfaction with work and reflected this in various management initiatives.	Continue to implement the employee satisfaction survey, which was increased to twice annually last year, and reflect results in management initiatives policies.	p34-35
	[Domestic] Turnover rate due to pregnancy or childcare	8	0	%	○	Posted maternity and parenting leave guidelines on the intranet. Provided an opportunity at the back-to-work interview for persons on leave to discuss their work format after returning and their childcare needs.	Continue to implement current initiatives.	
	[Domestic] No-overtime day implementation rate	100	100	%	○	Implemented once per month according to annual plan. Employees notified by audio announcements and email. Revised employment rules took effect April 2012.	Continue to hold once per month according to annual plan.	p34-35
	[Domestic] Submission rate of proposals for eradicating meaningless work	100	100	%	○	Each and every one of the 1325 employees submitted one proposal to eradicate meaningless work after taking stock of their work.	Move forward with proposals to eradicate meaningless work and link these with organizational reform themes.	
	[Domestic] Health & Safety Committee meeting implementation rate	100	100	%	○	Held once per month according to the annual plan. Held health management guidance led by industrial physicians and worked to reduce employee working hours.	Hold once per month according to the annual plan.	p35
	[Domestic] Health check-up screening rate	100	100	%	○	Implemented employee health check-ups during the fiscal year. Also provided post-exam care and recommendations for employees requiring second screening.	Implement employee health check-ups during the fiscal year. Provide information on health-check up options and results via e-learning. Also, continue to provide post-exam care and recommendations for employees requiring second screening.	
	[Domestic] Mental health care and adult onset disease improvement training implementation rate (for those applicable)	100	100	%	○	Held mental health training for employees based on their job title as well as an e-learning program. Held a group and e-learning training program on remedying adult onset diseases.	Continue to hold training on mental health and adult onset disease. Initiate measures to prohibit smoking during work hours in 2014.	
	[Domestic] Theme-based and rank-based training program implementation rate (for those applicable)	100	100	%	○	In addition to induction, professional development, training programs aimed at different ability levels and areas, and training for newly appointed managers and officers, also provided leadership training programs for managers through the Unicharm Business College, which has a strong management focus, and overseas business trip accompanying the president.	Continue to hold current training programs.	p34
	[Domestic] Number of discussions held with the labor union	12	12	times	○	Held a wide range of discussions on employment issues, health management measures, and rules deliberations, etc.	Continue to hold discussions once per month and initiate measures to prohibit smoking during work hours in 2014.	p35
	[Domestic and Overseas] Implementation rate of company-wide activities	100	100	%	○	Promoted measures across the entire Unicharm Group (● Japan: pink ribbon activities, "child raising support project in 'paper city' & provision of baby paper diapers to Shikokuchuo City", carbon offset initiatives, excretion care lectures etc. ● China: pink ribbon activities ● India: providing learning opportunities about first menstrual period. ● Taiwan: pink ribbon activities and donations provided to social welfare group, etc.)	Continue to implement activities promoted on a company-wide level.	p36-37
	[Domestic and Overseas] Implementation rate of relief to disaster-affected areas.	100	100	%	○	Continued to provided assistance to disaster-affected areas (● Great East Japan Earthquake: donated masks, organized matching fund during Super Cool Biz employee dress code that donated Humany nursing-care robots. In FY2012, initiative was newly expanded to the Warm Biz employee dress code to promote company-wide activities).	Continue to provide assistance to those areas affected by the Great East Japan Earthquake.	p19

*Qualitative goal is set as 100%.

Self Evaluation Standards: ○ = Goal achieved △ = Mostly achieved × = No Progress

Along with Our Customers

Ideal
Vision

Unicharm will contribute to creating a better quality of life for everyone in the world by offering world's first and world-leading product and service of the finest quality and safety that will bring comfort, excitement, and joy to its customers around the world.

Communicating with customers

■ Initiatives of the Customer Service Center

At the Customer Service Center, our fundamental goal is to improve customer satisfaction by responding to the valuable feedback we receive from our customers in a prompt, fair and sincere manner. In FY2012, the Customer Service Center received approximately 46,000 calls. The feedback we received was in turn shared widely with related departments inside the company and used to help improve our products and services.

In July 2006, we made a voluntary declaration of conformity in our complaint response management system in line with ISO10002. At our customer service centers overseas in countries such as China, Thailand, Taiwan, and Indonesia, we have been promoting the horizontal deployment of a complaint response

management system that complies with ISO10002. In March 2013, our subsidiary in Taiwan became our first overseas subsidiary to make a voluntary declaration of conformity. These represent part of our initiatives for improving customer satisfaction across the entire Group.



Customer Service Center

90.5% customer satisfaction

● Main Initiatives of the Customer Service Center

Main initiatives	Contents
1. Responder training	We organize training programs to enhance our specialist knowledge, including sessions led by external instructors and other informative workshops, in order to improve the quality of our response.
2. Reflection in products	We share customer feedback with related departments in a timely manner through weekly and monthly report. This feedback is used to improve existing products and develop new products, in order to provide customers with products that are safe and convenient.
3. Information dissemination	Customer feedback is shared internally in real-time using our centralized customer information management system, or the SMILE system. Report meetings with business departments and product package confirmation meetings (Communication Guarantee Meeting) are also held to ensure feedback is utilized to improve products from a customer standpoint.
4. Customer Service Center training	The Development and Manufacturing departments organize training sessions for new employees and other employees that wish to participate in order to reinforce understanding of customer inclinations and quality. In FY2012, 595 employees took part in these training sessions.
5. Strengthen collaboration with overseas customer service centers	The initiatives of our customer service centers located around the world are being shared to help improve customer satisfaction across the entire Unicharm Group, including its overseas subsidiaries. This information is also being used to improve our response skills based on ISO10002 complaint response MS and to step up inter-office collaboration.

● Unicharm Complaint Response Policy

- (1) Customer feedback will be centrally managed by the Company's customer service centers and addressed in a fair and impartial manner in accordance with the QMS (ISO9001) complaint response process manual and ISO10002 complaint response process documentation. Information concerning defects in a product or service will be reported to the President & CEO and steps will be taken immediately to remedy the problem.
- (2) In the case customer feedback must be redressed, related departments will work together to immediately rectify the situation and prevent future reoccurrences in accordance with the QMS (ISO9001) redress and preventive measure procedure manual.
- (3) We will strive to reflect the valuable feedback of customers in future products and services. We will take customer feedback seriously and exert our best efforts so that each department works together to ensure that customers are satisfied.

● Example of customer feedback reflected in our products

Customer requesting improvements to labeling on the absorption amount of tampons



We received feedback from a customer that the labeling of the absorption amount was difficult to read and they requested it be made clearer. In response to this, we modified the label in autumn 2012.

Customer requesting the development of scented masks



We launched sales of scented masks in January 2013.

Activities of customer service centers at our overseas subsidiaries

2nd Global Customer Service Center Conference

In 2012, we held the 2nd Global Customer Service Center Conference. Employees from our customer service centers around the world took part to discuss their approaches to customer service and the challenges they currently face. This conference served as an ideal platform for sharing the response policy and rules of the Unicharm Group globally. Each of our customer service centers responds

to customer feedback in a prompt, sincere and polite manner, regardless of their location.



Global Customer Service Center Conference

Feedback from Global Customer Service Center Conference Participants



China Customer Service Center

In China, we focus on three key tenants, "the customer always comes first," "put yourself in the customer's shoes," and "always practice the basics," based on the belief that the customer service center serves as a bridge between the company and customers. We are always grateful for the recommendations and feedback we receive from customers.



Thailand Customer Service Center

We strive to solve the concerns of our customers by responding promptly to improve customer satisfaction by enhancing the quality of our products and services. We are committed to giving out best efforts so that our customers recognize us as number one in customer service.



Taiwan Customer Service Center

In March 2013, the Taiwan Customer Service Center made a voluntary declaration of conformity in its complaint response management system in line with ISO10002. During the preparation for this we sped up the process for compiling documents and establishing the system environment. Day in and day out we respond to customer feedback in a timely manner by working closely with related departments and the Japan Customer Service Center.



United Charm Co., Ltd. (Taiwan)

Voluntary declaration of conformity with ISO10002



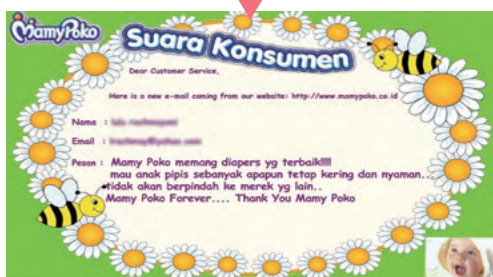
Indonesia Customer Service Center

Because the Indonesia market for feminine hygiene products is still relatively in its infancy, our goal is to further improve the quality of life of consumers there by providing information about our products and how to correctly use them. We are also committed to improving customer satisfaction by understanding the constantly changing needs of our customers and sharing these within the company to improve our products.



Letter of thanks from a customer

Indonesia



Letters of thanks are displayed at the factory

■ Communication with customers using various media

As a specialized manufacturer, Unicharm provides information on continence care, first menstruation, and parenting to customers within Japan. In March 2012, a Facebook page for Moony was established to provide a platform for new moms to communicate with one another. In conjunction with "Baby Town", which boasts approximately 600,000 members, this social media page disseminates parenting information to customers. In April 2013, we revamped our educational website for first menstruation called "First Body Navi" and added additional content. In addition, we have developed corporate websites for overseas locations aimed at strengthening online communication with customers both in Japan and abroad.



First Body Navi
<http://www.unicharm.co.jp/girls/>



Pre-Mama Town
<http://www.premama.jp/BabyTown>
<http://www.babytown.jp/>



Moony on Facebook
<http://www.facebook.com/moony.japan>



Mild Incontinence Navi
<http://www.nyoucare.jp/>



Continence Care Navi
<http://www.carenavi.jp/>



Unicharm Human Care
<http://www.humany.jp/>



India site
<http://www.unicharm.co.in/>



Saudi Arabia site
<http://www.unicharm.com.sa/>

Insight research, R&D, and marketing

■ Three-pronged approach involving insight research, R&D, and marketing

We practice a model of manufacturing that closely reflects customer needs by adhering to the motto "Maintain our No.1 position through continued and dedicated service" ingrained in our DNA. We thoroughly observe the lifestyle and consumption style of consumers and pursue the true needs that exist in their subconscious. We are committed to developing products that exceed customer expectations by leveraging our customer-oriented creativity. In order to promote a more extensive global reach, we are developing products localized to meet the needs of each region and market. While Unicharm products are considered daily necessities, there are some countries where paper diapers are regarded as a luxury or that are not accustomed to using paper diapers throughout the day. Taking each country's customs and needs into consideration, we are creating unprecedented new value in our products that balances function with cost, making these products more accessible to all.

As such, we aim to continue developing products that suit the local needs of each region by combining the forces of insight research, research and development, and marketing.



Consumer visit and questionnaire in India

■ Cooperation between R & D and Engineering

Using an organizational structure consisting of research, development, and engineering (R&D&E), Unicharm promotes research and development in an interdepartmental approach that encompasses five departments. These departments engage in various types of basic research on an ongoing basis while the new technologies and materials they develop continuously provide improvements for existing products and create completely new ones as well. In addition, we have set up research centers in key geographic areas, creating an infrastructure capable of developing products that truly meet local needs.



Product testing

Quality Management

Unicharm's view of quality assurance and framework

To promote quality management at Unicharm, we have aligned our quality policy with our Medium-Term Management Plan and undertake internal and external audits to confirm the conformity and effectiveness of our systems. We continually strive to improve these by putting in place corrective and preventative measures. All of our business offices in Japan and overseas have acquired ISO9001. Based on this standard, we have implemented a quality management system (QMS) throughout our supply chain. It is our intention to push ahead with initiatives for uniform quality improvements in the management of our business and operations globally.

Ensuring product safety

To provide safe products that our customers can use with peace of mind, a framework that thoroughly checks safety in the product development process is vital. As such, we have established our standards in "Guidelines for Material Safety" and "Guidelines for Toxic Chemical Substances" to prevent the commingling of chemical substances toxic to humans and the environment at the material procurement stage. Our respective specialist departments also perform prior confirmation of materials. At the product development stage, we hold Safety Assessment Committee meetings which effectively function to conduct risk assessments for potential misuse of new materials and new structures.

Safety Assessment Framework



Global Safety Activities

Unicharm's policy on safety is to comply with laws and industry standards and to apply its own company standards on top of this. Since April 2007, we have had a safety framework in operation, which is now implemented by our local subsidiaries in China, South Korea, Taiwan, Thailand and Indonesia. In addition, we visit our suppliers, testing partners and governments in each country to step up communication in order to deliver safe and secure products to our customers through a joint effort.

Initiatives at Unicharm Product

As a quality assurance initiative at Unicharm Product, we use information concerning faulty products that we receive from customers in Japan to share information and enhance process management aimed at preventing future occurrences. In addition, all of our employees continually take part in process improvement activities using the UTMSS* approach. As a quality improvement measure at our overseas subsidiaries, we help support quality reviews for factory launch and provide instructions on the framework for evaluating export products.

* UTMSS: Unicharm Total Management Strategic System



UTMSS Initiative in India — Voluntary workshop of skill transfer

Promoting appropriate product labeling

In an effort to provide accurate information to our customers, we verify that our product labels and advertisements comply with relevant regulations as well as voluntary industry standards and that they are easy to understand to avoid misunderstandings and misuse. We also set up a Communication Guarantee Meeting which effectively functions to verify and evaluate the scientific basis for product labeling during the product design stage as well as to collaborate across the Group to achieve the most adequate and precise labeling possible.



Communication Guarantee Meeting

Along with the Environment

Ideal Vision

We will contribute to the sustainable development of a society which maintains a balance between conservation of the environment and economic growth through the creation of environmentally friendly manufacturing.

Promotion framework for environmental activities

Our attitude toward the environment

Unicharm's products consist mainly of sanitary goods, which are mostly consumables that have an impact on the environment, whether through the use of natural resources or occurrence of waste. As we have expanded our operations globally centered on Asia in order to provide better products to consumers around the world, our role and responsibility for reducing our environmental impact has also increased with each passing year.

All employees of Unicharm are committed to environmental activities following the Basic Environmental Policy and the Environmental Action Guidelines developed based on our corporate philosophical framework (Unicharm Ideals, "Beliefs and Pledges" and Corporate Principles of Action). We carefully monitor the impact our business activities have on the environment, and we are promoting initiatives to reduce our environmental impacts and improve our economic efficiency aimed at achieving a sustainable society.

Basic Environmental Policy

As a company that engages in the manufacture and sale of disposable products, we recognize the extent of our responsibility to the environment. Through our corporate activities we strive to create environmentally friendly products so that we may in the future pass on a beautiful earth to future generations. We are committed to providing goods and services that bring comfort, excitement, and joy to people throughout the world and we are determined to realize the sustainable development of a society that achieves a balance between environmental conservation and economic growth.

Environmental Action Guidelines

- Abide by all laws and regulations
- Make sound choices for the environment
- Eliminate waste
- Learn more about environmental issues
- Enhance productivity
- Share efforts for helping to improve the environment
- Reduce the use of natural resources

Promotion framework for environmental activities

Unicharm has constructed a top-down environmental management system.

In the past, environmental initiatives were promoted using working groups created under the Environmental Task Force within the CSR Committee. However, we have now tied in environmental activities with the business activities of each department, allowing environmental efforts to be incorporated into and promoted through

our business.

In addition, Unicharm has been promoting the ISO14001 standard as a means to improving environmental performance, and partially integrated it into its quality management system (QMS) based on the ISO9001 standard. We believe in accounting for the environmental impacts of our business activities and promoting environmental friendliness as an important aspect of our product quality. As such, we are committed to improving the environment by means of the PDCA cycle.

Environmental Management Structure



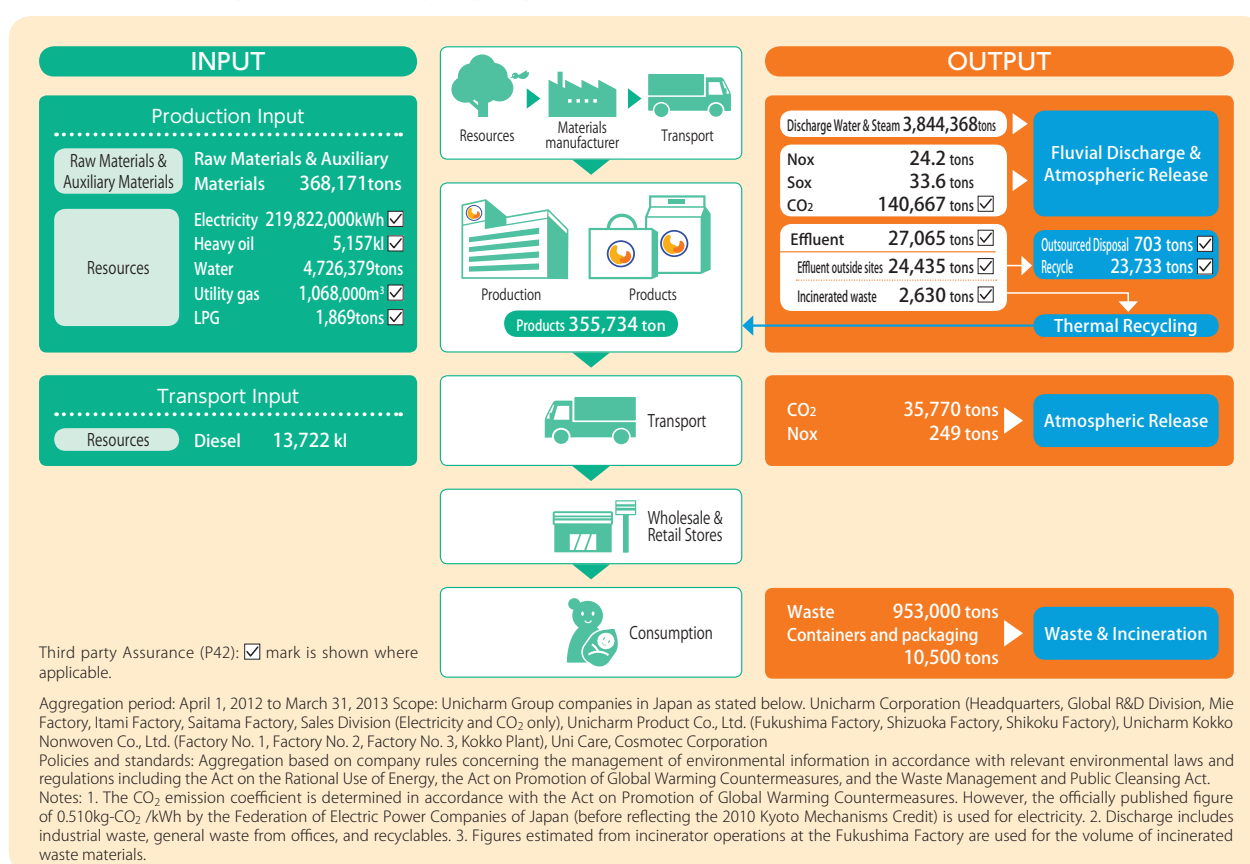
Environmental impact and environmental goals

Monitoring the environmental impact of products during the entire lifecycle

As a manufacturer of consumer products, Unicharm uses resources in various aspects of its business activities. As a

responsible manufacturer that utilizes resources, we engage in efforts to improve the environment at every stage of the supply chain through all of our business activities, from the procurement of materials to manufacturing, transport, and disposal of products after use.

Environmental impact from a lifecycle perspective



Environmental Goals and Action Plan

In FY2012, we reached all of our environmental goals (however, only when total CO₂ emissions are calculated using basic unit of electricity and CO₂ from FY2011). Total CO₂ emissions were largely affected by external factors, such as the marked drop in the CO₂ basic unit of

electricity due to the shutdown of nuclear power plants in Japan. As a result, we will change our indicator to energy usage divided by basic unit per net sales and take company-wide steps to reduce our CO₂ emissions.

We were also able to achieve our goals for other themes, including waste reduction. Going forward, we will continue to promote business activities that are considerate of the environment.

FY2012 results and FY2013 goals

Theme of the Activity	Indicator	Base Year	FY2012 Goal	FY2012 Result	Assessment	FY2013 Goal	FY2015 Goal
Reducing CO ₂ emissions	Total CO ₂ emissions	2000	-22%	-22%	○	—	—
	Energy use (GJ) / base unit per net sales (millions of yen)	—	—	10.8	—	10.7	10.5
Reducing waste	Total emissions at the 3 main factories	2000	-12%	-14.3%	○	-13%	-15%
Recycling resources	Recycling ratio at the three main facilities	—	Over 99%	99.1%	○	Over 99%	Over 99%
Development of environmentally friendly products	Ratio of environmentally friendly products	—	Over 60%	62%	○	65%	70%

[Assessment] ○: Achieved target △: Rate of achievement: 70% - under 100% ×: Rate of achievement: Less than 70%

Environmental initiatives through our products

Unicharm has set a target ratio for environmentally friendly products as part of its environmental goals in promoting the development of environmentally friendly products. Products are evaluated for whether environmental impacts are successfully reduced within the life cycle from the baseline figures of FY2005. In FY2012, we achieved a ratio of 62% environmentally friendly products, compared to our goal of 60%. We have set a goal of 65% for FY2013 to further expand our environmentally friendly product line.

Since the inception of our proprietary environmental label, the "Eco Charming mark" in 2008, a total of 23 products have come to bear this label. In FY2012, Deosand Deodorizing Paper Litter became the latest product to be given the Eco Charming mark.

What is Eco Charming mark?

Only products that satisfy strict standards for both "reduced environmental impact" and "product value enhancements" are eligible to bear the Eco Charming mark. Decisions on applying the Eco Charming mark to a product are based on an environmental standard established in our Eco Label Guidelines.



Products that use the Eco Charming mark



62% ratio of environmentally friendly products

Eco Charming Product Cat Litter Newly Released

The left-over pulp and polymers resulting from product loss during the disposable diaper manufacturing process, which were once treated as waste products, are now recycled as raw material for producing paper litter for cats. Paper litter for cats efficiently utilizes resources such as pulp that were traditionally difficult to recycle, thereby meeting the standards as an Eco Charming product. We now offer Eco Charming products in the pet product line for both cats and dogs.



VOICE



Unicharm Corporation
Unicharm
PetCare Company
Toiletry Business Division
Masaaki Sugimoto

Deosand Deodorizing Paper Litter is a newly developed paper litter that deodorizes any unpleasant smell resulting from cat's urine and feces using fragrance. Using the paper litter technology of Peparlet Co. Ltd., which is part of the Unicharm Group, the paper litter product is highly effective in its basic function as a deodorizer and waste solidifier. The product is environmentally friendly as it recycles material loss from diaper products as one of its raw materials. It is our hope to continue our contribution of addressing consumer needs while providing more environmentally friendly products in the future.

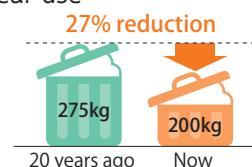
Impact on child-rearing

Unicharm has successfully maintained the absorbency of disposable diapers while drastically reducing its pulp use using its proprietary technologies. The thickness of our disposable diaper products has been reduced by approximately 60% in comparison to products from 20 years ago. We performed a trial calculation on the environmental impacts resulting from the use of disposable diapers for the entire duration of child-rearing (roughly three years) and determined the amount of waste equals approximately 200 kg and the amount of CO₂ emissions equals approximately 930 kg. In comparison to our products from 20 years ago, the waste amount has been reduced by about 75 kg, while CO₂ emissions have been reduced by about 580 kg.

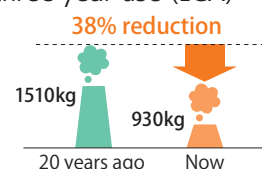
This trial calculation is also demonstrated in Eco Products 2012, which attracted the attention from many participants at the event.



Amount of waste from three-year use



Amount of CO₂ emission from three-year use (LCA)



Initiative to reduce environmental impacts through our business activities

■ Installation of solar power generation system

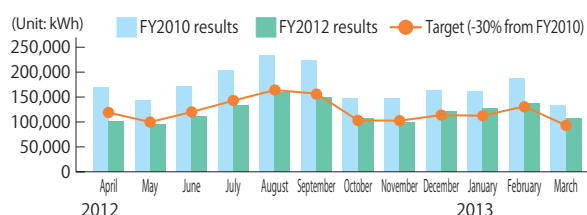
Due to the severe power shortage following the Great East Japan Earthquake, we installed a solar power generation system at our three main factories in Japan, namely Fukushima Factory, Shizuoka Factory, and Shikoku Factory. The combined annual power generation capacity of the three factories exceeds 5 MW, with an estimated 5,300 thousand kWh of total power generated in FY2013. This equals about 2.4% of the Unicharm Group's power usage in Japan (converted based on FY2012 results), which is enough to supply electricity to approximately 1,600 homes.



■ Energy conservation activity among domestic offices

Due to the severe power shortage following the Great East Japan Earthquake, a power restriction target was established for seven of our domestic business locations in FY2012. During the fiscal year, we strived to reduce power usage by 30% from FY2010. Starting this year, the initiative has been expanded to all of our regional sales offices in Japan, where we achieved a 30% reduction since FY2010. Going forward, we will continue to promote the efficient use of electricity.

● Total CO₂ emissions from domestic offices (FY2012)



30% reduction in total power use among domestic offices achieved

■ Introducing eco-friendly cars to our sales fleet

Our sales vehicles are gradually being replaced with hybrid cars. The ratio of new hybrid cars deployed in FY2012 increased by 23.6% from the previous fiscal year to 48% (62.2% rate of increase if excluding colder climates which require 4WD vehicles). This initiative yielded a 17% reduction in total CO₂ emissions from our sales fleet.



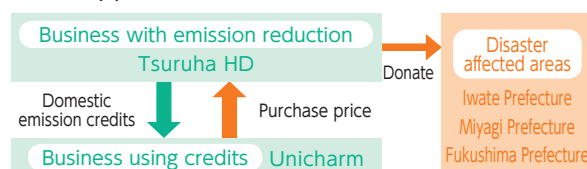
■ Zero landfilled waste achieved at our Thailand Factory

The system of breaking down and separating off-specification products has been introduced to the manufacturing process at Uni-Charm (Thailand) Co., Ltd., a subsidiary of the Unicharm Group. As a result, 93% of total waste produced at the factory is now reused. This together with its other recycling initiatives enabled the factory to achieve zero landfilled waste.

■ Joint carbon offset initiative with Tsuruha Holdings, Inc. receives the Minister of Economy, Trade and Industry Prize

Unicharm purchased domestic emission credits generated by Tsuruha Holdings, Inc. (referred to as Tsuruha HD below) using part of the proceeds from Unicharm products sold at drugstores owned by Tsuruha HD to offset one month of CO₂ emissions from our Fukushima Factory located within the disaster-affected area. Tsuruha HD also donated a part of the proceeds to disaster affected areas. This effort follows a new business model which involves collaboration between manufacturers, retailers, and consumers in using domestic credits to support the earthquake and tsunami reconstruction effort in areas affected by the disaster. Our initiative and assistance provided through the carbon credit utilization scheme was recognized for its contributions to the promotion of carbon offsetting and was awarded with the Minister of Economy, Trade and Industry Prize at the 2nd Carbon Offset Awards.

● Utilization of Domestic Emission Credit Scheme in Support of Disasters Reconstruction



Along with Our Employees

Ideal
Vision

At Unicharm we recognize that a company's growth and development depend on the growth and development of the individuals who make up the organization. Therefore, we view the training and development of our human resources as among the most important tasks of management. We will not be satisfied with the status quo and will never cease challenging ourselves to excel beyond the current situation.

View concerning human resources and respect for human rights

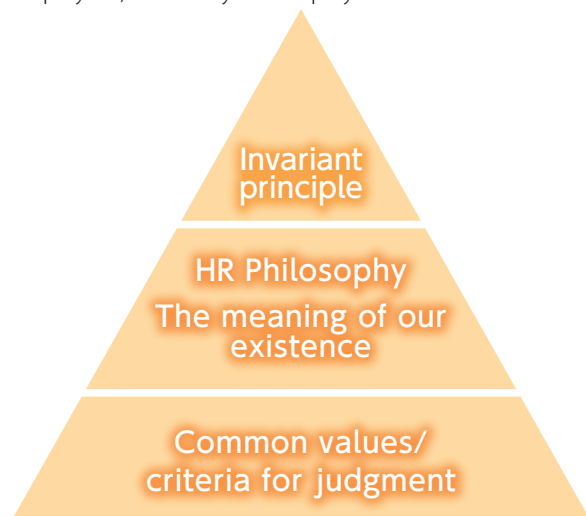
Human Resource Philosophy

At Unicharm we value the autonomy of each and every individual, based on Unicharm's "Beliefs and Pledges" and Corporate Principles of Action. We endeavor to provide fair opportunities for our employees to find fulfillment in their work and to create a corporate culture that fosters the development of confidence and pride.

Unicharm HR Philosophy Chart

"Human beings" as the foundation of our company values

In order to support our "company management to serve the common good" into the future, we will continue to be a group of experts who create and disseminate dynamic staffing systems that actualize and motivate our employees, trusted by our employees all over the world.



Unicharm Group's Human Resource Philosophy

1. Human perspective

- ◆ We recognize that our employees are autonomous individuals, and we respect individual initiative based on freedom and individual responsibility.
- ◆ We believe that each employee is aware of her/his respective missions and roles, and that we are all independent, active beings who think and act on our own.

2. The organization and the individual

- ◆ We, people with common interests and aspirations, will work together in harmony, and together we will create a vision of the future and share the joy of our growth as a whole.
- ◆ With market principles as one of our fundamental principles, we will pursue the integration of organizational and individual development, and the realization of "the three aspects of wealth."

3. Growth and creation

- ◆ By improving the ways in which we learn from each other and the diverse values we all hold, we will continue to pursue the creation of new values.
- ◆ We will provide our employees with opportunities for growth and will continue to create opportunities for the demonstration of such growth.

Our view of human rights

As the "Unicharm Group Action Guidelines" clearly state, in order to achieve our "Pledge to Associates" we will never discriminate against people based on race, religion, gender, family background, physical disability, or any other factors; that we will not tolerate child labor or forced labor; that we will never engage in acts of sexual harassment or power harassment; and that we will undertake comprehensive safety and health management in the workplace.

Human resources data

(With the exception of (1) and (2), which reflect the entire Unicharm Group and the Unicharm Group in Japan, respectively, the data here does not include consolidated subsidiaries and affiliates)

Index	Fiscal Year	Unit	2010	2011	2012
Employment	(1) Number of employees(consolidated)	Person	7,317	10,287	10,855
	(2) Number of employees(Japan)	Person	3,020	3,027	3,009
	(3) Average age of employees	Age	40.8	40.3	40.6
	(4) Employee turnover rate (Excluding retirement at the mandatory age, promotion to board member, and transfer within the group)	%	1.5	1.9	1.5
Diversity, Equal Opportunity and Occupational Safety and Health	(5) Percentage of female employees	%	21.0	21.7	22.1
	(6) Percentage of female management staff	%	3.3	2.6	2.4
	(7) Employment rate of persons with disabilities (annual average)	%	1.9	1.8	1.7
	(8) Rehiring rate of retired employees	%	73	65	79
	(9) Health check-up rate	%	100	100	100
	(10) Employee turnover rate for pregnancy or childcare	%	0	0.1	0
	(11) Use of childcare leave system	Person	29	46	57
	(12) Use of family-care leave system	Person	1	4	0
	(13) Use of shortened work hours system for childcare	Person	32	49	45
	(14) Use of flextime system for personal lifestyle support	Person	25	31	50

*1 As of March 31 of each year *2 Only applies to full-time employees *3 (4) Employee turnover rate = Number of terminated employees (except for retirement at mandatory retirement age, promotion to board members, or transfer within the group) / Number of employees at the end of each fiscal year (March 31) *4 (6) Percentage of female management staff = Number of female management staff / Total number of management staff *5 (8) Rehiring rate of retired employees = Number of rehired employees / Number of retired employees (at mandatory retirement age)

■ SAPS management: Emphasis on respect for people and a sense of accomplishment

The purpose of SAPS management, a system that has been in operation at Unicharm since 2004, is to foster employees' overall happiness through the recognition that employees' time is valuable and that they will feel more satisfied if their time and efforts are focused on high-priority (high value-added) issues. To achieve this goal, we put together a company-wide group to work on and implement the 6 essentials of SAPS management. With SAPS management, we aim to respect the autonomy of individuals with diverse values and to foster that same sense of respect among all employees so that they will share in the joy of the growth of the organization as a whole. Through SAPS management, we proceed toward the realization of "the three aspects of wealth": "aspiration," "economy," and "mind and body."

● 6 essentials of SAPS Management

1. Respect for people
2. Emphasis on a sense of accomplishment
3. Emphasis on time competitiveness
(Time-based management)
4. Knowledge management
5. Emphasis on curiosity and entrepreneurship
6. Mentality change

■ Global expansion of management with resonance – The President's Award

Unicharm established the "President's Award," which may be awarded to any employee, including overseas group employees, to recognize any individual or team that has achieved outstanding results through promoting SAPS management, based on our philosophy of management with resonance. In a presentation that is broadcast to about 60 bases worldwide through our

video-conference system, honorees share their successful result for the year with more than 1,500 employees watching the live report. The "President's Award" is more than an employee awards program, and works systemically to promote leadership development through providing opportunities to simulate good practices and learn from each other.

The President's Award 2012, Winner of "Gold Prize for Teams"

Indonesia



Central Java,
West Java and IAP Jabodetabek Joint Team
PT Uni-Charm Indonesia

Any comments on winning the award?

We were determined not to go back to Indonesia without winning the "Gold." We were just very happy. d(*^v^*)b

How did you spend the million yen prize money?

Indonesia stretches east to west for 5,110 km, is 5.5 times larger than Japan, and consists of 18,110 large and small islands. After much discussion, we decided to use the prize money to improve our communication with each other, including holding social gatherings and purchasing video conference systems for smaller branches.

Taiwan



Institutional Development Department,
Sales Division
United Charm Co., Ltd. (Taiwan)

Any comments on winning the award?

All members of the Institutional Development & Marketing Departments were profoundly grateful for the support from Headquarters and senior members of Unicharm. We will try to be No.1 again in the future.

How did you spend the million yen prize money?

We spent half of it on a social gathering in August and on the purchase of commemorative shirts for all employees plus a bonus of 300 yuan/person in cash. With the other half we gave each member of the Institutional Development Department a cash bonus as well as a suitcase.

China



FC Business Department,
Product Development Division
Unicharm Consumer Products (China) Co., Ltd.

Any comments on winning the award?

We couldn't believe it, but were really happy. We all shared our happiness with each other. We will try to win the Gold Award next time!

How did you spend the million yen prize money?

We held an appreciation gathering with the members who couldn't take time away from work to attend the ceremony in Tokyo, including those in sales, production, packaging, and research.



Personnel utilization and training

Expansion of education and training programs

In order to enhance employees' motivation and awareness on a number of levels, Unicharm makes use of upskilling programs that provide employees with a sense of their own growth.

Our distinctive training programs

Title	Eligible people	Summary
Training for new employees	For eligible people	(1) Transitioning from student-life to working-life (rewiring) (2) Deepening employees' understanding of the "3 DNAs" of Unicharm (3) Understanding Unicharm's persistent emphasis on <i>"mono-dukuri"</i> or manufacturing excellence (4) Understanding Unicharm's persistent emphasis on a "customer-oriented approach" (5) Experience the importance of working as an organization (team selling), and understanding Unicharm's persistent emphasis on "target oriented" and "target achievement" approaches (6) Creating your own "10-year career vision & plan"
Unicharm Business College	By invitation	A program that offers learning places and learning opportunities that cross boundaries of "time and space," regardless of location (within or outside of Japan) and job category.
SAPS Trainer's CAMP	For eligible people	An upskilling program for "leaders/educators" in order to realize and spread our unique business model, the "SAPS management model."
Unicharm Spirits Masters	For eligible people	A workshop program for veteran employees in their early fifties to develop action plans by utilizing their accumulated insights and skills in order to demonstrate their powers of execution and foster younger employees.
Overseas Business Trip Accompanying Program	By invitation	By accompanying senior members on overseas business trips, participants have the opportunity to observe and learn about the thoughts and actions of senior management members.
10-year career vision & plan	For all employees	Provides employees with the tools and a system for designing and developing individualized 10-year career plans, and for completing their own action plans. The tools can also be used for communication with management, in order to support each employee in achieving her/his own goals.
Workplace Exchange Workshop	Participation by lottery	A cooperative training program established by several companies for the purpose of allowing participants to enhance their own skills and improve their own issues & weaknesses. Interaction with participants from other companies is expected to provide all participants with inspiration and insights that may not be available within a single workplace.
Training program for employees posted overseas	For eligible people	A preparation program to enable employees posted overseas to implement their business plans soon after arrival in order to produce fruitful outputs.

Respect for Diversity

Various Support Systems

In order to create opportunities for all employees to demonstrate their skills and talents to the fullest, Unicharm strives to provide employees with an improved workplace environment in which they can work with enthusiasm.

Various Support Systems to respect diversity

System	Eligible people	Summary
Birth Support Leave Program	Employees who undergoing fertility treatment	Leave for advanced fertility treatment (up to 1 year)
Shortened work hours system for childcare	For employees who have a child/children up to the third year of elementary school	Working hours can be shortened to 5 hours a day
Nursing-care leave	For employees who have family member(s) in need of continuous nursing care for more than 2 weeks as a result of injury, sicknesses, or physical or mental disorders.	By application, up to 5 days leave/year is available for one family member, up to 10 days leave/year for 2 or more family members who require nursing-care.
Career Recovery System	Former Unicharm employees who worked for more than 3 years and resigned from employment for various reasons such as marriage, pregnancy, childbirth, childrearing, nursing-care, or accompanying spouses on business transfers.	They are eligible for re-employment within a five-year period (from time of resignation), provided that both the former employee and the company reach a certain agreement.
Civic duties leave	Employees who are selected as citizen-judges	The required number of days leave to appear in court as a citizen-judge is available by application.
Bone marrow donors leave	Employees who wish to donate their bone marrow	Up to 7 business days leave per 1 donation of bone marrow available by application, for the procedures required for donation to a patient in the working country (except for donor registration).

Employment of people with physical disabilities

We aim to provide work places where people with physical disabilities can exercise their expertise and utilize their talents. We promote and develop barrier-free work places so that wheelchairs can easily move from the parking lot to the office. Our bathrooms are also wheelchair accessible and assistive devices have been installed to make stairs wheelchair accessible as

well. Above all, we promote a barrier-free company culture to support the appropriate work outputs and provide for the full potential and motivation of people with physical disabilities.



Unicharm employees who participated in the London Paralympics, 2012

■ Unicharm Family Plant Visit Days

Unicharm holds Family Visit Days at all of our plants both in Japan and overseas, to welcome the families of employees for a tour of the plant. We received comments from participants, such as "I was impressed by how quickly production of the various products was completed," as well as from employees, such as "I was happy to show my family my working site."



Family Plant Visit Day in Indonesia



Family Plant Visit Day in Fukushima

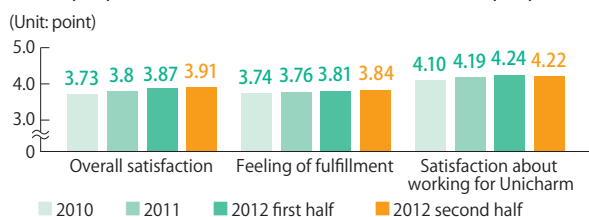
■ Charming Voice (Suggestion System)

In FY2011 Unicharm established a company-wide, year round suggestion system as a channel for the promotion of "management with resonance" by utilizing the wisdom, enthusiasm, and mind of the people in the front-line. Aiming to achieve conditions in which employees can fully devote themselves to their jobs, we asked employees to take stock of their own jobs and called for suggestions of "eradicating meaningless work". 1,325 target employees were asked for suggestions, and they all submitted one suggestion per person. From the suggestions submitted, 564 have been adopted and we expect that more than 30,000 hours will be created in one year.

■ Employee survey

We conduct "employee surveys" twice a year at all group companies in Japan and overseas, in order to verify employees' current situations and attitudes towards work. This sequential monitoring enables us to implement various measures in management and human resources, and also encourages employees and organization operations to be more proactive.

● Employee satisfaction index (all full-time employees)



■ Dialogues between labor and management

We place a great deal of value on mutual trust between labor and management, and hold regular monthly discussions between the company and labor union. We discussed various issues including employment, health management, and company rules in FY2012, and continuously work to achieve ideal working conditions.

Industrial health and safety

■ Company-wide safety conventions

We hold company-wide safety conventions as part of our efforts to ensure employee safety. The 10th convention was held in 2012 at the Central Plant, Shikoku factory, Unicharm Products Co., Ltd. Mr. Ishikawa, president of Unicharm Products Co., Ltd., presented the company's wish for the safety of all employees is embodied in the "Sazareishi monument" to all the factories.



The 10th company-wide safety convention, Unicharm Products, Co., Ltd.

■ Health and Safety Committee

Unicharm's "Health and Safety Committee" consists of industrial doctors and elected commissioners from the company and the labor union. The Committee implements various activities once a month, including activities related to improving the working environment and preventing work related accidents. For example, the implementation of monthly no-overtime days for staff has been analyzed for each floor, and an 80% implementation rate has been achieved.

■ Promoting employee health

In order to support our employees' productive activities with healthy and wholesome minds and bodies, we achieved a 100% consultation rate through the proactive encouragement of regular health check-ups. We also assume the expenses for regular breast cancer screenings and pap smears for all female employees. For employees at risk of metabolic syndrome, we held a lifestyle modification program. The participants of the program set their own 6-month action plans and tried to achieve their goals. Also, the Shikoku Technical Center started a "no-smoking on company property during work hours" initiative in October 2012.

We also introduced an employee support program by which our employees and their families can consult with external counselors about their worries and troubles, in order to facilitate their realization of fulfilling and healthy lives without worries.



A seminar of the lifestyle modification program

Regular health check-up rate **100%**

Along with the Society

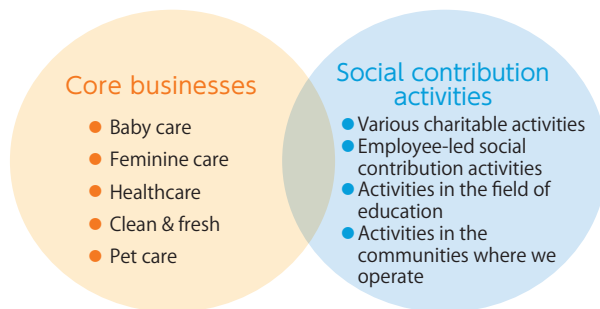
Ideal Vision

We build trusting relationships with communities and society as a whole, and contribute to the realization of a sound and vital society, and improvement of health and sanitation standards, through our business activities serving community needs.

Our attitude toward social contributions

Unicharm believes that its business activities have a highly positive impact on society. We feel a strong sense of pride and joy in providing comfort, emotion and pleasure to people not only in Japan, but also in Asia and other parts of the world. Through our involvement in a variety of social contribution activities directly related to our business, we are working to become a company that makes contributions to the countries in which we operate and one that is welcomed and trusted by people in these locales.

● Unicharm's attitude toward social contributions



Making contributions to society through our core business

■ Participation in "Pink Ribbon Campaign" activities both in Japan and abroad

Pink Ribbon Campaign activities promote the early detection, early diagnosis and early treatment of breast cancer in countries around world. Unicharm has participated in activities in China and Japan, and in FY2012 it expanded this participation to Taiwan.

A total of 62 employees and family members participated in the Pink Ribbon Walk held in Taipei, Taiwan. Participants noted that through their involvement in this event they were gained a stronger interest in the company's CSR activities as well as their health and the health of loved one. All of the proceeds collected at the event were donated to fund breast cancer screening outreach activities.

2012 marked the fifth year that we have supported Pink Ribbon Campaign activities in Japan. An employee that took part in the Pink Ribbon Festival Smile Walk Tokyo, held in October 2012, with her daughter shared a personal anecdote in which her daughter recommended that she receive a breast cancer screening after reading the pamphlet handed out at the event.

● Pink Ribbon activities in Asia

Taiwan



Japan



China



Community-based social contribution activities (Japan)

■ Donated paper diapers to stockpile for emergencies

In June 2012, we donated paper baby diapers, sanitary napkins and masks to the Kagawa Prefectural School for the Visually Impaired to be stockpiled for emergencies. A total of 31 students with some type of visual impairment, from infants to elderly, are enrolled at this school, where they learn how to be independent members of society and cope with their impairment. The school has a dormitory for students that cannot commute from home and following the Great East Japan Earthquake it has been working on storing supplies of preserved foods and daily necessities to prepare for future emergencies. As a result, Unicharm decided to make a donation of its products to support these efforts.



■ Sponsored Childcare Festa 2012 in Shikokuchuo City

In October 2012, Unicharm Products Co., Ltd. sponsored Childcare Festa 2012 held in Shikokuchuo City. Under Shikokuchuo City's slogan "best place to raise a child in Shikoku," this event is held to provide an opportunity for parents and children to interact with one another and improve circumstances for childcare. Pamphlets on breast cancer awareness were also handed out by Shikokuchuo City as a part of the Pink Ribbon Campaign activities held at the same time as this event. Many of the mothers in attendance had nothing but positive things to say about the event.



■ Held continence-support presentation at a high school

Unicharm organized a continence-support presentation led by Unicharm continence-support researchers for high school students at Machida High School in Tokyo aspiring to become nursing care givers. Student participants said that presentation really brought home the importance of learning how to use adult diapers in the correct way.



Community-based social contribution activities (Overseas)

China Supporting the reconstruction effort after the Shichuan Earthquake

Unicharm is proactively involved in the relief and reconstruction effort following the April 20 earthquake in China's Shichuan Province. Immediately after the quake, we donated Sofy, Mamy Poko and Lifree products and called on employees to make monetary donations. Our efforts were widely covered in the Shanghai's Qingpu District Newspaper.

In addition, donations collected from employees were presented during a visit to the Shanghai Charitable Foundation (SCF) on June 3, 2013.



China Visitations to welfare facilities for the aged

Unicharm employees have been visiting welfare facilities for the aged in China around every April since 2012. During these visits, employees present their monetary donations and also donations of Unicharm products and daily necessities. Employees then talk and often sing along with residents. Every year both employees and residents alike look forward to these visits.



China Held continence-support presentation for students

Starting in December 2012, Unicharm began organizing continence-support presentations led by Senior Researcher Funatsu from the Unicharm Continence-support Research Institute for students studying nursing care at Nursing Care Department of Shaanxi Labor College. In May 2013, we held a continence-support care standard course that incorporated unique curriculum from Japan that included hands-on learning. Students

set to take part in practical training at actual facilities showed a serious commitment during presentations and hands-on learning. One student commented that they learned about the importance of reducing the burden of caregivers and encouraging the independence of the elderly through the presentation.



Thailand Providing support to persons with disabilities in Thailand

Unicharm helped support economically and socially vulnerable people in Thailand by sponsoring "Move Together" with Green Family No. 24. We continue the financial support that we provide to prepare prosthetic limbs for persons with disabilities and to purchase equipment that supports the growth of children with developmental and intellectual disabilities.

Indonesia Visitations to welfare facilities

Unicharm employees have been visiting orphanages and welfare facilities for the disabled in Indonesia on the Saturday closest to July 1 (the date of our founding) since 2004. Every year we visit two facilities, where employees present their monetary donations and also donations of Unicharm products as well as food, clothing and daily essentials that can be used by the facility. Employees are always greeted by the sound of traditional folk music played by the residents. These visits are helping us to deepen our relationship with local communities in Indonesia.



Taiwan Provided donations to and held volunteer activities at orphanages

In December 2012, the Honghua Children's Orphanage held a special "hand-holding" event prior to Christmas to encourage interaction with the children and give a tour of the facility. In addition to a dinner party, donations of used clothing, toys, picture books and stationary were also made. To respond to the facility's needs, Unicharm Taiwan also presented NT\$107,950 in charitable donations collected from employees and eight cases of supplies.

Along with Our Business Partners

Ideal Vision

We will collaborate with suppliers in implementing CSR activities and promote CSR throughout the entire supply chain, in an effort to produce better products.

Approach to materials procurement

At Unicharm, we share our philosophy on safety and the environment through close cooperation with our suppliers.

At our overseas sites, where we are expanding our operations, we strive to establish business relationships with partners that meet our standards in terms of quality, function, safety, environment, and services, in product lines of varying prices in growth markets. In promoting these efforts, we make use of our approaches to successful supplier relationships that we have established in Japan.

In addition to promoting procurement activities with a particular emphasis on crisis management, going forward, we aim to establish a sound understanding and dissemination of Unicharm's stance and view on compliance with laws and social imperatives and extending due consideration to human rights in labor when we commence trading with new overseas partners. We also call for the cooperation of existing partners in environmental and ethical areas.

Promoting CSR procurement

Unicharm established CSR procurement guidelines and implemented them in 2009.

The guidelines incorporate provisions relating to applicable laws, human rights, industrial relations, environment, and product safety, such as "the abolition of child labor," "the elimination of discrimination," and "the promotion of measures against global warming," as stated in the Global Compact.

Beginning with China in 2009, followed by Thailand, Indonesia, Taiwan, and Korea, we held briefing sessions for our suppliers in order to ensure cooperation with our CSR procurement guidelines. We promote CSR throughout our entire supply chain by having each supplier complete a self-check sheet in order to verify each supplier's procurement status.

Quality Policy Briefing Session

In August 2012, we held our first overseas Quality Policy Briefing Session, held in China with 123 participants from 44 suppliers in attendance. During the session, based on our 10 years of successful "best practices" in Japan, we explained our quality policy and material improvement goals for China, where the size of the market has been rapidly expanding so that sales in China now account for the largest share of overseas Unicharm Group sales. Our quality policy and material improvement goals for China aim to manufacture products that meet the local consumers' needs to an even greater extent, and to improve the quality of the materials we use there. We

asked all suppliers for their understanding and for their continuous support in the realization of our goals.



Quality Policy Briefing Session in China

CSR procurement guidelines

1. Compliance with laws and social imperatives

- (1) Comply with related laws and social imperatives in purchasing activities.
- (2) Provide fair and equitable competitive opportunities in purchasing activities, regardless of nationality, size, or track record.
- (3) Strive for the appropriate management of information obtained in purchasing activities.

2. Procure safe products and materials that provide a peace of mind

- (1) Choose products and materials in purchasing activities for which safety has been confirmed.
- (2) Choose economical and high quality materials and products in purchasing activities.
- (3) Emphasize the ability to manufacture and supply products that meet requirements in purchasing activities.

3. Give due consideration to human rights and labor

- (1) Engage in purchasing activities with corporations who place importance on respect for human rights.
- (2) Engage in purchasing activities with corporations who give due consideration to inhumane labor practice.
- (3) Emphasize engaging in purchasing activities with corporations who promote appropriate employment practices.

4. Responsibility to the environment

- (1) Value corporations who understand the importance of, and promote environmental conservation in purchasing activities.
- (2) Emphasize environmentally friendly raw materials in purchasing activities in an effort to achieve a recycling-oriented society.

5. Development of relationships of mutual trust

- (1) Cultivate a relationship and trust with business partners within the scope of social norms.
- (2) Strive to enhance business performance mutually through exchange of essential information with business partners.

Along with Shareholders and Investors

Ideal
Vision

We continue to grow and develop to maintain our shareholders' trust and to ensure the distribution of industry-leading returns to shareholders.

We practice transparency in our management and strive to ensure that our management is considered to be trustworthy.

Our basic policy on profit returns to our shareholders

The "Beliefs and Pledges" and Corporate Principles of Action outlined in our Unicharm Group's Action Guidelines constitute our pledge to our shareholders which we share with all group employees. Our Corporate Principles of Action clearly state that "We will strive to manage the company in a way that will maintain a level of growth corresponding to our shareholders' confidence, and that will enable us to distribute industry-leading returns to shareholders. Based on our Corporate Principles of Action, we ensure stable and continuous return on investment, as well as improvement of our business performance.

Our basic guidelines for return on investment are to implement stable and continuous returns while also investing in our own mid- and long-term business expansion. We distributed 34 yen per share in the fiscal year ending in March 2013 and have achieved dividend increase for 11 consecutive fiscal years.

We will continuously view shareholder return as an important management agenda and will strive to realize the distribution of industry-leading returns with continuous improvement of our business performance.

Information disclosure for our investors

We opened investor relations pages on our websites to post timely information including brief notes on the settlement of accounts and financial statements. At the same time, we post English translations of important information on our English site to disclose information for overseas investors.

We also position result briefings and overseas IR tours as important venues for dialogue among company executives and our investors, and strive to improve the disclosure of information in order to help investors to better understand our business activities. Takahisa Takahara, the president of the company, visited the major corporate investors in Europe (February 10 – 16, 2013) and the U.S. (March 3 – 9, 2013) on this year's overseas IR tour, where he made an appeal for our future growth by directly referencing the security of our stable profits in domestic business in Japan and detailing Unicharm's long-term global growth potential. We have been working on improving communication by holding regular individual meetings for the active exchange of opinions with each corporate investor and securities analyst, as well as by holding tours of Unicharm Kyoshinkan or Resonance Hall, our building commemorating Unicharm's 50th anniversary in February 2011, and the Shikoku Technical Center.



Information for investors on our website



Results briefing



overseas IR tours

Listed in the SRI Index

Unicharm is included in the major international SRI (Socially Responsible Investment) indexes "FTSE4GOOD Index Series" and "Morningstar Socially Responsible Investment Index (MSSRI)".



FTSE4GOOD Index Series



Morningstar Socially Responsible Investment Index (MS-SRI)

Ideal
Vision

Corporate Governance

- Establishment of an Internal Control System

Going forward, we will continue to make improvements to our internal control system.

Compliance

We see compliance as the promotion of sound corporate ethics and our corporate philosophy, in addition to conforming to established legislation. We strive to promote the "Unicharm Group Action Guidelines," which express the high level of preparedness and morality expected of every employee at the Unicharm Group, as well as ensure legal and fair management.

Unicharm conducts periodic training and e-learning to raise compliance awareness of directors, officers and employees as well as provides them with knowledge of laws and business contracts for their respective positions and work duties. We will continue to train our employees through a phased expansion of target areas and companies going forward.

Unicharm set up the “Ring-ring Employee Hotline” in FY2004 to provide employees with guidance and advice on compliance-related issues. In FY2012, we addressed 17 cases. Moreover, the same hotline was set up for our overseas offices in China and Thailand and commenced operations.



Risk management

Thorough information security

To ensure thoroughness in information security, Unicharm has established its information security principles and procedures in various documents, such as the Information Security Policy, the Information Management Security Rules, and the Personal Information Protection Rules, which are based on the Ministry of Economy Trade and Industry's guidelines for safeguarding customers' personal information. Unicharm strictly controls information access and use, and takes every precaution to prevent any possible information leaks. To ensure that rules are strictly observed, Unicharm has established an Information Security Committee. Through continuous monitoring, the committee is responsible for the Group's planning of information management security measures, employee education, and the prevention of information leaks.

Protecting intellectual property

The intellectual property of the Unicharm Group is centrally managed by the Legal & Intellectual Property Division, which formulates and executes intellectual property strategies linked to business and development strategies at Unicharm. As its patent application strategy, it promotes the protection and utilization of intellectual property as intellectual assets of business and development results. With an awareness of Unicharm's global business development, the Division also reinforces intellectual property rights through international patent applications. (The rate of global patent applications is approximately 90% among all intellectual properties*.) In an effort to protect our intellectual properties, "Moony Air Fit" was submitted for consideration under the new Japanese government policy of "Integrated Examinations Corresponding to Business Strategy" in FY2012, and was selected as the first product in Japan. Consequently, over 80 patents, designs and trademark applications associated with this product became subject of the integrated examination, many of which received the right to claim as the "World's First and Finest" before their official market release. As a company that sells a wide range of products overseas, we plan to actively participate in this new program going forward. Unicharm has also applied for and used the trademark that protects Group brands in more than 160 countries around the world. At the same time, we are also actively protecting our rights to proprietary packaging. The operational and R&D Divisions cooperate closely with overseas subsidiaries concerning the control of counterfeit products both inside and outside the country, and take a firm stand in protecting the company's products and rights.

Unicharm is committed to cultivating a corporate culture that promotes the respect and protection of intellectual property rights of Unicharm and other companies, as articulated in the Unicharm Action Guidelines, by conducting employee training through a combination of on-the-job training, off-the-job training, and e-learning to ensure that employees in Japan and overseas are fully versant in the handling of intellectual property rights at Unicharm.

*Investigation by Unicharm (April 2012 to March 2013)

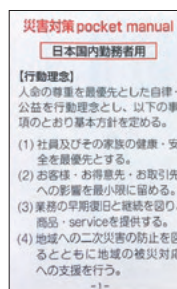
Business Continuity Plan (BCP*)

Unicharm developed a Crisis Communication Manual in 2005, outlining the procedures for dealing with situations in a crisis. Starting in FY2012, we established a BCP Task Force within the CSR Committee to strengthen our crisis management capacities. In FY2012, we begun the deliberation of our BCP, and revised related manuals such as "Support for Disaster Affected Areas" and Correspondence to Earthquake Disaster Mitigation in Tokyo Metropolitan Area.

The BCP Manual describes steps to ensure the safety of our employees and their families, deliver Unicharm products that represent necessities for daily living to people in disaster affected areas as well as those who require them at the fastest rate possible, and recover important corporate functions of Unicharm. We based the manual on interviews and feedback from the Fukushima Factory and Sendai Sales Office, which were damaged in the Great East Japan Earthquake, in terms of the challenges that need to be addressed. The manual also reflects the Ordinance on Countermeasures for Stranded Persons in Tokyo.

In March 2013, we conducted an e-learning session for all employees to raise awareness and promote proactive measures. To ensure prompt verification of employee safety, we encourage all employees to carry a portable manual on emergency response. Furthermore, we are conducting ongoing education and training through disaster drills and basic lifesaving training once a month, with the aim for all employees to complete their training within a two year period. Starting in FY2013, we plan to establish a new BCP designed for Japan to address the potential large-scale interplate earthquake involving the Tokai, Tonankai, and Nankai plates based on the BCP Manual for Earthquake Disaster Mitigation in Tokyo Metropolitan Area. Additionally, we will strengthen our global risk management by planning for measures against all potential riots, terrorism, and other emergency situations.

* BCP: Plan for the continued execution and recovery of core business activities soon after an emergency



Disaster planning
Portable manual

Basic lifesaving training



Fire Drill at Mita Headquarters



This English language report is a translation of the original Independent Assurance Report in Japanese on Unicharm Corporation's CSR Report 2013 and is for reader's convenience.

Independent Assurance Report

June 3, 2013

**To: Mr. Takahisa Takahara, President and CEO
Unicharm Corporation**

**PricewaterhouseCoopers Aarata Sustainability
Certification Co., Ltd.**

Sumitomo Fudosan Shiodome Hamarikyu Bldg.
8-21-1 Ginza, Chuo-ku, Tokyo 104-0061, Japan

1. Objectives and Scope

We, PricewaterhouseCoopers Aarata Sustainability Certification Co., Ltd., have been commissioned by Unicharm Corporation (hereafter the "Company") to provide limited assurance on the Company's "CSR Report 2013" (hereafter the "Report").

The Company is responsible for the preparation of the Report in accordance with the Company's policies and standards. Our responsibility is limited to independently express a conclusion on the environmental performance data (electricity consumption, heavy oil consumption, gas consumption, CO2 emissions (not including those from logistics) and waste production (not including after use of products)) in the Report, using the Company's policies and standards as criteria as to:

- Whether the environmental performance data (electricity consumption, heavy oil consumption, gas consumption, CO2 emissions (not including those from logistics) and waste production (not including after use of products)) for the year ended March 31, 2013 included in the Report were collected and reported in accordance with the Company's policies and standards in all material respects.

2. Summary of Assurance Procedures Performed

We performed limited assurance procedures in accordance with International Standard on Assurance Engagement 3000 — Assurance Engagements other than Audits or Reviews of Historical Financial Information (ISAE3000), revised in December 2003 by the International Federation of Accountants.

In a limited assurance engagement the procedures are more limited than for a reasonable assurance engagement. Therefore, the evidence-gathering procedures to provide a basis for conclusion are more limited in nature, timing or extent than a reasonable assurance engagement. Therefore, our limited assurance provides a lower level of assurance than reasonable assurance. Because we did not conduct an audit in accordance with generally accepted auditing standards, we do not express an audit opinion.

The procedures we performed for our limited assurance engagement are summarized as follows:

- Reading relevant documents with regard to the Company's overall status and environmental management (including the internal controls), and interviewing relevant personnel;
- Interviewing relevant personnel with regard to the establishment and implementation of the Company's policies and standards for the subject matter at the headquarters and at the sites we visited (listed in the table below);
- Reading relevant documents at the headquarters and at the sites we visited with regard to the methodologies for measuring, compiling, and reporting the subject matter information, and interviewing relevant personnel;
- Performing analytical procedures and tracing part of the subject matter information with supporting documents available at the headquarters and the plants.
- The sites we visited are as follows:

Name of Site		Functions
Unicharm Corporation	Head Office	Headquarters
Unicharm Products Co., Ltd.	Fukushima Plant	Manufacturing
Unicharm Kokko Nonwoven Co., Ltd.	Kokko Factory, Factory No.3	Same as above
Cosmotec Corporation	Main Plant	Same as above

The environmental performance data (electricity consumption, heavy oil consumption, gas consumption, CO2 emissions (not including those from logistics) and waste production (not including after use of products)) subject to our assurance procedures are marked (☒) in the Report.

3. Our Conclusion

Our conclusion is as follows:

- Based on our work described in this report, nothing has come to our attention that causes us to believe that the environmental performance data (electricity consumption, heavy oil consumption, gas consumption, CO2 emissions (not including those from logistics) and waste production (not including after use of products)) for the year ended March 31, 2013 included in the Report were not collected or reported, in all material respects, in accordance with the Company's policies and standards.

List of Contents

Chapter Title	Topic	Web version	Print version	Page
Overview of the Unicharm Group	Company Profile / Primary Consolidated Subsidiaries and Affiliates	●	●	P2
	Production and Sales Bases	●	●	
	Main Business Indicators	●	●	
Editorial Policy	Editorial Policy	●	●	P3
	Contents	●	●	
Message from the President	Message from the President	●	●	P4-5
Unicharm Group's CSR	Integrating CSR with Our Businesses	●	●	P6-7
	CSR Promotional Structure	●	●	
	Reference Framework for Unicharm's CSR Strategy	●	●	
	Relationship with Stakeholders	●	●	
Introduction of Business Activities	Unicharm's five business divisions deliver gentleness	●	●	P8-9
Feature Topic	Making Life Better for People Living in Asia by Reducing the Burdens of Daily Life	●	●	P10-13
	Responding to a Super-Aging Society	●	●	P14-18
Ongoing Assistance for the Great East Japan Earthquake		●	●	P19
Unicharm Group's Primary CSR Themes and Major Indicators (KPI)		●	●	P20-23
Along with Our Customers	Initiatives of the Customer Service Center	●	●	P24
	Activities of customer service centers at our overseas subsidiaries	●	●	P25
	Communication with customers using various media	●	●	P26
	Three-pronged approach involving insight research, R & D, and marketing	●	●	P26
	Cooperation between R & D and Engineering	●	●	P26
	Unicharm's view of quality assurance and framework	●	●	P27
	Ensuring product safety	●	●	P27
	Global Safety Activities	●	●	P27
	Initiatives at Unicharm Product	●	●	P27
	Promoting appropriate product labeling	●	●	P27

Chapter Title	Topic	Web version	Print version	Page
Along with the Environment	Promotion framework for environmental activities	●	●	P28
	Environmental impact and environmental goals	●	●	P29
	Environmental initiatives through our products	●	●	P30
	Initiative to reduce environmental impacts through our business activities	●	●	P31
	Initiatives for biodiversity	●		
	Environmental Accounting	●		
	Results of FY2012 activities	●		
	Site data	●		
Along with Our Employees	View concerning human resources and respect for human rights	●	●	P32-35
	Personnel utilization and training	●	●	
	Respect for Diversity	●	●	
	Industrial health and safety	●	●	
	Human resources data	●	●	
Along with the Society	Our attitude toward social contributions	●	●	P36-37
	Making contributions to society through our core business	●	●	
	Community-based social contribution activities (Japan)	●	●	
	Community-based social contribution activities (Overseas)	●	●	
Along with Our Business Partners	Approach to materials procurement	●	●	P38
	Promoting CSR procurement	●	●	
	Quality Policy Briefing Session	●	●	
Along with Shareholders and Investors	Our basic policy on profit returns to our shareholders	●	●	P39
	Information disclosure for our investors	●	●	
	Listed in the SRI Index	●	●	
Management	Corporate Governance	●	●	P40-41
	Compliance	●	●	
	Risk management	●	●	
Third Party Assurance Report		●	●	P42
List of Contents / List of Awards and Commendations Received in Fiscal 2012		●	●	P43
CSR Report 2012 Survey Results		●		

List of Awards and Commendations Received in Fiscal 2012

Month and year	Name and description	Recipient
April 2012	Honorable mention of "Special Planning Prize" for booth exhibited at the 12th Japan Drugstore Show	Unicharm Corporation
June 2012	Letter of appreciation from Governor Yuhei Sato of Fukushima Prefecture for the provision of relief supplies to the prefecture	LG Unicharm Co., Ltd. (South Korea)
June 2012	Letter of appreciation from Iwaki City for donations of masks provided to the city	Unicharm Corporation
July 2012	Excellence Award and the Kagawa Labor Accident Prevention Group Liaison Council Chairman's Award from the Kagawa Labor Accident Prevention Group Liaison Council	Unicharm Products Co., Ltd. Shikoku Factory Central Manufacturing Building
July 2012	Letter of appreciation from Governor Yuhei Sato of Fukushima Prefecture for the provision of relief supplies to the prefecture	Unicharm Corporation
July 2012	Nikkei Business Publications, Inc. 13th Environmental Brand Survey 2012: 96th	Unicharm Corporation
August 2012	13th Japan Society of Sensitivity Engineering Conference Excellent Presentation Award	Chiemi Habu, GIR Division, Unicharm
September 2012	Best Friend Thailand 2012 Award	Unicharm Corporation
September 2012	Nihon Keizai Shimbun's "Best Workplaces" in Japan 2012: 95th Separate Category: Consideration toward Diverse Work Styles: 4th	Unicharm Corporation
November 2012	Nihon Keizai Shimbun's "FY2012 NICES Corporate Ranking": 8th	Unicharm Corporation
January 2013	Nihon Keizai Shimbun's 16th "Environmental Management Survey": 124th	Unicharm Corporation
February 2013	2nd Carbon Offset Award from the Minister of Economy, Trade and Industry	Unicharm Corporation
February 2012	Interbrand's "Japan's Best Global Brands 2012": 21st	Unicharm Corporation
March 2012	Toyo Keizai's "CSR Corporate Ranking 2013": 66th	Unicharm Corporation
March 2013	Keidanren Business Services for Internal Communications "FY2012 Keidanren Recommended In-house Newsletters" Magazine / Newspaper Category: General Award	Unicharm Corporation



Unicharm Corporation

<http://www.unicharm.co.jp/>

<http://www.unicharm.co.jp/english/index.html>