

Kao Corporation

Notice Regarding the Status of Purchase of the Company's Stock (Stock Purchase in accordance with Articles of Incorporation pursuant to Article 165, paragraph 2 of the Corporation Law)

March 25, 2013

Kao Corporation (the "Company"— *Ticker Code:4452*) hereby makes the following announcement: the Company has purchased the Company's stock from the market in accordance with Article 156 of the Corporation Law applicable pursuant to Article 165, paragraph 3 of the said Law, and the resolution made at the meeting of the Board of Directors held on February 5, 2013.

Type of purchased shares:	Common stock of the Company
Total number of purchased shares:	4,200,000 shares
Total amount of the purchases:	13,073,559,800 yen
Period of purchases:	From March 1, 2013 to March 22, 2013
Method of purchases:	Purchased from the market at Tokyo Stock Exchange

Reference:

1. Information regarding the resolution made at the meeting of the Board of Directors held on February 5, 2013

Type of shares to be purchased:	Common stock of the Company
Total number of shares to be purchased:	Up to 12,500,000 shares (2.4% of total outstanding shares as of December 31, 2012)
Total amount of the purchases:	Up to 30,000,000,000 yen
Period of purchases:	From February 6, 2013 to April 26, 2013

2. Total number of purchased shares of the Company's stock from the market pursuant to the above-noted resolution and total amount of the purchases:

Total number of purchased shares:	8,680,000 shares
Total amount of the purchases:	26,045,729,700 yen

Media inquiries should be directed to:
Corporate Communications Department
Kao Corporation
Phone: +81-3-3660-7043
Fax: +81-3-3660-7044