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 1, 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: 4,480,000 shares
Total amount of the purchases: 12,972,169,900 yen

Period of purchases: From February 6, 2013 to February 28, 2013

Method of purchases: Purchased from the market at Tokyo Stock

Exchange

Reference:

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

Media inquiries should be directed to: Corporate Communications Department Kao Corporation

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