

PRESS RELEASE

For Immediate Release

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LIXIL Corporation

**LIXIL to Launch JICA Project in Kenya:
“Ecological Sanitation System for Watershed Management
and Improving Hygienic Environment in Non-Urban Areas”**

TOKYO, January 23, 2014 –LIXIL Corporation (Headquarters: Tokyo, Japan; President: Yoshiaki Fujimori) has submitted a proposal “Ecological Sanitation System for Watershed Management and Improving Hygienic Environment in Non-Urban Areas in the Republic of Kenya” (hereinafter, “Kenya”) to the Japan International Cooperation Agency (hereinafter, “JICA”). As the proposal was selected for JICA’s first project for the Collaboration Program with the Private Sector for Disseminating Japanese Technology, LIXIL will implement it with the support of JICA.

In Kenya, the high GDP growth in recent years and an increase in the population of young people have contributed to the formation of a middle class that has purchasing power. As the country is expected to achieve further growth, the nation is making efforts to develop its infrastructure, which has not kept up with the sharp population increase and the concentration of the population into the cities.

While flush toilet penetration is around 50% in Nairobi and other urban areas, sewerage systems remain very rudimentary in non-urban areas. About 21 million people have very poor environments for defecation; 5.6 million out of them practice open defecation.* Consequently, water sources, including surrounding rivers and groundwater are polluted, causing increasing outbreaks of diseases such as typhoid and life-threatening diarrhea, which account for more than 17,000 death of young children under the age of five annually.*

*Source: WSP. Economic Impacts of Poor Sanitation in Africa (March 2012)



▲ Kibera area of Nairobi City



▲ Briefing to local residents

LIXIL has proposed an ecological sanitation waterless toilet system and is taking every opportunity to promote the provision of clean and comfortable sanitation facilities in Kenya, including at the Fifth Tokyo International Conference on African Development (TICAD V) held in Yokohama in June 2013.

Through this JICA's project, LIXIL will implement its project to promote its ecological sanitation waterless toilet system for the ever-increasing number of houses in Kenya's urban city suburbs, with the goal of reducing inappropriate treatment of human waste and open defecation.

LIXIL intends to use its expertise to improve people's sanitation to remedy the country's problem from a long term perspective.

About Ecological Sanitation Waterless Toilet System “*Green Toilet System*”

Since 2008, LIXIL has worked on research and development of ecological sanitation that treats human waste safely for recycling. The system doesn't use precious water for the transportation of human waste and therefore will not pollute groundwater, rivers, lakes, sea and other water resources. Instead of disposing of human waste, which contains phosphorus and nitrogen as nutrients for plant growth, the system ferments and decomposes it to recycle it as fertilizer. LIXIL has conducted demonstration testing with Hanoi University of Architecture in Vietnam since 2010, and started a research project to promote ecological sanitation in Indonesia last year. In Japan, LIXIL has been conducting comprehensive demonstration research in Kamikatsu-cho, Katsuura-gun, Tokushima Prefecture in light of local residents' demands. Kenya sees poverty and starvation caused by food shortages, as well as sanitary and environmental issues, as urgent challenges. LIXIL will launch activities for ***the Green Toilet System***—ecological sanitation for safe defecation and fertilizer production, plus use of the fertilizer produced through ecological sanitation in agriculture and the creation of jobs—as a system to support the cycle of life.

About LIXIL Corporation

Led by President and CEO Yoshiaki Fujimori, LIXIL Group Corporation (TSE Code: 5938) is a listed holding company posting 1.4 trillion JPY in consolidated sales in FY March 2013. The Group is involved in a broad spectrum of housing-related businesses, ranging from the manufacture and sales of building materials and housing equipment to the operation of home centers and a network of homebuilding franchises.

LIXIL Corporation, a consortium of building material companies, is a core enterprise of the Group, generating 80% of consolidated sales. The largest housing and building materials company in Japan with a vast and unique business portfolio, it is a leader in eight market categories, with a 55% share in exteriors, 50% share in housing sashes and doors, 50%

share in curtain walls and 40% share in sanitary ware. LIXIL is also a leading brand in tiles, bathroom furniture, and bathroom and kitchen units.

Launched in April 2011 under its present structure and name, LIXIL has been active in strategic acquisitions and partnerships in order to fortify and accelerate its growth in foreign markets. It currently operates in more than 30 countries through various brands offering a broad lineup of products and services. Permasteelisa, Gartner and Shanghai Meite, for example, spearhead our project business (building materials and curtain walls), while LIXIL, American Standard Asia Pacific, Inax and Tostem are power players that feature an impressive brand portfolio including kitchen units, bathroom fixtures, windows and doors. For more information about LIXIL Group, please visit <http://www.lixil-group.co.jp/>

Useful Information:

For more information about JICA, please visit <http://www.jica.go.jp/english/>

For more information about LIXIL, please visit <http://global.lixil.co.jp/>

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