

**For Immediate Release**

**November 18, 2016**  
**LIXIL Group**

**LIXIL Marks World Toilet Day with Call to “Learn. Share. Act.”**  
***Committed to supporting the 1 in 3 without access to proper sanitation***

**Tokyo, Japan** – LIXIL Group (“LIXIL”), a global leader in housing and building materials, products and services, today announced its support of World Toilet Day on November 19; a day designated by the UN to boost awareness and inspire action to tackle the global sanitation crisis.

One in three people around the world – or 2.4 billion people - do not have access to a clean and safe toilet. LIXIL has marked World Toilet Day by re-affirming its pledge to improve access to sanitation for 100 million people by 2020.

Kinya Seto, President and CEO of LIXIL, said, “In 2016, we have taken significant steps to expand our efforts to provide affordable, safe and clean toilets in developing regions around the world. We are proud to have successfully commercialized the SATO series of products, and will continue to leverage our expertise and resources to further innovate, bring new solutions to market and make a meaningful difference.”

During the past year, LIXIL has advanced its sanitation and hygiene agenda on a number of fronts:

**Scaling up the SATO business unit:**

First developed in 2013 by LIXIL’s American Standard Brands, the SATO series provides an affordable toilet solution for areas that lack sewerage infrastructure. SATO products incorporate a simple yet innovative solution to cover pit latrines, reducing the transmission of disease and improving user experience by sealing away odor. To date, over 1 million SATO products have been installed in over 14 countries, impacting 5 million people.

**Continued research and development on other sanitation innovations:**

LIXIL is developing toilet solutions to alleviate the sanitation challenge, including: the **Micro Flush Toilet System**, which uses less water per flush than a regular toilet and recycles sewage water to assist the flow in outside pipes; the **Green Toilet System**, which safely processes human waste into fertilizer and provides that value to farmers through the creation of a viable business model – all without water;

and the **Portable Toilet System**, which enables in-home sanitation for environments where sewer systems and pit latrines are not a viable option. On October 1, 2016, LIXIL Corporation created a new department to consolidate the activities of all four initiatives developing sanitation solutions for the bottom of the economic pyramid, facilitating shared knowledge and expertise, and the accelerated commercialization of these toilet technologies.

### **Broadening global awareness**

In August 2016, LIXIL published a report on research conducted with Oxford Economics, which identified that the economic cost of poor sanitation globally in 2015 reached US\$223 billion. This represented a 22% rise in five years, demonstrating the growing impact of the problem. The economic burden of poor sanitation is heaviest in Asia Pacific, which is accountable for a cost of US\$172.3 billion, over three quarters of the total amount. The report is available on [www.lixil.com](http://www.lixil.com).

In addition, LIXIL is boosting awareness in and outside of the company, involving employees and engaging followers on its new [facebook](#) page.

To find out more about LIXIL's commitment and solutions, visit: [www.lixil.com/1in3e](http://www.lixil.com/1in3e)

**-Ends-**

[\*\*CLICK TO DOWNLOAD VISUAL ASSETS\*\*](#)

**1 in 3**  
No access to a clean & safe toilet





That's 2.4 billion people with no access to proper sanitation

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**Poor Sanitation Cost The World US\$223 Billion**

<p><b>\$122.8bn</b> Lives Lost</p>  <p>The economic impact of deaths caused by diarrhea and other water-related diseases</p>	<p><b>\$56.6bn</b> Medical Bills</p>  <p>The cost of treating sanitation-related diseases</p>
<p><b>\$16.5bn</b> Work And Education Hours Lost</p>  <p>The value of work and school time lost due to water-related diseases</p>	<p><b>\$27bn</b> Time Lost Finding Toilet</p>  <p>The value of time spent searching for a toilet</p>

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**1 in 3**  
No access to a clean & safe toilet



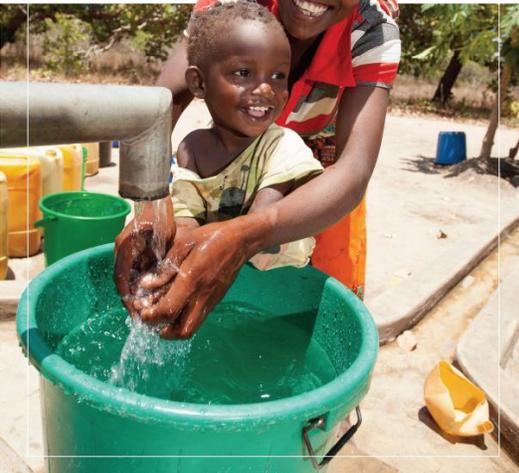
Defecating in the open puts people at risk of harassment and assault

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**THE TRUE COST OF POOR SANITATION**

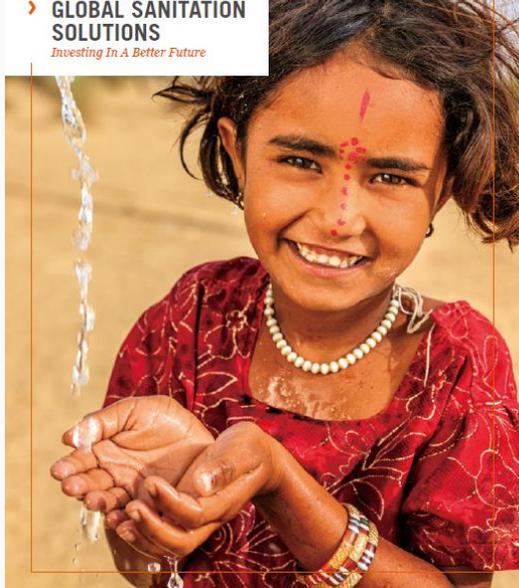
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OXFORD ECONOMICS  
with a contribution from WaterAid

UPDATE SEPTEMBER 2016



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**GLOBAL SANITATION SOLUTIONS**  
*Investing In A Better Future*



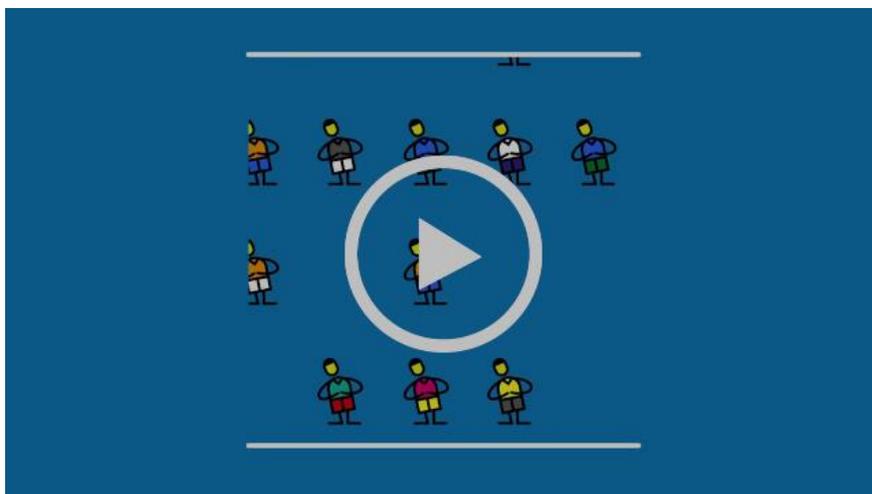


**Animation:**

*How the lack of toilets impacts our lives – Girls*

Embed code:

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<iframe width="560" height="315" src="https://www.youtube.com/embed/jMzAy7f8YaY" frameborder="0" allowfullscreen></iframe>
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**Animation:**

*How the lack of toilets impacts our lives – Children*

Embed code:

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<iframe width="560" height="315" src="https://www.youtube.com/embed/5JV0hdJ26iQ" frameborder="0" allowfullscreen></iframe>
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**Documentary:**

*Time for Global Actions LIXIL*

Embed code:

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<iframe width="560" height="315" src="https://www.youtube.com/embed/Ou3kvOc8sO4" frameborder="0" allowfullscreen></iframe>
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**About LIXIL**

LIXIL Corporation is a global leader in housing and building materials products and services. The foundation of LIXIL's success is our constant investment in technological innovation to improve the way we live. Delivering core strengths in water, housing, building and kitchen technologies, our brand portfolio businesses LIXIL, GROHE, American Standard Brands and Permateelisa are leaders in the industries and regions in which they operate. LIXIL produces some of the world's most fundamental and innovative products and services, and our solutions are an integral part of some of the world's most iconic and cutting-edge living and working spaces. Operating in more than 150 countries, and employing more than 80,000 people, we bring together function, quality and design to make people's lives better, and more delightful – wherever they are.

**About LIXIL Group**

**LIXIL Group Corporation** (TSE Code: 5938) is the listed holding company containing LIXIL Corporation, LIXIL VIVA CORPORATION and LIXIL Housing Research Institute, Ltd.. The Group, which is led by President and CEO Kinya Seto, 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, and comprehensive real estate service. LIXIL Group Corporation posted ¥1.85 trillion in consolidated sales in FYE March 2016.