

For Immediate Release

February 27, 2017
LIXIL Corporation

LIXIL Launches “Toilets for All” Initiative in Japan to Tackle Sanitation Challenge

Under Buy One/Give One scheme, a SATO will be donated to developing countries for each LIXIL shower toilet sold in Japan

Tokyo, Japan – LIXIL Corporation (“LIXIL”), a global leader in housing and building materials, products and services, announced that it will launch a new “Toilets for All—Buy One/Give One” initiative to help improve sanitation conditions in developing countries in Asia and Africa as well as raise awareness of global sanitation issues in Japan. This is the first time for LIXIL to implement this kind of cause-related marketing campaign, which will initially run for six months from April. Through this initiative, for every LIXIL shower toilet¹ sold in Japan, LIXIL will donate one of its innovative SATO toilets to underserved communities in developing countries.

LIXIL President & CEO, Kinya Seto, commented, “One in three people globally still lacks access to proper sanitation, which is a figure that is hard to comprehend for many in Japan. At LIXIL, we believe that everyone in the world should have access to clean and safe sanitation, and that action is required to help make this happen. Through this program, we will work with international organizations to provide improved sanitation to people in need, while at the same time helping to raise awareness of the issue in Japan.”

LIXIL has made ‘Global Sanitation & Hygiene’ one of the key pillars of its corporate responsibility strategy, pledging to provide better sanitation to 100 million people by 2020. Developing and scaling-up distribution of the SATO range, which helps reduce the transmission of disease and odors from traditional open pit latrines, is a central part of LIXIL’s strategy to reach the 100 million target. More than one million units of SATO have been distributed and installed across more than 14 countries worldwide, helping to improve sanitation conditions for more than 5 million people.

Through the new Toilets for All initiative, LIXIL is collaborating with the Japan Association for UNHCR as a principal partner of UNHCR, the UN refugee agency, as well as non-governmental organizations including WaterAid, BRAC, and Habitat for Humanity to facilitate the distribution and installation of donated SATO in underserved communities. LIXIL also closely works with these agencies to actively communicate the practical and social benefits of SATO to recipients, ensuring the toilets are not only

installed but used. Product donations through this initiative, supported by consumers in Japan, enable LIXIL to demonstrate the value of SATO and the importance of proper sanitation, and to further expand distribution to those in need.

At the same time, LIXIL has been expanding SATO as a business unit, strengthening its manufacturing capabilities and coverage. In addition to manufacturing partnerships and established distribution channels in Bangladesh and Uganda, LIXIL is developing new license agreements with local partner companies to expand production and distribution in countries including India and Kenya.

-Ends-

Contact

Public Affairs Division, LIXIL Corporation

John Short / Masako Takada:

pr_global@lixil.com

Tel: +81-3-6268-8801

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 Permasteelisa 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 ¥1.89 trillion in consolidated sales in FYE March 2016.

ⁱ The program covers all models of integrated shower toilets in Japan, including Satis G and Satis S ranges. For further information, please see: www.lixil.co.jp/minnanitoirewopj (Japanese only).