

For Immediate Release

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LIXIL Corporation

LIXIL Brands Focused on Innovative Solutions for Chinese Consumers

INAX, American Standard and GROHE brands all present at KBC 2017 in Shanghai

Tokyo, Japan – LIXIL Corporation (“LIXIL”), a global leader in housing and building materials, products and services, will feature more than 60 products from three of its flagship water technology brands at the 22nd Kitchen & Bathrooms China (KBC) show this week in Shanghai (31 May – 3 June 2017). Products to be unveiled by brands INAX, American Standard, and GROHE range from innovative shower experiences to ceramics that enhance how we live day to day.

LIXIL’s huge presence at KBC – Asia’s leading kitchen and bathroom trade show – showcases how it is leveraging its global scale and heritage of innovation for better living solutions.

American Standard, a brand with a 140-year-old history, is delivering on its commitment to raise the standard of living healthily, responsibly and beautifully around the world. American Standard will showcase a range of shower toilets with features including a deodorizer and dryer, leveraging core technologies from LIXIL. Also on display will be the brand’s latest model vanity units, an essential part of the bathroom, providing more space for consumers, as well as the EasySET shower system, which allows the user to immediately enjoy a shower at a preset temperature and pressure.

Meanwhile, GROHE, a world leading premium sanitary fittings brand, is helping meet consumer demand for more customization with a range of products that blend perfectly with your preferred bathroom design. This lineup includes the brand’s most innovative products yet, such the Rainshower® SmartControl: a smart control that memorizes your desired shower settings. GROHE will also be displaying the Sensia® Arena, which features smart technology and personalization options whilst defining a new level of hygiene.

INAX, the brand that first manufactured a shower toilet in Japan in 1967, announced a new one-stop service model for consumers in China under the brand’s “Simplicity for You” proposition. In collaboration with the Alibaba Group, China’s largest online marketplace, the new INAX “Direct to Consumer” business model allows consumers to enjoy a simple shopping experience from purchase to after sales via Alibaba’s business-to-consumer platform called Tmall, providing guaranteed quality and prices. Among the products INAX will be displaying at KBC are e-bidet toilet seats and the Satis S e-toilet, a new shower toilet for the region incorporating the brand’s technological innovations including LIXIL’s stain-resistant ceramic technology, AQUA CERAMIC.

Bijoy Mohan, CEO, LIXIL Water Technology and LIXIL Housing Technology, Asia, commented: “I’m proud of to see so many of our brands coming together and delivering on LIXIL’s promise of innovation and design to create even better living solutions for consumers. The China market is in the

midst of a transformation to a consumer driven economy, and we are taking the lead in orienting our brands towards fulfilling the demand generated by this transformation. We believe in combining the best of our expertise to deliver effective and accessible solutions for people across the world.”

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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 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 ¥1.79 trillion in consolidated sales in FYE March 2017.