

For Immediate Release**May 29, 2019**
LIXIL Corporation

LIXIL showcases innovative solutions and designs from its portfolio of leading brands at KBC 2019

Four powerful global brands from its portfolio - American Standard, GROHE, INAX, and LIXIL - showcase latest collections, concepts, and designs that appeal to the consumer needs in China across multiple categories in kitchens and bathrooms

Shanghai, China –LIXIL Corporation, maker of pioneering water and housing products, introduced cutting-edge technology, human-centric innovation, and differentiated designs from its portfolio of leading international brands - American Standard, GROHE, INAX, and LIXIL (Prefabricated Bathrooms) - at Kitchen and Bath China, Asia's leading trade fair for the kitchen and bath industry. Leveraging its multi-category, multi-brand strength in China, LIXIL is delivering the best of technology, quality and consumer-centric innovation through products that solve everyday, real-life challenges for the Chinese consumers.



LIXIL Senior Leadership (partial) at 2019 KBC LIXIL Press Conference

Leveraging the synergies of its leading international brands, LIXIL presented new collections, solutions and designs to showcase its design-centric approach that is consistently producing attractive, differentiated products that appeal to the discerning Chinese consumers.

Key highlights included two new bathroom collections from Japanese brand INAX that were highly credited at Milan Design Week, LIXIL bringing its 50-year Japanese legacy in Integrated System Bathrooms (Prefabricated bathrooms) to China, GROHE

showcasing a record number of over 300 single new innovative products that actively shape the future of water, including 3D Icon faucet, Ceramics, GROHE Blue, Rapido SmartBox, Handshower and other products, and differentiated bathroom concepts, products, and artistic installations of star products by American Standard.

Present during the event, **Bijoy Mohan, CEO, LIXIL Asia-Pacific**, said *"LIXIL is transforming the end-to-end home solutions experience to make it easy, enjoyable and of true value to the Chinese consumers. Asia is the growth engine for LIXIL and China is our biggest market in this region. We are at the forefront of meeting the demand generated by China's transformation into a consumer-driven economy, which is perfectly aligned with our consumer-centric approach. Our portfolio of global brands delivers LIXIL's promise of innovation and design to create better living solutions for all our consumers."*



Bijoy Mohan, CEO of LIXIL Asia-Pacific, Giving A Welcome Address

Adele Tao, Managing Director of Greater China, Grohe/INAX/LIXIL Kitchen/Prefab, said *"We're very excited to once again bring together the aligned synergies of LIXIL's brands at KBC, showcasing our latest innovations and well-designed products across Kitchen & Bath categories. Among the ground breaking solutions which we are showcasing this year is LIXIL's Integrated System Bathrooms. We are also presenting our two most anticipated collections S600 & S400 by INAX, which were recently launched at the Milan Design Week. We all are very excited to share with the world a part of our Japanese culture and tradition, which inspires creativity, and delivers the latest technology and meaningful design to our consumers."*

Michael Kang, General Manager, American Standard, LIXIL China, said *"American Standard is a purposeful brand for everyone –providing innovative solutions for a wide spectrum of consumers with varied lifestyle preferences. Beautiful design and consumer-centric insights are key to American Standard creating products that are meaningful and add value. This year, we are offering a comprehensive range of*

innovations and design solutions like our Signature collection and SpaceMaster for savvy homeowners to customize their living experience.”

Key highlights from LIXIL’s brands at KBC include:

American Standard

American Standard, a brand with over 140 years of history and more than 30 years of delivering innovative bathroom and kitchen products in the Chinese market, will showcase bathroom concepts for different lifestyles, for both residential and hospitality, and bring new products including the Signature collection and SpaceMaster. With the theme “Purposeful Design, Innovative Living”, American Standard shows its thoughtfulness in design and considerations to help consumers have better living space, with its artistic installations of star product series GENIE and SpaceMaster.

GROHE

With the theme of “Shaping the future of water”, GROHE, a leading global brand for complete bathroom solutions and kitchen fittings, favorably surprised the audiences with a record number of over 300 single new products that actively shape the future of water. Bringing globally acclaimed products showcased at ISH 2019, an influential global event that gathers sanitary installations, intelligent living, and innovative building solutions from the world, GROHE showcased its most innovative and well-designed products to the Chinese audiences. With the 3D metal-printing, GROHE will revolutionize the water experience in the home, making the unthinkable possible. GROHE also showcased innovations that help consumers in seeking simplicity, with creations without complexity, such as the Atrio Private Collection, Rapido Smartbox System, and Ceramics made to match in form and function.

INAX

INAX is a 100-year-old Japanese brand that manufactures innovative bathroom products and artistic tiles. Embracing Japanese heritage and tradition, INAX launched two new product series at KBC 2019 - the S600 and S400, which were unveiled globally at Milan Design Week 2019. The new products reflect its Japanese heritage and values with respect for the virtues of water, at its purest form, while drawing inspiration from Japanese beauty and techniques.

- The S600 line utilizes the traditional Japanese method of designing spaces, a practice that has been cultivated since ancient times and is evident in Zen rock gardens, where each tree, stone, and pebble plays a role, and every shape holds a meaning. The S600 line has condensed and evolved the functionality and aesthetics of the world-renowned Japanese approach to architecture and spatial design, creating bathrooms that are suitable in today’s modern world.
- The S400 line combines the contrasting elements of human and architecture, and of light and shadow, within one product. The design is a result of thorough considerations from all perspectives, including how the user feels when facing

the product, the ease of use, and how it reflects light together with the shadow it casts.

As INAX sets out for global expansion in 2019, the brand will continue serving discerning consumers by offering bathroom solutions that blend traditional Japanese style with modern technologies and sensibilities.

LIXIL (Prefabricated Bathrooms)

LIXIL prefabricated bathrooms, or also known as Integrated Systems Bathrooms, have been present in the Japanese market for over 50 years. This year at KBC, LIXIL Integrated Systems Bathrooms brings a large-scale, more interactive booth for Chinese audiences, including three sections appealing to different lifestyle needs: the Elderly Care ISB for aging people and for differently-abled segment of Chinese consumers, the Mass Premium ISB for high-rise residential buildings, and the luxury bathroom for hospitality. The booth will also include a VR lounge where visitors can experience the product portfolio, which includes a range of 15 ISB units. With this, LIXIL offers a one-stop solution to its customers with wide range of products to select from the leading international brands.

LIXIL Kitchen

With an unique storage experiential booth event, LIXIL Kitchen, a high-quality, high-efficiency, high-tech Japanese brand, launched in 2019 KBC and announced its presence in China market, and foreshadowed the opening of an innovative new era of "multi-storage, user-friendly assistant" kitchen experience. LIXIL Kitchen presented with two cabinets, with design details such as "capsule", "pull-down shelf", "W-shape sink", "easy drawer", etc., which showcased LIXIL Kitchen's "ultimate storage" and consumer-centric approach.

Download Booth Photos here: <https://we.tl/t-Draesy7zz7>

ABOUT LIXIL

LIXIL makes pioneering water and housing products that solve every day, real-life challenges, making better homes a reality for everyone, everywhere. Drawing on our Japanese heritage, we create world-leading technology and innovate to make high quality products that transform homes. But the LIXIL difference is how we do this; through meaningful design, an entrepreneurial spirit, a dedication to improving accessibility for all, and responsible business growth. Our approach comes to life through industry leading brands, including INAX, GROHE, American Standard, and TOSTEM. Over 70,000 colleagues operating in more than 150 countries are proud to make products that touch the lives of more than a billion people every day.

LIXIL Group Corporation (TSE Code: 5938) is the listed holding company for LIXIL's portfolio of businesses.

For more information about LIXIL, please visit <http://www.lixil.com>