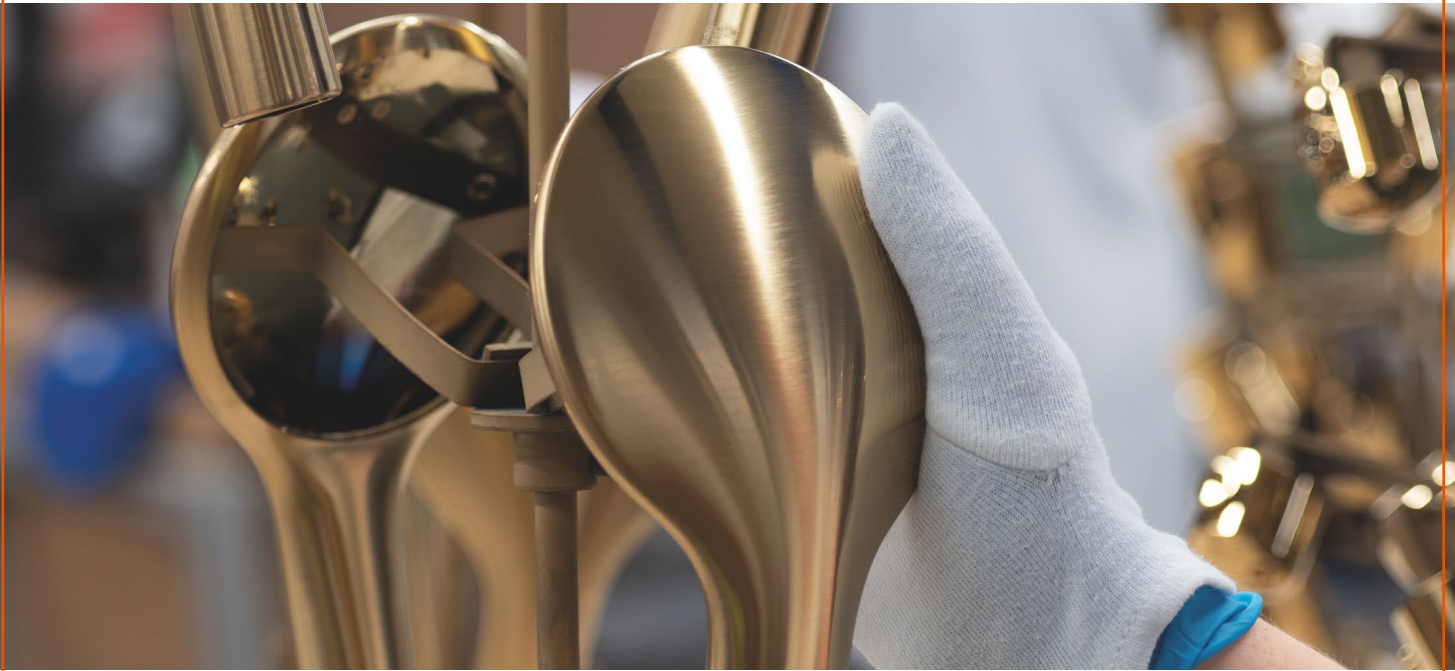
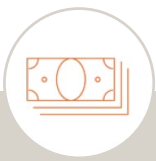


## ABOUT LIXIL & ITS GROHE BRAND



LIXIL (TSE Code 5938) creates **pioneering water and housing products** that solve everyday, real-life challenges, **making better homes a reality for everyone, everywhere**. Drawing on its Japanese heritage, the company develops world-leading technology and innovations that transform homes.



**US\$11.1**  
BILLION  
TOTAL REVENUE



**150+**  
COUNTRIES  
GLOBAL PRESENCE



**100+**  
YEARS  
BRAND LEGACY



APPROX.  
**55,000**  
EMPLOYEES



TOUCHING THE LIVES OF  
**OVER 1 BILLION**  
PEOPLE

LIXIL differentiates through meaningful design, an entrepreneurial spirit, a dedication to improving accessibility for all, and responsible business growth. **Its approach comes to life through industry leading brands.**

**LIXIL**



**INAX**

*American Standard*

**TOSTEM**



**NODEA**

**SAITO**

RICHELLE

SPAGE

**Interio**

**exsior**

SUPER WALL



## TOUCHING THE LIVES OF OVER ONE BILLION PEOPLE EVERY DAY

LIXIL was born in **2011** through a merger of five of Japan's most successful housing and building materials companies. While each of LIXIL's brands has its own unique personality and strengths, together they provide an unmatched offering and ability to meet the full scope of consumer preferences and needs. **In 2014, GROHE became part of the iconic brand portfolio and is the primary product brand in EMENA.**

Construction Methods



Tiles



Solar Energy Systems



Windows



Bathrooms & Toilets



Garden Rooms



Housing Exteriors



Entrance Doors



Housing Interiors



IoT Systems



Kitchens



Smart Water Products



*“Our organization thrives on **strong collaboration and know-how-transfer that creates synergies for product development, design, production and supply chain.** We are a strong network that is also beneficial to our business partners and consumers.*

*GROHE is firmly established in the sanitary industry and rich in tradition. The brand greatly benefits from the power of **‘One LIXIL’**. Together, we contribute to our company-wide purpose of ‘Making better home a reality foreveryone, everywhere’ and enhance our **positive impact around the world.**”*

*Bijoy Mohan, Leader, LIXIL International*

# GROHE'S CONSUMER-CENTRIC PRODUCT PORTFOLIO OFFERS PURE FREUDE AN WASSER

Like all brands in the LIXIL portfolio, GROHE contributes towards achieving the same purpose: Making better homes a reality for everyone, everywhere. This requires a deep understanding of consumers – how they live, what their needs and aspirations are, and what they expect from their living spaces. **Every product development and design process starts with this consumer-centric thinking.**

## COMPLETE BATHROOM SOLUTIONS FROM ONE SINGLE SOURCE



Faucets // Concealed mixers // Thermostats // Showers & Shower Systems // Ceramics // Flush Plates // Installation Systems // Accessories

## PERFECT SOLUTIONS FOR THE 60CM AROUND THE KITCHEN SINK



Watersystems // Faucets // Sinks // Waste Systems // Accessories



# GROHE

**A comprehensive service offering tailored to the needs of the brand's business partners is complementing the product portfolio.** With the aim to make everyday work easier for its professional partners, the brand also offers additional customer support such as the **GROHE + loyalty program** or **GIVE** – a training program for the next generation of installers.



## EVERY GROHE PRODUCT IS BASED ON THE BRAND VALUES OF QUALITY, TECHNOLOGY, DESIGN AND SUSTAINABILITY

### QUALITY



LIXIL's global manufacturing network comprises 79 factories in ten markets to meet demand anywhere in the world. Among them, **five production sites in three markets operate for the GROHE brand.** All plants follow the same standards and processes and fulfill the most uncompromising requirements in terms of finishing and functionality worldwide. The manufacturing network is made to scale GROHE's long-lasting product innovations and is ready to produce to the most complex specifications in **a high-tech environment.** From raw material all the way to shipping finished goods – the organisation takes pride in **a manufacturing depth above 90 percent.** This includes the inhouse production of GROHE cartridges that are the heart of every faucet, giving it durability and the unique GROHE feel. In combination with uniform processes each plant delivers highest quality and customer satisfaction.

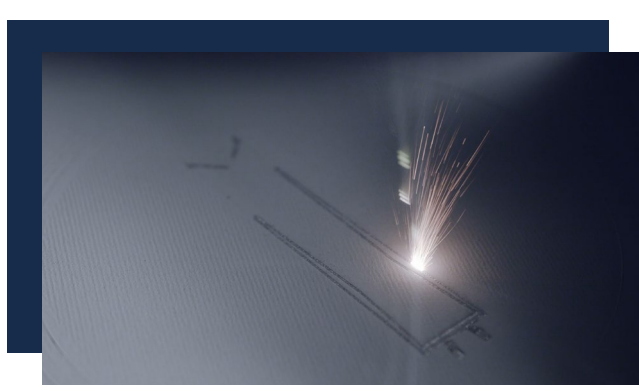
Visit our plants [here](#).

Ever since its beginning over **80 years ago**, GROHE has been pioneering innovations in the bathroom and kitchen. From the development of the first **"thermostat of the people"** in 1956 to the unbottling of drinking water with the **GROHE water systems** in 2009 and the launch of the **first 3D-metal-printed faucets** in 2019. Focused on customer needs, GROHE creates life-enhancing and sustainable product solutions that offer added value for consumers. Still every GROHE product has its roots in the German Sauerland region: Newly opened in late 2018, the **Research & Development centre in Hemer**, Germany, features state-of-the-art technologies that continuously push the boundaries of the impossible.

The laboratory in Hemer is the first development laboratory in the sanitary industry to be successfully reaccredited by the DAkkS, the German Accreditation Body, for the testing of fittings. Accreditation reduces the time between product development and the launch, as product releases are carried out and approved by the company's own laboratory in accordance with independent test procedures.

Take a look behind the scenes of our R&D lab [here](#).

### TECHNOLOGY



### DESIGN



At the **six major in-house design studios** in Tokyo, Tokoname, New York, London, Düsseldorf and Singapore, the LIXIL Global Design team is creating distinctive experiences for its iconic brands, based on comprehensive analysis of trends and consumer insights. By **combining this experience-based design approach with LIXIL's advanced technologies**, the brand is developing meaningful products that solve real-life challenges and add value to the daily lives of so many people around the world. **For the GROHE brand, the Düsseldorf based team is taking care that every GROHE product delivers against this promise.**

Meet our design team [here](#).

With water at the core of its business, GROHE contributes to **LIXIL's Impact Strategy** with a resource-saving value chain: from **CO2-neutral<sup>1</sup> production, the removal of unnecessary plastic in product packaging, all the way to water- and energy-saving, a water-recirculating shower.** Striving for the highest levels of sustainability for **over 20 years**, GROHE consistently pursues a **360-degree sustainability approach** that incorporates employees, suppliers, customers, processes, products and social responsibility in equal measure.

Get to know more about our sustainability engagement [here](#).

<sup>1</sup>includes CO<sub>2</sub> compensation projects, more on [grohe-x.com/en/sustainability](https://grohe-x.com/en/sustainability)

### SUSTAINABILITY



## GROHE X EXPERIENCE – TURNING TARGET GROUPS INTO COMMUNITIES

With the **hybrid communication ecosystem GROHE X**, the brand provides further impulses for the industry. Whether digitally on the **brand experience hub**, physically or hybrid in the **GROHE X Brand & Communication Experience Center in Hemer**, Germany or on the road with the **GROHE X Motion Trucks**, the brand connects people to enhance LIXIL's purpose to "make better homes a reality for everyone, everywhere".

Welcome to the **GROHE X universe!**



APPROX. 0.8 MILLION  
UNIQUE VISITORS<sup>2</sup>



13 LANGUAGES AVAILABLE  
ON THE PLATFORM



5 GROHE X Studios  
for content generation



3 GROHE X  
Motion Trucks



8 SOLAR PANELS ON THE  
ROOF OF EACH TRUCK

### GROHE

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<sup>2</sup>Data from 15.03.21–23.08.23

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