

PRESS RELEASE

GROHE celebrates the opening of a new Office & Live Center in Cairo by offering new and enhanced customer experiences

- GROHE's new live center offers a one-of-a-kind customer journey by providing new displays of innovative designs and technologies
- GROHE launches summer "Pro-Bath" campaign to introduce personalized and exclusive services
- The campaign offers an opportunity to receive an exclusive GROHE service and the chance to win a cashback of up to EGP 50,000 when you buy GROHE bath products

GROHE, the world-renowned leader in sanitary fittings, celebrated the opening of their new Office & Live center located in New Cairo with a special inauguration by Nizar Abdel Kader, Leader Egypt Libya & Sudan, LIXIL EMENA. The opening was also an opportunity for GROHE to kick-start the first phase of the "Pro-Bath" campaign launch by hosting a media gathering. The event served as an opportunity to introduce the brand's new innovative products that continue to push the boundaries of bathroom and kitchen designs.

During the event, GROHE introduced the reinvention of the new Allure products, which focus on offering a harmonious bathroom experience through combining state-of-the-art water technology and true design statements. The Allure line also provides a choice of different colors and finishes: Chrome, Brushed Cool Sunrise, Brushed Warm Sunset, and Hard Graphite. This futuristic mindset also extends to the brand's services that prioritize the customer's overall journey.

By collaborating with different residential compounds, GROHE will ensure that a dedicated team of technicians and promoters are available to provide free inspection services for GROHE installations through the GROHE renovation van. The van visits are set to begin roaming the streets of Cairo starting in June. In addition to this service, GROHE will also provide a chance for the public to win a cashback of up to EGP50,000 on all bath product purchases.

Commentating on the launch of the new Office & Live Center, Nizar Abdel Kader, Leader Egypt Libya & Sudan, LIXIL EMENA, stated, "At GROHE, creative thinking is at the heart of everything we do. We are committed to creating products and services that have the ability to enhance the quality of life for our customers by offering efficient and innovative product solutions to make better homes a reality for everyone, everywhere. Today, we celebrate another milestone with the opening of this iconic office & live center, a location to fortify our leading position in the Egyptian market, hosting a large variety of our products that showcase the company's efforts in offering the best products and services in sanitary fittings."

As a pioneer in the sanitary industry, GROHE's continuous commitment to bringing new experiences to consumers is a testament to the company's efforts to become leaders of change and set real milestones for future living concepts.

- ENDS -

Pure Freude
an Wasser

GROHE


About GROHE

GROHE is a leading global brand for complete bathroom solutions and kitchen fittings. Since 2014 GROHE has been part of the strong brand portfolio of LIXIL, a manufacturer of pioneering water and housing products. In order to offer "Pure Freude an Wasser", every product is based on the brand values of quality, technology, design and sustainability. Portfolio highlights such as the GROHE Eurosmart line or the GROHE thermostat series as well as groundbreaking innovations such as the GROHE Blue water system are the perfect embodiment of these values. Focused on customer needs, GROHE creates life-enhancing and sustainable product solutions that offer added value for consumers. To make every day work easier for its professional partners, the brand also offers a comprehensive range of services, including the GROHE + loyalty program and GIVE – a training program for the next generation of installers.

With water at the core of its business, GROHE contributes to LIXIL's corporate responsibility strategy with a resource-saving value chain: from CO2-neutral* production, water- and energy-saving product technologies, the removal of unnecessary plastic in the product packaging, all the way to the launch of Cradle to Cradle Certified® products. 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".

* includes CO2 compensation projects, more on green.grohe.com

About LIXIL

LIXIL (TSE Code 5938) makes pioneering water and housing products that solve everyday, real-life challenges, making better homes a reality for everyone, everywhere. Drawing on our Japanese heritage, we create world-leading technology and innovate to produce 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. Approximately 55,000 colleagues operating in more than 150 countries are proud to make products that touch the lives of more than a billion people every day. Learn more at www.lixil.com

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