

PRESS RELEASE

New booth concept presents GROHE as complete bathroom supplier

Forum building provides spectacular backdrop at ISH 2015

A new booth concept and a new location present GROHE as a complete bathroom supplier at this year's ISH show. Showcasing the GROHE Group as an integral entity called for more space and a new booth structure to illustrate the wide range of the Group's product portfolio. GROHE has found this space in Messe Frankfurt's ellipsoid building known as the "Forum". Famous for its spectacular transparent glass architecture, the Forum provides the perfect backdrop for this year's innovative presentation, which comprises the various GROHE product categories as well as the JOYOU brand and a cross-section of its sanitary products.

Visitors touring the stand will not only discover numerous exciting innovations from all segments of the GROHE product portfolio but will also see the expansion of the Group's range into such new product categories as sanitary ceramics. This area represents an important step in the ongoing evolution of the GROHE Group and means additional potential for growth. The new and unique range of bathroom ceramics offers GROHE the possibility to market complete bathroom lines comprising tubs, washbasins and WCs specifically designed to coordinate with its popular faucets and fittings. This year's ISH presentation is a genuine world premiere in that it highlights the Group's ability to supply complete bathrooms from a single source.



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Fanned out floor plan gives all categories optimum exposure

The design of the booth symbolises the new positioning of GROHE as a supplier of complete bathrooms, with open and transparent presentation areas radiating from the reception counter. This fanned out floor plan encourages visitors to explore the GROHE Group's diverse universes while at the same time illustrating the connections and coordination between the individual product categories. In the bathroom area, for instance, visitors can see complete bathroom solutions as well as lines of faucets available in S, M, and L sizes for custom combinations of basins and faucets. The GROHE BestMatch™ information counter demonstrates just how easy it is to identify perfect matches using the dedicated app or the web-based functionality.

GROHE Professional, the brand serving professional fitters and installers, is represented with a wide array of installation systems and innovative functions. Professionals are welcomed at the Genius bar where GROHE experts are on hand to answer questions, explain functions and find solutions. Another area of the booth is dedicated to the range of GROHE Sensia® shower toilets, which incorporate the latest technologies to take comfort and hygiene to new heights. Exclusive products revolving around luxury, wellbeing and relaxation can be found in the GROHE SPA® exhibition zone. Last but not least, a dedicated area puts the latest GROHE faucets for the modern kitchen centre-stage.

JOYOU sharing GROHE Group booth for the first time ever

JOYOU completes the Group's presentation at ISH. The Chinese brand displays six fully fitted bathrooms from its Best Value portfolio, complemented by its range of kitchen faucets, sinks and accessories. All manufactured to



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stringent GROHE Group specifications, JOYOU products offer international design at affordable prices.

The GROHE booth at ISH 2015 showcases the repositioned GROHE Group and the breadth of its expertise accumulated over many decades. Allowing visitors to experience a unique combination of technology, “Made in Germany” quality, design and sustainability, the spacious booth reflects the GROHE Group’s status as a true leader of the global sanitary industry.

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About the GROHE Group

The GROHE Group comprises Grohe AG, Hemer; Joyou AG, Hamburg and other GROHE subsidiaries in foreign markets. The GROHE Group is the world’s leading provider of sanitary fittings.

With its global GROHE brand, the GROHE Group has relied on its brand values of technology, quality, design and responsibility for decades to deliver “Pure Freude an Wasser”. With the JOYOU brand, the Group covers the fast-growing Chinese market.

Spearheaded by GROHE Group S.à r.l., Luxembourg, the GROHE Group has a global workforce of around 10,000 people (including some 4,000 at JOYOU). There are about 2,400 employees working at GROHE in Germany. With three production plants in Germany as well as several plants in other markets, the GROHE Group generated consolidated sales of €1.58 billion in 2014 according to preliminary figures.

The GROHE Group, which was taken over by the LIXIL Group and the Development Bank of Japan in January 2014, currently generates some 85 percent of its sales outside Germany.

The LIXIL Group is the global leader in the building materials and housing equipment industries.

Effective 1 April 2015 (pending relevant regulatory approvals and internal corporate procedures), the global sanitary ware business of LIXIL Group will be integrated in the new LIXIL Water Technology Group (LWTG) business unit. The GROHE, American Standard, JOYOU and LIXIL/INAX brands will remain independent within LWTG.

GROHE Group S.à r.l.

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