

PRESS RELEASE

GROHE launches shower toilet campaign at international airports

- “First class seats for everyone” is the slogan for the GROHE Sensia Arena intelligent shower toilet
- Largest out-of-home advertising campaign in GROHE’s history: 19 international airports, 15 countries, 20 million visitors
- The campaign is part of a broad communications offensive covering public relations and social media, as well as drives in sales and marketing, training and employee communications

Düsseldorf, 12 March 2018: At the beginning of March, GROHE, the world’s leading provider of sanitary fittings, launched an advertising campaign for the GROHE Sensia Arena intelligent shower toilet at 19 international airports in 15 countries. With the “FIRST CLASS SEATS FOR EVERYONE” creative campaign, GROHE is targeting international travellers. The GROHE Sensia Arena is a premium, intelligent shower toilet that features an elegant design and a breakthrough technology, while remaining an affordable product for everyone. No other GROHE product has won as many design prizes as the GROHE Sensia Arena.

Reaching 20 million airport visitors

The campaign can be seen amongst others at the major hubs of London Heathrow (Great Britain), Paris Charles de Gaulle (France), Frankfurt Airport (Germany) and Amsterdam Schiphol (the Netherlands). The billposting represents the largest out-of-home advertising campaign in GROHE’s history and should reach more than 20 million airport visitors. The aim of GROHE is to draw maximum attention to the shower toilet and position itself as a leading provider and partner to retailers, showrooms and project developers. In addition, a GROHE XXL truck will be calling at selected airports to provide more detailed information. The campaign will

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also be supported by public relations and social media activities, employee mobilisation initiatives and dedicated sales drives.

Support for tradespeople and retailers

Furthermore, GROHE will be offering additional benefits to partners selling the Sensia Arena, whereby tradespeople that participate in the SMART loyalty programme of GROHE will receive 1,000 SMARTs per sold and scanned shower toilet. GROHE is also supporting retailers and tradespeople with training and information materials. These include counter displays, posters and gallery cards for bathroom showrooms. The GROHE Sensia Arena will also be one of the highlights on display in the four GROHE XXL trucks and S trucks during their [Europe-wide tour](#). Consumers and tradespeople can try out the shower toilet for themselves during the stops and discuss the product with GROHE staff.

More information at

www.grohe.com/shower-toilet

www.pro.grohe.com/smart-loyalty

About GROHE

GROHE is the world's leading provider of sanitary fittings and has a total of over 6,000 employees, 2,400 of which are based in Germany. GROHE has been part of the LIXIL Group Corporation since 2014. As an international brand, GROHE pursues the brand values of technology, quality, design and sustainability, seeking to offer the "Pure joy of water". GROHE has been developing new product categories since its inception. This includes the GROHE Blue and Red water systems and the recently-introduced GROHE Sense water security system, which is an innovative component in the growth market of smart home technology. Innovation, design and development are closely aligned with one another and are enshrined in the German site as an integrated process. As a result, GROHE products carry the seal of quality "Made in Germany". In the last ten years alone, GROHE has received over 300 design and innovation awards as well as several top rankings as one of "Germany's most sustainable large brands", confirming the success of the brand. GROHE was the first in its industry to win the German government's CSR prize and was also featured in the renowned Fortune® magazine's ranking of Top 50 that are "Changing the World".

About LIXIL Corporation

LIXIL is a global leader in the housing and building industry. Our unique portfolio spans everything from technologies that revolutionize how we interact with water in our daily lives, to a full lineup of products and services for houses and major architectural projects. Delivering core strengths in water, kitchen, housing, and building technologies, our brands including LIXIL, INAX, GROHE, American Standard, and Permateelisa are leaders in the industries and regions in which they operate. LIXIL operates in more than 150 countries and employs more than 70,000 people, bringing together function, quality, and design to

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make people's lives better and more delightful – wherever they are. Learn more at www.lixil.com, facebook.com/lixilgroup and www.linkedin.com/company/lixil-group.

GROHE

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