

Media alert:

GROHE Appoints Alexey Bykov as new Leader for the Middle East Region

Dubai, United Arab Emirates, 3rd of April 2023: GROHE, one of the global leaders in complete bathroom and kitchen fittings, has announced the appointment of Alexey Bykov as the new Leader of the Middle East region at LIXIL EMENA. The appointment came as a testimony of GROHE 's continued focus on growth, innovation, and customer success across the globe.

With over 20 years of experience in the construction and sanitary ware industry, Bykov will now spearhead GROHE's operations across the Middle East as he has previously held leadership positions in various renowned organizations and has a proven track record of driving growth, innovation and digital transformation.

In his new role, Bykov will be responsible for developing and implementing strategies to drive regional business growth and profitability. He will also focus on expanding the customer base, building partnerships and driving innovation to contribute to the company's overall success, in addition to overseeing the company's operations in MENA.

Bykov extensive experience and passion for driving growth through innovation make him ideally suited for this role, as his leadership and GROHE's team of experts in the region will provide customers with the best products and services.

Bykov previously served as Leader, Grohe Russia, Central Asia and Caucasus, where he helped establish a strong brand presence in the region. He has also held leadership positions at several other multinational companies in the building materials and fast-moving consumer goods industries.

Follow GROHE on [Facebook](#), [Twitter](#), [Instagram](#), [LinkedIn](#) and [YouTube](#).

ENDS

About GROHE

GROHE is a leading global brand for complete bathroom solutions and kitchen fittings and has a total of over 6,500 employees in 150 countries – 2,600 of them are based in Germany. Since 2014 GROHE has been part of the strong brand portfolio of the Japanese manufacturer of pioneering water and housing products LIXIL. In order to offer “Pure Freude an Wasser”, every GROHE product is based on the brand values of quality, technology, design and sustainability. Renowned highlights such as GROHE Eurosmart or the GROHE thermostat series as well as groundbreaking innovations such as the GROHE Blue water system underline the brand's profound expertise.

Focused on customer needs, GROHE thus creates intelligent, life-enhancing and sustainable product solutions that offer relevant added value – and bear the "Made in Germany" seal of quality: R&D and design are firmly anchored as an integrated process in Germany. GROHE takes its corporate responsibility very seriously and focuses on a resource-saving value chain. Since April 2020, the sanitary brand has been producing CO₂-neutral worldwide. GROHE has also set itself the goal of using plastic-free product packaging by 2021.

In the past ten years alone, more than 460 design and innovation awards as well as several top rankings at the German Sustainability Award have confirmed GROHE's success: GROHE was the first in its industry to win the CSR Award of the German Federal Government and was also featured in the renowned Fortune® magazine's ranking of Top 50 that are “Changing the World”.

www.grohe.com

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 60,000 colleagues operating in more than 150 countries are proud to make products that touch the lives of more than a billion people every day.

www.lixil.com

PRESS CONTACT

Gita Ghaemmaghami, Leader Communications and CR MENA, LIXIL EMENA

Gita.ghaemmagham@grohe.com

Mobile: +971554376534

Iman Dawod, Communication Manager, BPG Group

Iman_dawod@bpggroup.com

Mobile: +971 50 817 5305