

MEDIA ALERT

GROHE Appoints Mohamed Ataya as Leader, North Africa, LIXIL EMENA

Cairo, Egypt, 8 May 2023: GROHE, a global leader in complete bathroom and kitchen fittings, has announced the appointment of Mohamed Ataya as the new Leader of the North Africa region at LIXIL EMENA. Ataya joined GROHE in 2010. Throughout his career journey, Ataya acquired extensive leadership and financial expertise. Hence, his appointment reflects LIXIL's continued commitment to grow its business in the region, and he is expected to play a pivotal role in reaching key milestones.

Additionally, he is well known for his dynamic leadership style and exceptional skills. He has previously held several positions in GROHE, including Leader ELS and North West Africa, Regional Financial Controller for the Middle East and Africa, and Leader of Gulf and Pakistan.

Moreover, Ataya possesses 14 years of experience in managerial and financial roles across various industries. It is also worth noting that he holds a Bachelor's Degree in Finance & Accounting from the Lebanese American University and is a Certified Management Accountant (CMA).

During his tenure at GROHE, Ataya has significantly improved cost management processes and implemented operational controllership practices across the region. Furthermore, he was instrumental in setting up a strong legal organizational structure for GROHE in the region.

Ataya's background and expertise in finance, asset management, people management, and financial shared services make him an ideal fit for his new role as Leader, North Africa, LIXIL, EMENA.

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Pure Freude
an Wasser



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 everyday 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](https://www.green.grohe.com)

About LIXIL

LIXIL (TSE Code 5938) 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. 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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