

PRESS RELEASE

Global leader GROHE expands regional portfolio to more than 400 products; launches enhanced Eurosmart series in Saudi Arabia

- *Eurosmart offers different levers corresponding to people's lifestyles and reflect GROHE's human-centric design approach.*
- *New offerings by GROHE are contributing to Saudi Arabia's Vision 2030 for sustainability, innovation and technology*

Riyadh, KSA; 11 August 2022: GROHE, a leading global brand for complete bathroom and kitchen solutions has expanded its offerings in Saudi Arabia to more than 400 products. This comes on the back of the launch of the contemporary and stylish Eurosmart series.

GROHE already has a strong presence in the Kingdom, with strategic partnerships with leading distributors and trade partners. With its enhanced and expanded portfolio, GROHE is strengthening its footprint in the Kingdom's rapidly growing construction sector and is contributing to the Kingdom's 2030 Vision reinforcing households with sustainable, innovative and tech-drive solutions.

GROHE's expanded product portfolio gives Saudi consumers and businesses access to a wide choice of technologically advanced sanitary solutions, including one of the brand's undisputed bestsellers. The Eurosmart series is specifically designed to meet evolving requirements for sustainability and hygiene, with a contemporary design and future-oriented functions.

Fawzi Dernaika, Leader, KSA, MENA, LIXIL EMENA, said: "GROHE champions innovation in form and function, and we are delighted to offer our consumers an enhanced portfolio of contemporary products to choose from. We continue to reinvent our core products to deliver seamless technology and beautiful designs that will appeal to the discerning clientele in Saudi Arabia. This is one of our most dynamic and vibrant markets, and are committed to expanding our presence here through new partnerships and products that cater to niche market segments.

He added, "There is a tremendous growth opportunity in the Kingdom as economic diversification gets underway and new projects in real estate, hospitality, and other public infrastructure developments take root. We are supporting this transformation through strategic initiatives with our partners. Eurosmart will strengthen our product portfolio and growth projections for GROHE in the Kingdom."

GROHE introduced its first Eurosmart faucet for the bathroom more than 20 years ago. Since then, the product line has established itself as an all-time favorite product choice for professionals. While the main characteristics of the line remain unchanged, GROHE has adapted it to modern needs.

As the global health challenges have reimagined hygiene standards, the Eurosmart range combines the advantages of manual and touchless faucets. Users can decide whether they want to use the manual lever or use touchless technology by activating the water flow via the integrated sensor, thus minimising spreading germs and cross-contamination. Water and energy-saving technologies are also integrated in the Eurosmart line, which support consumers' efforts to achieve a more sustainable lifestyle.

The evolution of the Eurosmart line is focused on the creation of purpose-driven products and is carried out with dedicated use cases in mind: The Eurosmart Loop lever, for example, simplifies

Pure Freude
an Wasser

The GROHE logo consists of the word "GROHE" in a bold, white, sans-serif font, positioned above three white wavy lines that represent water. The entire logo is set against a dark blue square background.

gripping tanks to the cut-out center. This makes the product variant ideal for people with limited motor skills and for care homes, allowing everyone to live as independently as possible for as long as possible. The Eurosmart variant for the health sector is equipped with an extra-long lever which enables doctors to operate the faucet with their elbow, thereby minimising contact with surfaces.

To make things even more convenient especially for households with children and elderly people, the Eurosmart line is equipped with a new safe stop technology. Thanks to an integrated micro thermostat, the temperature can be limited to prevent injuries due to scalding.

The different lever variants directly relate to people's lives and are a perfect reflection of GROHE's human-centric design approach.

The new Eurosmart series were launched during a special unveiling ceremony organized by GROHE in Riyadh, KSA, held under the presence of senior business officials, stakeholders and senior representatives from GROHE.

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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.

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