

Lalla Asmae 2nd chance school hosts the Launch of the GIVE Program in Morocco

Casablanca, October 20th, 2022 - Lalla Asmae 2nd chance school hosts the GIVE Program (GROHE Installer Vocational training and Education). The launch was celebrated during a ceremony that took place on Thursday, October 20th in the presence of the Wali of the Casablanca-Settat region, the German Ambassador to Morocco and other officials, as well as members of the GROHE North Africa management team and Leader of the GROHE GIVE Program.

This opening -the first in Morocco and North Africa- increases the number of schools covered by the GIVE Program to 56. As Antoine Kaissar, Leader North and West Africa, LIXIL EMENA, says, "We are proud to welcome the GIVE Program in Morocco. This launch, which follows the opening of our North Africa offices in Casablanca, proves GROHE's ambition to play a leadership role in the Moroccan market, through experience sharing and expertise transfer, and by bringing more innovation and technology". He adds "We would like to thank the Ministry of National Education, the OFPPT and the Academy of Casablanca for their full trust and support. In addition, we are pleased with the strong synergy created with the professional organizations, especially the plumbers' association".

Carried out by experienced professionals and teachers in the plumbing and sanitary installation professions, The GIVE Program offers young beneficiaries the opportunity to train in an operational environment with highest international standards and the latest tools designed by GROHE. Upon completion of the course, students will receive an internationally recognized certificate and support from the brand in order to facilitate their professional integration.

Christopher Penney, Leader GIVE Program LIXIL EMENA, highlights this Program's importance and says "The launch of the GIVE Program in Morocco is a very special moment. It will expand the footprint of the Program in North Africa and will further increase its impact. Our goal is to train 100 young people each year, in the latest plumbing techniques and prepare

Pure Freude
an Wasser



them for a high-level professional career, either on their own account or in industrial companies.

Furthermore, the GIVE Program is also part of GROHE's commitment towards the community, which materializes through several high-impact initiatives.

To learn more about workplace culture at LIXIL, please visit: www.lixil.com/en/sustainability/people/

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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.

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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