

ISH 2023, One of the World's Biggest International Fairs, Comes to an End Record Number of Visitors to TOTO Booth and Increased Presence in the Global Market

- TOTO earned a record of visitors at ISH2023. Over 50,000 visitors came to Forum.-

TOTO LTD. (headquartered in Kitakyushu-shi, Fukuoka; President: Noriaki Kiyota) had great success at International Sanitary and Heating 2023 (hereinafter "ISH"), one of the world's biggest international fairs for baths, toilets, buildings, indoor cooling, heating, air conditioning and renewable energy.

ISH 2023 was held in Frankfurt, Germany. **TOTO hosted a booth in Forum0, a stand-alone venue that draws attention. This booth was visited by more than 50,000 people over the course of the event from Monday, March 13 to Friday, March 17, recording around twice as many visitors as the last ISH was held in-person in 2019.**

This was the eighth time that TOTO has participated, dating back to 2009, and this ISH was held in-person for the first time in four years. TOTO was able to show proposals for new and rich lifestyles related to plumbing sanitation in ways that only TOTO can do for the customers worldwide. TOTO will continue to both offer products that consider the environment and pursue cleanliness and comfort and contribute to the realization of an enrich, comfortable society.



Entrance



(Top) Lounge
(Bottom) Shower exhibit

Visitors' Reviews

Many people from within Germany and around the world visited the TOTO booth. Here are some examples of comments from visitors.

Bathroom products cannot simply be beautiful. Good products are those with quality and after-sales services, as well. This exhibit showed clearly that TOTO has all of these qualities.

Wholesaler from India

This is truly the toilet of the future! I want TOTO products to become more common in France.

Visitor from France

Not only the product value and technological capabilities but the entire booth embodies TOTO's corporate stance, and I was impressed. The design of NEOREST WX is truly beautiful, and features a universal design without excessive lines.

Designer from the U.K.

View of the Booth

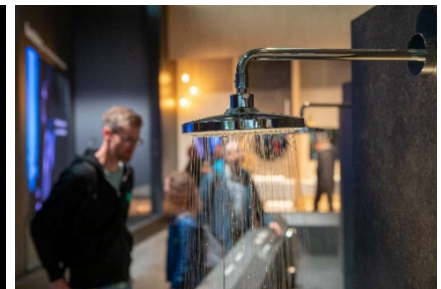
The exhibit featured an area introducing products and technology from a space where visitors could feel the value of TOTO in their lives. An endless flow of people visited the exhibit of NEOREST WX, which was debuted here as a reference exhibit.



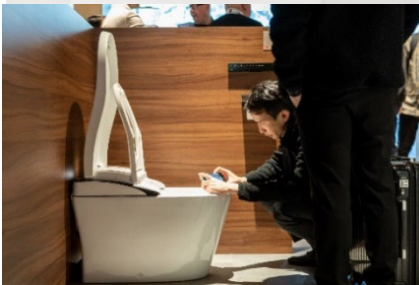
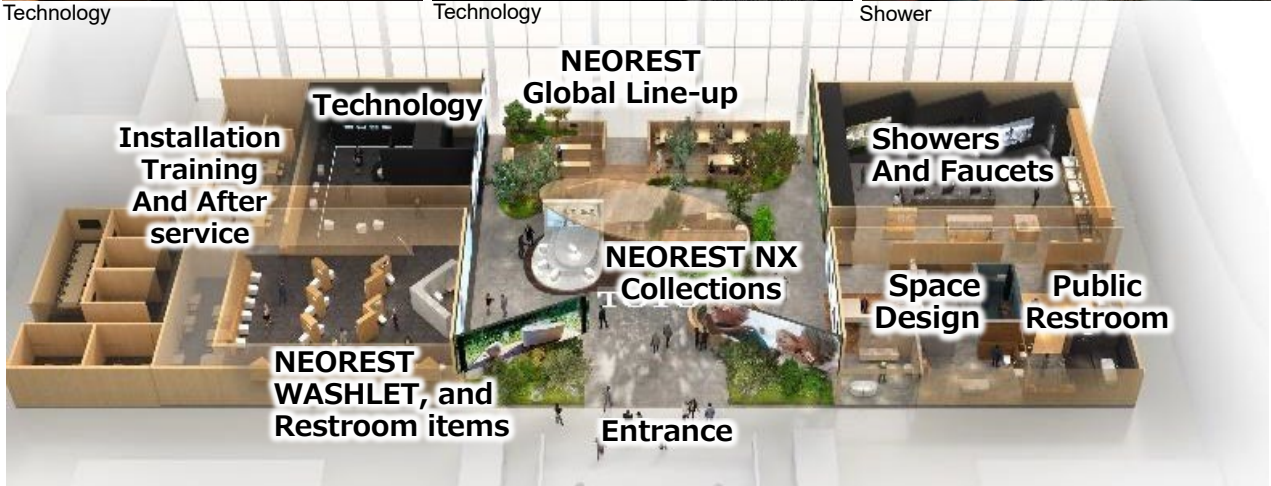
Technology



Technology



Shower



WASHLET



NEOREST WX



NEOREST NX Collections

About Digital exhibition

The ISH exhibition page has now been released on the TOTO global website. This page features a video tour of the exhibition venue along with a video with a professional emcee summarizing the major points of the exhibits information about the ISH exhibition page on the TOTO global website.

- Link: <https://www.toto.com/jp/ISH2023/>
- Period: About three months from March 13 to the end of June
- Languages: Japanese, English and German



Exhibition Data

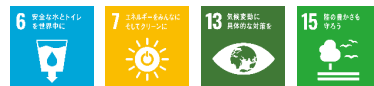
Name.....ISH 2023 (International Sanitary and Heating 2023)
 Duration.....March 13 (Mon)-17 (Fri), 2023
 Participating companies...2,025/TOTO booth.....Area: Approx. 1,500 m2
 Venue.....Messe Frankfurt, Germany
 Visitors.....153,734 (44% from abroad)
 Visitor nationalities..... 154 countries (Germany, other European countries, China, Turkey, etc.)

New Shared Value Creation Strategy TOTO WILL 2030

Cleanliness and Comfort



The Environment



Relationships



The New Shared Value Creation Strategy, TOTO WILL 2030, will simultaneously realize environmental, social and economic value. In it, we have established the materiality issues of cleanliness and comfort, the environment and relationships, that we will strengthen sustainability management and contribute to the achievement of the United Nations' Sustainable Development Goals (SDGs).

<https://jp.toto.com/company/profile/philosophy/managementplan>