

**First Online Participation in CES2021,
the World's Largest Technology Trade Show
- The First Announcement of the TOTO Wellness Toilet Initiative -**

TOTO LTD. (headquarters: Kitakyushu, Fukuoka; President: Noriaki Kiyota) **participated in CES2021 (January 11 to 14, 2021*1), the largest technology trade show in the world, held online for the first time.**

Hosted by the American Consumer Technology Association (CTA), **CES is a high-profile global exhibition that acts as a place for announcements for advanced technology and innovators.** The event is usually held in Las Vegas, USA, but **the entire event was held online for CES2021 due to the global spread of COVID-19.** TOTO has participated since 2016, with this event being the sixth time.

At the event, TOTO **presented the TOTO CLEANOVATION message, which states that TOTO's technological innovations that contribute towards hygienic, clean, and comfortable lifestyles will spread throughout the world** as it has done for a century as a toilet and plumbing equipment manufacturer since its founding in 1917. TOTO also **announced the Wellness Toilet initiative for the first time, aiming to make health into a new lifestyle value, with "Hello, I'm your Wellness Partner" as the concept for the event.**



TOTO's main marketing concept for CES2021

With TOTO CLEANOVATION, TOTO is working to expand its **TOUCHLESS, WASHLET*2, and CLEAN SYNERGY** technologies to the American market and the rest of the world as awareness towards hygiene and cleanliness are on the rise in the New Normal brought about by the spread of COVID-19. TOTO has worked on these three values since before the pandemic.

The Wellness Toilet initiative, which was announced for the first time, introduced the basic concept of **having the toilet monitor a variety health indicators** without any special operations or equipment and **sending recommendations based on health status to a smartphone app.** TOTO is working to achieve this wellness toilet through **open innovation with global startups and research organizations.**

TOTO will continue to pursue customer satisfaction that goes beyond expectations based on the corporate message of, "Life Anew", **aiming to be a wellness partner for health as well as hygiene, cleanliness, and comfort.**

*1: American Eastern Standard Time *2: WASHLET is a registered trademark of TOTO LTD.

Event: CES2021
Monday, January 11 to Thursday, January 14, 2021
*American Eastern Standard Time
Consumer Technology Association (CTA)
All-Digital *a first for CES

(Reference: CES2020 data)
Venue: Las Vegas Convention Center
Participating companies: 4,419
Visitors: 171,268

Exhibit Contents

「TOTO CLEANOVATION」—TOUCHLESS/WASHLET/CLEAN SYNERGY



TOTO has been promoting the TOTO CLEANOVATION message, a combination of the words clean and innovation, since March 2019, and this message incorporates the idea of enriching lives with innovative clean technology.

Awareness towards hygiene and cleanliness is increasing around the world with the New Normal that was brought about by COVID-19. At CES2021, TOTO presented plumbing products that can support safe and comfortable lifestyles through technological innovation over more than a century since the company's founding in 1917 with TOUCHLESS, WASHLET, and CLEAN SYNERGY.

● TOUCHLESS

TOUCHLESS technology almost entirely removes the need to touch the facilities when using the toilet and other things in the bathroom areas.

TOTO has a variety of technologies, including auto open/close lids and automatic cleaning after use, but for CES2021, TOTO introduced its specialties, focusing on automatic faucets which contribute to touch-free hand washing which is currently seen as important worldwide.





From the CES2021 presentation video

TOTO began sales of automatic faucets in 1984. Initially, sensors were in the body of the faucet, but they didn't detect hands well and malfunctions occurred. Taking on the challenge of shrinking the sensors, TOTO worked on a sensor for the tip of the faucet where the water comes out. Sales began in 2001 of automatic faucets where water would come out just by extending the hand toward the faucet.

ECOPOWER, which creates its own electricity by spinning a turbine with the force of the water and does not require power or batteries, has been well received in Japan and the USA as an easy to install product for a variety of bathrooms, as it reduces setup without the need for electrical installation.

● WASHLET

Sold starting in 1980, WASHLET quickly gained recognition in 1982 through a television commercial in Japan. Since sales began in the USA in 1986 under the same brand name, WASHLET has steadily become popular through honest promotional activities. Backed by the New Normal in 2020, sales have greatly increased. A culture of washing one's behind has begun to take root in the USA, as well.



TOTO U.S.A. began an international promotion at CES2021 using the phrase, "Let's Wash," which is the origin of WASHLET name.

They also introduced their specialties in washing technology, with AIR - IN WONDER - WAVE, which achieves strong and thorough cleaning with minimal water, as well as seat warming and deodorizing functions to allow for comfortable toilet use.



From the CES2021 presentation video

●CLEAN SYNERGY

TOTO's toilet technology is not just a collection of individual superb technologies but work together to synergize and keep the toilet clean every time you use it. CLEAN SYNERGY is a series of technologies.



- PREMIST..... Mist (water) is sprayed on the bowl surface before use to keep waste from sticking
- CEFIONTECT..... The unevenness on the bowl surface is made smooth down to the 1/1 million mm nano level
- RIMLESS Toilet shape that eliminates the edge where grime tends to collect
- TORNADO FLUSH..... Efficient flushing with minimal water through a tornado-like flow of water
- EWATER+ Water with sterilization components (hypochlorous acid) is created through electrolysis, suppresses the accumulation of Waste the bowl and nozzle

Wellness Toilet Initiative (First Announcement)

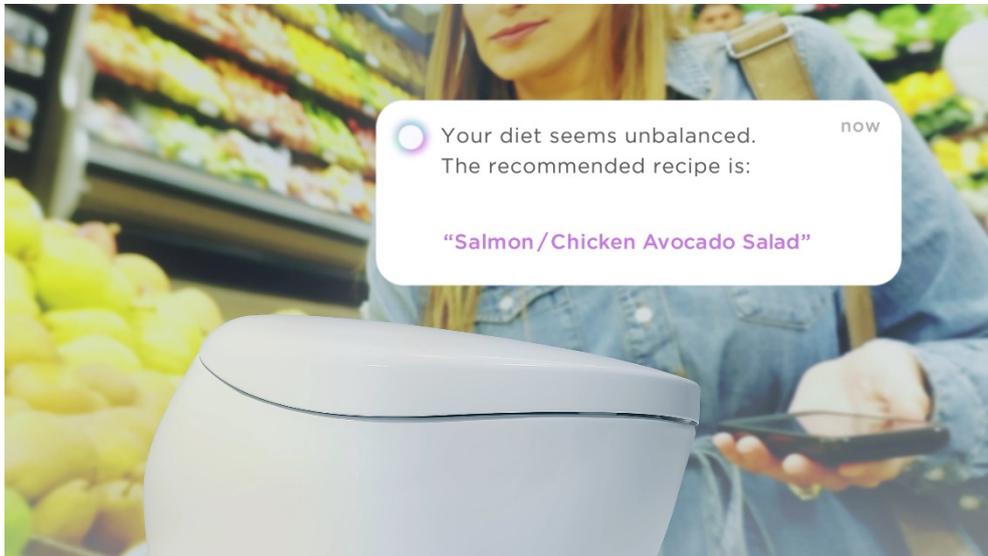


From the CES2021 presentation video

TOTO, which celebrated its 100 year anniversary in 2017, is actively promoting digital innovation to continue to lead the industry for the next 100 years. TOTO is partnering with global startups and research organizations in open innovation, advancing the development of completely new plumbing products.

They presented the Wellness Toilet initiative concept, part of this open innovation, for the first time at CES2021.

There are a variety of tools use to check health status, including wearable devices. TOTO believes that a toilet that can check the user's health during everyday actions is more useful and the optimal space to support people's health. When going to the bathroom, you naturally undress, and there is a unique touchpoint when your skin comes in contact with the toilet seat. It is possible to gain a variety of health data from this and from the waste your body expels, as well.



From the CES2021 presentation video

The wellness toilet TOTO is aiming for will scan the body's condition and make health recommendations as you sit on the toilet like normal. There will be no need for special operations or to wear anything special for health checks. Recommendations will be sent to a smartphone app just from sitting on the toilet.

TOTO also aims for a noiseless wellness toilet, as the company has mastered noiseless designs while aiming for a precise fusion of design and functionality. The toilet will be designed so as not to have any unevenness or gaps for the health check functionality that make the toilet more likely to become dirty.

The simple and beautiful toilet will feature functions that check a variety of health conditions. TOTO will work together with the startups and research organizations that share the same ideas to achieve this wellness toilet.

Keep your expectations high for TOTO, aiming to be a wellness partner for people worldwide.