

Sharing TOTO's Passion for Manufacturing from its Birthplace in Kokura with the World

TOTO MUSEUM Celebrates 10th Anniversary ~Total Visitors Surpass 600,000, with International Guests from Over 80 Countries and Regions~

TOTO LTD. (Headquartered in Kitakyushu City, Fukuoka Prefecture; President: Shinya Tamura) is proud to announce that TOTO Museum (Director: Junichi Koga), which it operates, celebrated its 10th anniversary on August 28, 2025. The total number of visitors has surpassed 600,000*1, and with guests from over 80 countries and regions, the museum welcomes many visitors from both Japan and abroad. Founded in 1917, at a time when sewerage systems were not yet widespread in Japan, TOTO began manufacturing sanitary ware, including flush toilets, with the goal of realizing a healthy and cultural lifestyle for the public. Subsequently, along with the modernization of Japan, plumbing technology, products, and services have made remarkable progress, transforming our lives into something richer and more comfortable. Believing that it is essential to correctly understand and pass on our founding spirit and history for TOTO to continue developing alongside society, we opened the TOTO MUSEUM in August 2015 as part of our 100th-anniversary commemorative project. In our shared value creation strategy, TOTO WILL2030, established in 2021, TOTO is committed to "Relationships" as one of its key materiality issues. In line with this, we are promoting social contribution and community coexistence activities, communicating water-related culture, and fostering architectural culture. As part of its efforts to nurture the next generation, TOTO MUSEUM contributes to the development of the local community by accepting social studies tours for elementary and junior high school students, as well as SDGs School Trips*2 for high school students. Various programs that create opportunities for interaction with the exhibitors. Moving forward, we aim to be an attractive facility that serves as a point of contact for our customers and various other stakeholders, and as a landmark that communicates the TOTO brand to the world from our founding place of Kokura.

*1: Calculated based on actual visitors, excluding virtual or online tours.

*2: This is an initiative of Kitakyushu City. TOTO supports this effort and accepts school trips that offer programs for visiting and experiencing SDGs-related facilities.

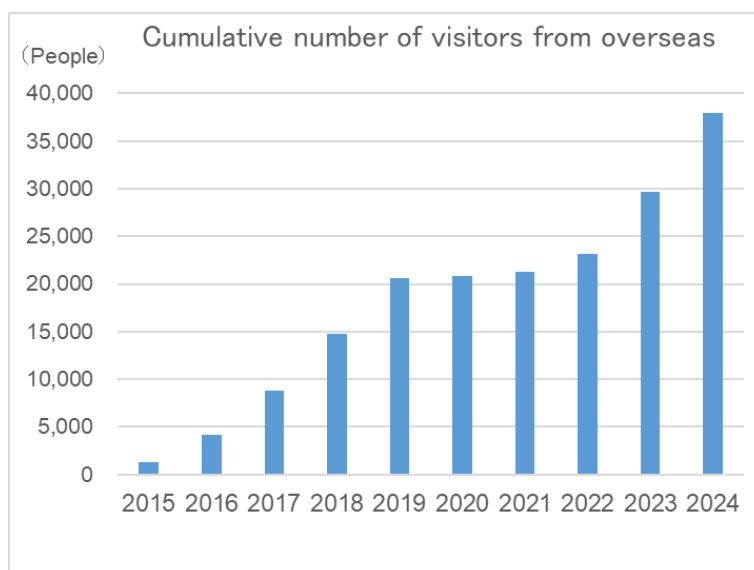
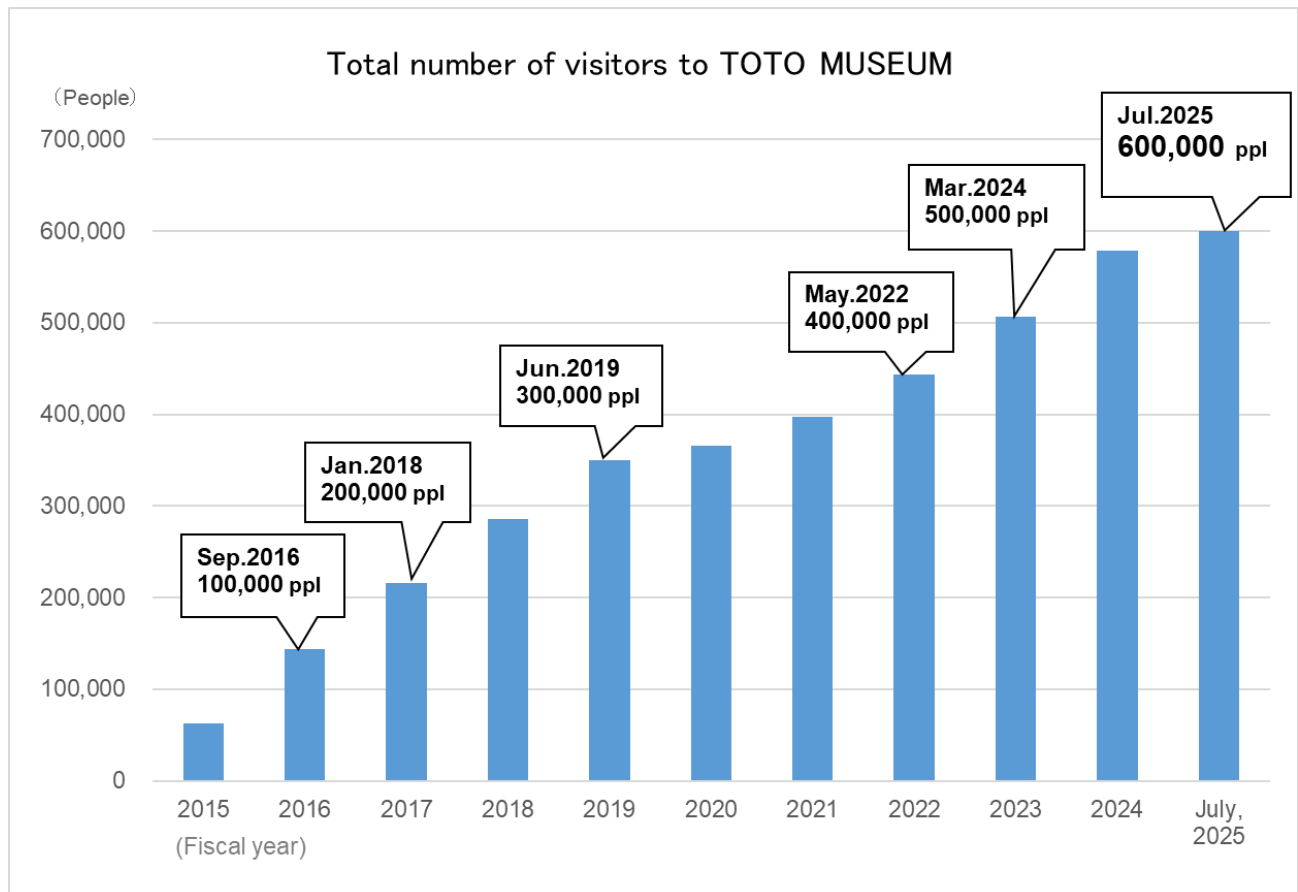


TOTO MUSEUM








<https://jp.toto.com/en/knowledge/visit/museum/>

The number of visitors transition

The number of visitors has continued to increase since the museum opened, and after the COVID-19 pandemic, we have been welcoming guests at a pace of 100,000 per year. In July 2025, the total number of visitors surpassed 600,000. Additionally, due to the influence of inbound tourism, the number of international visitors is increasing annually, with guests from over 80 countries and regions to date. In fiscal 2024, the number of international visitors exceeded 8,000, accounting for approximately 12% of the total.



History of TOTO MUSEUM

2015	TOTO MUSEUM Open	
2016	Japan Display Design Award, Product Category SDA Award, Grand Prize Architecture of Kyushu Award, Product Category	
2017	Fukuoka Prefecture Outdoor Advertising Landscape Award, Grand Prize BCS Prize Exhibition Renovated "Evolution of Public Toilets" exhibit added to permanent exhibition TripAdvisor "2017 Certificate of Excellence"	 <p>2017, Exhibition Renovated</p>
2018	Start of "TOTO GALLERY • MA" Kitakyushu traveling exhibition Architectural culture shared as part of social contribution activities	 <p>2018, Start of "TOTO GALLERY • MA" Kitakyushu traveling</p>
2019	Kitakyushu City Urban Landscape Award, Architectural Design Prize Available Audio Guide Pen	 <p>2019, Available Audio Guide Pen</p>
2020	Acquired "Traveler Friendly Navy Certification" in the "Omotenashi Standard Certification 2020" This certification system aims to promote the revitalization of Japan's service industry and regional economies by making the quality of service providers visible.	 <p>2020, Omotenashi Standard Certification</p>
2021	Start Online Tours Service allows for easy tours using free video conferencing tool "Zoom" from PCs and smartphones.	
2022	Start Virtual Museum Tour to Public Service allows for free online tours of the museum from PCs and smartphones through a virtual recording of the building's interior. Exhibition Replaced Multiple exhibits were replaced, including a corner introducing the philosophy of founder Kazuchika Okura, and panels showcasing TOTO's commitment to and efforts toward contributing to the SDGs through its social contribution activities. Start Online Field Trips for Elementary School Students Started online field trips so that elementary school students who live far away and have difficulty visiting the museum can also participate in the tour.	 <p>Exhibition Room 1: Prologue Exhibit</p>  <p>Exhibition Room 2: TOTO's Spirit</p>  <p>TOTO's Social Contribution Activities</p>

2023

Accept SDGs School Trips

Began lecturing on TOTO's SDGs initiatives for students on school trips.



2023, Accept SDGs School Trips

2024

Available "Audio Guide & Commentary Service"

Simple operation via smartphone allows for both audio and text options. Supports Japanese, English, Chinese (traditional/simplified), Korean, German, and French.



2024, Available "Audio Guide & Commentary Service"

2025

"Fine Ceramics" Exhibition Renovated

To make the exhibit easier to understand, new videos and displays were added. Exhibition area expanded by about 1.5 times.

July: Visitors Surpass 600,000

Exhibition Rooms

First Exhibition Room

This room primarily introduces the founding roots, history, and development of TOTO, beginning with the trading company "Morimura-gumi." It also exhibits Japan's first domestically produced seated flush toilet and tableware that supported TOTO for about 50 years from its establishment. Additionally, it explains some of the manufacturing processes for TOTO products.



Japan's First Domestically Produced Seated Flush Toilet (Replica)



Tableware Manufactured for Approximately 50 Years Since the Company's Founding

Second Exhibition Room

The "TOTO's Principles Corner" uses panels to introduce the philosophies and teachings of the predecessors who built the foundation of TOTO and how these have been passed down to each business. In addition, the "Evolution of Plumbing Products" corner introduces the changes in Japanese living spaces and exhibits representative products that became symbols of their time, including sanitary ware, faucets, and WASHLET^{*3}, which TOTO has created over the years, as well as products installed in famous buildings



"TOTO's Principles" corner



"Evolution of Plumbing Products" corner

^{*3}: A registered trademark of TOTO.

Third Exhibition Room (Global Gallery)

This area exhibits products sold worldwide, sorted by region, including the Americas, Mainland China, Asia & Oceania, and Europe. It introduces how the company aims to become TOTO of that country and develops products tailored to the needs of each region.



"Global Gallery" where international products are exhibited.



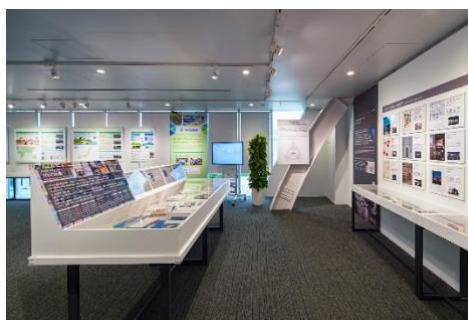
Spatial Exhibition of "NEOREST WX COLLECTIONS."

Special Exhibition Room

The exhibitions here are rotated between permanent exhibitions, special exhibitions, and traveling exhibitions from the "TOTO GALLERY・MA." As part of its support for the next generation of culture, TOTO operates "TOTO GALLERY・MA," a specialized gallery for architecture and design, in Nogizaka, Tokyo. To share the architectural culture showcased there from the founding location of Kitakyushu, Kokura, a traveling exhibition is held once a year at TOTO MUSEUM.



Permanent Exhibition: "Evolution of Public Toilets."



Special Exhibition: "The History of TOTO's Social Contribution Activities."

Social Contribution Activities Corner

TOTO is committed to social contribution activities that effectively utilize management resources to solve social issues at a national, regional, and global level. In 2005, the company established TOTO Water Environment Fund to support organizations working on water-related environmental activities both domestically and internationally. This section introduces TOTO's social contribution activities rooted in each region and the initiatives of TOTO Water Environment Fund.



Social Contribution Activities Corner

Fine Ceramics Corner

Since 1976, TOTO has fully entered into the research of fine ceramics and has been promoting its ceramics business by utilizing the technologies and expertise cultivated over nearly 100 years, mainly in sanitary ware. It exhibits actual structural components, electrostatic chucks, and other items, introducing TOTO's fine ceramics that support the information society by providing key parts.



Fine Ceramics Corner

TOTO MUSEUM Overview

Opening Hours	10:00 a.m. - 5:00 p.m. (entry until 4:30 p.m.)
Holidays	Every Monday, summer holidays, and year-end and New Year's holidays
Visitor Information	<p>■Admission fee: Free</p> <p>■Self-Guided Tour: *Advance reservations are required for groups of 20 or more, or for groups arriving by chartered bus (minibus or large bus). Please contact the museum by phone or through the website. (Up to two buses from the same group can enter simultaneously, but this may not be possible depending on reservation availability.)</p> <p>■Guided Tour (Groups of 5 – 40 people): *Advance reservations are required for a guided tour. Please contact the museum by phone or through the website. *Tours are offered in Japanese only. If you require an interpreter, please accompany with you. *Reservations are accepted on a first-come, first-served basis, and the museum may not be able to accommodate all requests.</p> <p>■Guided Tour (From 1 person): Available day: Saturday and Sunday 10:30 – 11:30 a.m. (60-minute course) *Please note that tours may be canceled due to unforeseen circumstances. *Tours are conducted in Japanese only. *You will be guided together with other visitors. *The tour will begin promptly at the scheduled time. Please be sure to contact the museum if you need to cancel.</p> <p>■Online Tour (From 1 person) Available day: Every Wednesday *This tour is for visitors who can use Zoom. *Communication fees are the responsibility of the visitor. *Tours are conducted in Japanese only.</p> <p>《Reservations & Inquiries》 TOTO MUSEUM: TEL: (+81)93-951-2534</p>
Website	https://jp.toto.com/en/knowledge/visit/museum/

<Facility Overview>

Name	TOTO MUSEUM
Location	1-1, Nakashima 2-chome, Kokurakita-ku, Kitakyushu, Fukuoka (on the premises of TOTO Headquarters and Kokura First Factory)
Owner	TOTO Ltd.
Architectural Design & Supervision	Azusa Sekkei Co., Ltd
Construction	KAJIMA CORPORATION
Interior Design & Construction	TANSEISHA Co., Ltd.
Site Area	9,388 m ²
Total Floor Area	10,797 m ²

Shared Value Creation Strategy TOTO WILL2030

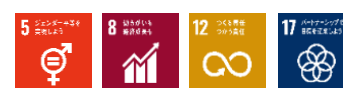
Cleanliness and Comfort; Wellness



Environment



Relationships



The 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;Wellness, Environment, and Relationships, that we will strengthen sustainability management and contribute to the achievement of the United Nations' Sustainable Development Goals (SDGs).

<https://www.toto.com/en/corporate/>