

A white TOTO toilet is positioned in the upper center of the frame, set against a background of sand with concentric ripples emanating from its base. Several dark, irregularly shaped rocks are scattered around the toilet, with a large one in the foreground and several smaller ones further back. The overall aesthetic is minimalist and serene, reminiscent of a Japanese zen garden.

TOTO

TOTO Guide

Used by everyone, every day.



Message from the President

The TOTO Group promotes its corporate activities with the goal of continuing to be a beneficial presence to society and for the global environment broadly.

At the root of our corporate activities is a strong conviction espoused by our founder to improve living standards and help people lead healthy, enlightened lives. This conviction still prevails in our Company Mottos and Group Corporate Philosophy.

Based on this concept, in order to evolve into a “truly global company,” we have established two initiatives to be undertaken by the entire TOTO Group by 2017, the company’s 100th anniversary. These are the TOTO V-Plan 2017 (our long-term management plan) and the TOTO Global Environmental Vision.

The TOTO Group is an enterprise whose very business activity is intertwined with environmental contribution. By delivering environmentally friendly products to customers around the world, we are contributing to the realization of a truly sustainable society.

The TOTO Group is a company creating and providing lifestyle value. Looking to “tomorrow” and leading to the future, we offer an “every day” exceeding expectations like never before.

Providing the World a New Every Day. Everyone in the TOTO Group will work in unison to achieve the goals we have set forth.

Madoka Kitamura
President, Representative Director

The TOTO Group strives to pass down its Common Group Philosophy to each and every employee.

Founder’s Conviction

“Improve the lifestyle and culture of the people. Provide a healthy and civilized way of life.”



Common Group Philosophy

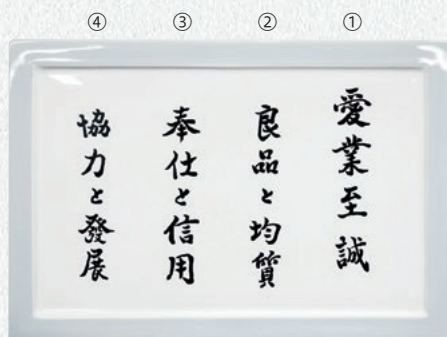
Company Mottos, TOTO Group Corporate Philosophy and Charter of TOTO Group Corporate Behavior



Visions for Business Activities

Vision, Mission and Mid- or Long-Term Management Plan (TOTO V-Plan 2017)

Company Mottos



Established in 1962

The Company Mottos reflect our determination to contribute to the improvement of our customers' cultured lifestyles with a strong service-oriented mindset, and to unite ourselves to support the social development.

- ① Take pride in your work, and strive to do your best
- ② Quality and Uniformity
- ③ Service and Trust
- ④ Cooperation and Prosperity

TOTO Group Corporate Philosophy

**The TOTO Group strives to create a great company,
trusted by people all around the world,
and contributing to the betterment of society.**

To achieve our philosophy, TOTO will:

- Create an enriched and more comfortable lifestyle and culture built on plumbing products
- Pursue customer satisfaction by exceeding expectations with our products and services
- Provide high-quality products and services through ongoing research and development
- Protect the global environment by conserving finite natural resources and energy
- Create an employee friendly work environment that respects the individuality of each employee

THE TOTO WAY

TOTO “Vision” Stretches Back through Our History

TOTO's history stretches back almost 100 years.

Prompted by exposure to advanced lifestyles overseas, TOTO founder Kazuchika Okura developed a strong desire to provide comfortable and sanitary living spaces. He subsequently established a ceramic sanitary ware laboratory in 1912, when the concept of public sewage systems was not yet widespread in Japan.

After two years of repeated test production, we completed Japan's first ceramic seated flush toilet. In 1917, Toyo Toki K.K. (currently TOTO LTD.) was established with the aim of spreading the use of these toilets, thereby improving people's lives and further developing society.

Since then, we have sought to contribute to the development of society, provision of high-quality products, ensuring customer satisfaction and spirit of service. This concept is expressed in TOTO's Company Mottos formulated in 1962, and is still entrenched in the minds of each and every TOTO employee today.

We develop systems whereby we locally produce and sell products respecting the lifestyle of each country and region and which are suited to the local region.

We aim to be recognized as the leading in each country and region. We believe that is what it means to be a truly global company.



Ceramic sanitary ware laboratory established in 1912



Kazuchika Okura,
TOTO Ltd.'s founder



Japan's first ceramic seated flush toilet



Exhibiting at the ISH trade fair for housing
equipment, held in Germany

TOTO's Product Developments

TOTO's products continue to evolve throughout our 100-year history to provide original lifestyle value.

- 1914 ▶ Successfully produced Japan's first ceramic seated flush toilet (at Nippon Toki Gomei Kaisha, the predecessor to Toyo Toki)
- 1917 ▶ Commenced production of ceramic sanitary ware
- 1946 ▶ Commenced production of faucets
- 1963 ▶ Developed construction method for the industry's first prefabricated bathroom module
- 1980 ▶ Launched "Washlet" (toilet seats with a warm-water washing feature)
- 1981 ▶ Launched modular kitchen
- 1985 ▶ Launched "Shampoo Dresser" bathroom vanity
- 1993 ▶ Launched "NEOREST" toilets featuring Washlet
- 1998 ▶ Developed HYDROTECT products that incorporate super hydrophilic photocatalyst technology (world's first successful practical application)
- 1999 ▶ Developed "CeFiONtect" antifouling technology for ceramic sanitary ware
- 2001 ▶ Launched Japan's first system bathroom equipped with "Karari" floor for thorough drainage
 - ▶ Launched "Aqua Auto Eco" self-sustaining powered faucet
- 2004 ▶ Launched Japan's first system bathroom equipped with insulated thermal pot "Mahobin" bathtub
- 2009 ▶ Launched "NEOREST Hybrid Series" boasting 4.8L per flush
- 2010 ▶ Launched 4.8L tank toilet with Twin Tornado Cleansing technology
 - ▶ Launched Basic Plus shower head incorporating "Air in Shower" technology
- 2011 ▶ Washlet shipments reached 30 million units
- 2012 ▶ Launched NEOREST Hybrid Series with eWater+ Technology, toilet bowl cleaning function, that boasts 3.8L per flush (floor drain type)
- 2013 ▶ Launched Bedside Flushable Toilet
- 2014 ▶ Launched NEOREST Hybrid Series with eWater+ Technology deodorizing feature



Prefabricated bathroom module (1963)



Washlet (1980)



Shampoo dresser bathroom vanity (1985)



NEOREST (1993)

TOTO's Manufacturing and Service

We create products with the user's feelings in mind.

→ P.6



Our products are used every day, which is why we want to make them environmentally friendly.

→ P.7



Through our products, we provide everlasting support for our customers' lifestyles.

→ P.8





Spatial testing at the TOTO Universal Design Research Center



Scene from the showroom exhibition display

Ensuring Ease-of-Use for Everyone

The UD (Universal Design) concept has been integral to our research and development for over 40 years. UD refers to the design of products that are comfortable and safe to use for everyone, irrespective of differences in age, gender, physical condition, nationality, language, knowledge or experience. The TOTO Universal Design Research Center established in 2006 is working to develop products through repeated dialogue with customer monitors and testing. Since TOTO's products are used daily, it is our job to make them even easier to use and more people-friendly.

Ensuring People Can Continue Living at Home with Confidence

The necessary functions and spaces of a home vary as the physical condition of its residents changes.

TOTO provides customers with displays and proposals for plumbing products taking account future changes in physical condition. In addition to making “now” more comfortable, our aim is to help customers create a home which they can continue living with confidence into the future. That is the way TOTO sees it.

TOTO's Manufacturing and Service



Realizing considerably more water savings than conventional models

Olympstroy State Corporation



Sochi Olympic Cauldron (Alcoa Architectural Products)
Dmitry Tatarin | Horizont | KALZIP | Alcoa Architectural Products®



Promoting the Reduced Consumption of Water Worldwide Based on Our Passion for the Environment

Our aspiration is for as many customers as possible to use products which contribute to the environment through their daily use.

This strong desire is reflected in all TOTO products both in Japan and overseas. Take for instance our latest model of water-efficient toilets using less than 4.8 liters of water per flush (about one third of the 13 liters used by conventional models in Japan). In addition to toilets, we will spread the use of TOTO technologies around the world in other products too, such as showers enabling users to wash comfortably using minimal hot water, and thermal insulating bathtubs. Through doing so, we will realize a society in which our customers worldwide can contribute to the global environment in their everyday lives.

Making Products More People-Friendly by Using “Only One” Technologies

TOTO promotes the application of “Only One” technologies from the perspective of making products more people-friendly and environmentally-friendly. For example, the technology for making ceramics is applied to the tubes used in ceramic metal halide lamps, a next generation lighting, capable of shedding light a long distance over wide areas such as in commercial facilities, parks or gymnasiums.

Another example is HYDROTECT, TOTO's unique photocatalyst technology which has an effect of purifying the air by removing pollutants (NOx) and self-cleaning effect for keeping building facades clean. Together with our partner businesses around the world, we are committed to expanding the use of these technologies.



More than 100 showrooms throughout Japan



The Customer Consultation Center serves as a point of contact for customer service

Increasing Customer Awareness for TOTO Products

TOTO has deployed more than 100 showrooms in Japan, where customers are welcome to experience firsthand the functions and user-friendliness of our products. The more than 5,000 community-based contractors in Japan joining the TOTO Remodel Club network also provide customers with comprehensive support, from presenting remodeling* proposals, to construction, repairing equipment and providing after-sales service.

* Remodeling: A promise to go beyond ordinary alterations and extensions, proposing and realizing a new lifestyle for customers which goes beyond their expectations.

Ensuring TOTO Products Long Continue to be Used

TOTO believes customer satisfaction is the starting point for business management, a legacy handed down since our business was first founded. We respond to comments from customers and link this to improved products and services. Overseas, too, we have established call centers providing a support structure for handling various customer inquiries and maintenance requests. TOTO is committed to providing a caring service so that our customers can continue to use our products with confidence.

Coexistence with the Local Community

Aiming for a Better Society: The Basis of Our Activities

Preserving Water Resources and Forests for the Future

In fiscal 2005, we established the TOTO Water Environment Fund to support environmental activities by NPOs and civic groups with the aim of solving issues of water in everyday life. From 2013, we renewed our structures to increase the grant as involvement of the stakeholders in environmental contribution increase. We have expanded our sphere of activities through volunteer participation by many of our employees while calling for our customers to join in.

In addition, through our Water Environment Fund, we are working to solve regional issues on a global scale by installing water wells for supplying safe drinking water in Mozambique and Cambodia and also providing water conservation equipment to orphanages in China.

Furthermore, in our TOTO Acorn Reforestation Project, which began in fiscal 2006, people from local communities are cultivating acorns by hand and returning these saplings to the forests. Participants also cut the grass regularly to encourage growth into fully formed trees. We will continue making environmental contributions through cooperation with society as a whole.



'Shirako River Headstream Waterside Meeting' cleanup activities, sponsored by the TOTO Water Environment Fund



Activities in Cambodia

Construction and design culture to the Next Generation

This year marks the 30th anniversary of the TOTO GALLERY · MA in Nogizaka, Tokyo.

Since opening in 1985, the gallery conveys the ideas and creative works of architects and designers from around the world as a gallery specializing in architecture and design. The exhibitors design their own exhibition spaces, which creates a heightened sense of the value of their exhibited works. In addition, many students aspiring to become architects visit the gallery to attend lectures presented by exhibitors.

Furthermore, TOTO Publishing publishes books linked to exhibitions to present multifaceted concepts by different architects and designers.



Toyo Ito Exhibition - The Making of the Taichung Metropolitan Opera House 2005 - 2014

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TOTO Group Corporate Profile (as of March 2015)

Company Data

Company name:	TOTO LTD.
Establishment:	May 15, 1917
Capital:	¥35,579 million
Headquarters:	1-1, Nakashima 2-chome, Kokurakita-ku, Kitakyushu, Fukuoka, Japan
Number of employees:	26,842 (consolidated) 6,783 (non-consolidated)
Group companies:	58 companies (56 consolidated subsidiaries)

Business Outline

Domestic Housing Equipment Business

TOTO offers residential products for the restroom, bathroom, kitchen, and washroom, along with faucets, to meet both new construction and remodeling demand. We also offer products for restroom and washroom spaces in offices, commercial facilities, schools, hospitals, and other public facilities.

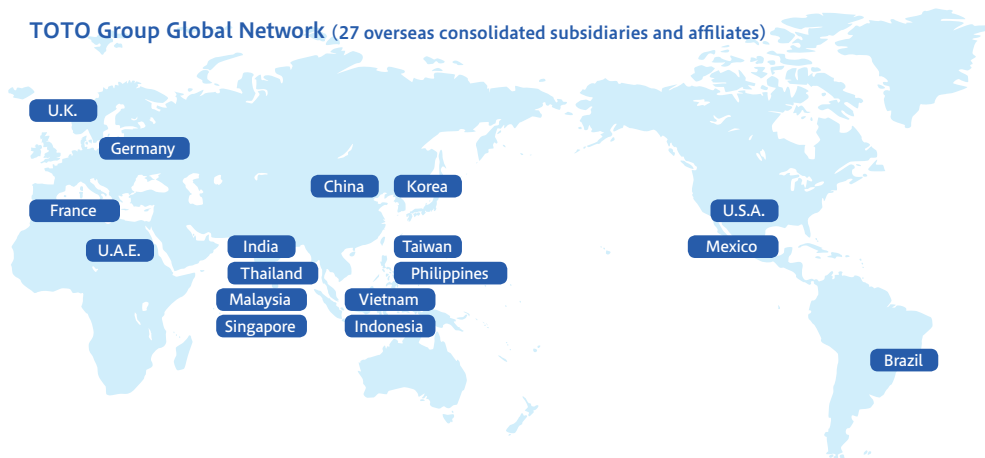
Overseas Housing Equipment Business

TOTO offers faucets and products for the restroom, bathroom, and washroom featuring core technologies developed in Japan.

New Business Domains

New business domains are businesses created by leveraging TOTO's "Only One" technologies: high quality, high-precision ceramic goods as well as paints and building materials utilizing HYDROTECT, an environmental purification technology.

TOTO Group Global Network (27 overseas consolidated subsidiaries and affiliates)



More About TOTO (List of Links)

GALLERY TOTO -

TOTO's state-of-the-art toilets

Introduces GALLERY TOTO, a digital gallery of toilets presented by TOTO and Narita International Airport.

<http://www.toto.co.jp/gallerytoto/en/>



Global Website

'About TOTO' English website.

<http://www.toto.co.jp/en/>



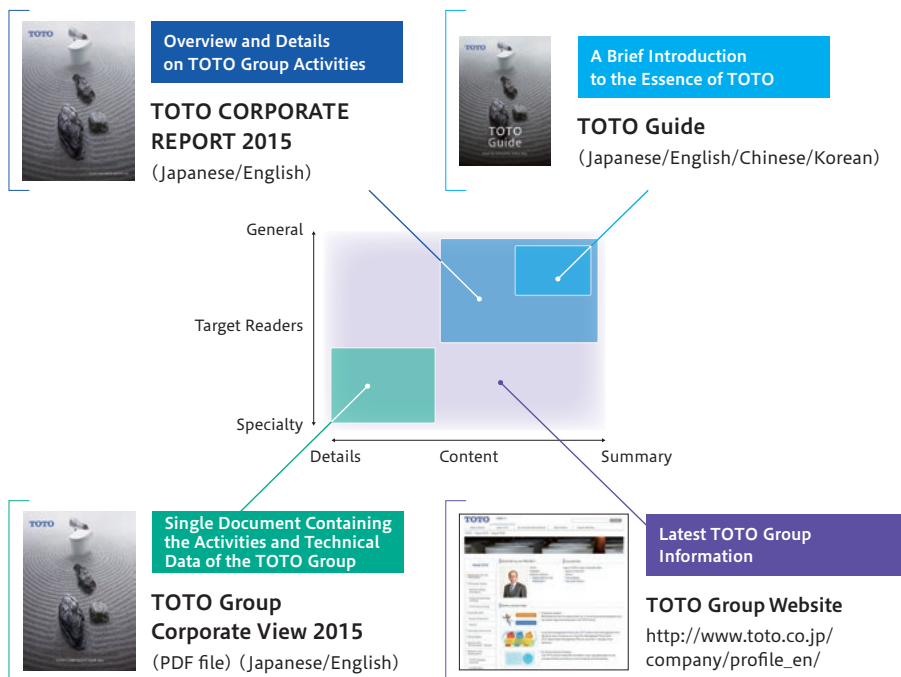
Technology/R&D

Introduces new activities, technologies, research and developments supporting TOTO Manufacturing.

http://www.toto.co.jp/company/profile_en/technology/



Overview of TOTO Group Communication Tools



TOTO LTD.

1-1, Nakashima 2-chome, Kokurakita-ku,
Kitakyushu, Fukuoka, Japan

Please see the TOTO website for detailed information on
our products, services and activities:

<http://www.toto.co.jp/en/>

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This booklet has been printed using environmentally-friendly paper, ink, and printing methods.