

TOTO



TOTO Guide

We walk a path of innovation with the spirit

1914 Japan's First Seated Flush Toilet

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, when the concept of public sewage systems was not yet widespread in Japan. And then in 1914, we completed Japan's first ceramic seated flush toilet.



1964 First Prefabricated Bathroom Module

Japan's first prefabricated bathroom modules (based on Japanese Industrial Standards) were delivered to the Hotel New Otani in 1964. The construction period was dramatically reduced and the aesthetic also improved.

1980 WASHLET® Transformed the Japanese Lifestyle

The WASHLET®, a toilet seat featuring a warm water shower that transformed the Japanese lifestyle and environment of toilet equipment, was released in 1980.



passed down since the founding of TOTO.

Evolution of the Toilet



The NEOREST tankless toilet realizes water conservation and cleanliness like never before thanks to the Tornado Flush System and Cefiontect technology.

Technology to realize water conservation and cleanliness



Tornado Flush System

The swirling tornado stream uses a small amount of water effectively to efficiently clean even tough stains.



Cefiontect

The concave ceramic surface is smooth at a nano level of one to the one millionth millimeter. This unique TOTO technology repels dirt and makes cleaning easy.

Evolution of the Bathroom



SAZANA is a system bathroom that realizes great comfort and environmental performance thanks to the easy-to-clean warm, and quick drying floor, AIR-IN SHOWER showerhead, and thermal insulating bathtub.

Technology to realize comfort and environmental performance



Easy-to-Clean Warm, and quick drying Floor

This flooring has a cozy, soft feel without becoming cold. It is also easy to clean.



AIR-IN SHOWER Showerhead

Technology to aerate the water enabled larger water droplets providing users with an enjoyable shower experience.

Evolution of the WASHLET®



WASHLET® Apricot provides ewater+ to guarantee a clean toilet bowl and nozzle as well as an instantaneous heated toilet seat.

Leading WASHLET® Technology



ewater+

Toto's clean antibacterial electrolyzed water technology cleans the source of dirt.



Instantaneous Heated Toilet Seat

A sensor detects the people's movements to only heat the toilet seat during use.

Message from the President

We will progress toward the next generation with unchanging spirit of our predecessors close to our hearts.

The TOTO Group conducts corporate activities with the aim of continuing to be a beneficial presence to wider society and to the earth's environment.

Underlying this is our founder's conviction to improve the lifestyle and culture of the people, and to provide a healthy and civilized way of life. This belief has been passed down unbroken to each and every employee as the TOTO Group Corporate Philosophy, and is collectively regarded as the starting point for customer satisfaction.

The conviction inherited at our founding is the heart of our manufacturing as well as the core of corporate management.

We will exceed the expectations of today for a better tomorrow as a company able to create and provide lifestyle value.

Providing the World a New Every Day.

Everyone in the TOTO Group will work in unison to achieve the goals we have set forth.

A handwritten signature in black ink, reading "Madoka Kitamura". The signature is fluid and cursive, with a long horizontal line extending from the end.

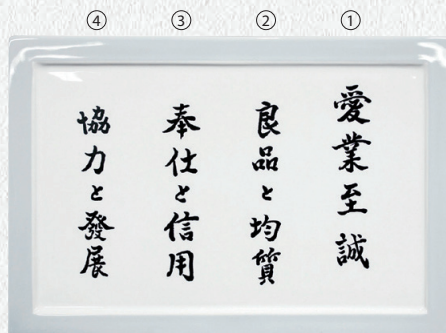
Madoka Kitamura

President, Representative Director



Company Mottos and Corporate Philosophy

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 be 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 our 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

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



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



Spatial testing at the TOTO Universal Design Research Center



Exhibition of coordinated space at the showroom

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.

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

Tornado Flush System

We realized significant water conservation compared to conventional 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. 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 3.8 liters of water per flush (about 30% of the 13 liters used by previous models*). 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.

*: Products from 1987 to 2001 (C720R)

Hydrotec: Environmental Cleaning Technology

Hydrotec is used in a wide-range of places from building exteriors to wall and floor interiors.



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

Hydrotec is a TOTO environmental cleaning technology brand that uses photocatalysts to make the world and even lifestyles cleaner through the power of light and water. Hydrotec coating brings advantageous effects to lifestyles and the global environment that include air purification and self-cleaning when applied to material surfaces such as construction materials and buildings. TOTO is working to expand Hydrotec with partner companies around the world.

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



More than 100 TOTO 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 is a promise to go beyond ordinary alterations and extensions, proposing and realizing a new lifestyle for customers which surpasses 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.

Bringing the experience of TOTO products to customers worldwide



International Sanitary and Heating 2015 exhibition booth

Communicating Japanese Toilet Culture

We believe it is important to provide more opportunities for customers overseas to touch and try our products in order to expand TOTO products worldwide. As a first step, GALLERY TOTO digital gallery of toilets opened at Narita International Airport in April 2015. This space aims to nurture a desire in customers who visit from overseas to own a toilet like the one they used in Japan after they return to their country by offering a chance to experience the comfort of TOTO products and engage in the clean toilet culture of Japan.

In the future, we will continue to communicate relevant information to the world through media such as our website as necessary while we expand opportunities like these to experience TOTO in Japan.

The TOTO Group is expanding business models deeply rooted in each country and region, and it is taking consistent steps to build awareness as well as penetrate and establish its brand.

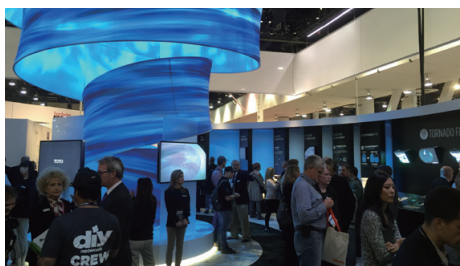


GALLERY TOTO

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Promotion Activities Through Overseas Exhibitions

We exhibited at International Sanitary and Heating 2015, which is the largest specialized international trade fair for residential equipment held in Germany, in March 2015, at the American Kitchen & Bath Industry Show 2016 in January 2016, and at Kitchen & Bath China 2016, which is the largest international trade fair of plumbing equipment in Asia held in Shanghai, in June. Through these overseas exhibitions, we have been able to entice many customers overseas with the superior functionality and design of TOTO products.



Kitchen & Bath Industry Show 2016

Establishing the Global TOTO Brand

The Neorest DH toilet featuring a WASHLET® sold globally was presented with both the iF Product Design Award, which has a global presence as an authority in the design industry, and the Red Dot Design Award. We will create even more revolutionary products in the future to establish a TOTO Brand highly praised by customers worldwide.



Neorest DH



reddot award 2016
winner



Expanding WASHLETS® Worldwide

TOTO sold the first toilet seats featuring warm water shower WASHLETS® in 1980. This first generation WASHLET® was a revolutionary product that sparked the new toilet habit of a cleansing wash in Japan.

Thereafter, we began selling WASHLETS® in America in 1986 with the aim of expanding overseas. Presently, we have expanded sales to China, Asia and Oceania, and Europe.

In addition, we are actively advancing product installations in luxury hotels and high-traffic commercial facilities in each country around the world to share the excellence of WASHLETS®. The level of local awareness as a clean and comfortable product is high, and further growth can be expected in the future.

Total number of WASHLETS® Sold Worldwide

(As of July 2015)

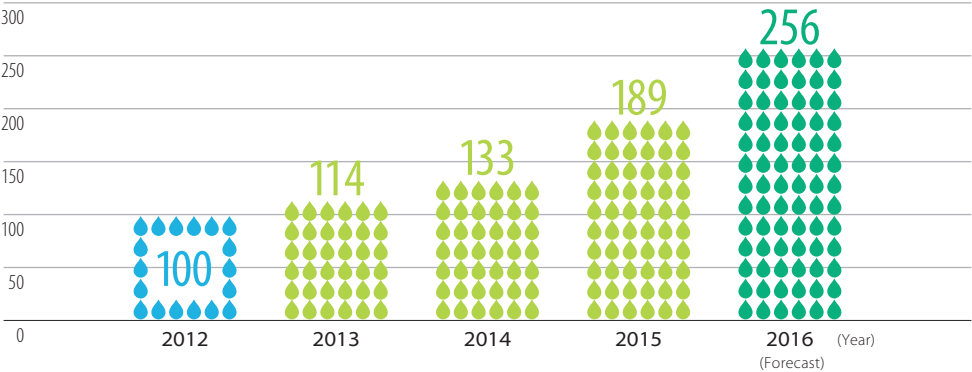



Over **40.01** Million Units

WASHLETS® dramatically changed the toilet culture in Japan after the 1980 sales. Moreover, WASHLETS® are showing steady growth worldwide.

Performance and Forecast for the Number of WASHLETS® Sold Overseas

(Index of 100 units for 2012)



Application Example: Schloss Elmau 

We delivered plumbing equipment, including WASHLETS® such as the NEOREST, to Schloss Elmau, which is a renowned five star hotel and resort in Germany.

Providing a Comfortable Space Even in the Clouds

In aircrafts such as the Boeing 787, WASHLETS® for aircrafts are installed to provide people from various countries a comfortable toilet space even in the air.



Toilet Seats Featuring Warm Water Shower WASHLETS® for Aircrafts (Photo by: JAL)



Coexistence with the Local Community

Aiming for a Better Society: The Basis of Our Activities

Preserving Water Resources and Forests for the Future

The TOTO Group has passed down the powerful philosophy of its founder to improve living standards and help people lead healthy, enlightened lives. We are promoting various social contribution and global harmony activities to facilitate healthy and comfortable living environments for people around the world based on this philosophy.

In addition, protecting the natural environment, including aquatic environments, is indispensable to the sustainable growth of society. Therefore, we are engaged in the rejuvenation and conservation of aquatic environments as well as conservation activities for forests which are source of water. We are also working to preserve biodiversity.

The TOTO Water Environment Fund was established in 2005 to promote funding activities such as for the installation of wells able to supply safe drinking water. We have donated a total of 14.3 million yen to 22 organizations as of fiscal 2015. We have also decided to provide our first grant to a local overseas organization (an Indian organization) in fiscal 2016.



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



NPO WaterAid Japan's well installation in Nepal, sponsored by the TOTO Water Environment Fund Grant.

Passing Our Passion for Manufacturing to the Next Generation

We are introducing our history and evolution that has brought about originality in new lifestyles, while sharing our founder's spirit and passion for manufacturing that has been passed down through TOTO at the TOTO Museum, which opened as a business to commemorate our 100th anniversary in 2017. We are aiming for a magnificent facility that stands as a landmark that communicates the TOTO Brand from our birthplace in Kokura to the world as a place to connect with customers, business partners, and the local community who visit.



TOTO Museum (Exterior)

TOTO Group Corporate Profile (as of March 2016)

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:	Consolidated:	28,148	
	Non-consolidated:	7,283	

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	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



● More About TOTO (List of Links)



Global Website
<http://www.toto.com/>



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



WELCOME TO JAPAN
<http://www.toto.com/en/wtjapan/>

● TOTO Group Corporate Communication Tools

- A Brief Introduction to the Essence of TOTO Group

TOTO Guide



- Overview and Details on TOTO Group Activities

TOTO Group Corporate Report 2016



- Single Document Containing the Activities and Technical Data of the TOTO Group

TOTO Group Corporate View 2016
<http://www.toto.co.jp/en/company/profile/library/>



- Latest TOTO Group Information

TOTO Group Website
<http://www.toto.com/>



TOTO LTD.

1-1, Nakashima 2-chome, Kokurakita-ku, Kitakyushu, Fukuoka 802-8601, Japan

