

SATO Tap

A New Handwashing Solution for ALL

『Acchi Aadat』

Suguru Sakata

LIXIL Corporation

Leader, Asia Sales, SATO

14th October 2022

SATO
A BETTER LIFE.
EVERY DAY.

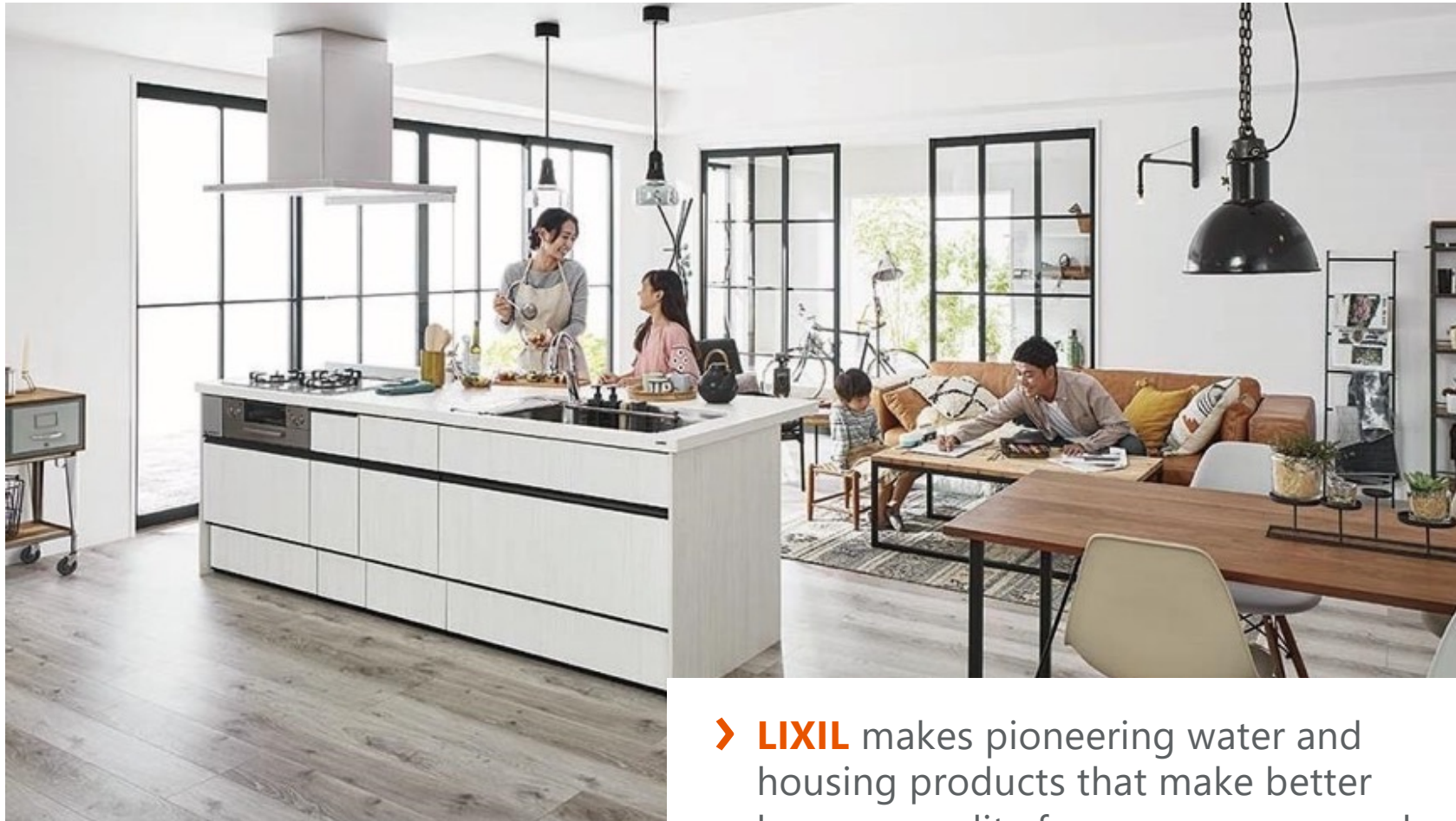


PART OF **LIXIL**

LIXIL's Purpose (存在意義)

MAKE BETTER HOMES A REALITY FOR EVERYONE, EVERYWHERE

SATO
A BETTER LIFE.
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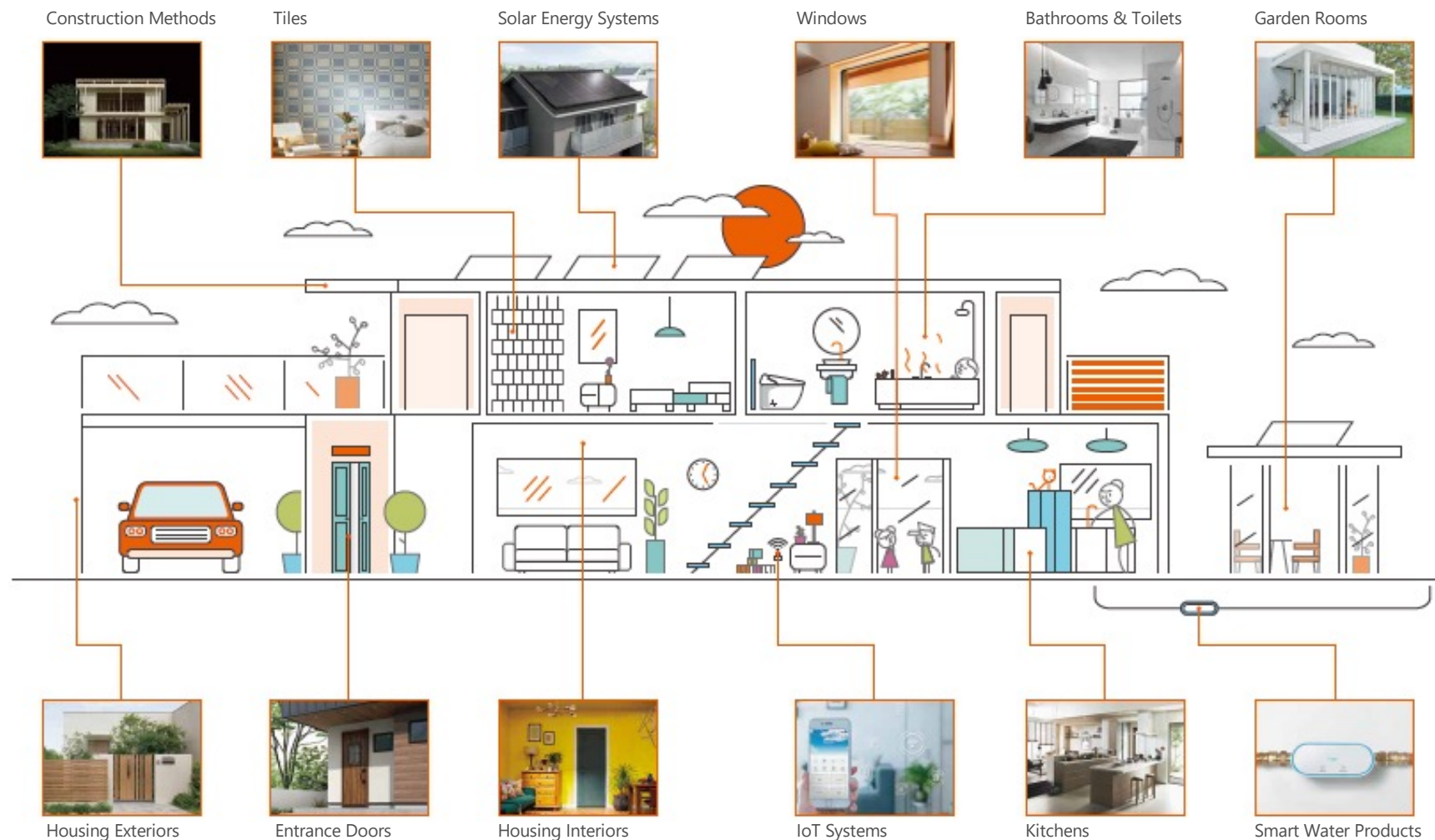


› **LIXIL** makes pioneering water and housing products that make better homes a reality for everyone, everywhere.

Products and services to create better homes



LIXIL is made of brands which creates products that make better homes a reality for everyone, everywhere.



Iconic global brands that are shaping the industry



Global



INAX



American
Standard



TOSTEM



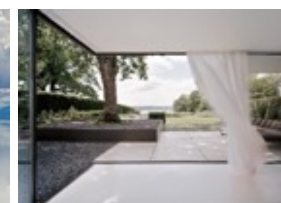
LIXIL

While each of **our brands** has its own unique personality and strengths, together they provide us with an unmatched offering and ability to meet the full scope of consumer preferences and needs.

Specialty



DXXV



NODEA



COBRA

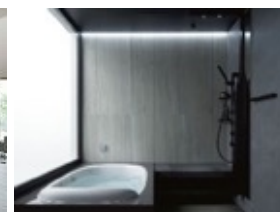


SATO

Japan



RICHELLE



S P A G E



Interio



exsior



SUPER WALL



AT
ASAHI TOSTEM

LIXIL's approach to corporate responsibility



Society's expectations of companies have never been higher. With the increased interest in ESG (Environmental, Social, and Governance) based investing, it is critical for corporations to actively engage in solving the world's environmental and social issues, both as global citizens and to ensure corporate sustainability.

Corporate Responsibility

At LIXIL, **CR** is the core to our long-term success and, therefore, we believe that our **CR** and business strategies must align.

We believe that taking part in solving society's challenges through our everyday business activities inspires and motivates our employees to go beyond their everyday goals, which will in turn contribute to LIXIL's long-term competitiveness.

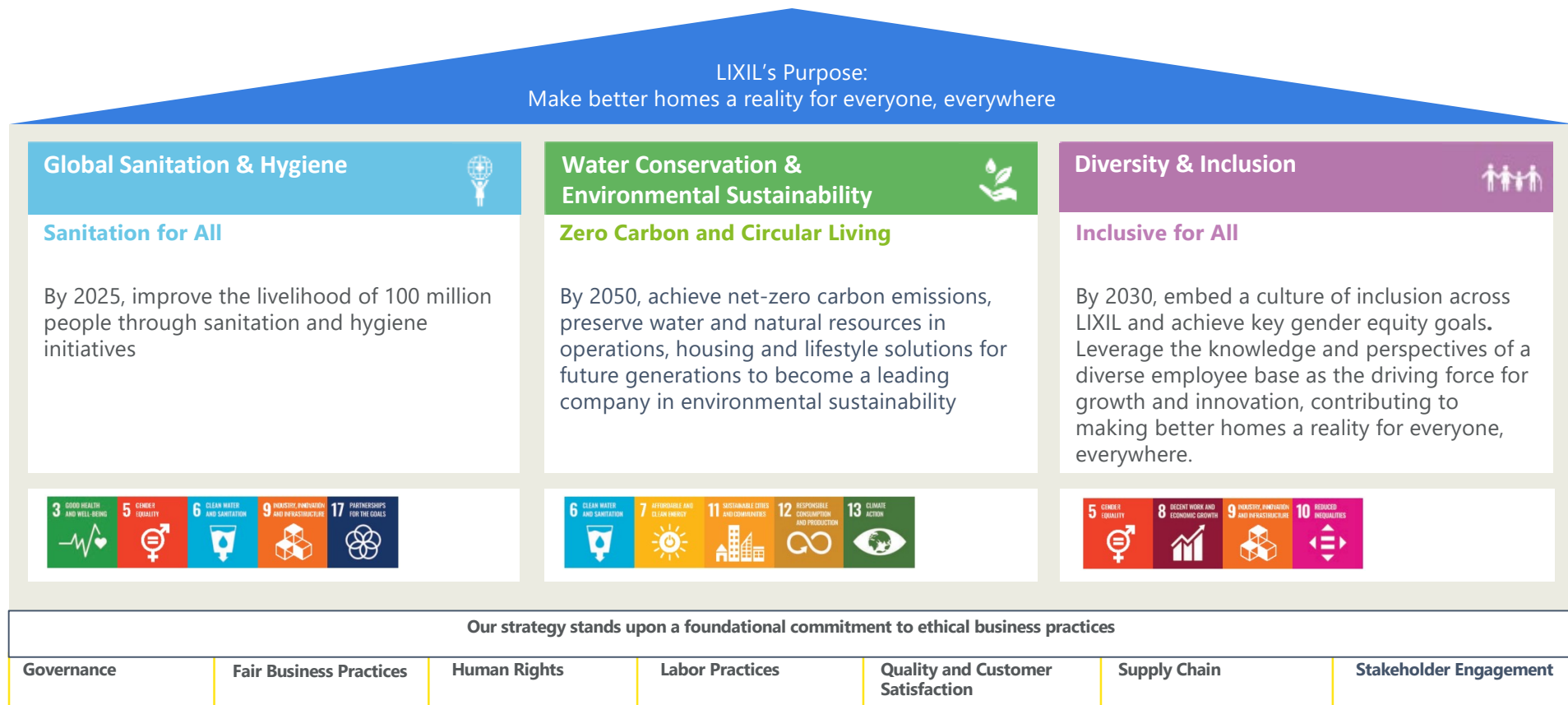


Director, Representative Executive Officer and President, CEO
Kinya Seto

LIXIL's CR STRATEGY



- In support of our Corporate Purpose, LIXIL's Corporate Responsibility Strategy outlines core pillars of activity where we will leverage our expertise and business operations to drive positive strategy on global issues that require urgent action. These pillars are underpinned by a foundational commitment to ethical business practices.



SATO business: Global sanitation & Hygiene



Global Sanitation & Hygiene

By 2025, improve the livelihood of 100 million people through sanitation and hygiene initiatives

Currently around the world:

People who do not have access to safe, hygienic toilets

Approximately 1.7 billion people

Among which practice open defecation

Approximately 494 million people

People who do not have facilities to wash their hands in their

Approximately 2.3 billion people

Children under the age of five who have lost their lives due to diarrheal disease

Approximately 700 per day

Economic losses in 2015 due to lack of hygienic toilets

Estimated to be approximately 22 trillion yen

SATO Toilet System for emerging economies

SATO is a range of simple, aspirational yet affordable toilet products. Flushing for SATO requires less than one liter of water, using a counterweight trapdoor that otherwise remains closed to reduce odors and prevent insects from spreading bacteria. Easy-to-install and save up to 80% water compared to flush toilets.



Used in 45 countries

Contributes to 35 million people

6.5 million units shipped

(As of July 2021)

SATO Tap handwashing station

SATO Tap is an affordable handwashing station that aims to improve hygiene for millions around the world, developed in response to the COVID-19 pandemic. Pet-bottles serve as tanks for the handwashing station, and it is suitable for use anywhere at home or shared in communities.



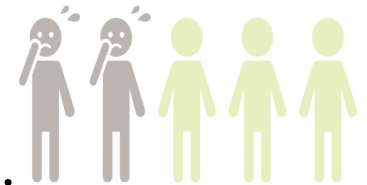
- Manufacturing is underway in Tanzania in addition to India.
- We conduct educational activities on hygienic practices using SATO Tap in various regions such as India and Africa.

GLOBAL HANDWASHING ISSUE

SATO

40%

of the world's population do not have a handwashing facility with soap and water at home



900 million

children attend the schools that don't have access to handwashing facilities



GLOBAL HANDWASHING ISSUE

30%

of the world's population do not have a handwashing facility with soap and water at home



900 million

children attend the schools that don't have access to handwashing facilities



SATO Tap

“A New Handwashing Solution For All”

SATO
A BETTER LIFE.
EVERY DAY.

- Unique design that ensures **less contact**
- Compact and can be used for **both households and public facilities**
- Consistent with other SATO products, the design is **simple, reliable, affordable and aspirational**
- Can easily **accommodate available plastic bottles of different shapes and sizes**
- Provides **easy access to soap, reinforcing handwashing with soap behavior**
- Its trickle action **minimizes water use**, meaning fewer refills, while maintaining steady flow of water
- **Easy and quick ON/OFF operation** for all users, including children



Partnership with JICA (Acchi Aadat campaign)



In October 2019, LIXIL signed an MoU with JICA to cooperate on the goals of improving sanitary environments and securing safe water in emerging countries. This is the first cooperative endeavor between a private company and JICA in this field. ^{*1}

JICA officially recognized LIXIL as a JICA-SDGs partner, and we worked together in India to raise awareness of hygienic practices such as handwashing by utilizing SATO Tap.



Awareness-building activities in India
(photo credit: JICA)



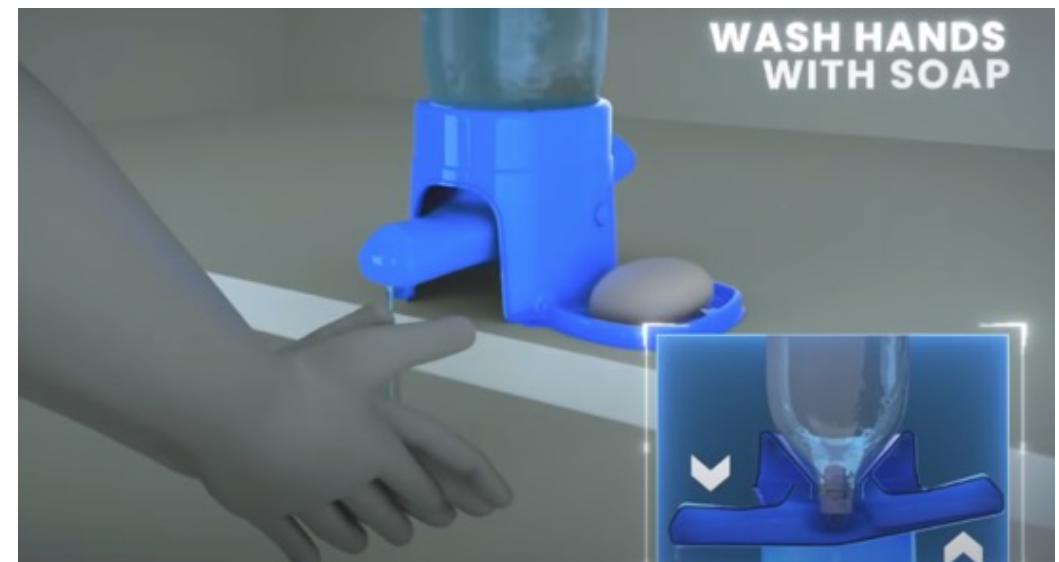
Handwashing practice using the SATO Tap stations
(photo credit: JICA)

Campaign tool for promotion

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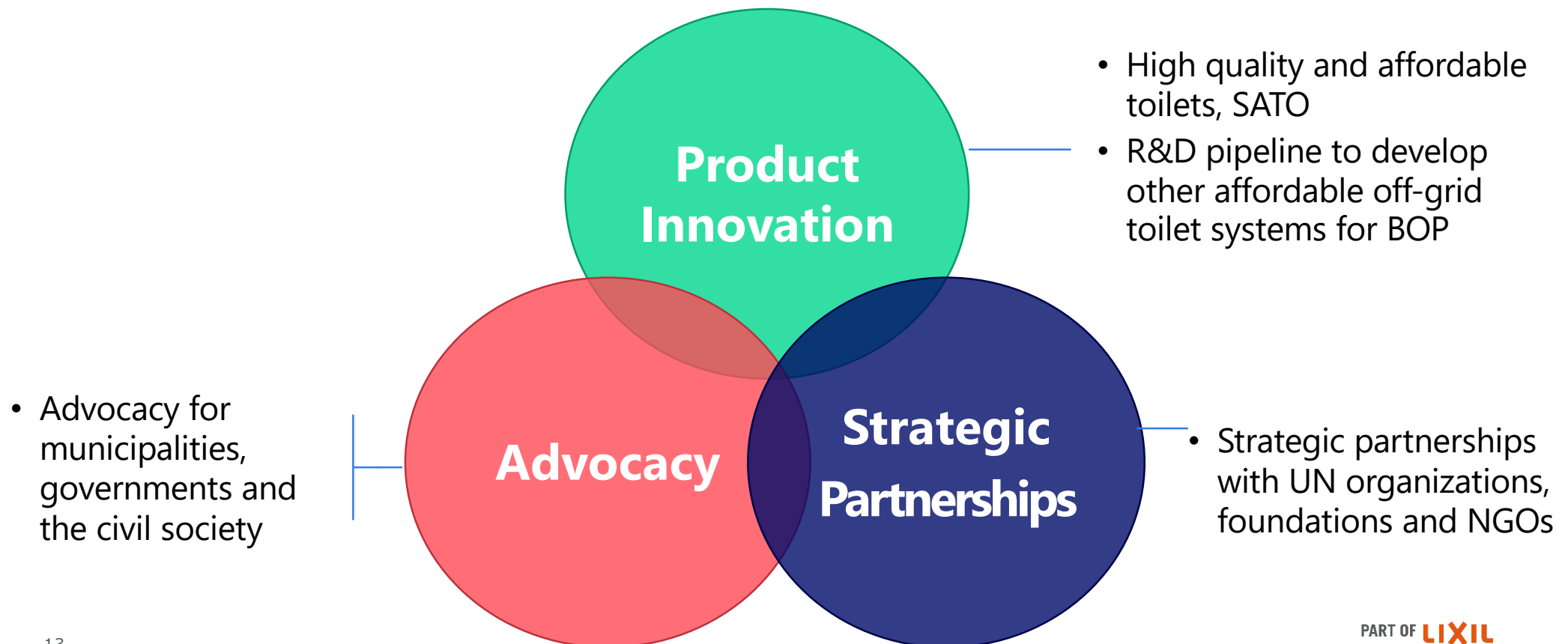
- ✓ Flier for local users
- ✓ User video



Review after collaborate with JICA India office



- We were able to take an active role even in the COVID situation
- Collaboration not only within the framework of toilets, but also in the field of hygiene
- We were able to reach the last mile (end-users) with certainty
- We were able to convey the importance of hand washing to many children



Video

SATO
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<https://youtu.be/LLwghqfbjNA>



<https://youtu.be/b0q-ZPKr0Yg>

For purchase



Suguru Sakata

Email: suguru.sakata@lixil.com

or

SATO India customer experience center

Call: 1800 202 1626

THANK YOU!