

## Corporate Fact Sheet

Ideal Standard International, a leading provider of innovative, design-driven bathroom solutions, is an independent and privately-owned company headquartered in Brussels, Belgium. The company operates across Europe, Middle East and Africa (EMEA) as well as in Asia Pacific. The company also has presence in Central and South America via a joint venture called Incesa.

Focused 100% on bathroom solutions, Ideal Standard International offers customers state-of-the-art products. The company's vision is to bring the digital age into the bathroom creating a life space for pleasure and relaxation. At Ideal Standard International, creativity is considered the catalyst to continuous evolution in the bathroom. The company aims to create innovative and smart products which incorporate the latest technologies.

Its products are sold under its strong international brands Ideal Standard, Jado and American Standard (Asia/Pacific and Incesa), as well as leading local brands including Incesa Standard (Incesa), Armitage Shanks (UK), Ceramica Dolomite (Italy), Porcher (France and Incesa) and Vidima (Eastern Europe).

The company, lead by chief executive officer, John Rietveldt, employs 17,300 people and is operational in over 30 countries. Ideal Standard International is governed by a Board of Directors.

### Company milestones / background

- 1 February, 2007: American Standard announces decision to sell global Bath and Kitchen (B&K) business
- 31 October, 2007: Sale of B&K completed as management-led leveraged buy-out
- 1 November, 2007: Independence of EMEA, Asia/Pacific and Incesa (joint venture in Central and South America) as stand-alone private business
- 5 November, 2007: Announcement of new company name **Ideal Standard International**
- 22 November, 2007: John Rietveldt appointed as CEO, Ideal Standard International
- 26 November 2007: Announcement of new corporate identity, brand design and vision to evolve bathroom into the digital age

### Ideal Standard International – in EMEA

- Headquarters - Brussels, Belgium
- Approximately 12,000 employees
- 30 production facilities 27 sites across 11 countries
- 19 sales offices
- #1 in Europe (*measured by annual sales*)
- 1 out of 2 bathrooms in Italy contain its products
- Largest markets in EMEA are the United Kingdom, France, Italy, Germany, Greece, Egypt and Bulgaria

- High potential growth markets include countries in Eastern Europe, particularly Russia and Turkey, as well as the Middle East

**Ideal Standard International – in Asia**

- Headquarters – Shanghai, China
- Approximately 4,000 employees
- 11 production facilities in 5 countries
- 20 sales offices
- Key markets: China, Thailand, Korea, Vietnam, Indonesia, Philippines and Australia
- Flagship Bathaus showrooms targeting developers, architects and interior designers in China (Beijing, Xian, Qindao, Hangzhou, Guangzhou and Shanghai) Seoul in Korea and Bangkok in Thailand

**Ideal Standard International – Incesa**

- Headquarters – Costa Rica
- Founded in 1957
- Entered a Joint Venture Agreement with American Standard in 1968 (64% ownership transferred to Ideal Standard International)
- Approximately 1,300 employees
- 3 manufacturing facilities in Costa Rica, Nicaragua and Guatemala
- Sales offices and project departments in all Central American countries
- Market presence and sales in South America (mainly Ecuador, Peru and Chile)
- Leadership position in Central America
- Established distribution network and direct sales from company's own retail stores.

For further information please visit our websites [www.idealstandardinternational.com](http://www.idealstandardinternational.com) or contact:

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