



Dear TOTO Valued Partner,

As always, we sincerely appreciate your continued partnership with TOTO and thank you for your trust and commitment to our brand. In alignment with our core values, we remain dedicated to delivering premium, cutting-edge products and exceptional service—while keeping you informed about the market dynamics impacting our industry.

Due to recent changes in tariff regulations and ongoing economic pressures, we are experiencing increased costs related to raw material imports and overall operational expenses. As a result, we will be implementing a weighted average price adjustment of 10% across the entire TOTO product portfolio, effective June 2nd, 2025.

Please note: This weighted average price adjustment in June will apply to all products within the WASHLET category, including those in the 2025 Washlet Seat Program.

We understand that price adjustments can impact your business, and we want to assure you that this decision was not made lightly. This increase directly reflects the rising costs driven by tariffs, which have significantly affected our cost of production and delivery. This adjustment is necessary to ensure we can continue supporting your success by maintaining the high standards you've come to expect from TOTO—across product quality, performance, and customer experience.

An Excel file with the updated June 2nd, 2025 pricing will be shared as a separate attachment, reflecting the new list price for each product. Additional communications regarding new product announcements, updates to sales programs, and revised price book supplemental materials will be shared closer to June.

Price Protection and Order Protocol

1. All purchase orders received and accepted by June 1st, 2025, will receive current 2025 pricing for immediate shipments only, excluding future ship dates.
2. Purchase orders received starting May 1st, 2025, with a shipment request date on or after June 2nd, 2025, will be invoiced at the new June 2nd, 2025 list price.
3. TOTO reserves the right to limit purchase orders received from April 14th through June 1st, 2025, to 120% of the historical three-month average quantity per SKU.
4. TOTO reserves the right to revise job quotes with a 30-day notice.
5. Requests to extend current job quote pricing that expire on June 1st, 2025, or later will be reviewed by each TOTO Regional Sales Leader for eligibility.
6. All standard TOTO USA freight and discount programs will continue to apply.

If you have any questions regarding this price adjustment, please contact your TOTO Sales Representative. We thank you for your continued trust and collaboration and look forward to our ongoing partnership.

Best Regards,

Katz Nojima
Executive VP TOTO Americas Holdings

Hisashi Baba
President, Sales Strategy

William Strang
President, Corporate Strategy