Press release

**COTTO teams up with Mariwasa to expand its market reach in the ASEAN region, showcasing innovative surface decoration and sanitary product capabilities at WORLDBEX 2025.**

Siam Ware Industry Co., Ltd., or COTTO, has joined forces with Mariwasa to penetrate the ASEAN market, leading with "Smart Products" and KLIRR collection. Exhibit the latest innovative surface decoration and sanitary product capabilities at WORLDBEX 2025, a major exhibition for goods and decorative materials in the ASEAN region, to be held in Manila, Philippines, from March 13-16, 2025. This initiative reinforces their position as a leader in complete surface decoration and sanitary products in the ASEAN region.

**Mr. Sitichai Sukkitprasert, Managing Director of Siam Sanitary Ware Industry Co., Ltd. (COTTO),** stated that the company is focusing on fostering growth by expanding its regional market presence, continuously raising brand awareness across its portfolio. The strategy involves presenting new product innovations inspired by the preferences of Filipino customers, intertwining products with meaningful narratives to deliver fresh perspectives that meet customer needs and enhance their quality of life.

Recently, COTTO and Mariwasa have introduced "Smart Products" that feature advanced technology to enhance convenience in everyday life. This year's highlight showcases a presentation theme in the format of a MUSIC shop, creatively narrating their story through display aspects that emphasize innovation and technology in unique and engaging ways, including products such as VIZIO and KLIRR category that cater to lifestyle needs.

Mariwasa, a leading brand in flooring and wall tiles in the Philippines, known for its long-standing customer loyalty, is presenting ceramic tile innovations that are beautiful, durable, and powerful decorative materials, highlighting their capabilities in comprehensive surface decoration and sanitary innovation. Mariwasa aims to lead in the ASEAN region by addressing customer demands within the country and beyond.

"We will continue to build our brand and expand our presence in the ASEAN market, exploring new possibilities in the world of decoration under the concept of REIMAGINE LIVING



REFINEMENT. We invite people to reimagine and reshape their living spaces through distinct perspectives and decoration solutions that are better and more sustainable. This year, you will see carefully curated new COTTO products for bathrooms and décor surfaces, designed to enhance happiness, comfort, and aesthetics in everyday living spaces," said Mr. Sitichai.

Worldbex 2025 is the largest exhibition of decorative materials in the Philippines’ construction and design industry, held at the World Trade Center Metro Manila & SMX Convention Center Manila. Approximately 697 companies will participate, expecting an audience of 167,800 visitors, with COTTO and Mariwasa booths attracting significant interest from the Filipino public during the event, taking place from March 13-16, 2025."

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