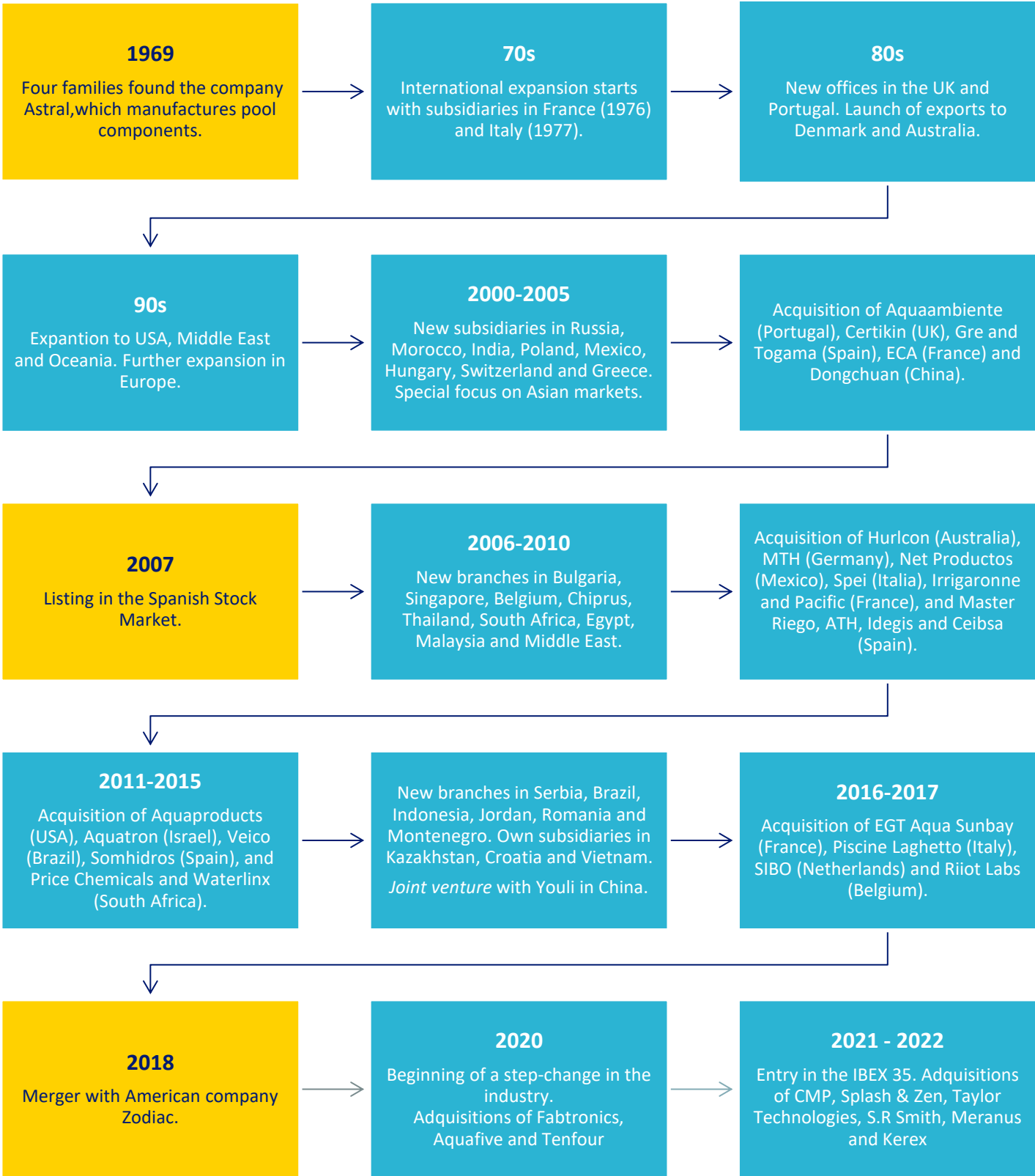


FLUIDRA

Press Kit
2023



Brief history



Who is Fluidra?

Fluidra is the global leader in the pool and wellness equipment business and connected solutions. It provides innovative products, services and Internet of Things solutions.

The company operates in 47 countries and has a portfolio comprising some of the most recognised brands in the sector, including Jandy®, AstralPool®, Polaris®, Cepex®, Zodiac®, CTX Professional® and Gre®.

Mission: “We create the perfect Pool & Wellness experience responsibly.” – for all our stakeholders.

Fluidra has **more than 6,500 employees**, with operations in **47 countries**. Fluidra is listed on the Spanish stock exchange and is part of its main index, the IBEX 35.

As a global leader in equipment and solutions for the pool sector, the company's portfolio of brands and products is one of the most complete in the industry, making the company an unquestionable worldwide leader.

Fluidra is defined by its values. These include a passion for success, the will to work with customers, a commitment to excellence and innovation, an incentive to learn and adapt, teamwork, honesty and trust. The whole team at Fluidra engages with and is committed to these values: they explain who we are, how we do things and what Fluidra means.



Fluidra's global headquarters are in Sant Cugat (Barcelona), Spain.

A world leader in pool equipment and solutions

The company offers a significantly expanded product portfolio that includes some of the most widely respected global pool brands like Jandy®, AstralPool®, Polaris®, Cepex®, Zodiac®, CTX Professional®, Certikin and Gre®. It also includes other more specialized brands that pair up with the services provided by these leading brands to both direct and indirect customers: iAqualink, Laghetto, Cover-Pools, AquaForte, Nature Pools, Idegis, Togama, Ignia, MTH Sunnypools, etc.

HIGHLY RECOGNIZED BRANDS



Financial results 2022

Last year was a historic year for Fluidra, as the world's leading company in the pool and wellness equipment business achieved the best sales results in its history. Since then, it has continued to work to consolidate its position as a market leader.

Sales stood at 2,389 million euros and EBITDA decreased by 6.8% to 512 million euros, with a 21.4% margin.

Results (in Millions €)	FY2021	FY2022	Evolución
Sales	2,187	2,389	9%
EBITDA	549	512	(6.8%)
EBITDA Margin	25.1%	21.4%	(3.7pp)
Net Profit	252	160	(36.6%)

ESG Responsibility Blueprint Plan

Following the approval of its ESG plan called **Responsibility Blueprint**, Fluidra created a specific department for the management of **Diversity, Equity and Inclusion (DEI)**.

In the **environmental field**, Fluidra is committed to becoming a carbon neutral company in terms of Scope 1 and 2 by 2027 and Scope 3 by 2050. In addition, Fluidra is committed to moving from the current 45% of sales of products classified as sustainable to 60% in 2026 and more than 80% in 2035.

On the **social front**, Fluidra is focused on gender equality, with a commitment to reach the net adjusted wage gap by 2024 and to ensure the diversity and inclusion of its employees.

Finally, **governance** is also an essential part of the company's roadmap where an ESG risk analysis is being carried out that will be aligned with the best practices defined by the TCFD (Task Force on Climate-related Financial Disclosures), a recommendation created with the aim of improving investors' understanding of the impact of climate risks in different corporations, among other initiatives.

In 2022, Fluidra was recognized for its efforts to improve its environmental, social and good governance performance, improving the score obtained in ratings such as CDP, S&P and Sustainalytics.



Fluidra is also committed to accessibility, awareness and education on the rational and efficient use of water, which is why, through its foundation, it promotes initiatives such as the **Senegal KAG-25 Project**.

The project, developed in collaboration with an agricultural school, seeks to transform a 25-hectare farm located in the south of the country into a profitable horticultural operation and distribution site, where the profits can be invested in the training and preparation of its young students. All of this is with the objective to develop food independence, entrepreneurial skills and financial skills and food amongst the students.

They have also worked on the construction of the **Thiaroye swimming pool**. This project was created so that the more than 2,000 children in the city can learn how to swim and so that the citizens of the area can enjoy a high-quality sports facility.

In addition to its social commitment to projects aimed at accessibility, awareness and education on the use of water, the foundation has a cultural commitment, especially dedicated to promoting music as an educating and dignifying element for people.

For this reason, it is also a patron member of the Palau de la Música Catalana and the Gran Teatre del Liceu, helping to promote artistic culture in Barcelona. He also collaborates with the Orquestra Simfònica del Vallès and the Fundació Abadia de Montserrat, among others.

A benchmark in technological innovation and sustainability

Research, development and innovation are a fundamental part of Fluidra's DNA, and are embedded within the organisation's corporate values. Success in the pool market depends on equipment that is easy to use, install and maintain and, above all, reliable. That success lies in offering customers the best solutions adapted to their conditions and thus creating the perfect user experience.

Fluidra continuously invests in R&D with largest portfolio in the industry:

Over 1,600 patents

Combined workforce of over 200 engineers



iAquaLink® app transforms the way you enjoy your pool, delivering a personalized experience with just a tap of a finger so it's always ready to go when you are.

Fluidra is developing a broad portfolio of connected products and is creating an integrated and scalable ecosystem for the smart pool.

In 2022, the company's investment in R&D&i reached 53 million euros, an increase of 37% compared to the previous year, and double the investment amount from 2019, the first year as a single company after the merger in Zodiac. Along the same lines, the ratio of investment in this area versus sales has grown to 2.2%, recovering to 2020 levels.

Sustainable products

Focus on sustainable products & solutions:

Energy efficiency and water-saving pool equipment

Sustainable products that support aftermarket growth

We believe that the pool of the future will be fully connected and more efficient. Innovation is part of our DNA and we continuously work to develop solutions that support and enable us to achieve our long-term goals and create the perfect pool and wellness experience in a responsible way.

In addition, we want to help and facilitate pool industry professionals to grow their business by providing high quality products and innovative services. And all this with sustainability top of mind.

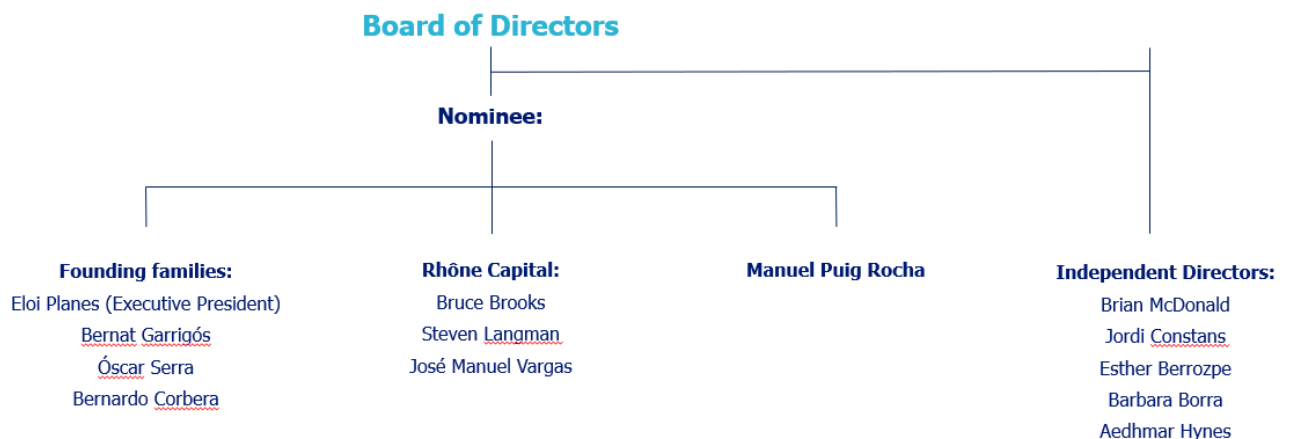
One of the keys to all this is the connected pool. Any aquatic installation can become a smart pool thanks to the Fluidra Connect platform. This application can be used to automate all the necessary processes. It also allows any pool to be diagnosed, monitored and managed remotely.

FLUIDRA

The company focusing on developing sustainable products. These include **low carbon products** that are manufactured using sustainable methods that contribute to reducing the emissions associated with production and supply chain processes; **water conservation** products that promote water savings in three different ways: prevention of evaporation, reduction of the need for renewal and filtering processes such as pool covers and filtration solutions; **variable speed pumps** that make it possible to adjust the water flow rate to the pool's needs at any given time and reduce electricity usage; and **energy reducing LED lighting**.

Fluidra also works in **circular products** that aim to transform the linear economy model into a circular one by promoting the principles of **reuse, repair, exchange, renew and recycle**. In doing so, Fluidra's goal is to extend the life cycle of its products.

Board of Directors



Profile of the Executive President, Eloi Planes



Eloi Planes Corts (Barcelona, 1969) has over 20 years' experience in the sector. He has been Managing Director of the group since its inception in 2002, Fluidra's CEO since 2006, and Executive Chairman since 2016. Mr. Planes has a degree in Industrial Engineering from Universitat Politècnica de Catalunya and a master's degree in Business Management from EADA business school. Under his leadership, the company reached three of its major milestones: the listing on the stock exchange on 31 October 2007, its restructuring in 2008–09, and the merger with the leading American company Zodiac in 2018.

Profile of CEO, Bruce Brooks



Bruce Brooks (Maryland, 1964) has over 30 years of experience in global consumer and industrial products industries. Mr. Brooks has a degree in Marketing from The University of Virginia in 1986 and is a 2002 graduate of the Greater Baltimore Committee's Leadership Program.

Prior to joining Zodiac Pool Systems as Chief Executive Officer in 2011, he held several senior positions in Black & Decker Corporation, leading its expansion in Latin America.

Sponsorships and collaborations

SPORTS



Club Natació Sabadell



ASIA Swimming Federation

Platinum Sponsor of the Royal Spanish Swimming Federation until 2020.

Main sponsor of the water polo teams of the AstralPool Club Natació Sabadell.

Collaboration with the Asian Swimming Federation, which encompasses 45 countries.



CNAB
CLUB NATACIÓ
ATLÈTIC-BARCELONETA



Club Natació Terrassa

Sponsor of the American Swimming Union (UANA), with federations from all the countries of the continent.

Main sponsor of the water polo teams at Club Natació Atlètic-Barceloneta

Sponsor, through GRE, of Club Natació Terrassa



Sponsor of the Federació Catalana de Natació for its centennial

IN WATER AND ENVIRONMENT



Conservation and improvement of the marine and coastal environment to preserve its biodiversity.



**FUNDACIÓN
EMPRESA &
CLIMA**

Tools for companies to face climate change, improve efficiency and reduce emissions.



Innovative and sustainable solutions to quality water needs anywhere in the world.

IN SOCIAL



As a founding company, it seeks to develop and disseminate creativity and innovation in the field of education.

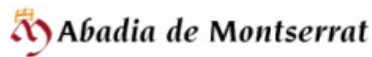


Involvement with institutions that favor the educational activities of young people and adults, and that promote the training of new professionals in the field of commerce and international business management.

IN CULTURE



For many years, Fluidra has been a sponsor of the Gran Teatre del Liceu, Barcelona's opera house.



Fluidra encourages young people to take up music through the choir school of the Montserrat Abbey.



Fluidra and the Orfeó Català Foundation, which is affiliated to Palau de la Música Catalana, help to spread love for music.