

# MAKING WATER PERFORM

PRESS KIT  
November 2011

**FLUIDRA**  


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# 1. We are Water

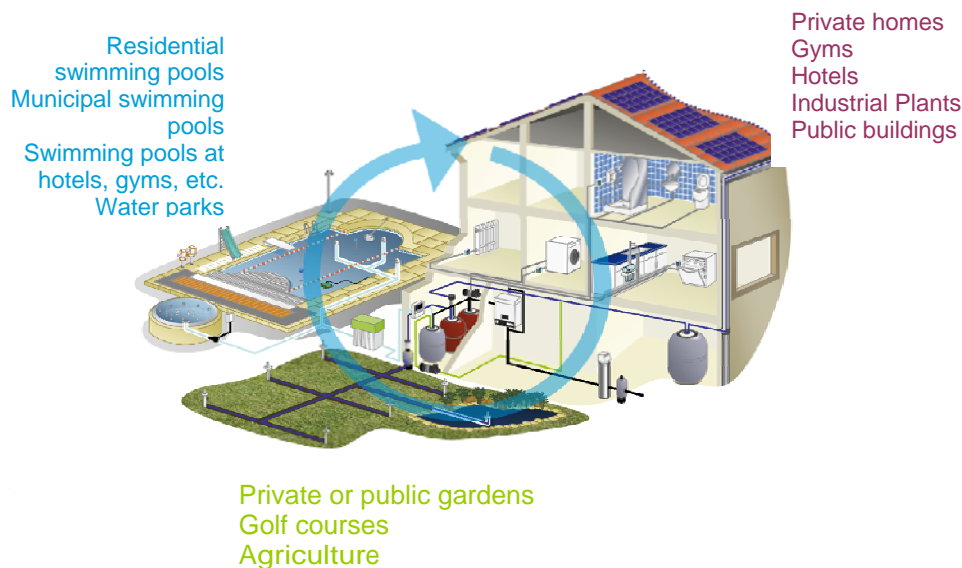
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Water is a scarce commodity and is essential for life. Water is Fluidra's main reason for being. We take care of it, we protect it, we look after it and we enjoy it, making it the central part of all of our activities. Respect for water and its rational use forms the basis of the philosophy of the group, which was listed on the stock exchange on 31st October 2007.

The companies that make up Fluidra, some of which are more than 40 years old, have grown up with this vision and are specialised in different sectors related to water and its conservation, use, handling, treatment and enjoyment.

This motivation is reflected in our graphic identity. The logo that defines us is based on water. The three-colour liquid symbol, resembling an expanding fluid, reflects Fluidra's firm investment in technology, growth, service and sustainability.

Fluidra covers the **whole water cycle**, offering a wide range of products for domestic applications and installations for public, agricultural and industrial use in the areas of swimming pools / wellness, fluid handling, irrigation and water treatment.



## Fluidra's Mission

Our mission is to drive the community's progress through the sustainable use of water in all recreational, domestic and industrial applications.

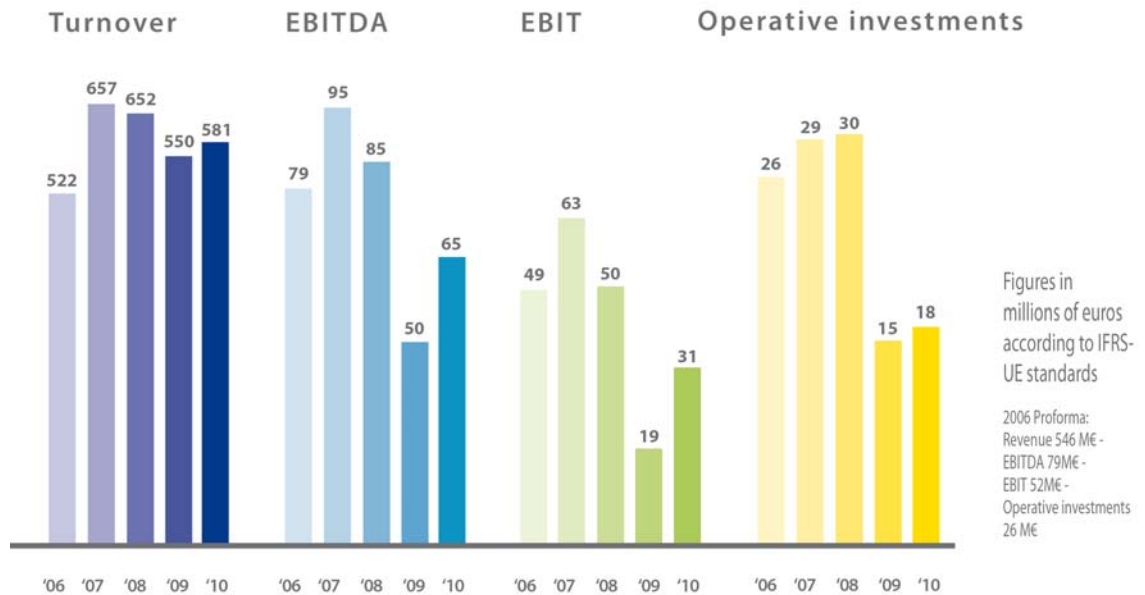
## Key Strategies

The principles on which the daily activities of the company are based are:



- **Internationalisation** is the basis for Fluidra's growth.
- Fluidra is committed to developing product **innovation** and comprehensive solutions as a competitive strategy to bring more value to customers.
- Fluidra provides its customers with a **portfolio** that includes latest generation products relating to water: Pool/Wellness, Irrigation, Fluid transportation and Water treatment.
- Fluidra operates a Lean Management approach aimed at increasing **efficiency**, seeking excellence across all processes.
- We are committed to creating value for our **customer**.

## 2. Main Figures



Results 2010	<ul style="list-style-type: none"> <li>• Sales: 581.2 Million Euros</li> <li>• EBITDA: 64.9 Million Euros</li> <li>• Net Profit: 15.9 Million Euros</li> </ul>
Customers	More than 35,000 active customers
Presence	Approximately 3,700 employees and own presence in 36 countries in five continents.
International Scope	Products sold in 170 countries

### 3. Who we are

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Fluidra is a Spanish multinational group listed on the Spanish Stock Exchange dedicated to the development of applications for the sustainable use of water. The company is specialised in solutions for swimming pools / wellness, irrigation, water treatment and fluid handling.

#### Comprehensive business model

Fluidra has a vertical business model that covers R&D&I, production, logistics and marketing through its extensive international network. This business model makes it possible to diversify risks and create major barriers to entry in the path of its competitors.

**FLUIDRA**

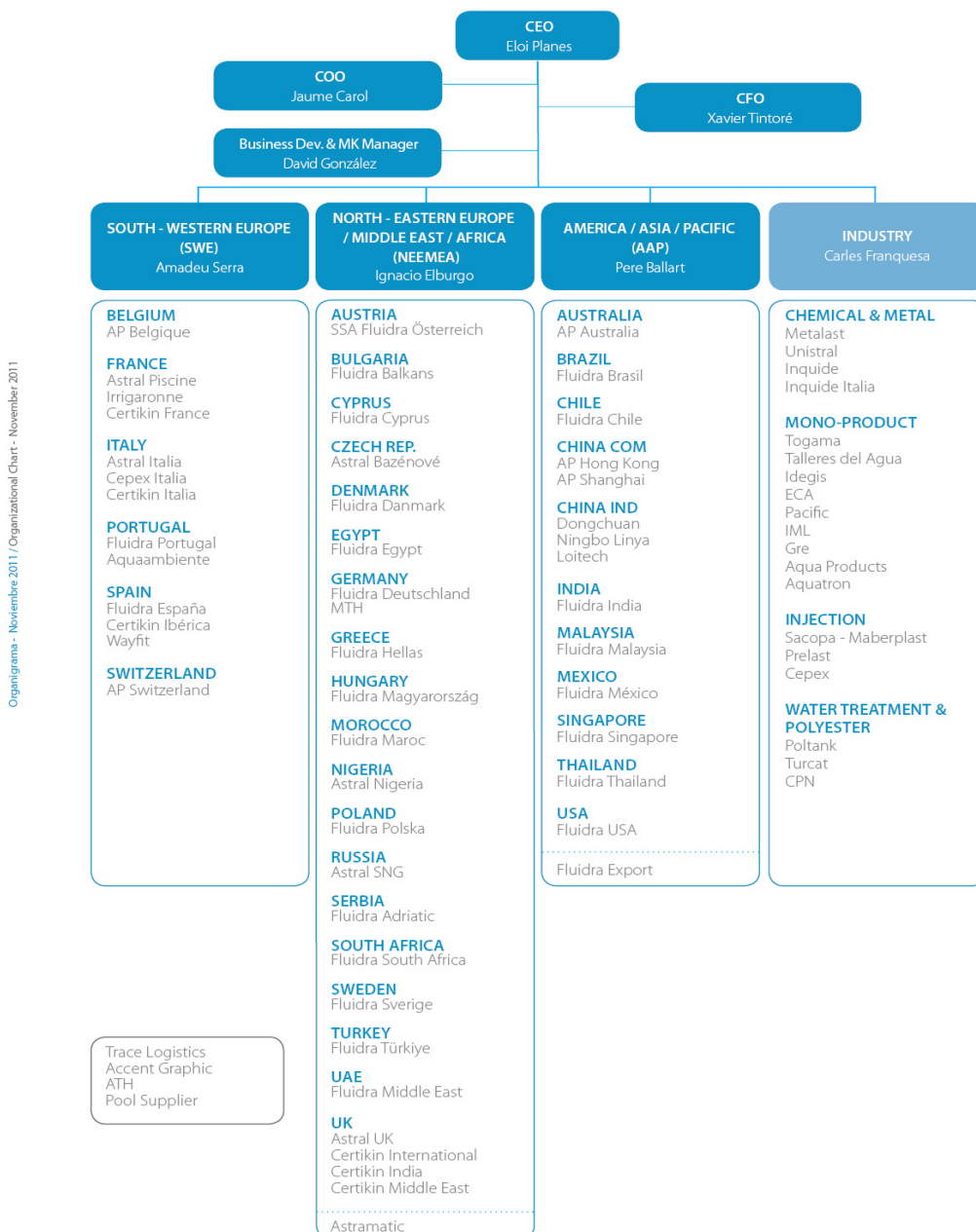
<b>R&amp;D+i</b>	<ul style="list-style-type: none"><li>• Multidisciplinary R&amp;D&amp;I centre that focuses on sustainable solutions for each of its business units.</li><li>• It coordinates various centres of excellence.</li></ul>		
<b>Production</b>	<ul style="list-style-type: none"><li>• Production of complete ranges for pools, water filtration and accessories for fluid handling.</li><li>• Flexible multi-technology plants in key countries.</li></ul>		
<b>Logistics</b>	<ul style="list-style-type: none"><li>• Automated logistics operator on a 55,000 m2 facility with a capacity to dispatch 150,000 pallets per year and to pick and pack 20,000 cases daily.</li></ul>		
<b>Distribution</b>	<ul style="list-style-type: none"><li>• Distribution network specialized in providing solutions to each of the business units with a direct presence in 36 countries with 140 branch offices.</li></ul>		

## Organisational structure

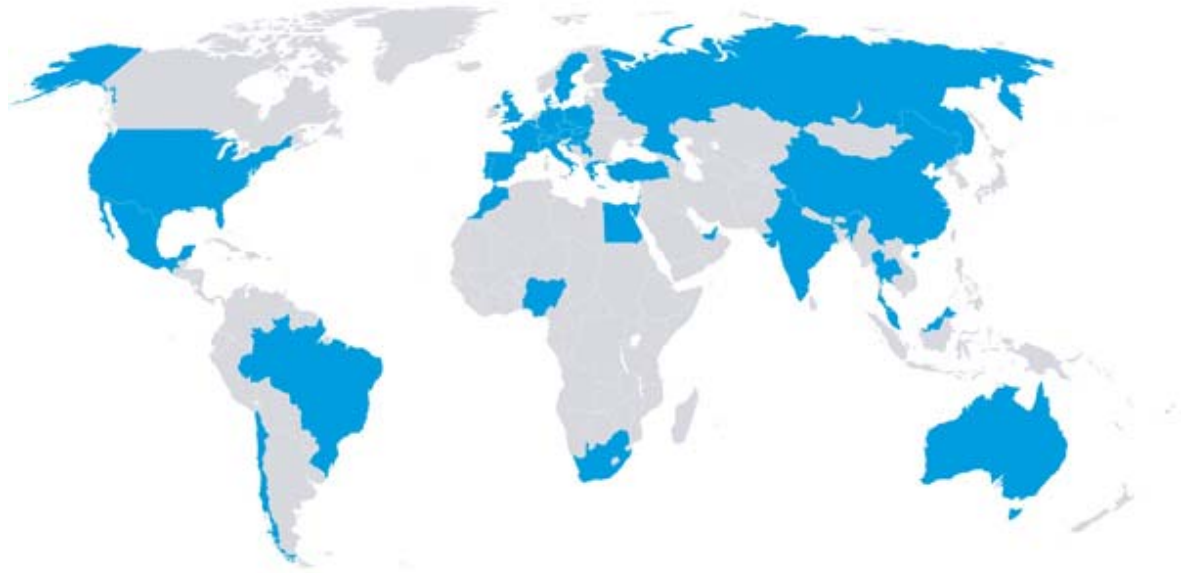
Fluidra is one of the business groups in the Spanish industrial sector with the greatest international scope. The company groups its businesses into three main geographic divisions and an industrial division. The commercial divisions are South-West Europe, North-East Europe, the Middle East and Africa, and America, Asia and the Pacific. Its objective is to develop the four business units in each country (Swimming Pool / Wellness, Water Treatment, Irrigation and Fluid Handling).

Fluidra's Industrial Division centralises the management of its production in Europe. Fluidra dominates several manufacturing technologies: plastic injection, metallurgy, polyester projection, glass coating, blowing, the manufacture of solid chlorines and process engineering.

### ORGANIGRAMA ORGANIZATIONAL CHART



## International presence



**Branch offices in 36 countries:** Australia, Austria, Belgium, Brazil, Bulgaria, Chile, China, Cyprus, Czech Republic, Denmark, Egypt, France, Germany, Greece, Hungary, India, Israel, Italy, Malaysia, Mexico, Morocco, Nigeria, Poland, Portugal, Russia, Serbia, Singapore, South Africa, Spain, Sweden, Switzerland, Thailand, Turkey, United Arab Emirates, United Kingdom, USA.

## Innovation and sustainability

One of Fluidra's strategic focuses is on developing innovation in products and systems, based on the provision of comprehensive solutions, to support the growth of its four business units.

Fluidra has a decentralised, multidisciplinary R&D&I model that is adapted to its organisational reality and satisfies its needs. This model includes Centres of Excellence and Technology Facilities with a focus on technological specialisation, along with R&D&I Support Services in Polinyà (Barcelona).

Fluidra's operations are carried out under three key criteria: ensuring sustainability across the entire water cycle through the sustainable use of resources (energy, water, materials, etc.); adopting a customer-oriented approach aimed at satisfying customers' needs; and providing full integration, i.e. designing comprehensive solutions for products and services.

## Skypool

One example of the multinational's state-of-the-art technology is the Skypool suspended swimming pool. It was designed for the 10th World Swimming Championships held in Barcelona in 2003. This innovative design, which was installed in record time, marked a before and after in the world of large scale swimming competitions.

This milestone in the world of sports competitions was acknowledged through the appointment of AstralPool as an Official FINA Partner by the International Swimming Federation (FINA). As a result of this sponsorship agreement, AstralPool has acted as an official supplier of competition pools for such events as the world championships in Shanghai (China) in 2006, Melbourne (Australia) in 2007 and in Manchester (UK) in 2008.

## Regeneration of water

Through its specialized company Astramatic, Fluidra has been responsible for the design and construction of two water treatment plants. For example, the Water Treatment Plant of Baix Llobregat (Depurbaix) and that of a well-known textile company, located in the area of the Tordera (Maresme) water basin, in order to reuse the water from the secondary and tertiary effluents of the Waste Water Treatment Plant (WWTP).

As a result of the agreement between the Catalan Water Agency and the General Council of the Chambers of Commerce of Barcelona, a study has been carried out on the reuse of treated waters from the dyeing industry and the textile finishing sector, both for internal use (process waters) and for the supply to other companies. As the successful bidder for this project, Astramatic's team of engineers has designed and completed a whole plant that makes it possible to treat a flow rate of 525 m<sup>3</sup>/h, which means it is able to regenerate 12,600 m<sup>3</sup> per day. This makes this industrial plant the largest of its kind in Spain and the second largest in Europe.

## Co-operation with Fundació Catalana de l'Esplai

Fluidra and Fundació Catalana de l'Esplai have signed a co-operation agreement by which the multinational will advise and support the foundation in order to maximise sustainability in the use of water at all of its installations and in the different projects and activities that it carries out in relation to swimming pools, irrigation and water treatment.

One of the first results of this agreement is the installation by AstralPool of two swimming pools based on Skypool technology at Centre Esplai, a unique building belonging to the foundation in the San Cosme area of El Prat de Llobregat.

The swimming pools, measuring 4m x 8m and 20m x 8m, use the latest technology and equipment designed to save energy, water and to provide easy access. The swimming

pools will be improved over time and this will enable Fluidra to carry out tests with the latest technology being developed and keep track of consumption and other relevant parameters.

### Ten-step guide to the sustainable pool

A landmark has been the publication in the Swimming Pool Exhibition in October 2009 of the Ten-step Guide to the Sustainable Pool, in which Fluidra sets out measures that are already being put into practice in other countries and proposes innovative solutions.

These measures, which can be applied in a modular manner, can be combined in order to achieve savings of up to 70% of the water and energy resources used.



### Projects with intelligent and sustainable equipment

Town: Sabadell (Barcelona)

Project: Sabadell Swimming Club (Club Natación de Sabadell)

Main characteristics: Innovative Olympic 50 x 25 m swimming pool with mobile wall and floor, and a 12 x 8 m children's swimming pool.



Town: Sant Cugat del Vallés (Barcelona)

Project: Sant Cugat High Performance Centre (Centro Alto Rendimiento, CAR)

Main characteristics:

Pools for competitions, measuring 51.2m x 25m x 3m (with mobile bridge), synchronised swimming, measuring 30m x 21m x 3m and for diving, measuring 21m x 15m x 5m. Water conditioning (filtration, recirculation, disinfection and heating), air conditioning of the CAR building and control of the biomechanics of the swimming pools (cameras, peepholes, digital podiums, etc). Opening soon.

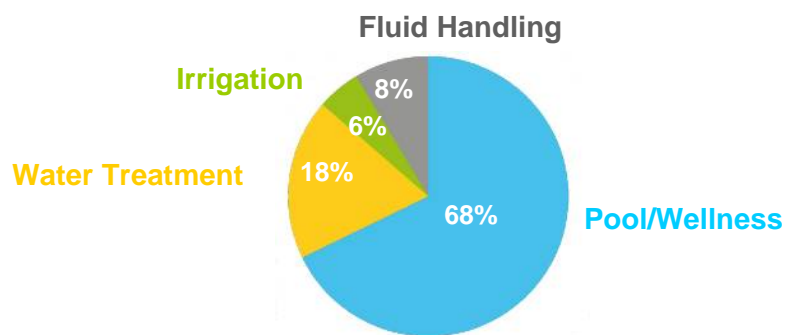


## 4. Business Units

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Fluidra operates with various brand names through its four water-related business units: pool/wellness, water treatment, irrigation and fluid handling. Each unit concentrates on four different market segments: residential, commercial (installations for public use), agricultural and industrial.

### Sales by Business Units



#### Pool/Wellness

Design, production and distribution of all necessary components and accessories for residential swimming pools, municipal swimming pools and wellness centres.



#### Water Treatment

Solutions for the treatment of feed water, process water and waste water for domestic and industrial applications.



#### Irrigation

Complete and efficient irrigation systems for agricultural applications, green spaces and public or residential gardens.



#### Fluid Handling

Design, production and distribution of the parts necessary to transport water or other types of liquid in any application (residential, commercial, agricultural or industrial).









## Pool/Wellness

Market segments	Residential	Commercial
	 	 
Main brands	   	  
Application examples	<ul style="list-style-type: none"> <li>Family swimming pools, above ground pools and wellness centres which are owned and used privately.</li> </ul>	<ul style="list-style-type: none"> <li>Swimming pool equipment for communities, clubs, competitions, wellness centres, water parks and hotels.</li> <li>Skypool technology.</li> </ul>
Distribution channels	<ul style="list-style-type: none"> <li>Professional channel: AstralPool, Certikin, CTX</li> <li>Mass market distribution: Gre</li> </ul>	<ul style="list-style-type: none"> <li>Professional channel: AstralPool, Certikin, CTX</li> </ul>









## Irrigation

Market segments	Residential	Commercial	Agricultural
			
Main brands			
Application examples	<ul style="list-style-type: none"> <li>Private and residential gardens</li> </ul>	<ul style="list-style-type: none"> <li>Public green spaces, sport centers, golf courses.</li> </ul>	<ul style="list-style-type: none"> <li>Crops and greenhouse crops.</li> </ul>
Distribution channels	<ul style="list-style-type: none"> <li>Retail channel</li> </ul>	<ul style="list-style-type: none"> <li>Professional channel</li> </ul>	<ul style="list-style-type: none"> <li>Professional channel</li> </ul>

## Water Treatment

Market segments	Residential	Commercial	Agrícola	Industrial
				
Main Brands				
Application examples	<ul style="list-style-type: none"> <li>Private households.</li> </ul>	<ul style="list-style-type: none"> <li>Communities, hotels, golf courses, tourist areas.</li> </ul>	<ul style="list-style-type: none"> <li>Conditioning of water for agricultural irrigation.</li> <li>Re-using of urban waste waters for irrigation.</li> </ul>	<ul style="list-style-type: none"> <li>Desalination</li> <li>Potabilisation</li> <li>Providing and process water treatment</li> <li>Industrial waste water treatment</li> </ul>
Tecnologies	<ul style="list-style-type: none"> <li>Softening, reverse osmosis etc.</li> </ul>	<ul style="list-style-type: none"> <li>Reverse Osmosis and Nanofiltration; Ultrafiltration and microfiltration; Ionic exchange (softening, selective removal of nitrates, decarbonation, desmineralisation, mixed layers); Degasification; Filtration; Decloration; Electrodeionization; Sterilisation; Airation systems; Oxydation systems; decantation, Biologic systems; Mud treatments; Disinfection; Desalination etc.</li> </ul>		
Distribution channels	<ul style="list-style-type: none"> <li>Retail channel</li> </ul>	<ul style="list-style-type: none"> <li>Professional Channel</li> </ul>		

## Fluid Handling

Market segments	Residential	Commercial	Agricultural	Industrial
				
Main brands				
Application examples	<ul style="list-style-type: none"> <li>Hydro-sanitary installations, water distribution.</li> </ul>	<ul style="list-style-type: none"> <li>Pumping systems, wastewater treatment.</li> </ul>	<ul style="list-style-type: none"> <li>Irrigation systems, automatic filtering systems.</li> </ul>	<ul style="list-style-type: none"> <li>Filtering stations, cooling ducts.</li> </ul>
Distribution channels	<ul style="list-style-type: none"> <li>Retail channel</li> </ul>	<ul style="list-style-type: none"> <li>Professional channel</li> </ul>	<ul style="list-style-type: none"> <li>Professional channel</li> </ul>	<ul style="list-style-type: none"> <li>Professional channel</li> </ul>

## Selection of international projects completed by Fluidra's business units

### Kenya: Water treatment equipment for a power plant.

The installation of two water treatment lines by inverse osmosis, with a capacity of two cubic metres per hour. The lines were pre-assembled in a transport container and fitted at the plant. The purpose of the project is to optimise the running of the plant in the power generation process.



### Spain: Wastewater reuse system.

Fluidra installed a water treatment and reuse system in the Saint Gobain factory in Santander based on the physico-chemical treatment of industrial water, the installation of an ultrafiltration system and, lastly, a treatment system for tank water.



### Portugal: Water treatment system for an eco campsite.

Two water treatment systems for the first eco campsite in Portugal.



### Colombia: A first-class spa in Bogota.

The spa with the largest hydrotherapy circuit in Colombia. The Chairama wellness centre is located in Bogota and has 2,000m<sup>2</sup> devoted to health and wellbeing. A wide range of products and equipment have been included in the design to form a full spa circuit divided into a water zone, a temperature zone, a relaxation zone and a treatment zone.



**Maldives and Philippines: Fluidra supplied the equipment for the Shangri-La luxury resorts.**

The Villingili Resort and Spa, in the Maldives, and the Boracay Resort and Spa, in the Philippines, were recently opened for which Fluidra designed and supplied all water features.



**Malaysia: THE LEGEND water chalets.**

This tourist complex located in Port Dickson comprises 280 chalets built on stilts over the sea, each of which has its own private swimming pool.

**Spain: Holmes Place Centre in A Coruña.**

Indoor 16 x 8 m pool and 4.9 x 2.5 m customised stainless steel spa.



**Spain: Campo Criptana municipal pools (Ciudad Real).**

The project includes two free-standing Skypool swimming pools that measure 25 x 12.5 m and 12 x 6 m with a filtration system that uses a glass filter medium. The chemical treatment of water in both pools takes place using salt electrolysis systems.

**Chile: Pool equipment for all casino pools.**

Fluidra Chile supplied all of the filtration, pumping, lighting and heating systems for all of the country's casinos.



**France: Thermes de Luchon balneotherapy centre.**

France's most popular thermal facility. A custom-made stainless steel round pool 10 m in diameter located in the vaporium zone. It includes a two-piece stainless steel bench that was made to measure to cater for the air massage jets that ensure the ultimate relaxing experience. Used for thermal water treatments.

## 5. Commitment to society

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Fluidra defines itself as a responsible and socially committed company, and therefore it has an active role in society and develops its business model following principles based on innovation and sustainability.

The assignment of resources is divided into four main areas: “Water and the Environment,” sport, society and culture. This assignment is concentrated in projects that generate the greatest value to society, whilst enabling Fluidra to participate in the communities and countries in which the group carries out its business activities.

### “Water and the Environment”

Fluidra, through Intermon Oxfam or the Vicente Ferrer Foundation, participates in various projects related to water and sanitation around the world. In 2008, Fluidra participated in the project “Access to drinking water, sanitation and hygiene education” in Ethiopia and in 2009 in the project “Improvement of the irrigation system and community management in order to guarantee the supply of food” in Ecuador. In 2010, Fluidra collaborates in the project “Development of horticulture through solar energy applied to drip irrigation systems” in Anantapur, India.

In this way, Fluidra contributes to the reduction of poverty, supporting strategies that help to achieve sustainable human development and the improvement of the living conditions of groups in need.

### Sport

Fluidra sponsors various local associations and sports clubs, located in the communities in which our companies are present, such as the *Women’s Water Polo Team of the Club Natació Sabadell*, *Club Esportiu Laietà*, *Mecklenburg Aquatic Club Sponsorship*, *Sociedad deportiva La Resilla*, among others.

### Society

#### ***Multiple Sclerosis Foundation (Fundación Esclerosis Múltiple, FEM)***

Fluidra provides support to the campaign to raise awareness called “Mójate-Mulla’t por la Esclerosis Múltiple” (Swim for Multiple Sclerosis), which aims to gain the population’s support for the 40,000 people that currently suffer from Multiple Sclerosis in Spain. This annual act of public participation is organised each year at more than 900 swimming pools across Spain. Fluidra has been actively involved in this public awareness campaign for several years.

### ***The Josep Carreras Foundation against leukaemia***

Fluidra sponsors a foundation created by the Catalan-born tenor Josep Carreras. The funds administered by this foundation go towards supporting research and grants for research into leukaemia, donor registration, social services and funding for hospitals.

### ***Escola Superior de Comerç Internacional (ESCI)***

Fluidra also works with this college, attached to the Pompeu Fabra University, in order to train and promote the training of new professionals in the field of commerce and international business management.

## **Culture**

### ***Gran Teatre del Liceu***

Fluidra has sponsored the Gran Teatre del Liceu for several years. Located on Barcelona's Rambla, this theatre is one of the symbols of the city and serves as a cultural and artistic centre.

### ***Palau de la Música Catalana***

Barcelona's Palau de la Música Catalana (Palace of Catalanian Music) is one of the world's greatest concert halls. Fluidra helps to promote musical culture through co-operation with the Fundació Orfeó Català-Palau de la Música Catalana, of which it is a Supporting Member.

### ***Sant Vicenç d'Estamariu Church***

At Sant Vicenç d'Estamariu Church, a Romanic building dating from the beginning of the 6th century, Fluidra has contributed to the restoration of the mural paintings found inside under the plaster. The paintings were discovered in 1992 when the Sant Vicenç de Estamariu Private Foundation started work to clean and renovate the church. Today they are considered to be one of the highest quality Romanic murals conserved in situ in Catalonia.

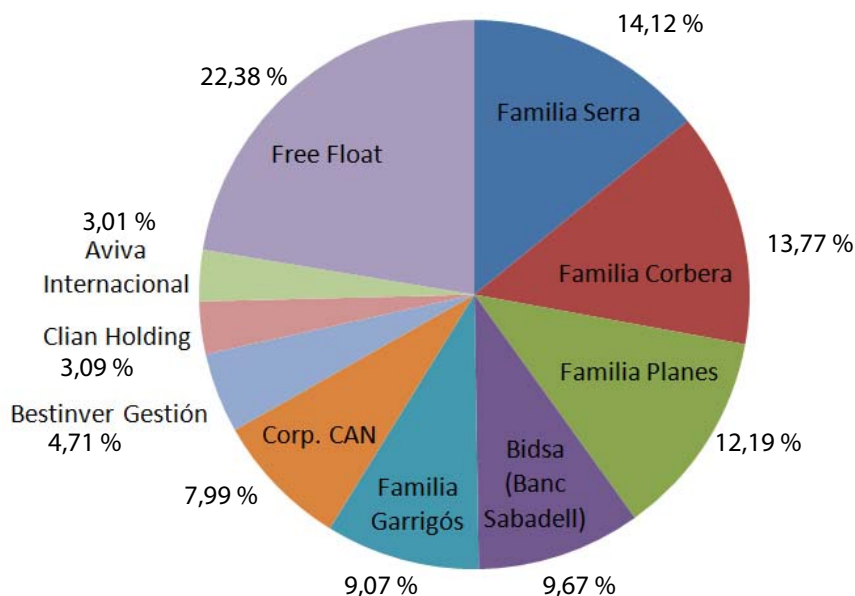
## 6. Commitment to shareholders

Fluidra has a clear strategy of close and transparent communication with its shareholders. With this in mind, it has improved the channels for communication and information with its shareholders, an improvement that started with the creation of a special area for shareholders on its web page and the opening of the Shareholder's Office at its corporate headquarters.



These improvements also include the holding of a Shareholders' Day, which takes place periodically at the Shareholders' Office located at the company's corporate headquarters. During the Shareholders' Day, the shareholders present can listen to the General Senior Management's explanation of the company's strategy, as well as the priorities for this business year.

### Shareholder structure at 31.12.2010



## Sustainability indexes

A major achievement for Fluidra in 2009 was the recognition it received for its work over recent years in the field of sustainability, as a result of which it was included the Kempen SnS Smaller Europe Index.

The Kempen SnS Smaller Europe SRI Index is an European index made up of small- and medium-sized companies that stand out for their commitment to business ethics, social development and environmental policy. In 2009, Fluidra received the 'SRI' (Social Responsible Investment) stamp, that the Dutch fund management company Kempen Capital Management awards to businesses that show a high degree of commitment to corporate social responsibility. In total, 150 businesses in 12 different countries make up the Kempen SnS Smaller Europe SRI Index, the first index to be set up for sustainability in listed European small- and medium-sized companies.



Furthermore, Fluidra has joined the **United Nations Global Compact** channelled in Spain through the Spanish Global Compact Association (Asociación Española del Pacto Mundial, ASEPAM). This adhesion implies the multinational group's firm commitment to work on and develop corporate responsibility.

Fluidra has obtained the highest rating, A+, granted by the **Global Reporting Initiative (GRI)** for its Sustainability Report 2007, 2008 and 2009. The GRI is the main international standard to follow for the formulation of this type of report and the obtainment of the highest level represents an achievement for Fluidra that distinguishes it from other companies involved in water management.

## 7. Fluidra's Senior Management

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**Joan Planes Vila.**  
**Chairman and Founder.**

Born in 1941 in Estamariu (Seu d'Urgell), he graduated in Industrial Engineering.

In 1969 he founded Astral S.A., together with another three shareholders, thereby starting what is now Fluidra group.

He has been a member of the Assembly of the Barcelona Chamber of Commerce, Industry and Navigation since 1998 and he received the 2006 Internationalisation Award in the individual person category granted by the Autonomous Government of Catalonia. Chairman of Fluidra's Board of Directors since September 2007.



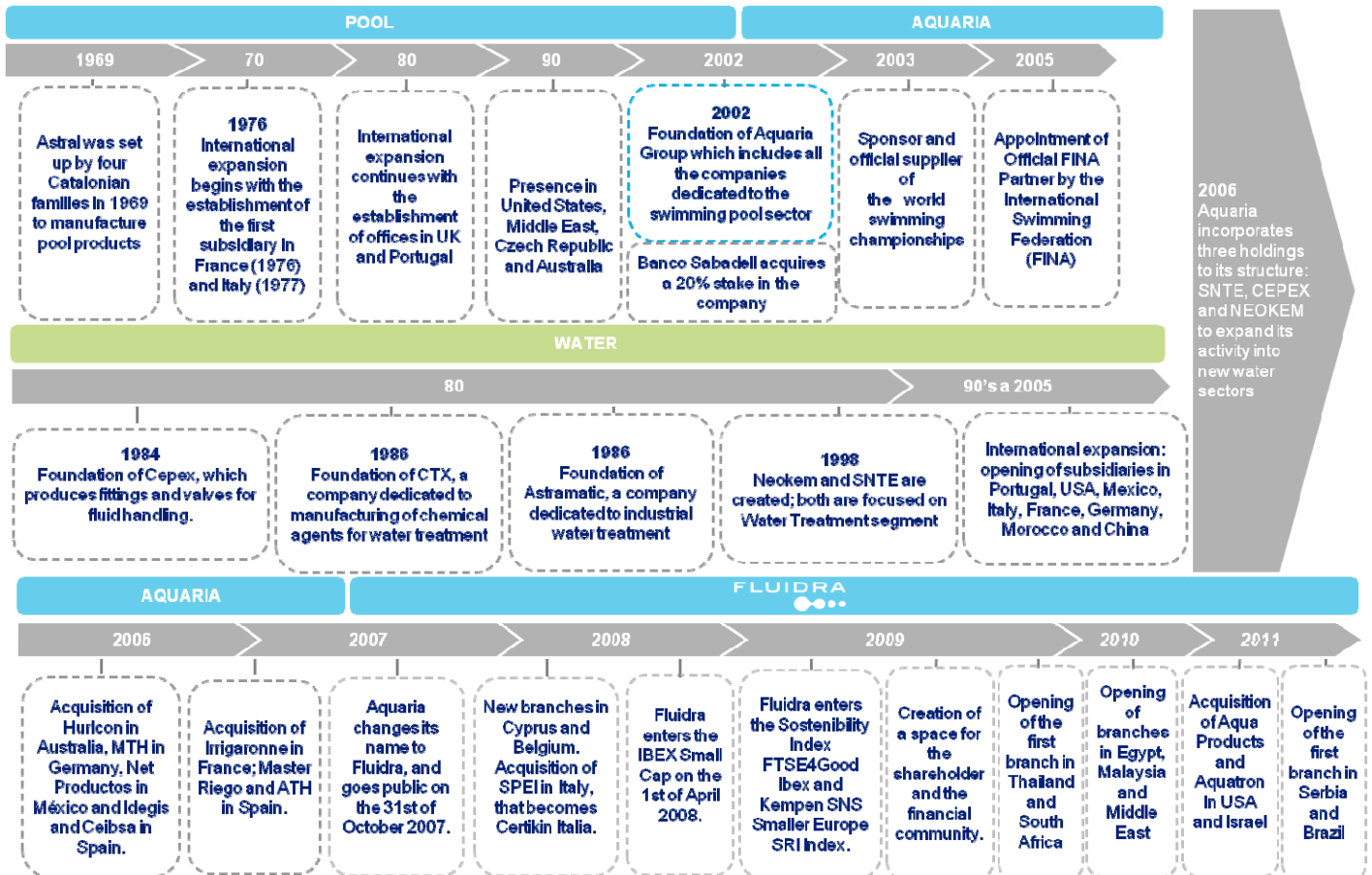
**Eloi Planes Corts.**  
**Managing Director and CEO.**

Born in Barcelona in 1969.

He graduated in Industrial Engineering at the Polytechnic University of Catalonia and obtained a Master in Business Management at EADA.

He has been working for the group since 1994 as Head of R&D, Head of Logistics, CEO of AstralPool Spain and subsequently CEO of the AstralPool holding. In the year 2002 he led the creation of the group and its expansion to its current size. He has been Managing Director and CEO of the Fluidra group since 31st October 2006, leading its listing on the stock exchange in 2007 and its restructuring in 2008/09. He won the 2009 Entrepreneur Award organised by Ernst & Young. At present, he is also the Chairman of the Barcelona International Swimming Pool Exhibition and sits on the Advisory Committee of Acc10.

## 8. Historic evolution of the company



### Contact Details:

#### FLUIDRA

Bea Strebl (Communications Director)  
Torre Millenium  
Av. Francesc Macià, 60, planta 20  
08208 Sabadell (Barcelona) España  
Tel. +34 93 724 39 00  
[info@fluidra.com](mailto:info@fluidra.com)  
[www.fluidra.com](http://www.fluidra.com)

#### For more information (journalists):

#### INFORPRESS

Sílvia Castells  
Tel.: 93 419 06 30  
[scastells@inforpress.es](mailto:scastells@inforpress.es)