

About Fluidra

Fluidra is a multinational group which develops applications for sustainable use of water. It is listed on the Spanish Stock Exchange

Business Units

Pool/Wellness

Design, production and distribution of all components and accessories for residential or commercial pools and wellness centres.

Water Treatment

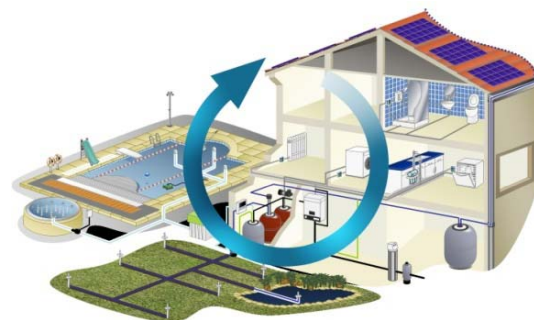
Solutions for the treatment of drinking or grey waters in domestic or industrial applications.

Irrigation

Complete and efficient irrigation systems, for agricultural and landscaping applications (commercial and residential).

Fluid Handling

Design, manufacturing and distribution of parts necessary to carry water or an other liquid in whatever application (residential, commercial, agricultural or industrial).



Strengths

Growing market: Water is a scarce commodity. The sustainable use of water defines a wide market for the present and the future.

Business model that integrates R&D+i, production and distribution.

International reach: Commercial distribution in more than 170 countries; around 74 % of sales generated outside Spain; own sales network in 34 countries.

Strong position in our businesses:

Pool/Wellness: Global market leader. **Water Treatment:** Leader in Spain. **Irrigation and Fluid Handling:** Strong position in Europe.

Strategy

- Diversification:** expand our product range and leverage our European Pool structure to increase sales in non-pool business units
- Internationalisation:** new delegations and acquisitions in new markets out of Europe
- Efficiency:** Lean Management Program to improve net working capital and EBITDA margin
- Financial strength:** maintain Net Financial Debt/EBITDA ratio at 2.5x

Stock information

- Number of shares:** 112.629.070, with a nominal value of 1€ each.
- Index:** Ibex Small Cap
- Stock Exchanges:** Barcelona, Madrid, Valencia, Bilbao.
- Tickers:**
FDR.MC Reuters
FDR.MS Bloomberg
- Last dividend payment:**
0,029 € per share (08 Oct 2010)

Financials (12 Months)

| (€ M) | 2009 | 2010 | Evol. 09 - 10 |
|-----------------------|-------|-------|------------------|
| Sales | 550,4 | 581,2 | +5,6 % |
| Gross Margin | 263,6 | 287,6 | +9,1% |
| EBITDA | 50,0 | 64,9 | +30,0% |
| EBITDA Margin | 9,1% | 11,2% | - |
| Net Income | -7,0 | 15,9 | - |
| Net Income Normalized | 3,4 | 18,1 | - |
| Equity | 301,4 | 316,4 | - |
| Net Financial Debt | 169,5 | 147,6 | -12,9% |
| Free Cash Flow | 63,1 | 28,3 | -55,2 % |

Corporate Social Responsibility

In order to be a more socially, environmentally and economically responsible company, Fluidra operates its business according to the principles of the Global Compact, which it joined in 2007.

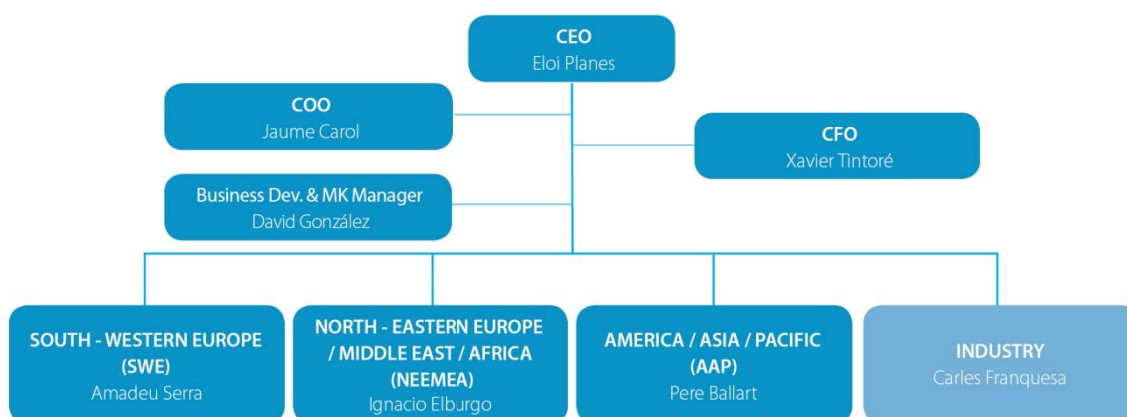
With the implementation of its [Code of Ethics](#), Fluidra has established guidelines for governing the conduct of its members and put in place a mechanism for detecting and monitoring any deviation from its corporate values.

We are actively involved in the local community through sponsorships in four areas of action: [“We are water”](#), [sports](#), [social and cultural activities](#).

We feel committed to the environment. In line with this commitment, Fluidra places special emphasis on [innovation and on the development of sustainable products](#) and technologies.

Fluidra is part of Kempen SNS Smaller Europe SRI Index.

Company structure



Board of Directors

| | |
|----------------------------------|------------------------|
| Juan Planes Vila | Chairman |
| Eloy Planes Corts | CEO |
| Bernat Garrigós Castro | Vice-secretary |
| Óscar Serra Duffo | Board Member |
| Bernardo Corbera Serra | Board Member |
| Carlos Ventura Santamans | Board Member |
| Eduardo López Milagro | Board Member |
| J. Ignacio Acha-Orbea Echeverría | Board Member |
| Kam Son Leong | Board Member |
| Richard Cathcart | Board Member |
| Alberto Collado Armengol | Secretary (non-member) |

Financial Calendar 2011

| | |
|-------------------------------|-------------|
| First Quarter Results | 05/12/2011* |
| Individual Shareholder's Day | 05/20/2011* |
| General Shareholder's Meeting | 06/08/2011* |
| Second Quarter Results | 08/31/2011* |
| Third Quarter Results | 11/11/2011* |

* To be confirmed

Shareholders' Office

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