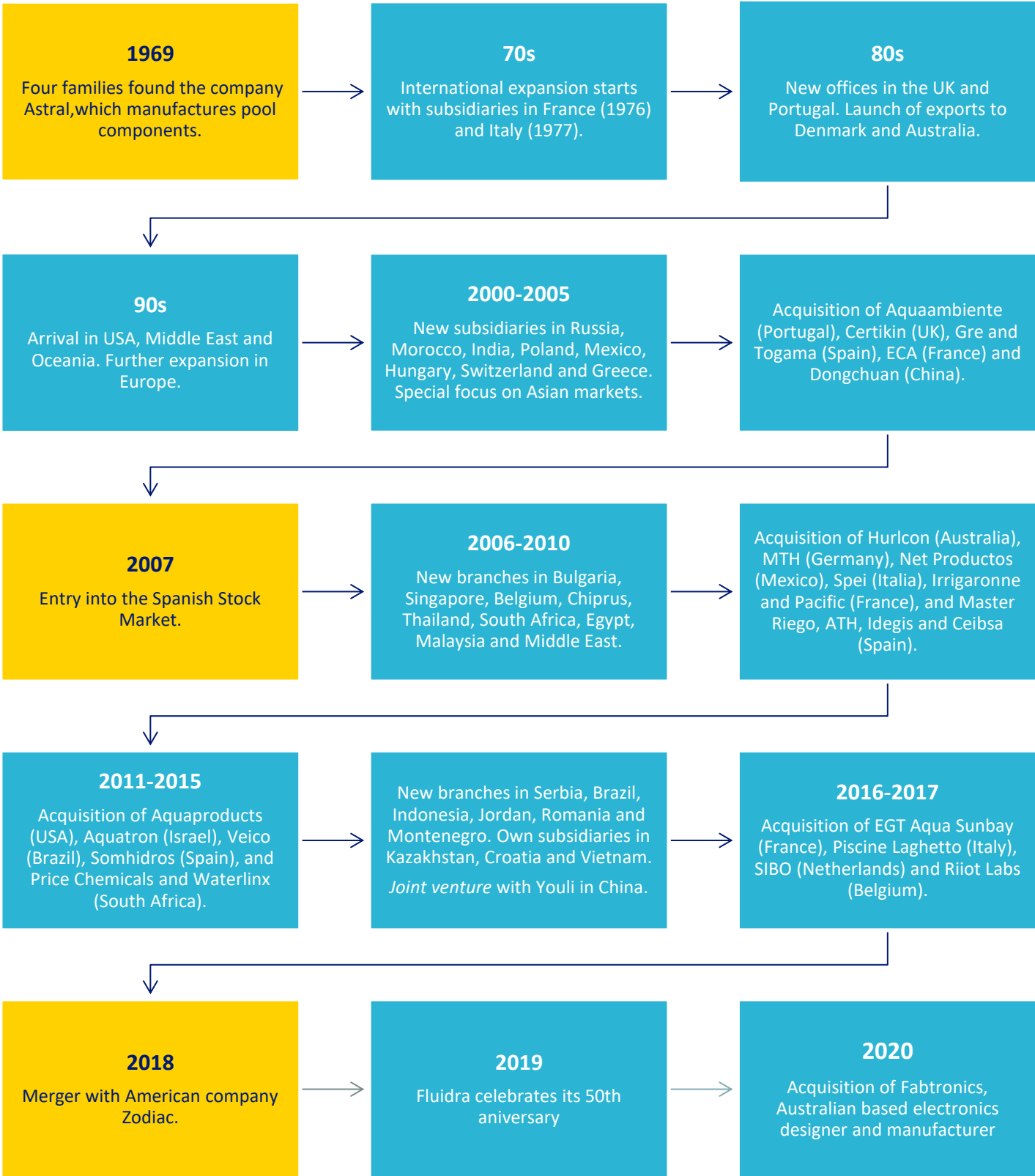


# FLUIDRA



PRESS KIT  
**2020**

## Brief history



## The Pool Sector

Fluidra is part of a considerable industry; the pool sector is very attractive with a historical growth higher than GDP. This provides significant business opportunities, mainly for the aftermarket which accounts for 73% of total sector volume covering maintenance, replacements, upgrades. Only 27% of the turnover volume is directly linked to new construction business.

Worldwide, the pool sector moves **€7.1 billion, with 16.5 million installed inground residential pools**, the main markets being **USA, France and Spain**.

In Spain specifically, there are a total of 1,320,000 residential and commercial swimming pools, representing a turnover of 1,274 M €. Regarding the number of people employed, there are around 70,000 direct and indirect employees.

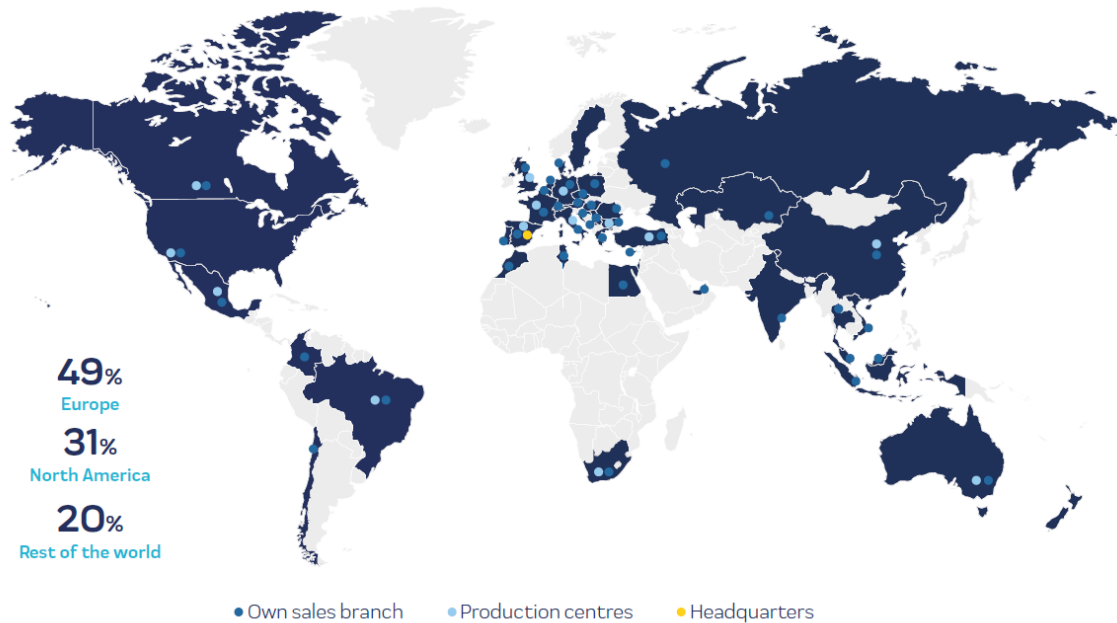
## Fluidra, a world reference

**Fluidra, a Spanish listed firm, is the global leader in the pool and wellness equipment business. It provides innovative products, services and Internet of Things solutions. The company operates in over 45 countries and owns a portfolio of some of the industry's most recognized and trusted brands, including Jandy®, AstralPool®, Polaris®, Cepex®, Zodiac®, CTX Professional® and Gre®.**

Fluidra S.A. and Zodiac Pool Solutions completed their merger in 2018. The new combined company has **more than 5,500 employees**, with operations in **more than 45 countries**. As a global leader in equipment and solutions for the pool sector, the company's portfolio of brands and products is now one of the most complete in the industry, making Fluidra an unquestionable worldwide leader.



## A GLOBAL POWERHOUSE



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

## A world leader in pool equipment and solutions

The merger of **Fluidra and Zodiac** represents a **key milestone** not only for both companies, but also for the entire pool equipment industry.

The companies are highly complementary in terms of geographical strengths, brand portfolios and product offerings, while the combination enables the new Fluidra to compete globally, including a leading position in the U.S. market, the largest pool market worldwide.

Zodiac brings to the merger its strong position in North America and a dedicated focus on **residential pool solutions**, while Fluidra brings its strength in Europe, Australia, Asia, South America and Africa, plus a product portfolio that includes **commercial and residential pool products**. The combination of these geographical strengths and areas of expertise results in a new organization able to offer innovative global solutions for the whole pool market – from residential to commercial projects.

The company offers a significantly expanded product portfolio that includes some of the most widely recognized and respected global pool brands.

## HIGHLY RECOGNIZED BRANDS



## Financial results 2019

Last year was transformational for Fluidra, as the company became the global industrial leader in the pool and wellness equipment business following July's merger with US group Zodiac. Most of our company efforts went into integrating our two organizations while staying focused on our customers.

Sales increased by 3.9% in 2019 to €1,367.6 million. After excluding non-recurring costs, Adjusted EBITDA climbed to €244.2 million (+10.3%) and pro forma Net Profit of €62 million.

Results (in Millions €)	FY2018 PF	FY2019 PF	Evolución
Sales	1,316.2	1,367.6	+3.9%
EBITDA	221.3	244.2	+ 10.3%
EBITA	181.2	201.0	+10.9%
Net Profit	64.9	62.0	(4.3%)

Sales had a positive evolution in all geographic areas in which Fluidra operates. North America, which represents 31% of total sales, saw growth of 5.7% ending the year at 425.9 million euros. In Southern Europe, which represents 32% of total sales, sales reached 442.8 million euros which represents growth of 5.3% on a perimeter adjusted basis, with a very solid performance in France. In the rest of Europe, constant FX and perimeter adjusted sales grew more than 7%, whereas the Rest of the World saw an increase of 1.7%.

Sales by region	FY2018 PF		FY2019 PF		Evolution at constant rates)
	€ M	% ventas	€ M	% ventas	
<b>Southern Europe</b>	447.9	34%	442.8	32.4%	(1.1%)
<b>Rest of Europa</b>	198.6	15.1%	230.0	16.8%	+15.5%
<b>North America</b>	405.5	30.8%	425.9	31.1%	+0.3%
<b>Rest of the world</b>	266.6	20.2%	268.8	19.7%	+1.6%
<b>TOTAL</b>	1,318.6	<b>100.0%</b>	1,367.6	<b>100.0%</b>	<b>+2.3%</b>

By business unit, Residential Pool stood out with a growth of 3.7%, 5.7% when adjusted for change in perimeter, with an excellent recovery of gas heaters and strong performance of above ground pools and pool covers. Commercial Pool increased 4.2% and confirmed the positive trend shown in the first nine months. Pool Water Treatment showed a strong 7% growth with good performance of both chemicals and water care equipment.

Sales by business unit	FY2018 PF		FY2019 PF		Evolution
	€ M	% ventas	€ M	% ventas	
<b>Pool &amp; Wellness</b>	<b>1,270.6</b>	<b>96.5%</b>	<b>1,319.8</b>	<b>96.5%</b>	<b>+3.9%</b>
Residential	919.2	69.8%	953.1	69.7%	+3.7%
Commercial	95.1	7.2%	99.1	7.2%	4.2%
Pool water treatment	179.3	13.6%	191.9	14%	+7.0%
Fluid handling	77.0	5.8%	75.8	5.5%	(1.6%)
<b>Irrigation, Industrial and Other</b>	<b>45.6</b>	<b>3.5%</b>	<b>47.8</b>	<b>3.5%</b>	<b>+4.7%</b>
<b>TOTAL</b>	<b>1,316.2</b>	<b>100.0%</b>	<b>1,367.6</b>	<b>100.0%</b>	<b>3.9%</b>

## 2022 Strategic Plan: “The Perfect Pool Experience”

Fluidra’s goal is to increase sales to €1.7 billion by 2022, with an annual sales growth target of between 5% and 8%.

As result of this plan, which seeks to strengthen Fluidra's leadership position and promote the company's sustained growth in a sector worth €7.1 billion worldwide, EBITDA will exceed €350 million by 2022.

The plan, which is expected to register €40 million in cost savings, will also support a bolstered traditional market, as well as a commitment to innovation as a key pathway to consolidating and strengthening Fluidra's position in the sector. Our business model also adapts to the needs of each local market.



## A benchmark in technological innovation and sustainability

Fluidra is a responsible company with strong social commitment, which develops its business model based on innovation and sustainability. Research, development and innovation are the key factors of its competitiveness, while Fluidra currently uses the cleanest and most efficient technologies available and develops products based on the sustainable use of water.

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





**Fluidra Connect** is a connectivity system that turns a pool into a home automation pool. Thanks to remote management, a pool and its equipment can be controlled, diagnosed and managed from a distance via PC, tablet or smartphone.



**FreePool** is the first all-in-one treatment and disinfection system for public pools that improves the wellbeing of world-class athletes and swimmers in general by reducing skin, eyes and nose discomfort. It combines the Neolysis disinfection system with pH regulation thanks to the injection of high-performance CO<sub>2</sub> through the GVA system.



**iAquaLink** is an APP that provides an easy access and a complete pool and spa control with the touch of a finger anytime, anywhere.

## Focus on sustainable products & solutions:

Energy efficiency and water-saving pool equipment

Sustainable products that support aftermarket growth

Fluidra is committed to future generations by promoting the responsible use of water and applying rigorous sustainability criteria. Efficient use of natural and energetic resources is essential to ensuring the system's sustainability. For this reason, Fluidra is committed to the optimization of natural resources used in the producing processes and to the use and promotion of the alternative energy as a basis for the sustainable development. The company focus is to accelerate innovation to meet market demands for more efficient, customer-focused solutions in growing fields like **robotics** and **Internet of Things**.



## Board of Directors

The board of directors has three parts:

### Founding families

Eloi Planes (Executive  
President)  
Bernat Garrigós  
Óscar Serra  
Bernardo Corbera

### Rhône Capital

Bruce Brooks (new CEO)  
Steven Langman  
Sebastien Mazella di Bosco  
José Manuel Vargas

### Independent directors:

Brian McDonald  
Jordi Constans  
Gabriel López  
Esther Berrozpe

## 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 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 The Black & Decker Corporation, leading its expansion in Latin America.

## Fluidra Foundation



Fluidra created **Fundació Fluidra** in 2016, with the aim of focusing its corporate social responsibility initiatives and consolidating its commitment to society. The foundation optimizes existing grants and sponsorships, and takes the initiative in carrying out its own actions that follow these two commitments:

### SOCIAL COMMITMENT

- Projects oriented towards accessibility, awareness and education on the sustainable use of water.

### CULTURAL COMMITMENT

- Expansion of music as an instrument of personal growth and cultural enrichment.

In 2017 Fundació Fluidra launched the KAG-25 project, which is converting a 25-hectare area of land in Ker Alioy Gueye, southern Senegal into a profitable horticultural farm.



The project is carried out together with the Association of Solidarity Education and the Pious Schools in West Africa. Thanks to this, the new generations of this region will have better food autonomy as well as entrepreneurial and economic capacity.

## Sponsorships and collaborations

### SPORTS



**Club Natació Sabadell**



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.



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



**CNAB**  
CLUB NATACIÓ  
ATLÈTIC-BARCELONETA

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

## WATER AND ENVIRONMENT



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



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



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

## SOCIAL



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

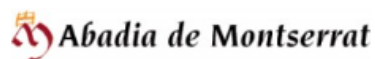


Involvement with institutions that favor the educational activities of young people and adults, and that promote the training of new professionals in the field of commerce and international business management.

## 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.