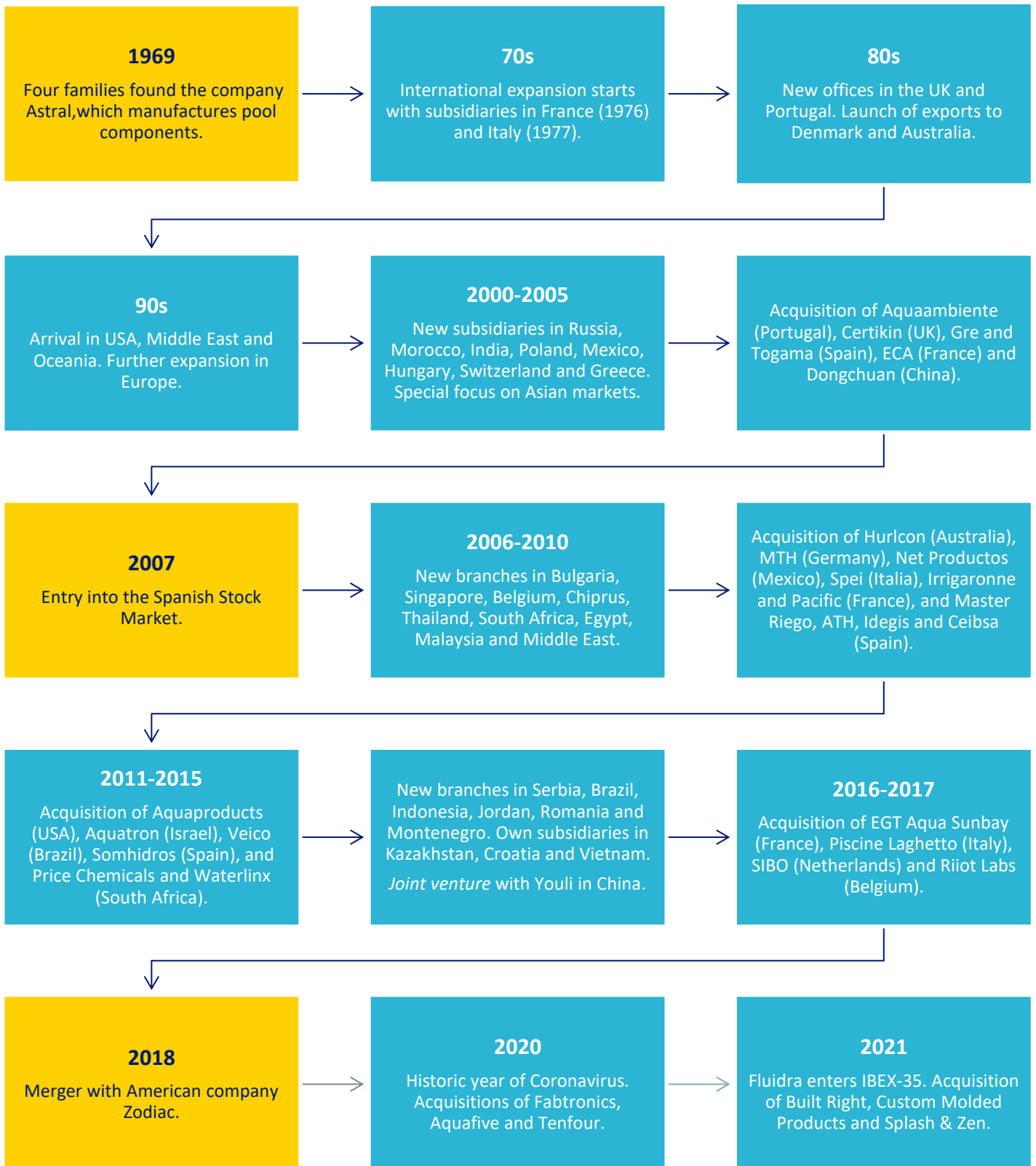


A woman with long brown hair, wearing sunglasses and a patterned bikini top, is splashing water in a swimming pool. In the foreground, the back of a child with long brown hair wearing a purple bikini top is visible. The background shows a poolside area with lounge chairs and a person sitting on one. The sky is blue with white clouds. The text 'FLUIDRA' is in the top right, and 'PRESSKIT 2021' is in a white box on the right side.

**FLUIDRA**

P R E S S K I T  
2021

## Brief history



## Who is Fluidra?

**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, which forms part of the IBEX-35 index from March 29<sup>th</sup>, 2021, 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®.

**Mission: "We create the perfect Pool & Wellness experience responsibly".**

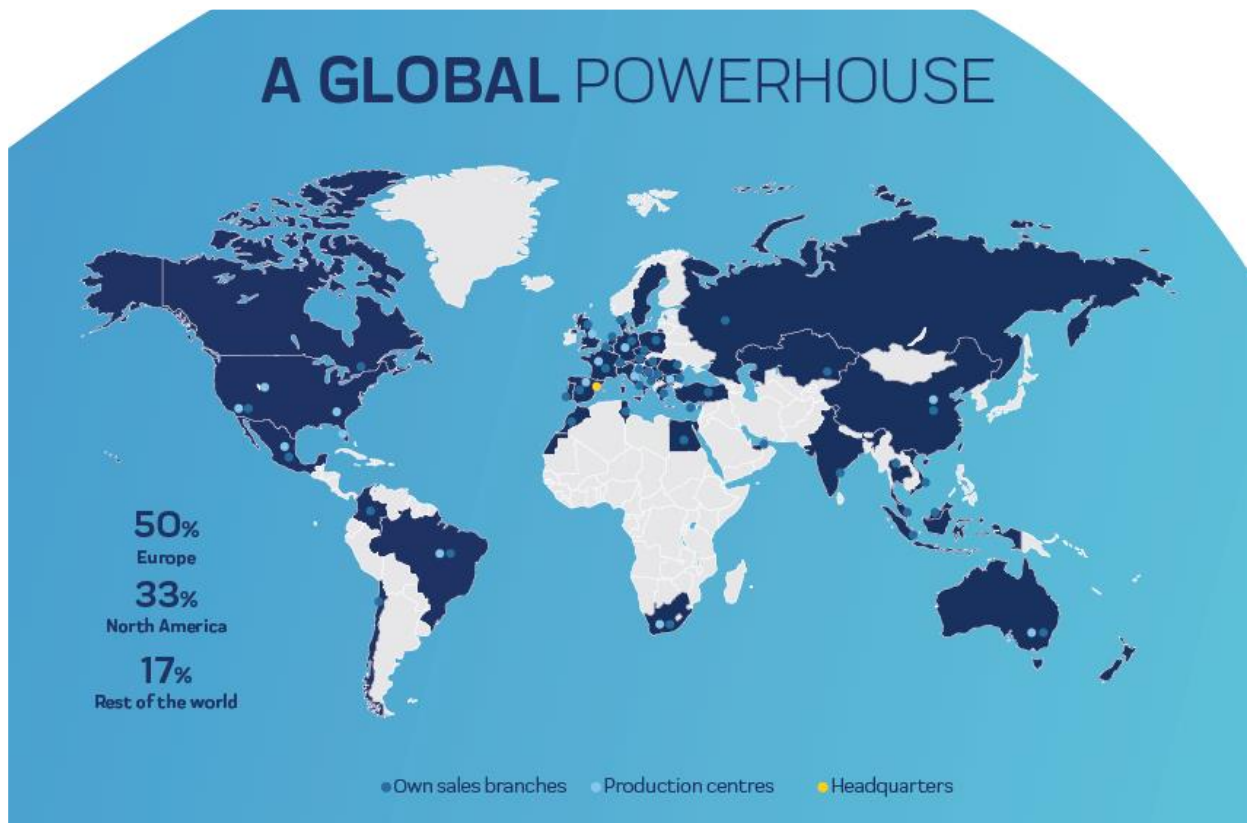
Fluidra has more than 6,000 employees, with operations in more than 45 countries.

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

## KEY FIGURES



Fluidra is defined by its values. These include Passion for success, the will to closely work with Customers, a commitment to Excellence and Innovation, an incentive to Learn and Adapt, Teamwork & Inclusion, Honesty and Trust. The whole team at Fluidra is committed to these values: they explain who we are, how we do things and what Fluidra means.



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

## A world leader in pool equipment and solutions

The company offers a significantly expanded product portfolio that includes some of the most recognized global pool brands such as 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 2020

Even though 2020 was the year of the pandemic and countries were in an unprecedented position, Fluidra showed its strength and continued to grow and performed in an excellent way, just having been included in March 2021 in the main Spanish stock index IBEX 35.

Sales stood at 1,488 million euros and EBITDA increased by 19.3% to 321 million euros, with a 21.6% margin.

Results (in Millions €)	FY2019	FY2020	Evolución
Sales	1,367.6	1,488.1	+8.8%
EBITDA	268.8	320.8	+ 19.3%
EBITA	203.1	262.7	+29.3%
Net Profit	8.4	96.4	+1,043%

The company ended the year with sales up 8.8% and 11.0% on constant FX and perimeter compared to 2019, driven by the high demand in Residential Pool, favored by the “stay-at-home” effect that benefited both the aftermarket a new construction. Net profits stood at 96 million euros, more than 11 times higher than in 2019, when they were affected by merger related non-recurring expenses.

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

Fluidra’s goal is to increase sales with an annual sales growth target of between 6% and 9%.

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.

## ESG at the heart of Fluidra’s activity

We are convinced that a company with high **ESG standards** is a more economically sustainable company and one that is more highly valued by its customers, employees and shareholders.

Therefore, with the aim of onboarding sustainability across business management, Fluidra has presented its new ESG Plan “**Responsibility Blueprint 2020-2026**” defining the core lines to work on around **Environmental, Social, and Corporate Governance** (ESG) issues.

We will harness the plan to respond to the needs of our stakeholders and achieve sustainable business growth while all our initiatives are aligned with the different **Sustainable Development Goals** that form a very significant plan for defining our strategies, objectives, and goals. **The core SDGs we align with are the following 9:**



### Three Action Fields:

- Environmental: Contribute to sustainable development through our products and our activity.
- Social: Improve the wellbeing of our employees, value chain, and society.
- Governance: Be at the forefront of corporate-governance best practices.

### Medium & Long-term Goals:

- On the environmental front, Fluidra has made the stellar commitment to becoming **carbon neutral in 2027** in terms of Scope 1, 2 and by 2050 for Scope 3. Additionally, the firm expects to have more than 80% of products sales classified as **ESG friendly in 2035**, currently more than 50% of them already meet this criterion.
- In the Social category, Fluidra will focus on the well-being of its employees, with a strong commitment to aiming for “**zero net wage gap**” between men and women by 2024.
- In the Governance category, Fluidra achieved an ESG **rating of 69 out of 100 based on S&P’s analysis** and will increase its customer satisfaction ratings by 10% in 2025.

## 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:

Over 1,400 patents

Combined workforce of over 200 engineers



**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 through the injection of high-performance CO<sub>2</sub>.



**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 (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 2008–10, and the merger with Zodiac in 2018, as well as entering the IBEX-35 of the Spanish Stock Exchange.



## 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.

## Sponsorships and collaborations



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 donations and sponsorships, and takes the initiative in carrying out its own actions.

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

Committed to water, sustainability and culture, their main focus is the Inclusive Pool. They promote and support projects to make the enjoyment of a swimming pool available to everyone.

## Examples of alliances and collaborations:

### IN WATER SPORTS



**Club Natació Sabadell**



**ASIA Swimming Federation**

Platinum Sponsor of the Royal Spanish Swimming Federation.

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

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  
ATLÉTIC-BARCELONETA

Main sponsor of the water polo teams at Club Natació Atléctic-Barceloneta with Zodiac brand



**Club Natació Terrassa**

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



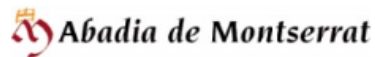
As a founding company, it seeks to develop and disseminate creativity and innovation in the field of education.

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.