



# FLUIDRA

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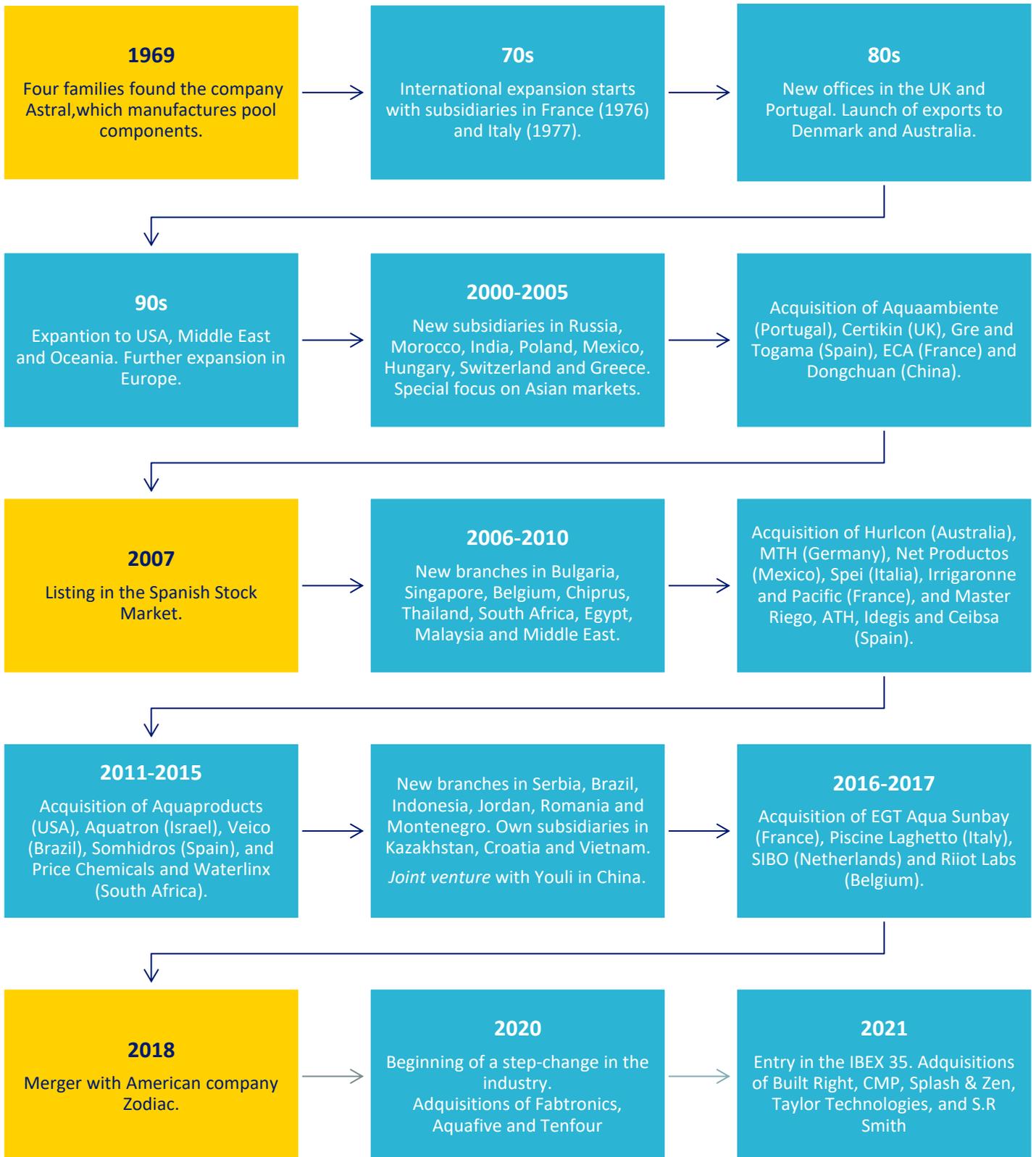
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## Brief history



## 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 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." – for all our stakeholders.**

Fluidra has **more than 7,000 employees**, with operations in **more than 45 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.

Fluidra's portfolio includes some of the most recognized brands in the sector 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 2021

Last year was a historic year for Fluidra, as the company the global industrial leader in the pool and wellness equipment business had its best results ever. Fluidra showed its strength and continued to grow and perform better than imagined, entering the main Spanish stock index IBEX 35.

Sales stood at 2,186.9 million euros and EBITDA increased by 71.1% to 548.8 million euros, with a 25.1% margin.

Results (in Millions €)	FY2020	FY2021	Evolución
Sales	1,488.1	2,186.9	47%
EBITDA	320.8	548.8	71.1%
EBITDA Margin	21.6%	25.1%	3.5pp
Net Profit	96.4	252.4	161.8%

The company ended 2021 with sales of 2,187 million euros, up 47% compared to 2020, driven by continued demand momentum in Residential Pool and M&A, which contributed c.11%. Net Profit reached 252 million euros, a 162% up from 2020, while Cash Net Profit stood at 337 million euros, more than doubling from 2020.

## ESG Responsibility Blueprint

**Fluidra recently presented its new comprehensive ESG plan for the period 2020-2026.** The plan, named “**Responsibility Blueprint**” starts with the top management, and over time, employees, have a variable in their salary associated with performance in ESG. Therefore, Fluidra highlights its commitment to these policies and will ensure the advancement and achievement of goals set.

The ESG plan where, after having diagnosed and analyzed the company’s challenges, has set its roadmap for this period, with the set objective of achieving that 100% of the energy used is renewable.

One of the main objectives at Fluidra is to guarantee the equality and inclusion of women at all levels of the organization. To this end, the company will implement an equality and diversity plan and promote the development of female employees.

Fluidra's governance area occupies an essential part in the company's roadmap, linking the variables of employees and the board of directors to compliance with ESG plans with external agents to accelerate the achievement of its ESG objectives.

Fluidra is aligned with the 17 Sustainable Development Goals (SDG) defined by the UN that should be prioritized to eradicate poverty, protect the planet and ensure prosperity for all, focusing on 9 of them: Gender equality, clean water and sanitation, sustainable energy and no polluting, decent work and economic growth, industry and innovation & amp; infrastructure, reduce inequality, responsible production and consumption, action climate and partnership to achieve the goals.



Additionally, 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:

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.

## 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 1,000 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 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.

## 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 new board of directors has three parts:

### Founding families

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

### Rhône Capital

Bruce Brooks  
Steven Langman  
José Manuel Vargas

### Independent directors:

Brian McDonald  
Jordi Constans  
Gabriel López  
Esther Berrozpe  
Barbara Borra

## 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**



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.

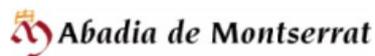


Involvement with institutions that favor the educational activities of young people and adults, and that promote the training of new professionals in the field of commerce and international business management.

## 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.