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- The assumptions, information and forecasts contained herein do not guarantee future results and are exposed to risks and uncertainties; actual results may differ significantly from those used in the assumptions and forecasts for various reasons.
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- These risks include, amongst others, seasonal fluctuations that may change demand, industry competition, economic and legal conditions, restrictions on free trade and/or political instability in the markets where the Fluidra Group operates or in those countries where Fluidra Group's products are manufactured or distributed, and those that may arise from potential COVID 19-related contingencies. The Fluidra Group makes no commitment to issue updates or revisions concerning the forward-looking statements included in this financial information or concerning the expectations, events, conditions or circumstances on which these forward-looking statements are based.
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# FLUIDRA

# **TODAY'S PRESENTERS**



Eloi Planes

Executive Chairman

- +25 years in the company
- 10 years as CEO and 5 as Executive Chairman
- Only senior executive (second generation) out of the four founding families



**Bruce Brooks** *CEO* 

- +10 years as CEO (incl. Zodiac)
- +30 years of experience in international management
- Expert in entering new markets, internationalization and strategic development



**Xavier Tintoré** *CFO* 

- +10 years in the company
- Strong international experience
- Extensive background in Finance and Business development leadership positions



# **ACCELERATING GROWTH & IMPROVING VALUE CREATION**

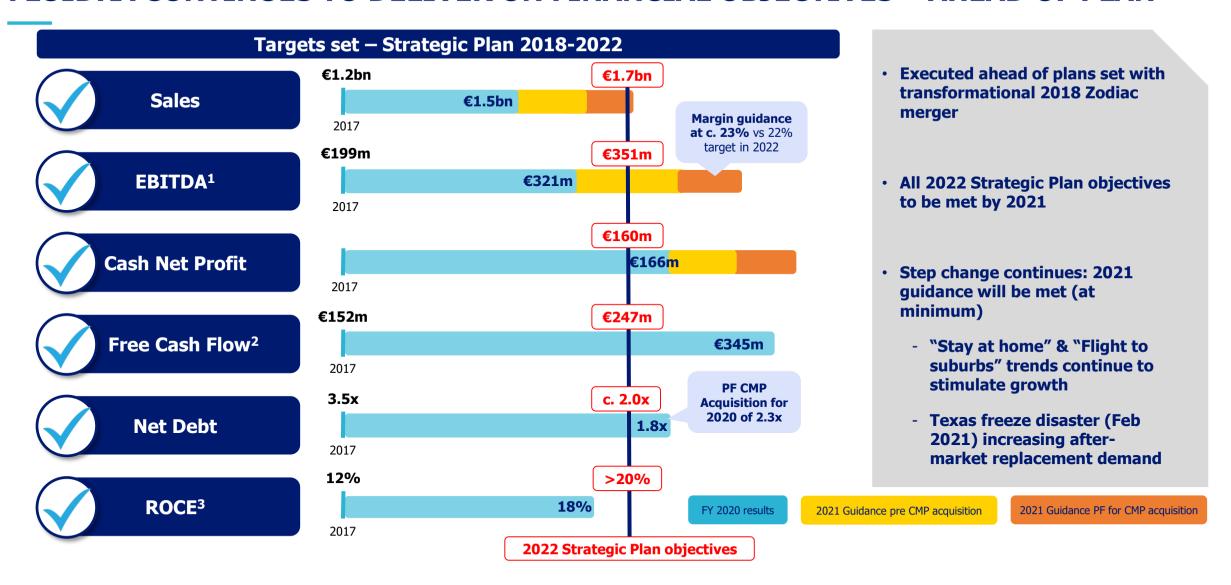
- 1 Global leader at scale, in a long-term structural growth industry
- 2 Track record of delivery, expecting to fulfill 2022 Strategic Plan one year ahead of target
- Winning regional strategies for growth and profitability

  IoT increasing barriers to entry Fluidra leading the transformation

  Significant inorganic growth opportunities in a fragmented industry

  ESG at the heart of Fluidra's activity
- Clear medium-term objectives based on improving outlook further enhanced by megatrends and current lifestyle shifts

# FLUIDRA CONTINUES TO DELIVER ON FINANCIAL OBJECTIVES — AHEAD OF PLAN



<sup>1: €351</sup>m EBITDA 2022 objective is pre IFRS 16, becoming €375m once adjusted, also to be achieved during 2021

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<sup>2:</sup> FCF calculated as adjusted EBITDA - Capex +/- Changes in Operating Working Capital

# **GLOBAL LEADER IN A GROWTH INDUSTRY**

Structurally attractive industry – long-term growth, accelerated by recent lifestyle changes

2 Global leader — based on unique footprint and offering

Growth, improving margin and value creation for shareholders



# LONG-TERM STRUCTURAL GROWTH DRIVERS — CURRENTLY BOOSTED FURTHER

# **Market Dynamics & Drivers**

#### **Market**



Large installed pool base with accelerating growth



Average selling price continues to grow



Innovation driving consumer demand for an upgraded pool experience



Despite step change, new construction below long-term historic average in USA, Spain & below peak globally

# **Step Change Consumer trends**



Flight to suburbs globally and in the USA to the sunbelt



Increasing tendency towards outdoor living



Pool as the anchor to the backyard experience



Strong equity in housing and consumer willingness to invest in their largest asset

Pool unit value has grown > 60% in recent years and Fluidra's participation more than 2x



**<€25k**Avg. cost for a pool in the USA

<10%
Fluidra's value





>€40k Avg. cost for a pool in the USA

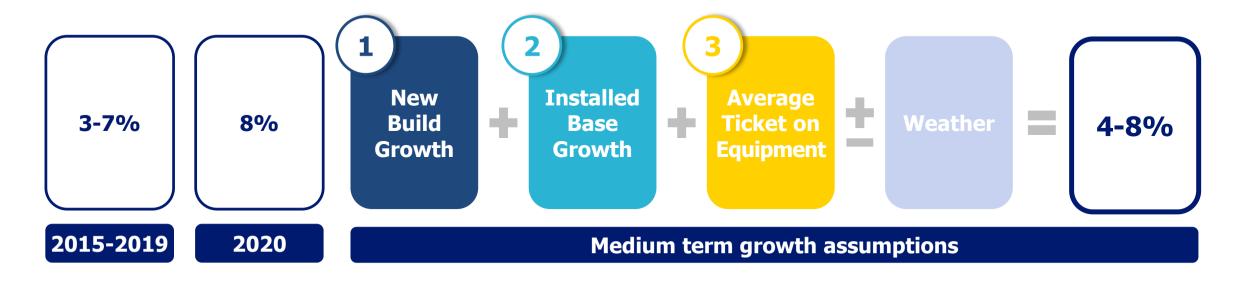
>15%
Fluidra's value

Pre 2011 pool

**Present day pool** 



# ATTRACTIVE INDUSTRY GROWTH RATE EXPECTED TO INCREASE FURTHER



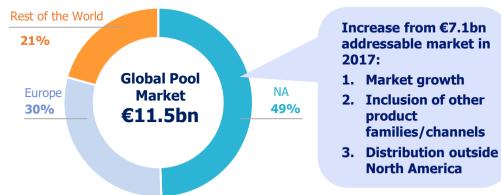
- 1 Underpinned by lifestyle / housing megatrends
- 2 Medium-term installed base growth gaining momentum
- 3 Driven by innovation and upgrades

MARKET GROWTH OUTLOOK

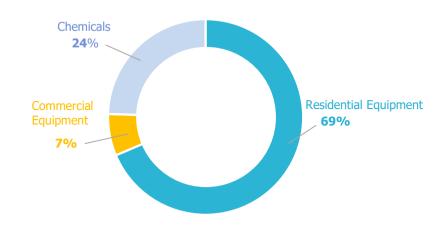
# LARGE GLOBAL MARKET — HIGHLY FRAGMENTED & LED BY FLUIDRA



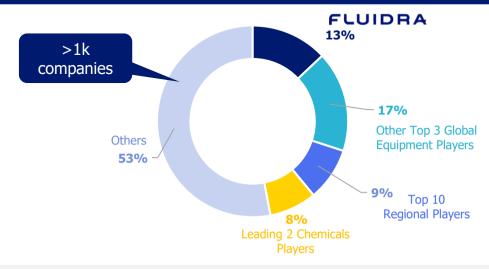
Split by market 2020



# ... as well as the dispersed residential segment



## Fluidra is the global leader in a fragmented industry

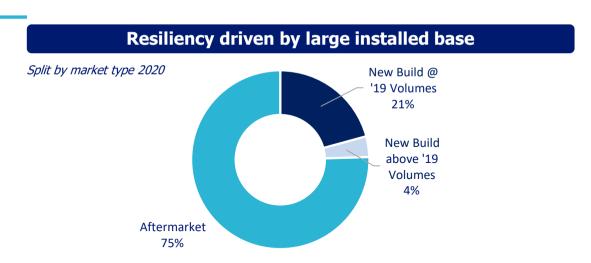


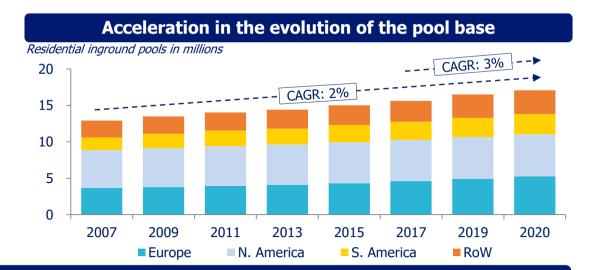
## **Market share commentary**

- Expanded addressable market provides plentiful growth opportunities
- Addressable market well-diversified by product category
- Robust market growth provides ample room to grow and capture market share
- Strong market shares greater than 20% in core product segments



# **GROWING RESIDENTIAL INSTALLED BASE SOLIDIFYING REVENUE RESILIENCE AND VISIBILITY**





## Life of residential pool & renewal cycle – leading to highly predictable unit economics



1: Prices for inground pools at manufacturer level



# TOTAL ADDRESSABLE MARKET WELL-DIVERSIFIED BY SEGMENT

# **New Build**





€2.9bn

c.94% Residential / c.6% Commercial

# Consumables





€2.8bn

c.74% Residential / c.26% Commercial

# Maintenance & Upgrade





€4.2bn

c.89% Residential / c.11% Commercial

# Re-model





€1.6bn

c.91% Residential / c.9% Commercial

Increasing Fluidra's ability to gain market share in all the pool industry's verticals

€11.5bn

Total Addressable Market



# **VERY ATTRACTIVE – AND IMPROVING – INDUSTRY DYNAMICS**

- 1 Megatrends driving acceleration in medium-term structural growth
- 2 Unit value expanding materially (and Fluidra's share of it)
- **3** Addressable market well-diversified by category
- Accelerating growth of installed base enhances resilience, visibility and repeatability of revenue
- 5 Fluidra is the global leader in a highly fragmented industry

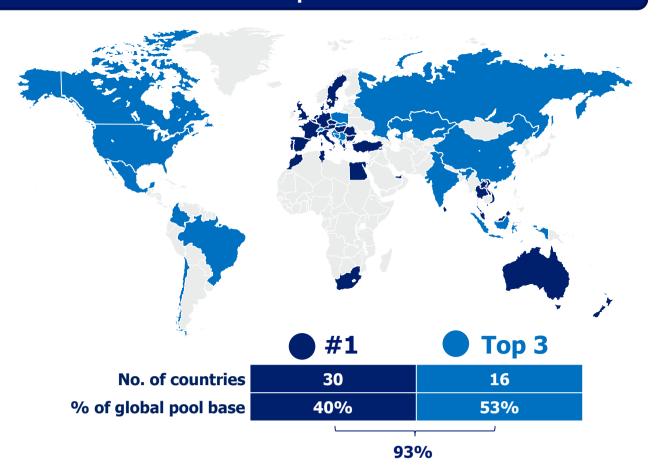


# **GLOBAL INDUSTRY LEADER – STRENGTHENED, AND INVESTED, TO WIN**

#### **Medium term growth Assumptions** WHY FLUIDRA WINS 2015-19 2020 **Market growth** Broadest geographic footprint – access to all markets for growth & diversification **New Build growth** Optimal business model and adapted "route to market" -**Installed base growth Branded & Pool-Pro centric** 3-7% 8% 4-8% **Avg. Ticket on Equipment** 3 Innovation / IoT leader – drives growth and margin Weather Continuous margin expansion – digitalize, simplify through Lean / Value Initiatives Excellent M&A track record – consolidating a fragmented **Additional Fluidra growth** industry, creating value **Market share gains** Sharp focus on ESG — conducting our business the right 1-2% 3% 2-3% way **Inorganic growth** Culture of fast and agile decision-making and execution 11% Total 6-11% 4-9%

# SIGNIFICANT SCOPE TO GAIN FURTHER MARKET SHARE, DRIVEN BY SCALE AND MARKET FRAGMENTATION

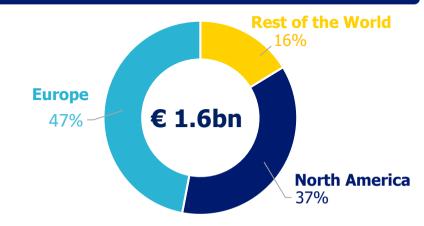
Fluidra is #1 in countries with 40% of global pool base... and top 3 in 93%



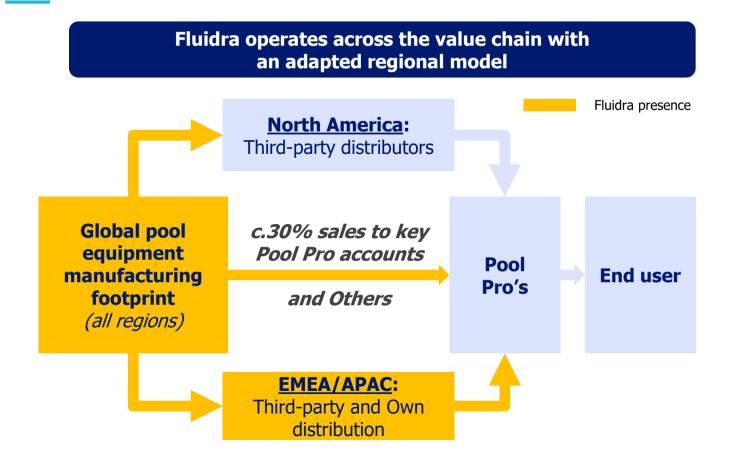
#### **Global diversified platform**

- 1 Fluidra generates 4x more revenue outside North America than next player...
- 2 ... and now Fluidra has closed the gap to the #2 player in North America

# Fluidra's 2020 sales by region<sup>1</sup>



# **BLENDED MODEL ADAPTS & OPTIMIZES ROUTE TO MARKET ACROSS GLOBE**



## **Significance of Pool Pro**

- Critical route to market > 70% of channel share
- Pool Pro is key decision-maker for product selection and service delivery
- Pool Pro can be a builder, maintainer, repairer, retailer or a combination of the above
- Others includes mass market and non-pool ecommerce players

# Why Fluidra "owns" the Pool Pro

- Widest product offering
- Quality branded products
- Product availability
- · World class technical and aftersales service
- Leading loyalty and marketing programs

# Long-lasting relationships built on trust and reliability

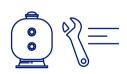


# **GLOBAL INDUSTRY LEADER WITH WINNING REGIONAL STRATEGIES**

Accelerate growth in North America



Strong product pipeline and new channels



Continue aftermarket penetration strategy



Expand into new residential categories from CMP acquisition and merger



Leverage connected pools for cross-selling and services



Develop commercial pool by growing in HMAC

Leverage platform in EMEA



Accelerate growth in cleaners post remedy implementation



Optimize channel management



Continue distribution expansion of Fluidra Pro Centers



Rationalize product offering and footprint for increased profitability



Further develop commercial pool

Profitable growth in APAC



Leverage product pipeline for profitable growth



Rationalize product offering for increased profitability



Integrate Fabtronics and deliver cost synergies



Leverage SE Asia expertise to develop commercial pool

# **GLOBAL R&D LEADER – STRATEGIC INVESTMENTS IN INNOVATION AT OUR CORE**

- R&D capability with >200 engineers and >1,400 patents
  - 3x more patents than the next industry player
- Robust product roadmap based on key criteria
  - Improving quality and user experience
  - Technology focused on increasing energy efficiency and sustainability
  - Global range expansion
  - Industry leader in connected pools (IoT)

R&D/ Sales<sup>1</sup> 1.7% CapEx/Sales<sup>1</sup> ~ 3.0%



Proven history of innovation helps us outgrow the market



# IOT STARTING MOMENTOUS TRANSFORMATION OF CUSTOMER DEMANDS & EXPECTATIONS FEWER PLAYERS CAN DELIVER - INCREASING BARRIER TO ENTRY / PARTICIPATION

# Core fundamentals of our IoT strategy

- Invest to lead the industry transformation over medium-term digital ecosystem
- Optimize Pool Pro and End User outcomes Fluidra grows with customers
- Enhance Revenue, Margin and RoCE performance

# IoT benefits the entire pool ecosystem

Opportunity for End User

- Ease of use and peace of mind enhances experience
- Product and service optimization & flexibility
- Cost savings and efficiency

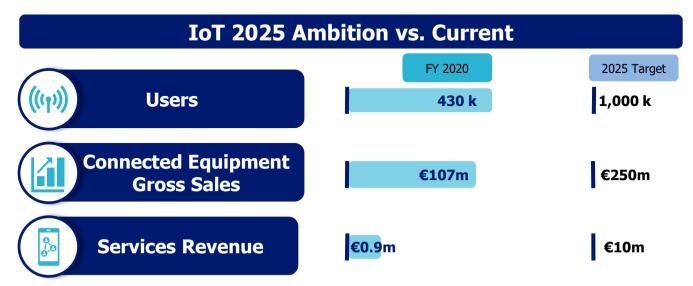
Opportunity for Pool Pro's

- Efficiency and timemanagement / capacity
- · Optimize product selection
- Speed of delivery for end-user
- Opportunity for Equipment Manufacturers
- Enhanced customer and product information
- Improve customer satisfaction and customer stickiness
- Potential for significant margin enhancement



# IOT SET TO DELIVER MEANINGFUL VALUE FOR CUSTOMERS AND INVESTORS FLUIDRA THE CLEAR LEADER IN CONNECTED EQUIPMENT





# Leadership in a growing market

- Strong penetration with c.65% of US new builds including connectivity
- Accelerating demand with >35% CAGR 18-20 in # connected users
- Clear leader in connected equipment >40% over next competitor

# PROVEN TRACK RECORD ON MARGIN EXPANSION - SET TO CONTINUE

# Clear competencies to drive margin

- Lean and Value Initiatives as a constant process taking cost out of products mainly through:
  - Product or component redesign
  - Supplier change or cost renegotiation
  - Lean process
- M&A cost synergies are a recurring feature within margin expansion
  - >€6.3m cost synergies through CMP and €2.8m remaining from the Zodiac merger
- Good operating leverage driven by fixed nature of approx. 60% of Opex base
- Digitization of internal operations
- Simplification as a future opportunity for further margin expansion



# **M&A TRACK RECORD: REGULAR, SYSTEMATIC PROCESS - CREATING VALUE**

# **Clear acquisition parameters**



**Opportunity for** product range & customer expansion



**Culturally aligned** 



**Immediately** identifiable synergies



**Overweight North America** 



**ROCE threshold as** guiding metric



**Balance** exposure to commercial pool

# Disciplined M&A strategy in a largely fragmented market

- Objective to generate additional annual sales growth of c. 1-2% per annum
- Large opportunity list, generally <€25m sales and <7x</li> **EV/EBITDA**
- Leverage proven competencies and group capabilities
- **Centralized deal team ensures discipline and increases** capacity for local teams, who prospect and own the opportunities
- Established market reputation for bolt-on acquisitions

## **Proven inorganic track record – plentiful future opportunities**



WATERLINX



2015





2016























# CMP ACQUISITION CASE STUDY (Q1 2021) - MEETS ALL OUR CRITERIA

## **Our Criteria & CMP Opportunity**

- Expands Group North America Footprint: US manufacturer of solutions for recreational water industry
- Product range expansion: Range of new and complementary products
- Strong entrance into SPA OEM market: attractive adjacent SPA components segment >\$500m
- Immediately identifiable synergies: \$10m revenue (sanitizers / white goods / lighting) + \$7.5m cost (procurement/logistics) by 2024
- **Roce Threshold:** Guiding metric for our valuation approach
- **Culturally aligned:** Strong leadership team committed to manage through integration

# Fast-growing business - attractive adjacent segment



# **Highly complementary offering**

Sanitization & White Goods

Lighting, Fire & Water Features

SPA/Pool OEM Products





















# STRONG CULTURE REINFORCED BY ESG - MISSION, VISION AND VALUES

# **MISSION**

TO CREATE THE PERFECT **POOL & WELLNESS EXPERIENCE** RESPONSIBLY

# **VISION**



To enhance lives through innovative and sustainable solutions that transform the way people enjoy water for recreation and health

#### **VALUES**



#### **PASSION** FOR SUCCESS

We are committed. accountable and consistent



We are fair, transparent and accessible





**TEAMWORK** & INCLUSION

We are humble and consider all perspectives





We are open minded. flexible and positive



# **ESG CASE STUDY – THE MOST EFFICIENT POOL SYSTEM ON THE PLANET**

Automatically optimizes for **peak** efficiency iAguaLink

Reduces chlorine use by



Reduces evaporation by up to 95%



>90% backwashing to conserve water







Variable-Speed Pumps

Uses 70% **less** energy



Uses **less than 50W** of power



VersaPlumb system

**50%** increase in hvdraulic efficiency



Jandy JXI w/ VersaFlo Bypass 84% thermal efficiency rating & 20% additional energy savings

# Old vs New: Efficiency Comparison

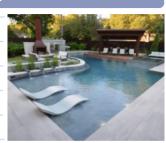
Old			
	2 Single-speed pumps	5000W	
	1 Incandescent light	300W	
	Plumbing head loss	150W	
	Traditional chlorine		
	No cover		

Totals Comparison			0,
<b>5.45KW</b> avg	Power	<b>1.6KW</b> avg	
3 PPM avg	Chlorine	<b>1.5 PPM</b> avg	
>680 liter loss per week	Water	<b>38</b> liter loss per week	

savings	
71%	2
	3
50%	V
94%	Si
<b>34</b> 70	A

o sa'

New
400W
L44W
40W



# RESPONSIBILITY BLUEPRINT: CLEAR COMMITMENTS IN EACH ESG VERTICAL



# **Environment**

#### Carbon neutral

Be a **carbon neutral** company in 2027 (Scope 1 & 2) and by 2050 (Scope 3)

#### **Products**

Have >80% of product sales classified as **ESG friendly**<sup>1</sup> in 2035

Currently >50% of product sales already qualify as ESG friendly













# Social

# Zero net wage gap

**Equal pay for equal work** between men and women by 2024

# **Employee engagement**

Reach an **engagement of >80** in the employee survey by 2025

#### **Pool social action**

Fluidra Foundation: **Benefit to 1M people** through our social action by 2030









# **Governance**

# **Rating**

Reach a score of **80 in S&P** in 2030

- 2020 score: 69 - most recognized ESG rating

# **Customer satisfaction**

Increase our high customer satisfaction ratings by 10% in 2025





# FLUIDRA IS THE ONLY GLOBAL PLAYER WITH AN INTEGRATED MODEL

- 1 Broadest geographic footprint access all markets for growth & diversification
- 2 Optimal business model and adapted "route to market" Branded & Pool-Pro centric
- 3 Innovation / IoT leader drives growth and margin
- Continuous margin expansion digitalize and simplify through Lean / Value Initiatives and footprint optimization
- 5 Excellent M&A track record consolidating a fragmented industry, creating value
- **6** Sharp focus on ESG conducting our business the right way
- 7 Culture of fast and agile decision-making and execution



# FLUIDRA'S PROPOSITION OF GROWTH & QUALITY OF RETURNS IS A RARE **COMBINATION - WARRANTS A WIDER PEER SET**

Very few companies offer similar investment attractions

**Global Equity Universe** 

**Consistent structural revenue/ Profit growth** 

**Strong and improving margins** 

**Deleveraging enhances** cash EPS growth

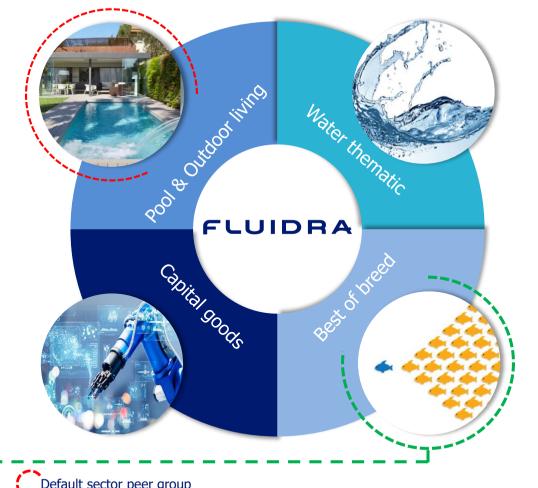
**High cash conversion** 

Strong and rising ROCE

> **Growing** liquidity

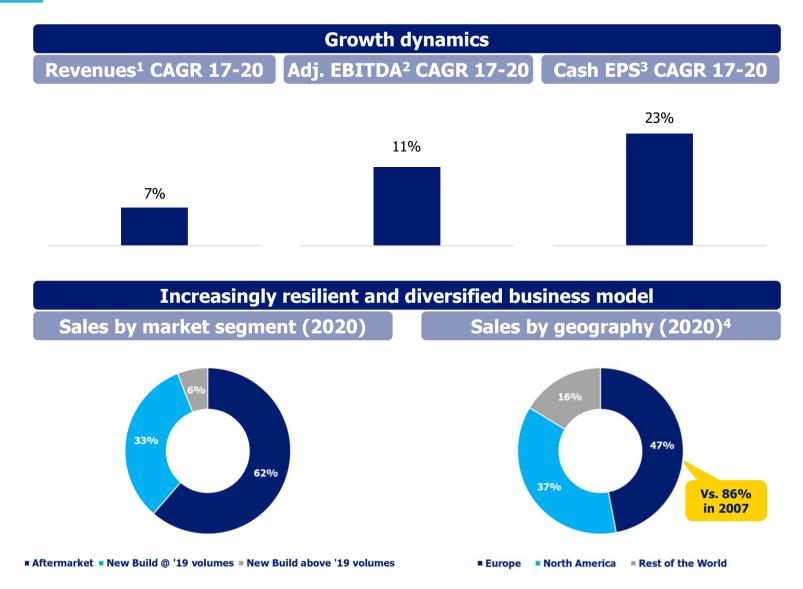
FLUIDRA fits in a selected peer set

# Wider relevant peer set for consideration



Default sector peer group

# STRONG TRACK RECORD - GROWTH, DIVERSIFICATION & RESILIENCE



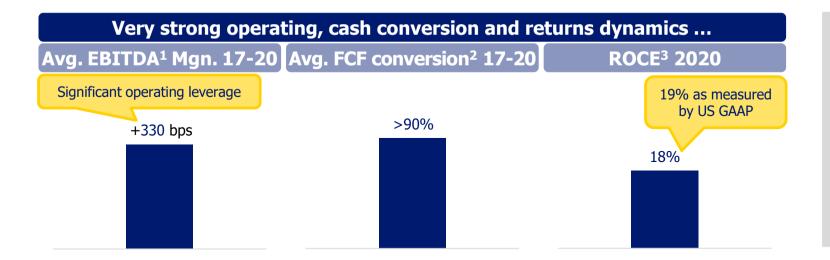
- Strong and consistent top-line growth above market
- Resilience founded on megatrends, and growing installed base
- Global footprint diversifies exposure and optimizes growth opportunities
- EBITDA growth stimulated by business improvement initiatives
- High and improving cash conversion, and growth

- 2: 2017 and 2018 adjusted for IFRS16 implementation considering 2019 lease volume
- 3: Based on '17 and '18 PF figures. Assuming '19 Cash Interest Paid of €47m for '17 and '18, as well as 28% PF tax rate for years '17 and '18
- 4: PF for CMP acquisition

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<sup>1:</sup> Constant FX and perimeter. Revenues CAGR adjusted for Aquatron remedy implementation

# HIGH QUALITY CASH RETURNS ON INVESTMENT – SET TO IMPROVE FURTHER



# Delivering Growth & Quality of Returns

- Fluidra leads a fast-growing industry
- And generates high-quality, repeatable returns
- Our model is a "Best-of-Breed" longterm value creator / Compounder



#### We are Committed to

- Further value-accretive investment
- Compounding value-creation for shareholders (systematic ROCE>WACC)
- Appropriate and attractive cash returns to shareholders

FLUIDRA

<sup>1: 2017</sup> and 2018 adjusted for IFRS16 implementation considering 2019 lease volume

<sup>2:</sup> FCF calculated as adjusted EBITDA - Capex +/- Changes in Operating Working Capital. FCF conversion calculated as FCF/ Adj. EBITDA

<sup>3:</sup> ROCE is defined as adjusted EBITA / Cash Equity. Cash Equity includes (€527M) adjustment to reflect delta in between 6 months average share price pre-merger announcement (€7.37 p.s.) and share price pre closing (€13.72 p.s.) times 83 million issued shares

# WE TAKE A DISCIPLINED APPROACH TO CAPITAL ALLOCATION, TO OPTIMIZE RETURNS

#### **INVESTMENT PRIORITY**

# Reinvest in the business to drive organic revenue growth and margin improvement

Invest in acquisitions to supplement Fluidra's existing strategy and capabilities

Return cash to shareholders via dividends

# **CONSIDERATIONS**

- Optimize market entry and expansion
- R&D investment at 1.5-2% sales p.a.
- Optimize efficiency via digitalization and invest in simplification
- Maintain disciplined M&A approach and focus on transactions with high strategic value
- Conservative approach to anticipated synergies, and vigorous focus on execution and realization
- 2021 acquisition of CMP for total consideration of c.€205m
- Target dividend payout ratio of c. 50% Cash Net Profit
- Dividend per share grown at 16% p.a. since 2017<sup>1</sup>

# MEDIUM-TERM STRATEGIC & FINANCIAL OBJECTIVES SUMMARY

#### Growth

- > Industry, leveraging global footprint
- Focus on North America expansion
- Drive by innovation, IoT, Commercial Pool

# Margin Expansion

- Continued execution Simplify / Lean / Digitalize
- Scale central functions of global platform
- Optimize brand & sales channel management

# Cash Generation & Leverage

- Tight focus on WC and Capex control
- Ensure cash conversion remains high
- Leverage +/- 2x may vary temporarily with inorganic growth

# **Returns on Investment**

- Value accretive M&A pipeline
- Growth investment = / > Target returns
- Manage funding to optimize WACC

	Operating and financial performance			
	Past	Step change		Future
	2017-19	20202	2021E	Medium Term
<b>Sales</b> Growth	<b>5.1%</b> <sup>1</sup> p.a.	11.2%	15%	> <b>6%</b> p.a.
EBITDA  Margin expansion	<b>~75 bps</b> p.a.	190 bps	~140 bps	> <b>50 bps</b> p.a.
Cash EPS growth	<b>8.9%</b> p.a.	57.4%	25%	<b>&gt;15%</b> p.a.
<b>Dividends</b> % of Cash Net Profit	n.a.	~40%	~50%	~50%

<sup>1:</sup> As reported growth of 3.1% increases to 5.1% on constant currency and perimeter, including Aquatron's remedy implementation

<sup>2:</sup> At constant FX

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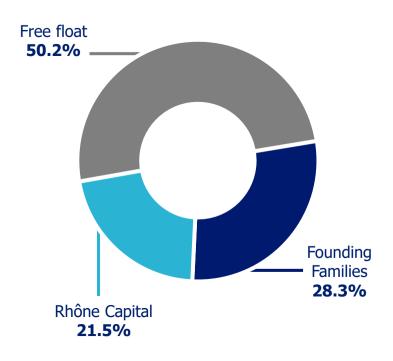
  Significant inorganic growth opportunities in a fragmented industry

  ESG at the heart of Fluidra's activity
- Clear medium-term objectives based on improving outlook further enhanced by megatrends and current lifestyle shifts



# OWNERSHIP STRUCTURE AND SHAREHOLDERS' AGREEMENT

## **Ownership structure**



## Shareholders' agreement

## **Rhône Capital:**

- Prohibition to sell to a single acquirer (i) more than 20% or (ii) any number of shares if this would legally oblige the acquirer to launch a tender offer
  - Once funds managed by Rhône <= 20% but > 7%:
    - Free transfers: (i) transfers made through an accelerated bookbuild offering, block trade or other similar transactions ("ABB") in which no single acquirer is entitled to acquire 3% or more (ii) transfers, whether in single or several transactions, representing a maximum aggregate of 3% within any 6 month period
    - Founding families have a right to participate on same terms / right of first offer on both (i) and (ii)
- Once funds managed by Rhône <= 7%: Free transfers provided that in transfers made through ABB no single acquirer is entitled to acquire 3% or more

#### **Founding Families:**

 Lock-up period until July 2021 except for (i) sales up to a maximum of 5% in aggregate or (ii) among families



# **US GAAP TO IFRS - KEY FINANCIAL DIFFERENCES FOR FLUIDRA**

€M	2020	
Adjusted EBITDA	320.8	
Lease expense	(24.7)	Lease expenses not included in P&L under IFRS 16
R&D expense	(12.5)	Capitalized R&D expenses
Adjusted EBITDA (US GAAP comparable)	283.6	
Depreciation	(58.1)	
Adjusted EBITA (US GAAP comparable)	225.5	



