

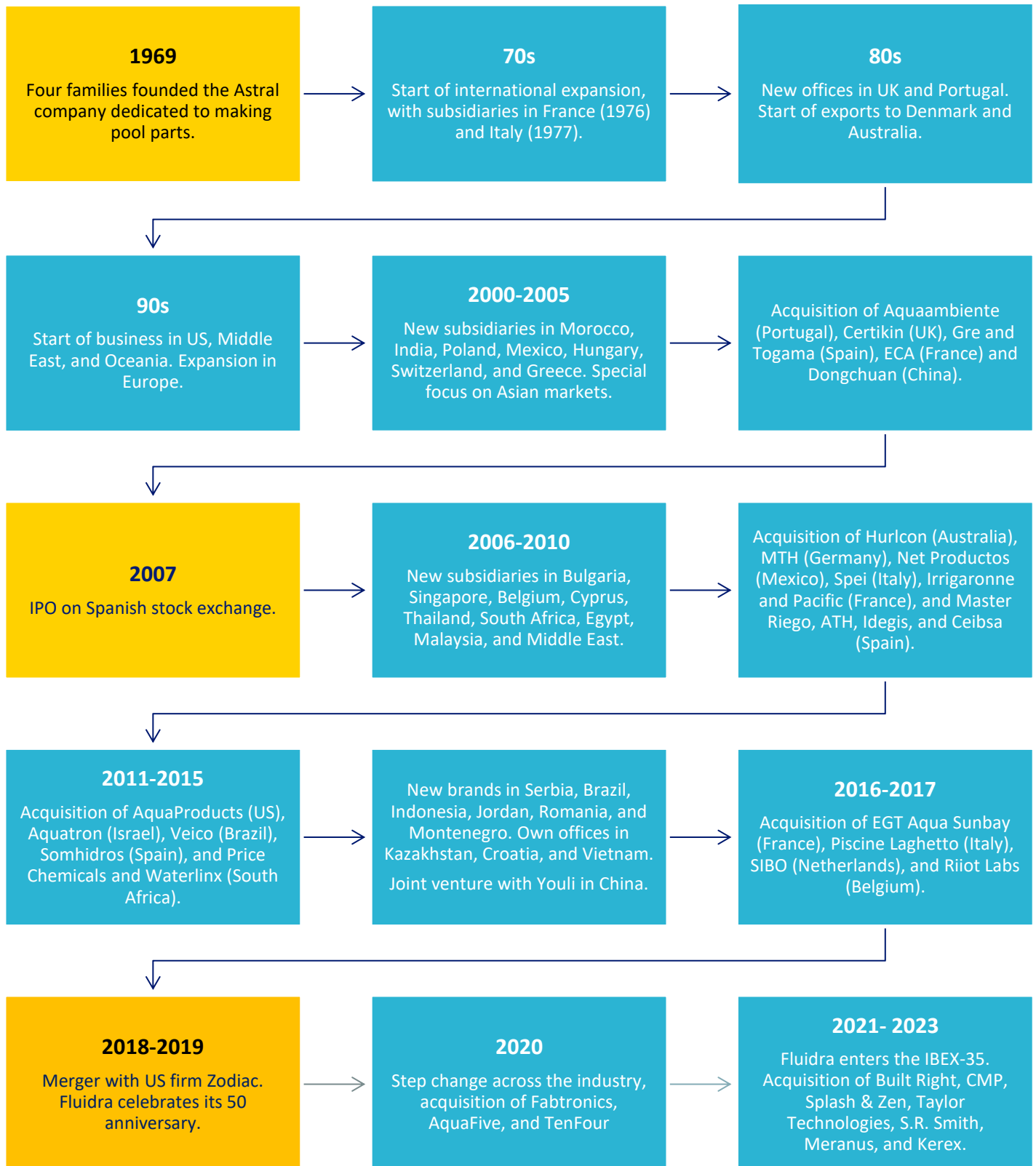
2025

Press Kit

FLUIDRA



Brief History



Brief History



Who is Fluidra?

Fluidra is a global leader in the pool and wellness industry. Founded in 1969, Fluidra has extensive worldwide experience in developing innovative services and products in the residential pool market for individuals and in the commercial pool market for hotels and resorts, municipal and elite competition pools, and spa and wellness centers.

Our essence is linked to lead and grow sustainably. Our corporate culture is rooted in an approach based on delivering exceptional experiences to our customers, upholding ethical behaviour, and having a positive impact on people's lives. This vision originates with our teams, flows through the Company, and reflects who we are.

Fluidra's Purpose: We turn water into a better world.

At the heart of our purpose is a promise: to innovate, care, and act responsibly. Every step we take, every project we undertake, is a way to enhance life through water. Together, we aim to build a world that is more balanced, healthier, and sustainable—for today and for generations to come.

Fluidra has **over 6,500 employees** and central offices in Sant Cugat (Barcelona province). It operates across more than **47 countries**. Fluidra is listed on the Spanish stock exchange and is part of its core index, the IBEX 35.

Global leader in pool solutions and equipment

The company offers an extensive product portfolio that includes some of the world's most recognized brands of swimming pool equipment, making Fluidra an indisputable reference worldwide. Its best-known brands include: Jandy®, AstralPool®, Polaris®, Cepex®, Zodiac®, CTX Professional®, Certikin, and Gre®.

It also features other, more specialized brands that combine with the services these heavy-hitters provide to direct and indirect customers: FluidraPool, Laghetto, Cover-Pools, AquaForte, Nature Pools, Idegis, Togama, Ignia, MTH Sunnypools, etc.

HIGHLY RECOGNIZED BRANDS



2024 Financial Results

In 2024, Fluidra achieved sales of €2,102 million in 2024, up 3%, at the top end of their expectations for the year.

Adjusted EBITDA amounted to €477 million, up 7% year-on-year.

Fluidra anticipates a positive outlook, with projected organic sales growth and margin expansion. For 2025, the company forecasts sales between €2,140 and 2,250 million, Adjusted EBITDA between €500 and 540 million and Adjusted EPS between €1.33 and 1.48 per share.

Sustainability: At the Heart of Company Activity

At Fluidra, our commitment to sustainability has a clear objective: to be a more responsible Company. Following “**Fluidra’s Responsibility Blueprint 2020-2026**” plan our sustainability road map is guided by three principles (environmental, social, and governance) which help us to create a positive impact and build a more sustainable future for all.

In terms of **environment**, we have successfully reduced our carbon footprint by -55% since 2021 and Fluidra plans to become Scope 1 and 2 carbon-neutral in own operations by 2027 and Scope 3 neutral by 2050. The company also intends to lift the current 56% of sales classified as “Sustainable Products” to 60% by 2026 and to more than 80% by 2035.

At Fluidra, water is at the heart of everything we do. That is why in 2025 we introduced our “**Water Positive**” strategy, with which we are committed to returning more water to the environment than we use in our operations by 2030.

In the **social** area, Fluidra aims to improve the well-being of our employees, those in our value chain, and society in general. Creating safe workplaces that

improve the quality of life for our employees and collaborators, while simultaneously improving the well-being of society. One of the key indicators in this area is to maintain an adjusted net gender pay gap +/-3%.

Finally, at Fluidra, we advocate for applying the principles of good **corporate governance** and providing both financial and non-financial information with the utmost rigor. Additionally, we follow recommendations from various international bodies and initiatives to stay up to date and work under demanding standards that meet the needs of our stakeholders.

During 2024, Fluidra saw its efforts to step up its environmental, social, and governance performance recognized, improving its score in ratings such as **CDP** (B), **S&P** (72), and **Sustainalytics** (22,9).

Additionally, through the report “**Water and Swimming Pools: Every Drop Counts**”, developed in collaboration with the Spanish Institute of Analysts, we contribute to raising awareness about the value of responsible water management. These efforts reflect our belief that sustainable water management is not only a corporate responsibility but also an essential contribution to global well-being.

Fluidra is also committed to accessibility, awareness, and education on rational water use and through its **Fundació Fluidra** promotes different initiatives that bring the benefits of a pool and swimming to different groups.



One of Fundació Fluidra's most significant projects today is the **construction of a swimming pool in Thiaroye**, Senegal. The pool opened in 2023 and currently, thanks to this project, more than 2,000 children from the community are learning to swim, as well as taking part in different water activities at the facility.

Another initiative is “**Put A Pool**”. The Foundation donates aboveground pools to different third-sector organizations so that vulnerable groups have access to a swimming pool as a support for their health, wellbeing, and leisure. Examples of our donations include: Fundación Pere Tarrés (Barcelona), Fundación Valora (Colombia), and JAS (Western Sahara).

In addition to the social commitment through projects geared at accessibility and awareness around swimming and pools, Fundació Fluidra has a cultural

commitment dedicated especially to fostering music as an element of education. To that end, the Foundation is a protective member of the Palau de la Música Catalana and collaborates with the Vallès Symphony Orchestra and the Fundació Òpera Catalunya, among other groups.

Technology and Sustainability Benchmark

Research, development, and innovation are in the Fluidra lifeblood and are part of the organization's corporate values. Pool sustainability involves the combination of connectivity and innovation, a concept known as the **Positive Pool**, which means thinking about sustainability and the power of water as a driver of social and environmental change.

Our goal is to design, manufacture, and maintain pools that actively contribute to their environment and society. Fully integrated into its space, it becomes a key element of the ecosystem, whether private or public.

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

More than 1,700 patents

300+ engineers on staff

Fluidra is rolling out an extensive portfolio of connected products and crafting an integrated, scalable smart-pool system. One example is the **FluidraPool** app that gives you easy access and full control over your swimming pool and spa anywhere, anytime.

Research, development and innovation (R&D&I) are part of who we are. Therefore, the **investment in R&D came to €55 million in 2024**. This a fully integrated aspect of Fluidra and a driving force for the future, powered by our team and in-house R&D&I centers located in key markets: Carlsbad (USA), Polinyà (Spain), Braeside (Australia) and Belberaud (France).

As part of its commitment to innovation, Fluidra spent €20 Mn launching **Venture Capital Fund**, the leading investment fund specializing in pool and wellness startups. The fund will invest in startups with the potential to revolutionize the industry on a global scale through their solutions, with a special focus on the US and Europe. In this first phase, set to be implemented over the next three years, a solid portfolio of startups will be built, establishing Fluidra's position as a leader in the industry.

Since its launch, the program has invested in two companies: *Ecotropy* (a French company specializing in the creation of digital twins for energy efficiency management in pools and aquatic environments) and *Lynxight* (the market leader in AI-powered safety solutions for commercial pools).

Sustainable Products

Focus on sustainable products and solutions:

Energy efficiency, water savings, and fewer chemicals in pool management

Sustainable products that support aftermarket sales

We believe that the swimming pool of the future will be fully connected and more efficient. Innovation is part of our lifeblood and we strive continuously to develop solutions that support us, will let us reach our long-term goals, and allow us to craft the perfect, responsible pool and wellness experience.

We want to help industry professionals grow and boost their business by delivering quality, innovative products, always prioritizing sustainability.

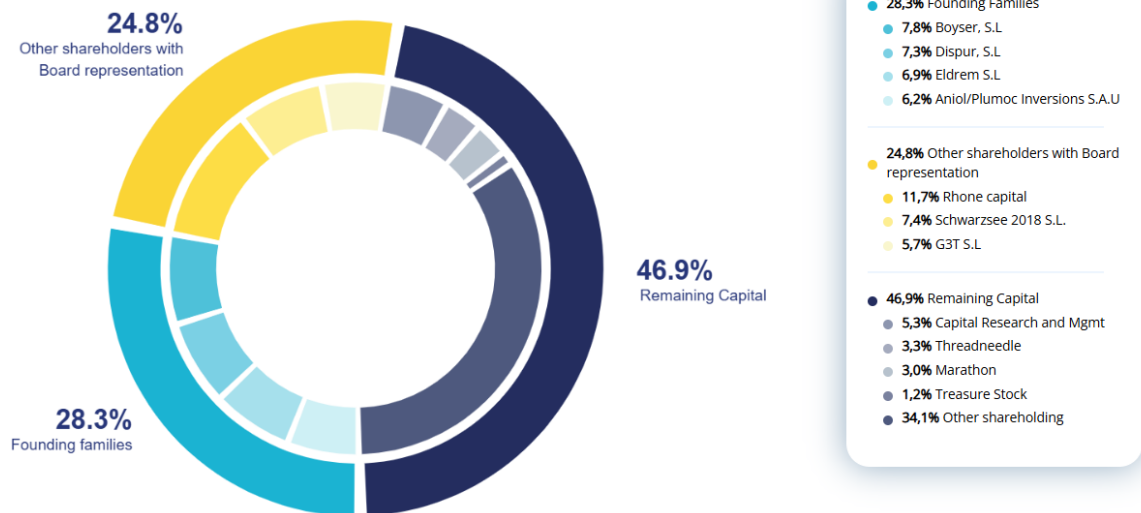
Our commitment to sustainability is reflected in the portfolio of products we manufacture. A clear example is our range of **low-carbon products**, produced using 100% renewable energy in ISO 14001-certified plants or made from materials with reduced carbon emissions, such as recycled materials. These approaches help reduce emissions across both the production process and the supply chain.

Another example is the range of products that allow **optimization of pool operations**, ensuring energy efficiency, water conservation, and reduced chemical use. **Water conservation solutions**, like pool covers and cartridge filters, can achieve optimization in different key ways: preventing evaporation, reducing the need for renovation, and improving filtering processes. **Our energy-efficient products** include products like variable-speed pumps, which adjust water flow to the pool's real-time needs, and LED lighting, which further reduces energy use. These technologies not only enhance operational efficiency but also help reduce overall energy costs. Finally, to promote **chemical use reduction**, we offer solutions like saltwater chlorinators, which maintain optimal water sanitation while reducing the need of traditional chemical treatments.

Fluidra is also working to introduce **circular products** aimed at shifting from a linear to a circular economic model. This involves promoting principles such as

reuse, repair, refurbish, and recycle. We are working to incorporate more **circular materials**—such as recycled and biobased materials—into our products, while also implementing strategies to extend product lifecycles and improve end-of-life recycling. In doing so, we take greater responsibility for product management from creation to disposal.

2025 Shareholding Structure:



Executive Chairman Eloi Planes



Eloi Planes Corts (Barcelona, 1969) has more than 20 years' industry experience. He was the General Manager of the group since it began in 2002, then became Fluidra's CEO in 2006, and has been Executive Chairman since 2016.

The company achieved several of its major milestones under his leadership: its listing on the stock exchange on October 31, 2007; its restructuring from 2008-2010; and the 2018 merger with Zodiac; as well as the entry in the IBEX-35 in 2021.

Planes has a degree in Industrial Engineering from the Polytechnic University of Catalonia and a Master's degree in Business Management from the EADA business school.

CEO Jaime A. Ramirez



Jaime A. Ramirez (Colombia, 1967) has more than 30 years' global experience in the consumer and industrial products sector, managing high-performance multifunctional teams.

Before joining Fluidra as CEO in 2024, he held various executive positions at The Black & Decker Corporation, spearheading its expansion across Latin America and heading up the "Global Tools & Storage" division. Jaime is also currently the chair of the board of directors and a member of the audit committee at Kimberly-Clark, the personal care multinational.

He has a degree in Industrial Engineering from Javeriana University (Bogotá, Colombia) and an MBA from Loyola University (Maryland, USA).

Sponsorships and Partnerships

WATER SPORTS



Platinum Sponsor of the Royal Spanish Swimming Federation through to 2020.



Club Natació Sabadell

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



Partnership with the Asian Swimming Federation that covers 45 countries.



Sponsor of the Swimming Union of the Americas (UANA).



CNAB
CLUB NATACIÓ
ATLÈTIC-BARCELONETA

Main sponsor of the Club Natació Atlètic-Barceloneta water polo teams with Zodiac.



Club Natació Terrassa

Sponsor of Club Natació Terrassa

WATER AND THE ENVIRONMENT



Conservation and enhancement of marine wildlife and the coastal environment to preserve biodiversity.



FUNDACIÓN
EMPRESA &
CLIMA

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



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

SOCIAL REALM



As a founding company, it seeks to develop and promote creativity and innovation in education.

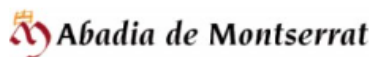


Agreements with institutions that favor educational activities for young people and adults and promote the training of new professionals in international trade and business management.

CULTURE



Fluidra is a sponsor of the Barcelona opera house, the Gran Teatre del Liceu.



Fluidra encourages young people to devote their lives to music through the Abadía de Montserrat school choir.



Fluidra and the Orfeó Català Foundation (affiliated with the Palau de la Música Catalana).