

FLUIDRA

Company
profile
2023



FLUIDRA

THE PERFECT POOL EXPERIENCE

We are a leader in the global pool industry. Our portfolio includes some of the most trusted brands, including Jandy®, AstralPool®, Polaris®, Cepex®, Zodiac®, CTX Professional® and Gre®. We offer our customers an expansive array of products across both the residential and commercial pool and wellness markets, and we have a strong geographical footprint with operations in 47 countries.

We have over 6,500 employees and the necessary resources to accelerate innovation in critical areas like energy-efficiency, robotics and the Internet of Things.

Recently, we introduced our **2020-2026 Environmental, Social and Governance (ESG) Plan**, our Responsibility Blueprint. This plan aims to integrate principles of sustainability, social fairness and responsible corporate governance into the way we conduct our business globally as well as in the local communities we operate within. 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.

To reflect our ESG focus, we have made an important change to our company mission, as well as added a new vision.

Our mission, which is what drives us every morning we come to work, is: **To create the perfect pool experience responsibly.**

And our vision, which is the motivating reason why we do what we do every day, is: **To enhance lives through innovative and sustainable solutions that transform the way people enjoy water for recreation and health.**

As part of our ambitious **strategic plan**, we are looking forward with the goal to drive the evolution of the pool and wellness space. This plan puts focus on leveraging our **IT infrastructure** as a competitive advantage; advancing **digital solutions** to make owning and working on a pool easier and more enjoyable; utilizing and commercializing our **data** to generate business opportunities; and simplifying our **internal processes** to make us easier to do business with. By meeting these objectives, we will not only enhance the pool experience for our customers, but also reinforce our dynamic company culture and position our organization for future growth.

Key figures

€2,389MM

Sales

€512MM

EBITDA

+6,500

Employees

47

Countries

+135

Sales
branches

+40

Production
centers

One Fluidra, one culture

Fluidra's mission, vision and values guide our daily performance, and contribute to creating an integrated, strong and solid corporate culture

Mission

To create the perfect Pool and Wellness experience responsibly

Vision

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

Values



CUSTOMER COLLABORATION

We add value for our users and customers



EXCELLENCE & INNOVATION

We continuously improve and aim responsibly to be the best



LEARN & ADAPT

We are open minded, flexible and positive



TEAMWORK & INCLUSION

We are humble and consider all perspectives



HONESTY & TRUST

We are fair, transparent and accessible



PASSION FOR SUCCESS

We are committed, accountable and consistent



A global powerhouse

40%

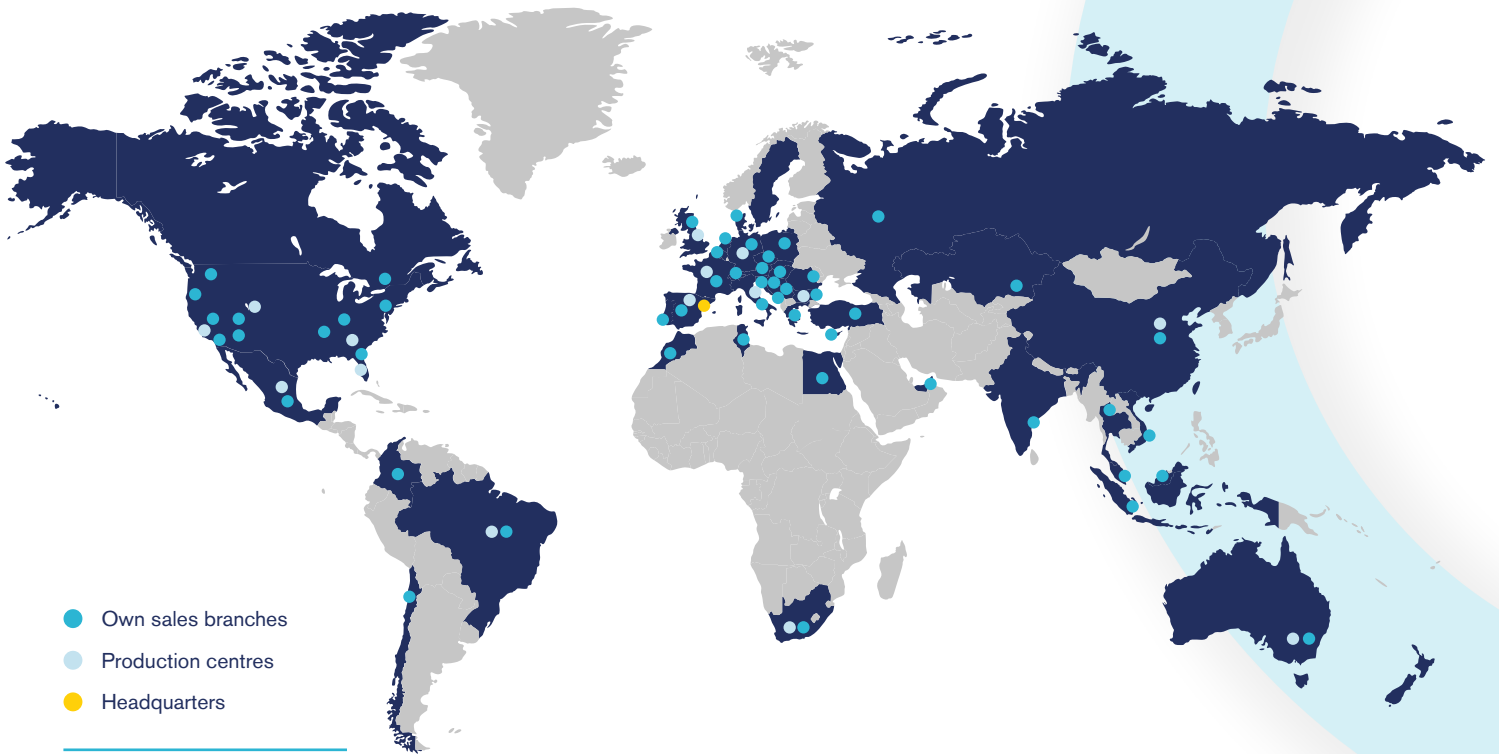
Europe

44%

US

16%

Rest of the world



Highly recognized brands

Jandy

ASTRALPOOL

Polaris

ZODIAC

BARACUDA
THE TRUSTED NAME IN POOL CARE

Gre

AQUA PRODUCTS

COVERPOOLS

CEPEX

CTX pro

SR Smith

AQUA FORTE
PROFESSIONAL WATER PRODUCTS

GRAND EFFECTS
FIRE & WATER ELEMENTS

AquaLink

PISCINE LAGHETTO

taylor

FLUIDRA



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