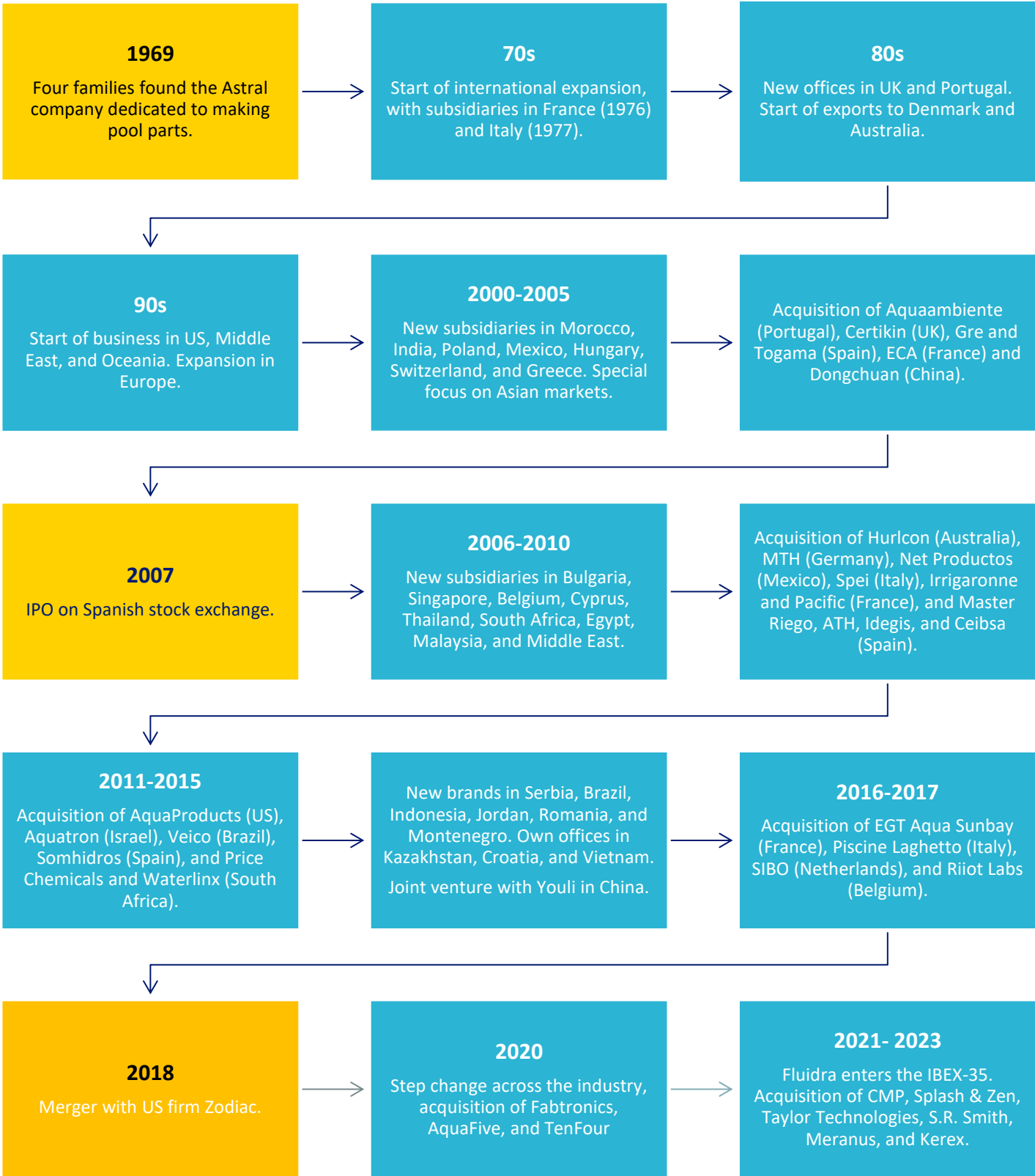


2024 Press Kit

FLUIDRA



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.

Fluidra's mission is to craft the perfect, responsible pool and wellness experience through a wide range of products, equipment, parts, and services.

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.

As a global leader in equipment and solutions for the pool sector, the portfolio of brands and products is one of the most comprehensive in the sector, making Fluidra an indisputable reference worldwide. Its best-known brands include: Jandy®, AstralPool®, Polaris®, Cepex®, Zodiac®, CTX Professional®, and Gre®.

The six values that define Fluidra are Passion for Success, the desire to Collaborate with every customer, a commitment to Excellence and Innovation, the motivation to Learn and Adapt, Teamwork, Honesty, and Trust. Everyone at Fluidra is committed to and engaged with these values.

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, such as 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



2023 Financial Results

In 2023, Fluidra posted sales of €2.051 Bn, 14% down on the previous year. The decline was within the range of expectations, with lower volumes and an unfavorable exchange rate offsetting higher prices.

EBITDA came in at €445 Mn, reflecting the effect of lower sales, but supported by a 190 bps higher gross margin and the benefits of the Simplification program. Net Cash Earnings fell to €211 Mn due to lower operating performance, while net profit amounted to €114 Mn.

Fluidra expects sales of between €2.0 and €2.15 Bn, EBITDA of between €440 and 490 Mn and Net Cash Earnings per Share of between €1.07 and €1.25.

ESG - At the Heart of Company Activity

Following the approval of the **Responsibility Blueprint** ESG plan in 2020, **Fluidra** created a dedicated department for **Diversity, Equity, and Inclusion (DEI)** management.

In terms of **environment**, Fluidra plans to become Scope 1 and 2 carbon-neutral by 2027 and Scope 3 neutral by 2050. The company also intends to lift the current 51% of sales classified as sustainable to 60% by 2026 and to more than 80% by 2035.

In the **social area**, Fluidra is committed to gender equality and aims to close the adjusted net wage gap in 2024.

Finally, **governance** is an essential part of the company's roadmap, where an ESG risk analysis is being carried out in line with the best practices defined by the TCFD Task Force on Climate-related Financial Disclosures, a recommendation created with the aim of improving investor understanding of the impact of climate risks across different corporations, among other initiatives.

During 2023, Fluidra saw its efforts to step up its environmental, social, and governance performance recognized, improving its score in ratings such as CDP to reach its target of A-, S&P, and Sustainalytics.

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 smart pool, designed to create a **smarter, more automated, and efficient pool**.

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

More than 1,700 patents

200+ 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.

Investment in R&D came to €52 million in 2023, double the figure for 2019, the first full year as a single company following the merger with Zodiac. The investment ratio in this area compared to sales grew once more - up to 2.4%, taking it back to 2020 levels.

As part of its commitment to innovation, Fluidra spent €20 Mn launching Venture Capital, 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.

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.

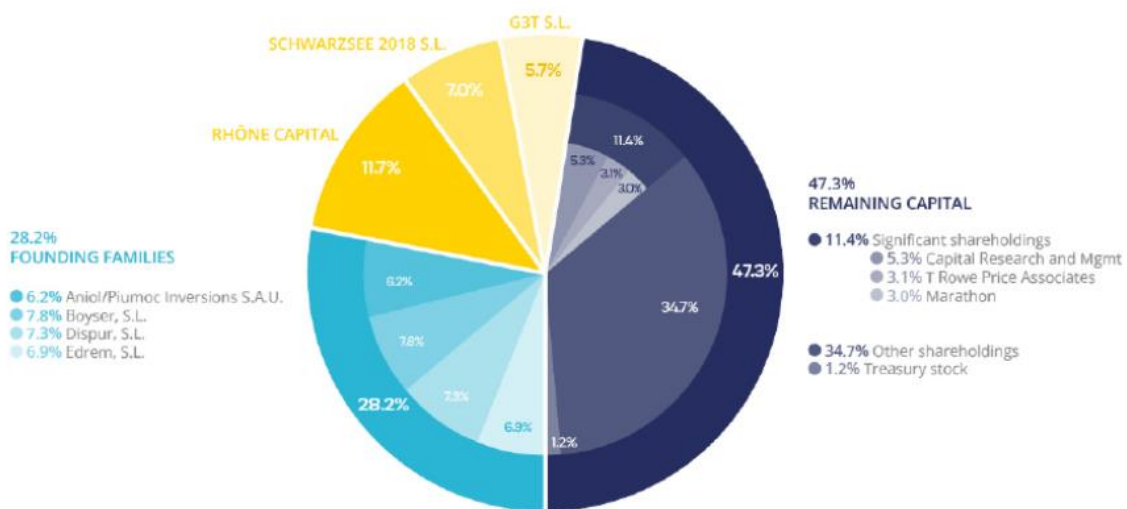
We want to help industry professionals grow and boost their business by delivering quality, innovative products, always prioritizing sustainability.

Our commitment to sustainability is demonstrated by the portfolio of products we manufacture today. One clear example of this are our **low-carbon products** (made by leveraging 100% renewable energy, i.e., sustainable methods that help reduce the emissions associated with production and supply chain processes). Another is our **products for water saving** that work in three different ways: prevent evaporation, reduce the need for renovation, and optimize filtering processes through pool covers, cartridge filters, and filtration solutions. Then there are **products that promote energy efficiency** in pool management (variable speed pumps that allow the water flow rate to be adjusted to the pool's needs at any time, reducing electricity use), as well as **LED lighting** to cut energy spends.

Finally, we have **products that can reduce the use of chemicals** (salt chlorinators).

Fluidra is also working on circular products that aim to transform the linear economic model into a circular one, promoting the principles of **reuse, repair, renew, and recycle**. To that end, Fluidra is incorporating more circular materials with the aim of extending its product life cycles and taking responsibility for their management once they need to be disposed of.

2024 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, 1970) 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.



ASIA Swimming Federation

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.

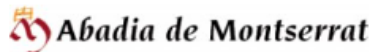


Agreements with institutions that favor educational activities for young people and adults and promote the training of new professionals in international trade and business management.

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).