

FLUIDRA

FLUIDRA CORPORATE PRESENTATION

2023

OUR COMPANY

+6,500

WORKFORCE

2,389 M€

NET SALES

512 M€

EBITDA

2%
Net Sales

INVERSION R+D+I

Fluidra is a leading company in the Global Pool & Wellness Industry

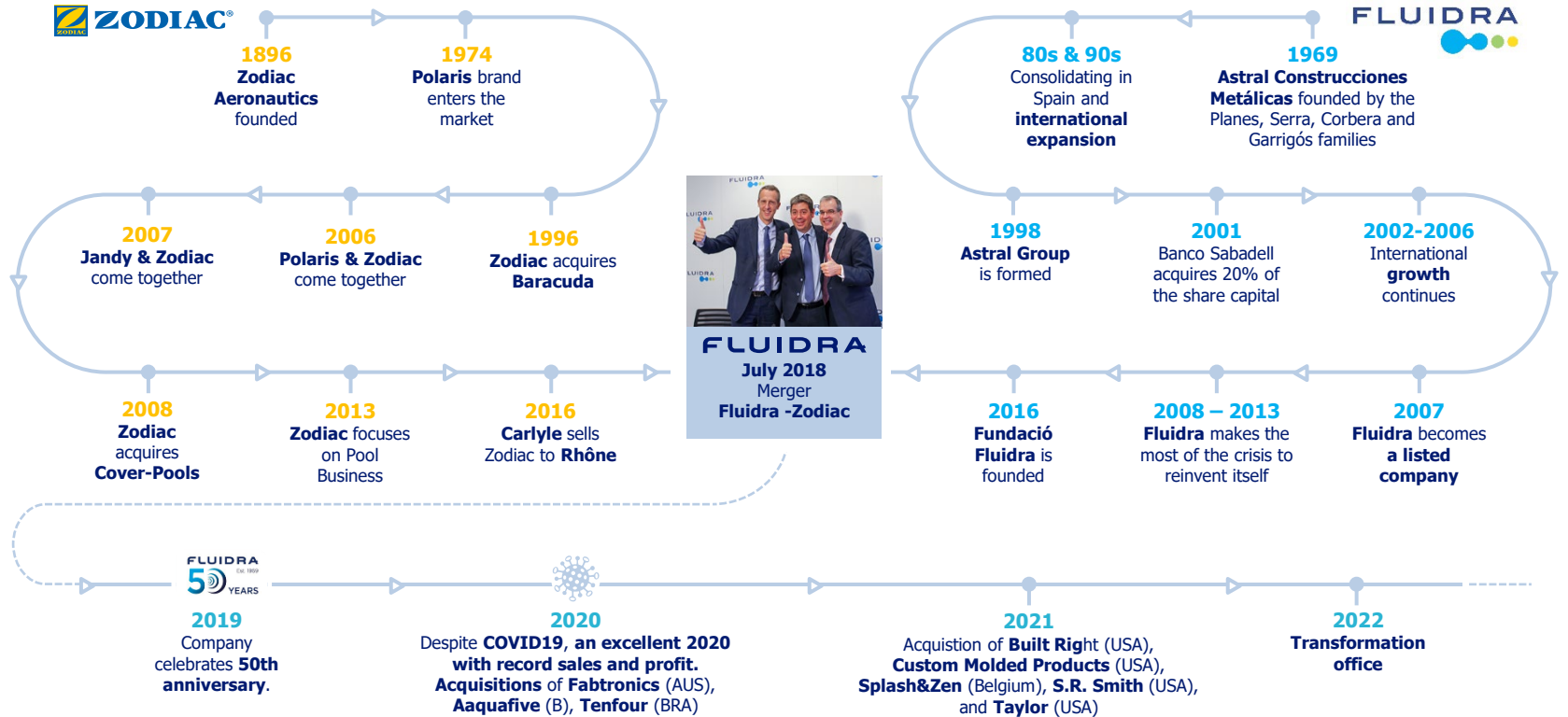
Founded in 1969

Multinational group listed on the IBEX35 Market Stock Exchange

Manufacturer & Distributor worldwide

Long-standing experience in Developing Innovative Products & Services

OUR HISTORY



STRONG CULTURE REINFORCED BY ESG – MISSION, VISION AND VALUES

MISSION

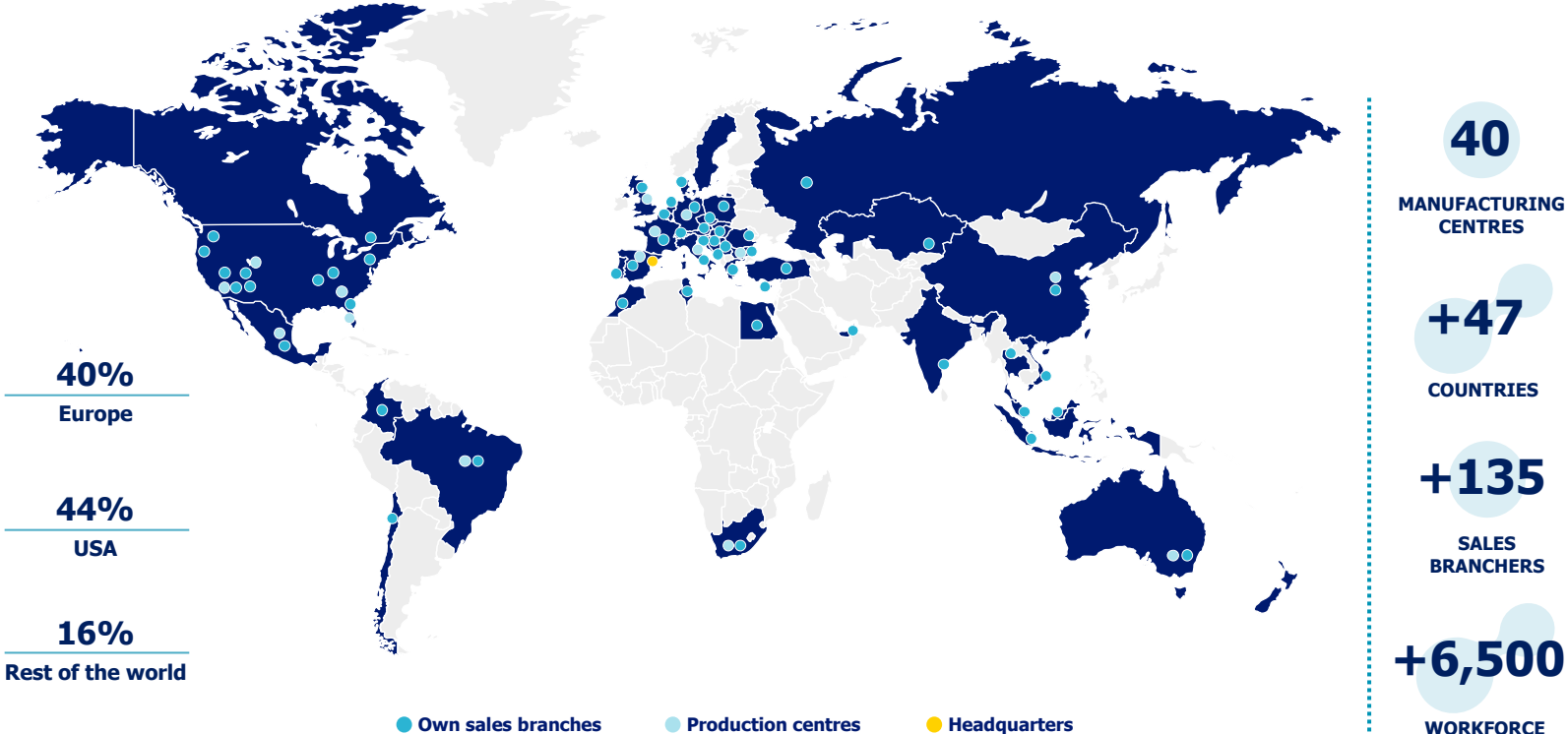
Our mission is to create the perfect Pool and Wellness experience responsibly

VISION

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



WORLDWIDE PRESENCE



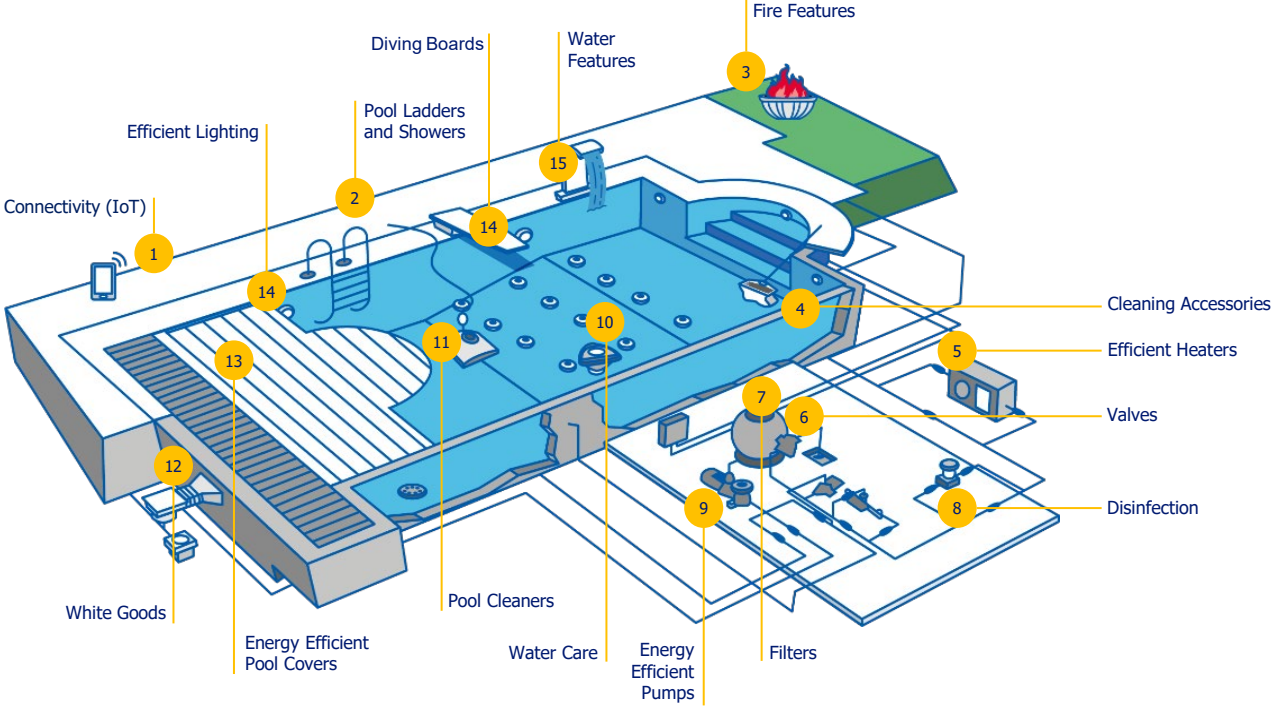
OUR PRODUCTS

Expansive product offering - Globally recognized brands

Our portfolio includes some of the most recognised brands in the industry and we offer our customers a wide range of products in the residential and commercial pool and wellness market.



OUR PRODUCTS



General diagram of installation of swimming pool equipment residential and commercial pool and wellness market.

WHAT CAN FLUIDRA OFFER?



Broadest geographic footprint with business model adapted to each market

Extensive product offering drives growth and expands addressable market

Globally recognized brands allow for market segmentation and channel optimization

Core competency in innovation defends market position and drives future growth

SDG (SUSTAINABLE DEVELOPMENT GOALS)

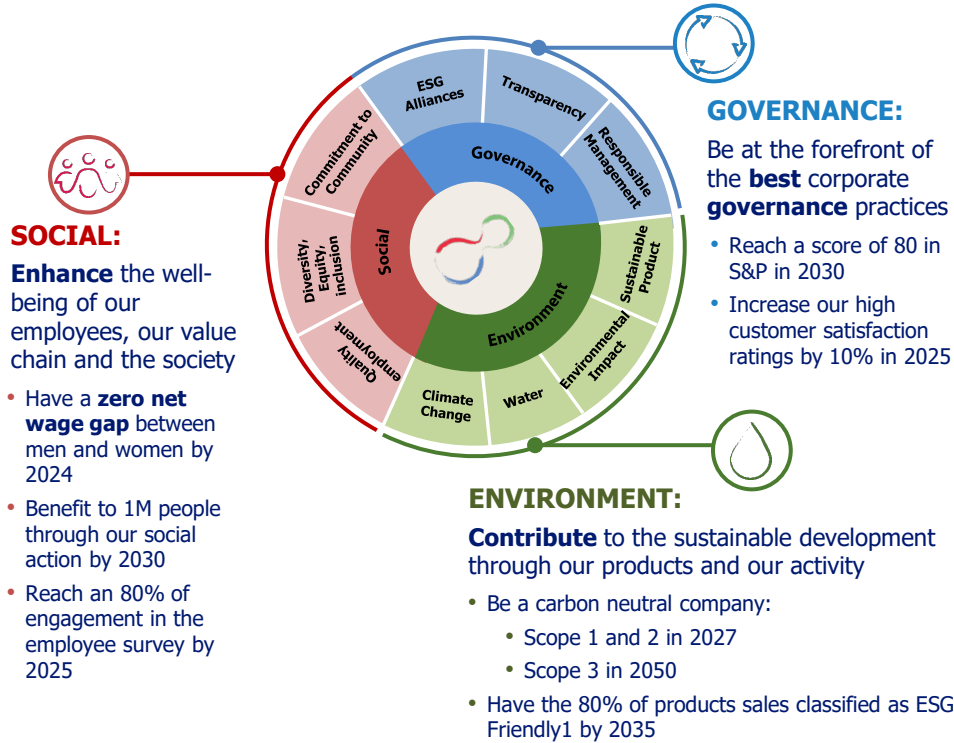


The United Nations (UN) has defined 17 global sustainable development goals.

➔ Fluidra will focus on 9 of them ←



3 ACTION FIELDS: E – S – G



CONTINUED PROGRESS ON OUR ESG COMMITMENTS

ESG "Responsibility Blueprint" 2020-2026

- Carbon footprint reduction in our operations
 - Scope 1: 7% carbon footprint reduction
- 83% of electricity from renewable sources, reaching 2022 target
- 90% employee engagement in annual survey, with high participation
- Reduction of pay gap to 5% - well positioned to achieve 2024 target
- Upgraded CDP rating from B- to B and S&P from 60 to 66

An underwater view of a drilling rig. The water is a deep, vibrant blue. Several black and white striped drill pipes extend vertically from the top of the frame. A white, curved cable or hose is visible on the right side. In the center, there is a white rectangular text box with the words 'ATTRACTIVE INDUSTRY' in bold, dark blue capital letters. Below the text is a thin horizontal line.

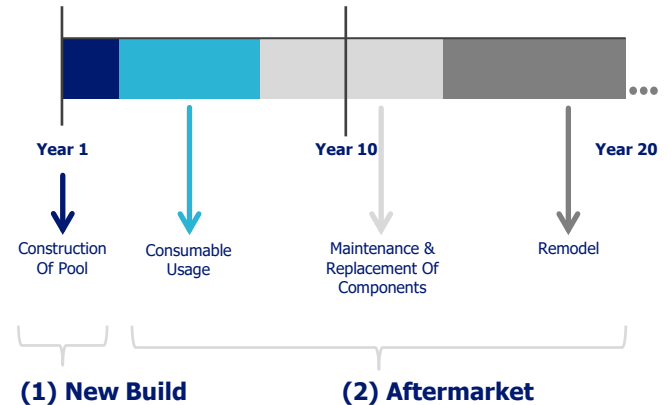
ATTRACTIVE INDUSTRY

HIGHLY ATTRACTIVE MARKET WITH TWO GROWTH DRIVERS

- **Worldwide installed pool base: c. 17 million pools (residential)**
 - Market #1: USA with c. 5.3m inground pools
 - Market #2: France with c. 1.5m inground pools
 - Market #3: Spain with c. 1.2m inground pools
- **Total volume:**
69% Residential / 7% Commercial / 24% Chemicals
- **Double engine market:**
 - (2) recurrent business “aftermarket” fed by (1) new construction
 - Stability: Recurrent Aftermarket accounts for c. 75% of the market / New Build c. 25%
 - Steady growth: New Builds increase Aftermarket
 - Fluidra leads **in an approx. €11.5b industry with a c. 13% share** and room to grow.
 - Growing and resilient market with strong fundamentals

Life of Pool & Renewal Cycle

(Varies depending on use and construction type)



Sources: 2020 Internal estimates based on external sources (news, company annual reports & presentations, and reports & publications from trade groups)

An aerial photograph of a swimming pool with a blue mosaic tile pattern. Several lounge chairs with grey cushions and white umbrellas are arranged around the pool's edge. A white rectangular box is overlaid on the left side of the image, containing the text 'GLOBAL LEADER'.

GLOBAL LEADER

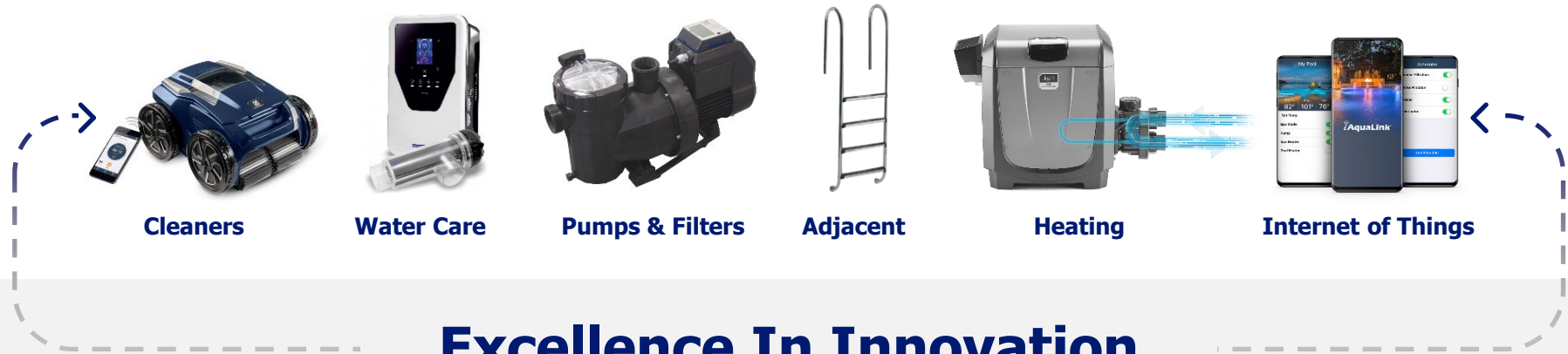
FLUIDRA

COMMERCIAL POOL & WELLNESS

Fluidra Commercial Pool projects, the best global player offering turn-key projects



CORE COMPETENCY IN PRODUCT DEVELOPMENT DRIVES FUTURE GROWTH



Excellence In Innovation

R&D capability
with >200
engineers and
>1,400 patents

Robust product road map

- Improving quality and user experience
- Technology focused on increasing energy efficiency and sustainability
- Global range expansion
- Industry leader in connected pools (IoT)

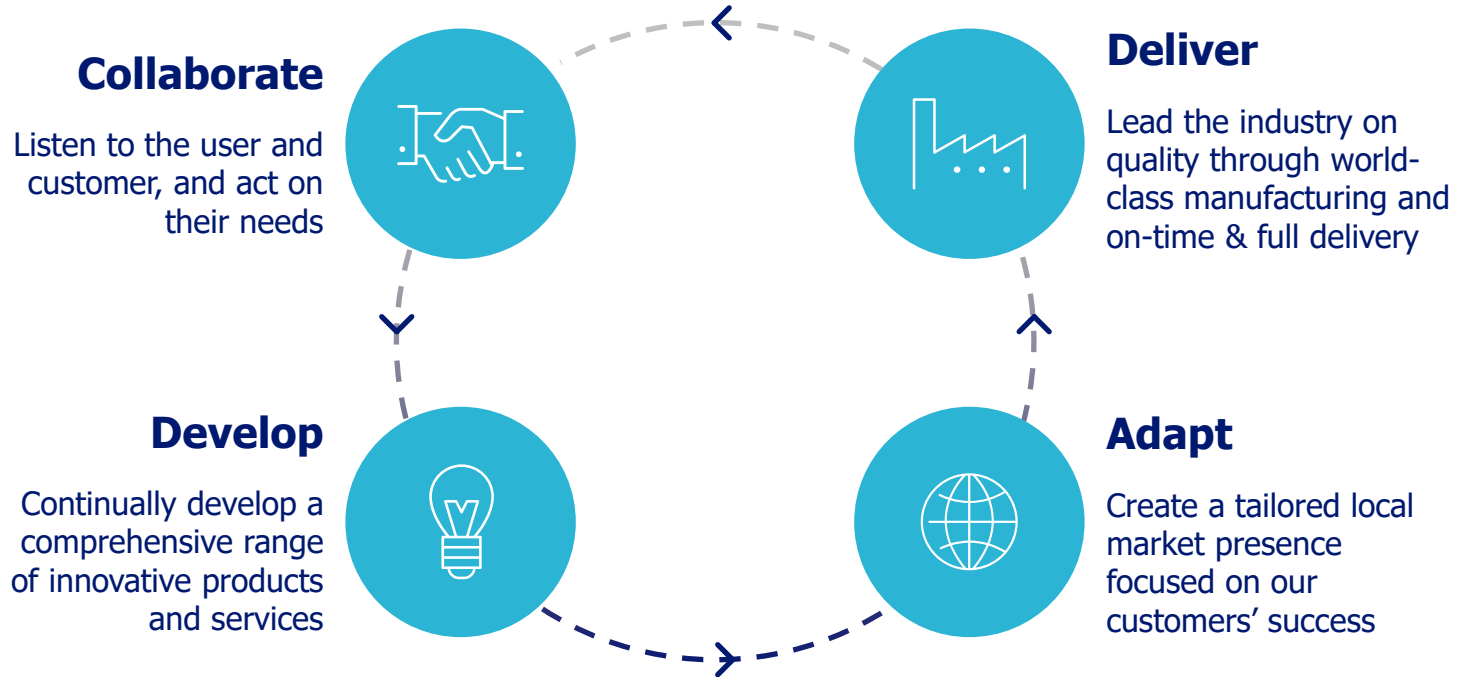
**Proven history
of innovation**
helps us outgrow
the market

FOCUSED ON QUALITY



- Employee selection
- Detailed training
- Product certification
- Extensive cross-training
- Engineering qualifications
- Incoming inspections
- Process audits
- Out-of-box audits
- Field reports
- Quality alerts
- Statistical analysis
- Technical bulletins

...TRANSLATES INTO ADVANTAGES FOR OUR CUSTOMERS





BRIGHT FUTURE

FOUR PILLARS OF OUR STRATEGY



Customer

Accelerate
growth in
**North
America**

Increase
penetration of
**commercial
pools** in
emerging markets

Leverage platform
in **Europe** and
**Southern
Hemisphere**

Improve margin
via operational
excellence and
integration
synergies

FUTURE OUTLOOK

**Resilient &
Growing Industry**



- **Innovative quality products**
- **Leading international platform**
- **Values-driven culture**
- **Clear plan**



Sustained leadership to create a **“Perfect Experience Pool & Wellness Experience Responsibly”** for all our stakeholders

THANK YOU!



www.fluidra.com