

Company presentation





VISION

“We will change the way
people drink water sustainably.”





MISSION

“We offer to everybody
the best possible drinking water experience
according to their individual expectations.”



water I
can trust

pure
enjoyment

BRITA-
optimized water

well-being

taste

Individual needs: Application



cold beverages

BRITA-
optimized water

hot beverages

cooking

Individual needs: Supply of BRITA optimized water



Water filter jugs
and BRITA fill&go Vital



Integrated into
domestic appliances



Professional
appliances

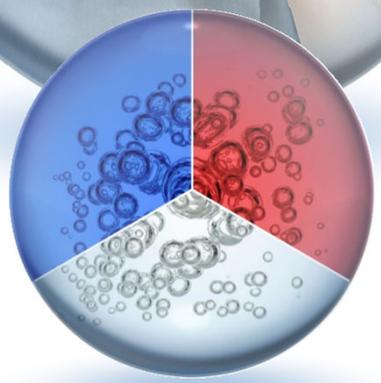


Direct from the
water supply

Individualization of the water



Filtration



Cooling and heating



CO₂

BRITA® – the way to individualized water

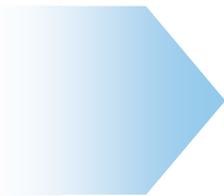


Water utilities

BRITA®



Tap water



Individualization of the water

BRITA® Segments



BRITA® Consumer



BRITA® Professional (1) - Dispenser Products



BRITA® Professional (2) - Filter Products



BRITA® History



1966

Founded by
Heinz Hankammer

1970

BRITA invents the water
filter jug for household use

1980

Start of international business
and the Professional segment

1999

Markus Hankammer becomes
CEO of the BRITA Group



2004

“BRITA Integrated Solutions”
business idea launched

2008

B.I.G. strategy: basis of
BRITA World of Water –
the world of individualized
Water/ strategy adjustments
in 2013 with BRITA BIG⁵⁰ and
in 2015 with Conquer New
Waters

2013

Establishment of new
subsidiaries in the Far East

2016

50th anniversary
of the company

The Water Filtration Expert BRITA® – from Hidden Champion to Global Player



83% International Business

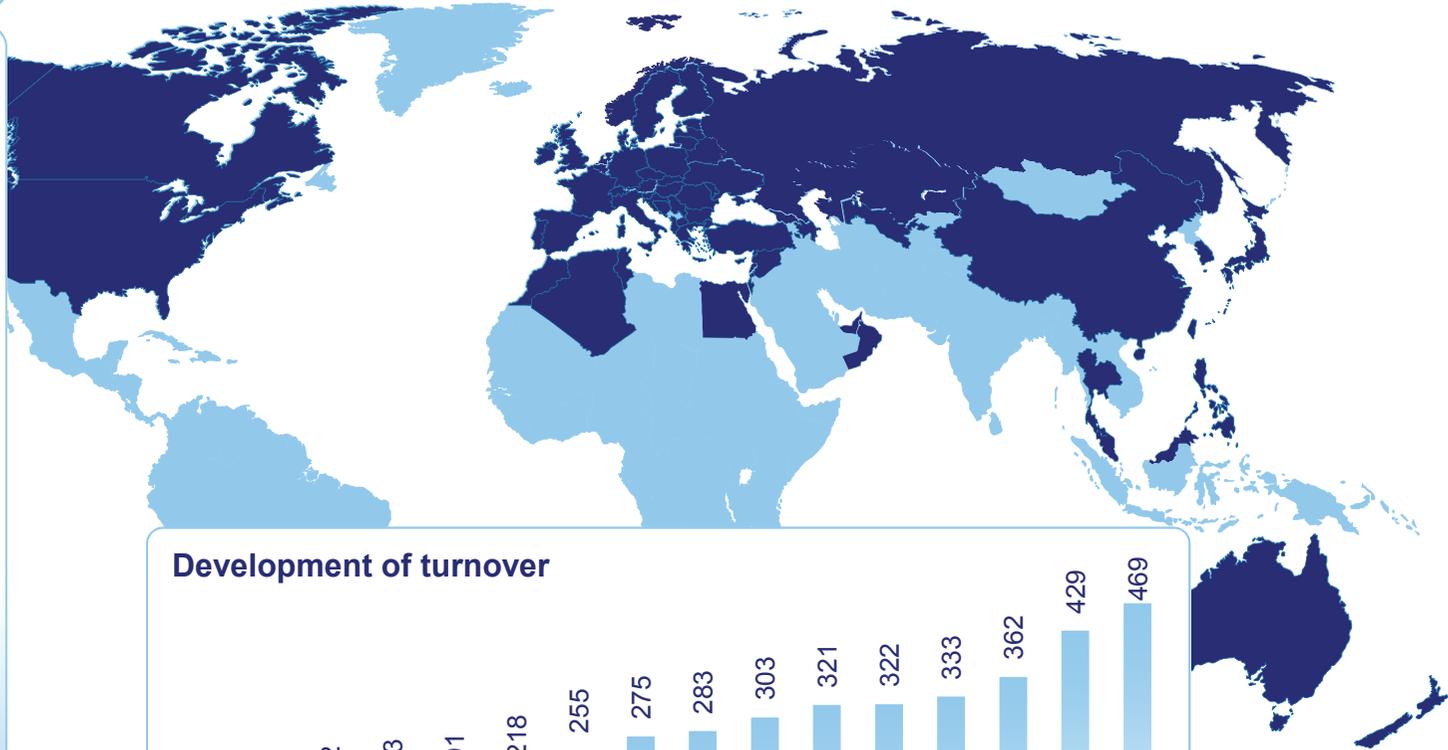
Germany (HQ)
(incl. handling of the Austrian, Benelux and Portuguese market)

- Australia
- Canada
- China
- France
- Great Britain
- Hong Kong
- India
- Italy
- Japan
- Korea
- Poland
- Russia
- Switzerland
- Spain
- Taiwan
- Turkey
- USA

Sales partners in more than 45 countries

Production

- Germany, Taunusstein
- Switzerland, Neudorf
- UK, Bicester
- Italy, Altare
- China, Wujiang



Development of turnover



BRITA® Turnover Distribution



17%
in Germany



83%
outside Germany



250,000 tonnes
of CO₂ emissions
prevented in 2015
thanks to consumers'
enjoyment of
BRITA®
filtered water.

More than
20 billion litres of water
flow through BRITA®
water filters each year.

This corresponds to

630 liters
of water per
second.

Research & Development



5% Reinvestment

100 staff members



Innovation edge

BRITA® stands for...



Category builder

Global brand

Technology leader

Hidden champion

Expert in drinking water optimization with 50 years' experience

Global player



BRITA® Quality



BRITA
quality guarantee

TÜV seal

DIN EN ISO
9001, 14001 and 50001
OHSAS 18001 and
Continuous Improvement Process CIP

Complies with food
standard regulations in
the individual countries

Prizes and Awards



BRITA® Campus



Office and working concept developed to tailor-fit own requirements

Takes into account latest ergonomic insights (incl. Fraunhofer Institut IAO)

Modular office space promotes interdisciplinary work and working on innovations



Can be adjusted to personal needs/ project team needs

Power sources modernized and energy requirements reduced

Inclusion of staff in realization of the concept

Responsibility for the Environment



Company-wide carbon management and systematic reduction of CO₂ emissions

Sparing use of resources and – simultaneous waste avoidance

Recycling programme for filter systems and own regeneration plant



100% green energy at four production sites

Promotion of electro mobility for staff members and in the vehicle fleet

BRITA[®]-optimised water has a considerably smaller CO₂ footprint than bottled water

Responsibility for Staff



1,697 staff members
world-wide

We promote diversity!
About 50 different
nationalities work for BRITA

Various awards for HR
management



A diverse training and
further training programme

Above-average welfare
benefits, health promotion,
and family-friendliness

BRITA's self-image as the
basis of the working
relationship

Responsibility for Society



For over 25 years a key element of BRITAs corporate culture and Self-image

Wide array of sponsorships

Commitment in social projects, the environment, health, sports and culture



Sustainable approach

Commitment far beyond mere financial support

Lived responsibility for our business activities and for society



Thank you very much!