



BRITA publishes Sustainability Report 2020

Corporate strategy 2020-2025 "Shaping Sustainable Solutions" finally puts sustainability at the heart of corporate activities - Planet Contribution as new key figure alongside sales and profit

Taunusstein, 09 December 2021 - BRITA, the expert in the field of drinking water optimisation and individualisation, as a value-oriented family company, has consistently placed sustainable action and the responsible use of resources at the centre of its corporate strategy "Shaping Sustainable Solutions". One clear signal of this is the new key corporate figure, which from now on will be on an equal footing with turnover and profit: the so-called Planet Contribution.

The BRITA Sustainability Report 2020 was published today in German and English. It is already the third edition in an attention-grabbing combination of many relevant facts and figures as well as a wealth of articles with inspiring and exciting content, now from the reporting years 2018-2020. For reasons of sustainability, the report is no longer published in print for the first time, but exclusively digitally. It can be found under "The BRITA Group > Sustainability > Download: BRITA Sustainability Report 2020" on the BRITA website www.brita.es

The idea of sustainability has been present at BRITA for an extraordinarily long time. Basically, the company was sustainable even before the word was on everyone's lips. With its recyclable cartridges and a regeneration system for ion exchangers, one of the components of the filter mixture, the company was already pursuing an innovative approach in the 1990s. BRITA was also ahead of its time with the use of 100 per cent certified green electricity in its production facilities. Later, the expert in drinking water optimisation established itself in the minds of consumers and customers as a provider of sustainable alternatives to mineral water in - for the most part - plastic bottles and published an impressively low first carbon footprint of BRITA-filtered water: 27 times smaller than that of one litre of bottled water. According to CEO Markus Hankammer, a very important impulse for the 50th anniversary five years ago came from a study by the Ellen Mac Arthur Foundation. Their conclusion: if we humans do not change our behaviour, there will be more plastic in the sea than fish by 2050. This shocking idea led to a cooperation with the NGO Whale and Dolphin Conservation (WDC).

"Sustainable thinking and planning is a natural part of the DNA of an owner-managed family business. We think in completely different time dimensions, always with a view to securing the future of the company and its employees, the second, and later certainly the third generation of the Hankammer family in the company. With the new corporate strategy 'Shaping Sustainable Solutions'," Markus Hankammer explains, "we are now raising the bar a little higher. We are definitely putting sustainability at the center of everything we do. For us, this means that we are setting ourselves in motion to make our planet a little better in all seriousness. That certainly sounds overambitious. But we all know that even a journey of 1,000 miles starts with one step." Markus Hankammer sees BRITA's long-standing tradition in this area as a starting point and incentive for finally establishing sustainability as what it already is for him personally and the global BRITA family: a matter of the heart. He comments: "It is tremendously motivating for all of us to work in a company that can really take such a path seriously. Of course, this has a lot to do with what vital natural resource we deal with every day and with great passion: Water."

Just how seriously BRITA is taking this path towards ever greater sustainability is shown in particular by the fact that, in future, the so-called Planet Contribution will be placed, measured and communicated alongside the classic key performance indicators of sales and profit. The Planet Contribution combines BRITA's own carbon footprint, which is being continuously reduced, and at the amount of bottled water saved by BRITA's product solutions. Markus Hankammer sums up: "The status quo with this second quotient is already impressive today and continues to drive us forward. Every year we already replace more than an incredible four billion bottles. Lined up end to end, these would reach 35 times around the equator. Our goal is first to increase this number to 6.5 billion bottles saved per year by 2025."

This is just one of many topics covered in the Sustainability Report 2020. Other focal points include the largest infrastructure project in BRITA's history with particularly ecological, e.g. timber-hybrid buildings such as the manufacturing facility in Bad Camberg/Germany, which is gradually coming on stream, or the "Eco Campus" in Taunusstein, which has been under construction since 2020. Energy efficiency is a top priority here, as is sensitive integration into the landscape. This organically combines how BRITA approaches "New Work" - the future modern, hybrid, strongly digital, agile work - in its very own way. The report also outlines the role that BRITA's consistent pandemic management and experience under COVID19 conditions played in this.

In its form and also in its content, the BRITA Sustainability Report is based on the internationally recognised standard of the Global Reporting Initiative (GRI).

On the BRITA Group:

With total sales of 617 million euros in business year 2020 and 2,205 employees worldwide (of which roughly 50 percent are in Germany) at the end of 2020, the BRITA Group is one of the leading companies in drinking water optimisation and individualisation. Its long-established brand BRITA has a leading position in the global water filter market. The family-owned company based in Taunusstein near Wiesbaden is represented by 30 national and international subsidiaries and branches as well as shareholdings, distribution and industrial

partners in 70 countries on all five continents. It has production sites in Germany, the UK, Italy and China. Founded in 1966, today the inventor of the household water filter jug develops, produces and distributes a wide range of innovative drinking water optimisation solutions for private (water filter jugs, on-tap systems and BRITA Integrated Solutions for small and large electric appliances by renowned manufacturers) and commercial use (hotel sector, restaurants, catering and vending) plus mains-fed water dispensers for offices, schools, restaurants and the hygiene-sensitive care sector (hospitals, care homes). Since 2016 BRITA has been working with Whale and Dolphin Conservation (WDC) to protect the world's oceans from plastic waste, thereby helping to protect whales and dolphins. Further information: www.brita.net.

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