Our foundations

Our business model

Sustainability strategy People **Occupational safety Attractive employer** Employees Customers (B2B) Social responsibility End users (B2C) Stakeholders . Society **Environmental** CO, strategy management **Core strategy** 1. Focus on sani-2. Commitment to 3. Selective 4. Continuous optimisation tary products innovation and geographic design expansion of business Planet processes Raw materials . Energy Water **Green logistics Green procurement** . **Eco-design Green building Processes and** Profit Compliance infrastructure Shareholders Financial structure Investments Market environment Areas of competence **Connection to UN Sustainable Development Goals** Innovation Logistics

- Purchasing
- Production
- Marketing and sales

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Our results

People

- Competent and motivated employees
- Healthy and safe working environment
- High level of expertise in the sanitary industry
- Improved quality of life
- Solid partnerships
- Fair business partner
- Contribution to the public value

Planet

- Reduced ecological footprint along the entire value chain
- Compatibility with the twodegree target set out in the Paris Agreement
- Water-saving and resourceefficient products

Profit

- Good sales development and high profitability
- Solid financial foundation
- Attractive dividends
- Exemplary corporate governance
- Transparent remuneration system
- Innovative products, systems and services
- Legal compliant products and organisation
- Contribution to civil society