

A man with a beard and a green beanie is drinking water from a clear glass. The background is a solid blue color. A light blue circular graphic is partially visible on the left side of the image.

Driven by Sustainability

Sustainability Report 2021/22

About this report

This report documents the sustainability activities of the BRITA Group and presents our approaches, aims and measures. Our target groups are consumers and B2B customers as well as employees, suppliers, business partners and the interested public. The last sustainability report of the BRITA Group was published in October 2020. The reporting period of the current report relates to the financial years 2021 and 2022, each covering the period from 1 January to 31 December.

The content of the report is based on the requirements of the Global Reporting Initiative (GRI), but we do not claim that we already meet this standard. The contents have not yet been externally audited. We aim to do this for the next report, which will be published in summer 2025. In the report, we use the term "BRITA Group". This does not refer to a legally valid corporate entity, but groups together BRITA SE and all associated subsidiaries for better understandability. Unless otherwise indicated, the published key figures apply to the entire group.



Contents

Foreword 4

Company 5

- Who we are
- Company structure
- Business development
- Governance & compliance
- Stakeholder dialogue

Strategy & Goals 21

- Sustainability approach
- Sustainability goals
- Sustainability goals: where we stand
 - Materials
 - Packaging
 - Reuse & Recycling
 - Emissions

Facts & Figures 41

- Management systems
- Energy & emissions
- Water & waste
- Employees
- Health & safety
- Supply chain
- Social impact

Imprint 58

SUSTAINABLE DEVELOPMENT GOALS

We support the 2030 Agenda of the United Nations and its Sustainable Development Goals (SDGs). To show which of our activities contribute to the SDGs we have used SDG icons to highlight the relevant text passages in this report.



Markus Hankammer
CEO BRITA Group

We want to assume sustainable responsibility.

Dear Reader,

As a family-run company, it's important to us to take responsibility. We want to make our contribution to a more sustainable world and a future worth living for the next generation. The use of our products reduces the number of plastic bottles in circulation. And with the help of our Product Impact KPI, we know that in 2022 alone, we avoided the use of over 5 billion water bottles!

Since then, we have launched the first products with sustainable materials - for example, our new MAXTRA PRO cartridge with bio-based plastic, or the new water filter jugs made from glass. With our packaging, we have been able to save huge amounts of material through innovative solutions.

In our infrastructure projects, such as the extension and renovation of our headquarters in Taunusstein or the construction of the new production facility in Bad Camberg, we are also using sustainable construction methods and materials while creating a new, inspiring home for our BRITA family. We are also making great strides on a strategic level: in our new Sustainability Policy, for the first time we are committing to supporting the UN Sustainable Development Goals through our sustainability targets. And we have started to look in depth at the issue of net zero emissions. We can be proud of this achievement!

Sustainability will continue to be central to our activities in the future: The requirements arising from the German Supply Chain Act (Lieferkettensorgfaltspflichtengesetz) and the upcoming CSRD Directive will certainly bring about changes at BRITA. At the same time, we must continue to consistently drive measures to achieve our goals. However, I am convinced that we have laid a solid foundation to face these developments with confidence.

It's now my pleasure to present our successes of the last two years in this report and I hope you enjoy reading it!

Markus Hankammer



Company

Who we are

Water is our element.



The BRITA Group is a leading global expert in optimising and customising drinking water. Founded in 1966, the family business is divided into three


BRITA is divided into three segments to offer sustainable drinking water solutions to as many people as possible

strategic segments: Consumer, Professional Filter and Dispenser. In the Consumer segment, we offer products for home use, including water filter jugs and drinking bottles with filter cartridges, devices for carbonating tap water and for preparing hot water for tea and coffee, among others.

In the Professional Filter segment, the portfolio includes various filter solutions for professional use, e.g. in cafés and bakeries, restaurants and catering businesses – in other words, wherever taste, cleanliness and machine protection play an important role.

The Dispenser segment is where we bundle our range of water dispensers, which are used in offices, catering, hospitals and schools, and government buildings. They dispense filtered, chilled, still or sparkling water.

Consumer




Water filters systems and sparkling water makers for the home or on the go

Professional Filters

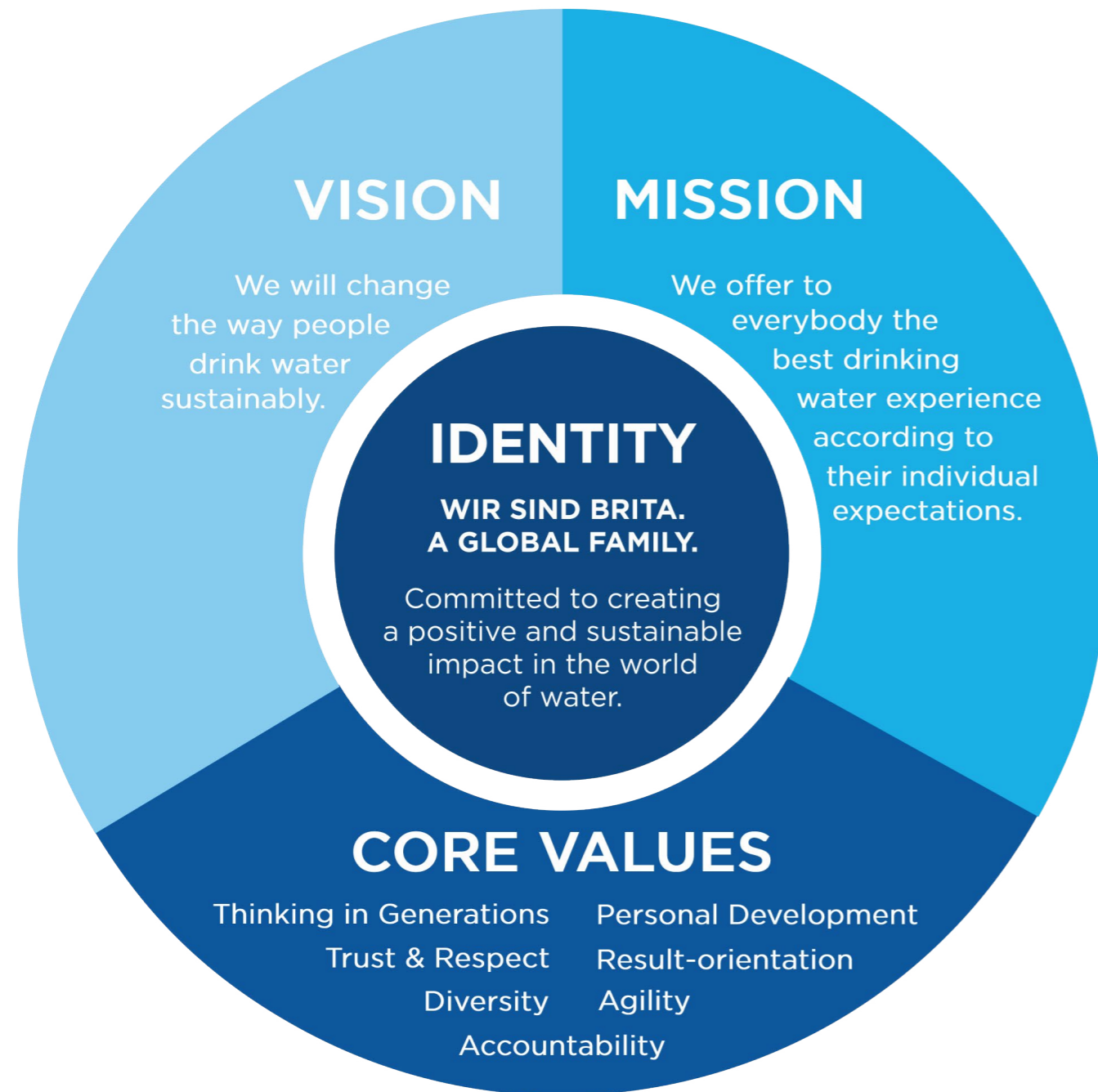


Filter solutions for the professional sector, e.g. for cafés, bakeries, catering

Dispensers



Water dispensers for offices, hospitality, hospitals, schools and government buildings



Who we are

We want to create lasting change.

As a globally active and innovative market leader, we not only strive to continuously improve our products, but also want to develop the company itself. As part of this development, we introduced the new BRITA Philosophy in May 2023. It lays a strong foundation for our success - today and tomorrow.

The BRITA Philosophy encapsulates our identity as an internationally oriented family company, our corporate vision, the BRITA mission and our values. As a consequence of the realignment of recent years, we redefined our values as part of the introduction of the BRITA Philosophy. The elements of philosophy define our self-image and demonstrate what we stand for and what we want to achieve.

We are particularly proud of the BRITA Identity. It stands for our unique DNA as an international family business and for our focus on and passion for what we do. It also stands for our ambition to make a real difference. We want to change this world positively and sustainably!

Company structure

Shape the future. Act independently.

At BRITA, we act with an eye on the future. As a modern and innovative company, we always want to shape changes proactively and holistically in order to remain family-run and independent for the long term. Against this background, in 2022 BRITA and its holding company, Harvest Holding, were converted from a limited liability company (GmbH) into a Societas Europaea (SE), i.e. a European Company.

New European legal form emphasises international business operation

The decisive factor for this step was the continuous internationalisation of our business and, as

a result, the increasing global orientation of the company. This is expressed even more clearly by the new European legal form. The change of form simplifies international business activities and facilitates international acquisitions thanks to the standardised set of rules across all countries. Acquisitions will continue to play an important role in the future further development of BRITA. The new legal form also allows for an improved flow of information across national borders and promotes the further development of an open, international corporate culture.



Our new offices in the UK (top) and Switzerland (bottom)

The Executive Board

Second generation family-run.



BRITA is a modern family business and is now managed by its second generation. Since 1999 Markus Hankammer, son of company founder Heinz Hankammer, is the CEO of BRITA. In 2021/2022 the Executive Board of BRITA SE also consisted of Stefan Jonitz and Dr. Rüdiger Kraege. Both are long-term members of the highest management level and work closely with Markus Hankammer as a successful team.

Markus Hankammer,
Chief Executive Officer BRITA Group

Stefan Jonitz,
Chief Financial Officer BRITA Group

Dr. Rüdiger Kraege,
Chief Commercial Officer BRITA Group

From left to right: Stefan Jonitz, Markus Hankammer, Dr. Rüdiger Kraege

The Supervisory Board

Offering guiding advice.



The Supervisory Board of BRITA SE was established in May 2022 as part of the change of legal form. Before that, the supervisory board of the BRITA holding company, Hanvest Holding GmbH, was the relevant control body. The new Supervisory Board was appointed by the Annual General Meeting of BRITA SE. It advises and controls the management and therefore indirectly the affiliated companies as well. Since May 2022, the Supervisory Board of BRITA SE has consisted of three permanent members and one substitute member:

Moss Kadey, Chairman of the Supervisory Board of BRITA SE since May 2022, member of the Supervisory Board of Hanvest Holding GmbH since 1999 and Chairman since 2013, President and CEO of Mossco Capital Inc, an angel investment company.

Prof. Dr. Gerd Walger, Deputy Chairman of the Supervisory Board of BRITA SE since May 2022, member and Deputy Chairman of the Supervisory Board of Hanvest Holding GmbH since 1999, Managing Director and founder of the Institute for Entrepreneurial and Corporate Development IUU.

Brita Hankammer, member of the Supervisory Board of BRITA SE since May 2022, member of the Supervisory Board of Hanvest Holding GmbH since 2002, shareholder of Hanvest Holding GmbH and Managing Partner of Golf Resort Hofgut Georgenthal.

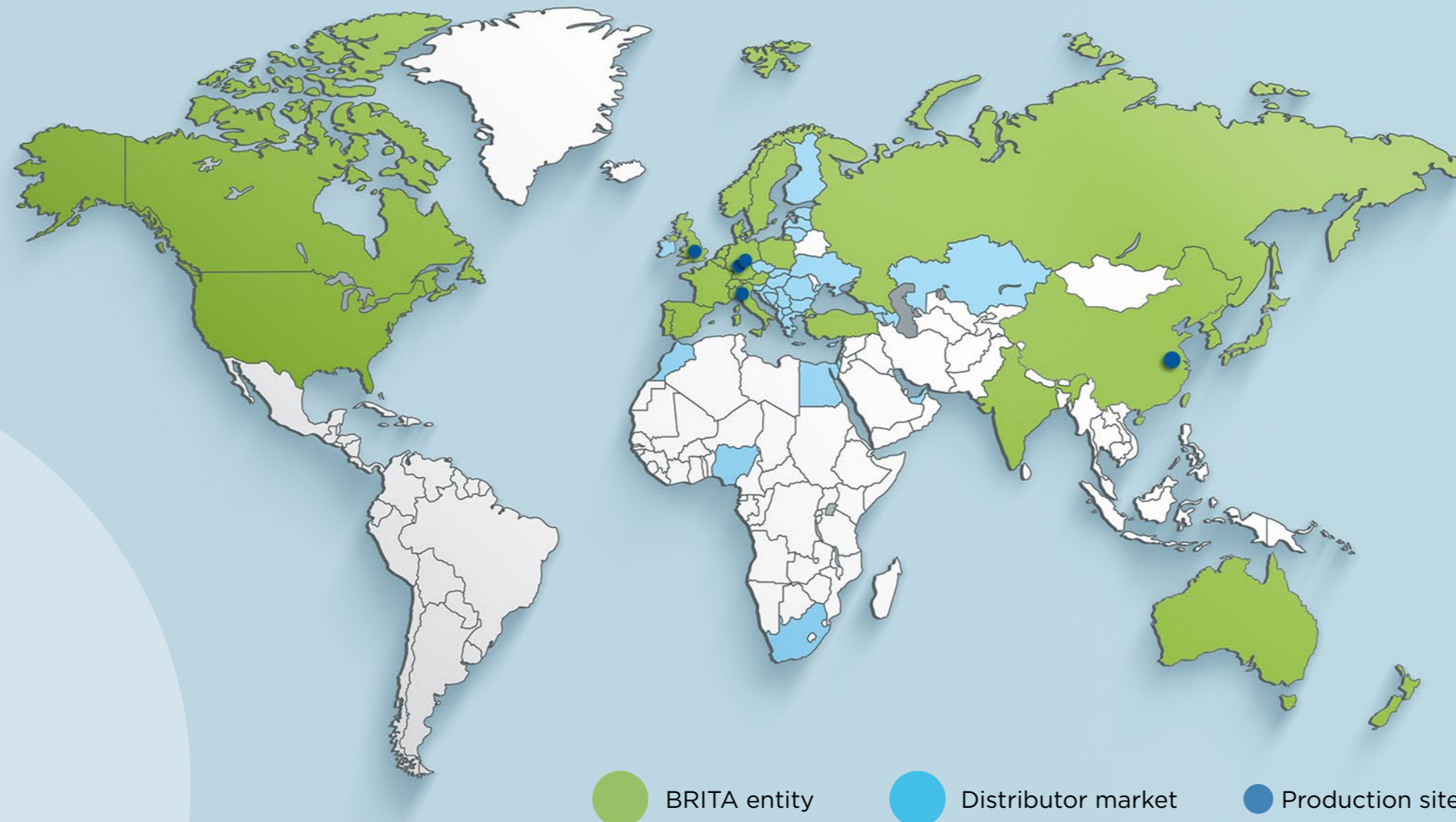
Andreas Land, substitute member of the Supervisory Board of BRITA SE since May 2022, Member of the Supervisory Board of Hanvest Holding GmbH since 2019, Managing Partner of Griesson - de Beukelaer GmbH & Co. KG..

From left to right: Moss Kadey, Brita Hankammer, Andreas Land, Prof. Dr. Gerd Walger

Our locations

Here to stay. On all continents.

The corporate headquarters of the BRITA Group are located in Taunusstein near Wiesbaden, Germany. From here we manage our currently almost 30 subsidiaries worldwide. With our products, we are represented in around 70 markets on five continents overall.



Our production sites

- Arsago Seprio, Italy
- Bicester, UK
- Bad Camberg, Germany
- Suzhou, China
- Warburg, Germany

Our entities 2021/2022

- BRITA SE, Germany (headquarters)
- BRITA Vivreau GmbH, Germany
- Filltech GmbH, Germany
- BRITA Wasser-Filter-Systeme AG, Switzerland
- BRITA France S.A.R.L., France
- BRITA Benelux B.V., Netherlands (since 01/01/2022)
- BRITA Belux B.V., Belgium (since 01/01/2022)
- BRITA Vivreau B.V.B.A., Belgium (until 31/12/2021)
- BRITA Vivreau B.V., Netherlands (until 31/12/2021)
- BRITA Iberia S.L., Spain
- BRITA Polska S.p.z.o.o., Poland
- BRITA Nordic A/S, Denmark
- BRITA Water Filter Systems Ltd., UK
- BRITA Vivreau Limited, UK
- BRITA Italia s.r.l. Unipersonale, Italy
- BRITA Italia Manufacturing Srl., Italy
- BRITA OOO, Russia (in liquidation)
- BRITA Turkey Su Çözümleri Limited Sirketi, Turkey
- BRITA Water Filter Systems Pty. Ltd., Australia
- BRITA China Co. Ltd., China
- BRITA China Manufacturing Ltd., China
- BRITA Hong Kong Ltd., Hong Kong
- BRITA Japan KK, Japan
- BRITA Korea Co. Ltd., Korea
- BRITA Taiwan Co. Ltd., Taiwan
- BRITA India Water Solutions Private Ltd., India
- MAVEA LLC, USA
- MAVEA Canada Inc., Canada
- Vivreau USA LP, USA
- Vivreau Canada Inc., Canada
- LARQ, USA

Business performance and sales development

Challenges met.

The financial years 2021 and 2022 were very positive for the BRITA Group overall. The challenging market environment was characterised by geopolitical conflicts, the continuing impact of the COVID-19 pandemic and a tense global economic situation. Nevertheless, we achieved a new record turnover in both years of € 656 million and € 664 million respectively. This corresponded to sales growth of around 6% in 2021 and 1% in 2022. As in previous years, the most relevant markets were Germany, China and the UK.

In terms of product segments, Consumer products made up the largest share of the BRITA Group's revenue

in both 2021 and 2022. The 2021 financial year in particular was extremely positive in this segment. Thus, we were able to achieve an overall increase in turnover of around 6%. The main driver was a noticeable increase in demand for our products, which developed from people's hygiene requirements during the COVID-19 pandemic. The

continuing trend towards sustainable product solutions and in particular the avoidance of single-use plastics also had a positive impact on sales. By consistently safeguarding global production and logistics, we were always able to deliver, despite numerous restrictions. Consumer products accounted for 75% of total sales.

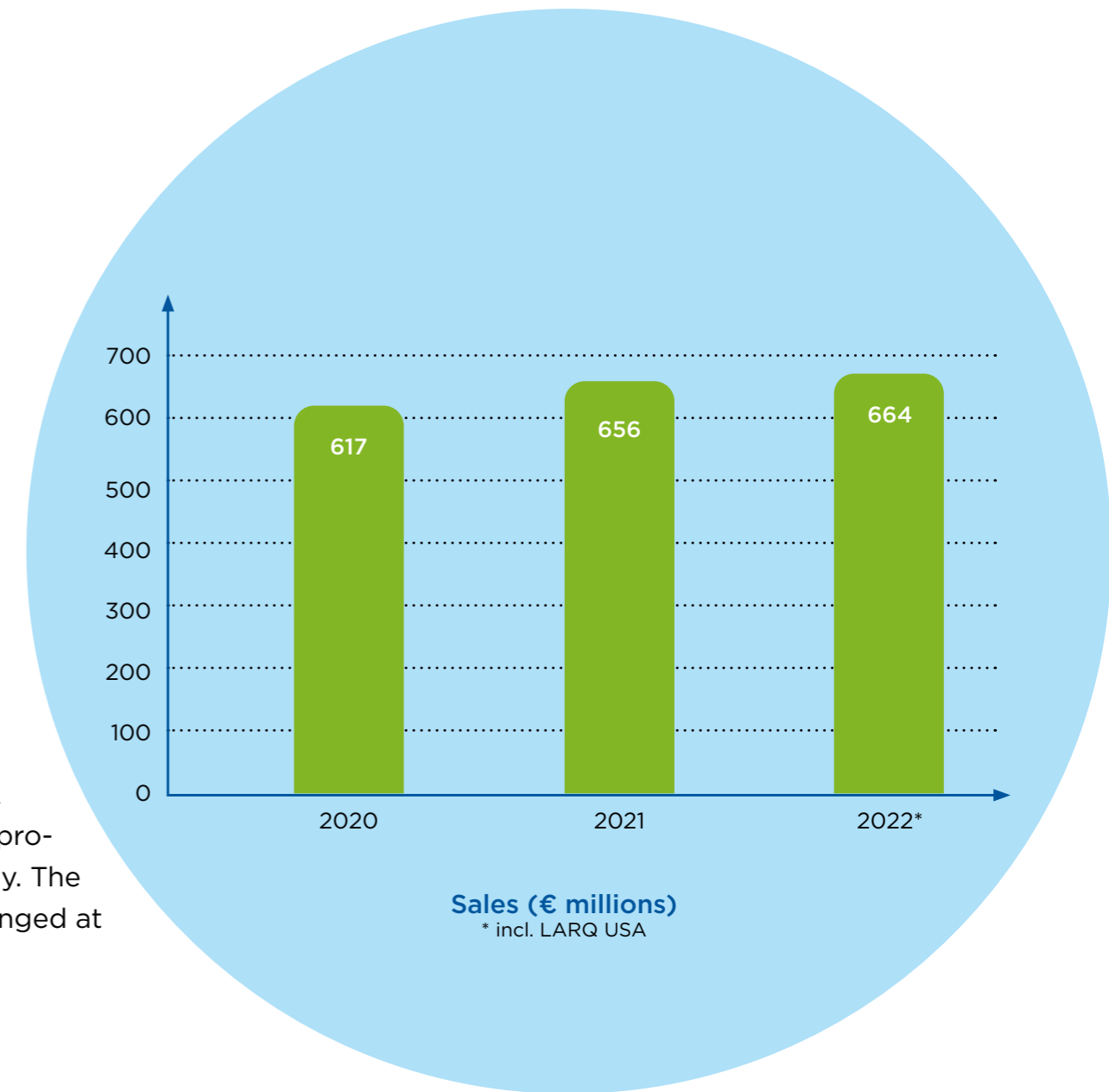
However, in 2022 BRITA saw a slight decline of around 2% in the Consumer segment. This was primarily due to changes in consumer behaviour as a result of high inflation and the restrictive

COVID-19 policy in China. Our complete withdrawal from the Russian market also had a negative impact.

In the Professional Filter and Dispenser segments, revenue development in 2021 and 2022 differed greatly. The 2021 financial year was still clearly marked by COVID-19 restrictions, which is why the combined turnover of € 165 million fell short of expectations. However, both segments developed extremely positively in 2022. Revenues increased

by around 13% to a total of € 186 million and the share of total sales increased from 25% to 28%. As in previous years, Germany, UK and Switzerland were the top markets.

In both 2021 and 2022, BRITA generated the majority of its profit in markets outside Germany. The share remained almost unchanged at 82% and 81% respectively.



Product innovation

Growing means rethinking.

We want to continue to grow and remain successful in the long term. This development will be based on new, innovative products that anticipate and meet the needs of consumers and our B2B customers. Several new products were launched in 2021 and 2022 in all three segments.

In the Consumer segment, we want to win over new and younger consumers with modern, sustainable products. In spring 2021, we launched the sodaONE, our first sparkling water maker. It features an impressive space-saving and modern design. The two-bottle successor, sodaTRIO, was launched at the beginning of 2023. The high quality glass bottle is perfect for the home, while the stainless steel thermos bottle can also be used on the go. The BRITA Water Dispenser Model One, a compact electric appliance that filters tap water and heats it to the desired temperature in just a few seconds, serves a completely different product segment. It's perfect for preparing different types

of tea, but also coffee and cold drinks. We first launched the water dispenser in China and Taiwan. A launch in European markets is planned for 2024.

To make our product portfolio fit for the future, we are not only using new technologies, but also new materials. In 2022, we launched the Style eco, the first water filter jug using an innovative bio-based plastic. In Europe, the share of this material is 60%, in China as much as 95%. We also use a share of bio-based plastic (50%) in our new MAXTRA PRO filter cartridge. It's currently available in many countries in two versions: as the MAXTRA PRO ALL-IN-1 for soft to medium-hard water and with improved filtration performance, and as the MAXTRA PRO LIMESCALE EXPERT for even more effective limescale reduction. And another big step: at the beginning of 2023, we met the wishes of many consumers and launched a water filter jug made of lightweight borosilicate glass.



A particularly exciting innovation in the Professional Filter segment is the PURITY C iQ – the industry’s first data-controlled water filter system. For our Professional Filter customers, the intelligent system offers several benefits: reliable protection against

**PURITY C iQ –
the industry’s first data-driven
water filtration system**

limescale build-up thanks to real-time monitoring of the carbonate hardness, more efficient service and filter change planning with the BRITA iQ Portal, and consistent water quality thanks to continuous water analysis and automatic adjustment of the filter settings.

Another new product in the Professional Filter segment is the PURITY C1100 XtraSafe filter cartridge, launched in 2021 and recommended for problematic water containing a lot of gypsum, chlorides and sulphates. It’s used in particular for coffee and steam applications.

In 2021 and 2022, the strategic focus for dispensers was on service, accessories and the further development of existing products. However, some new developments were also introduced in various markets for this segment as well. The focus here was on expanding the product range in the NOAM region. The Top Pro and the Extra I-Tap were launched there in 2022. In the EMEA region, we launched the Extra C-Tap, the Top Pro with Mechanical Buttons in 2021, and in 2022 the Top Pro Still Only.



Investing in the future

Keeping pace with developments.

As part of our “Shaping Sustainable Solutions” strategy, we have resolved to expand our market position and increase our innovative strength through suitable acquisitions and investments. To this end, we acquired 100% of the US company LARQ Inc., a premium manufacturer of drinking water solutions, in October 2022. LARQ’s core products are self-cleaning drinking bottles with UV filtration. With its strong market presence in North America, the acquisition represents an important building block in the expansion of our Consumer business, particularly in the NOAM region. However, we are not only investing in the expansion of our offer. Our own infrastructure has also been developing strongly for several years.

After the production of PURITY cartridges was relocated to the new plant in Bad Camberg in March 2021, all production lines have been in operation at the new site since February 2022. An ultra-modern and ecologically sustainable building has been built there – a flagship that points the way to the future.

BRITA is continuously adapting to the requirements of a modern, digital working world – also to remain an attractive employer for talents and skilled workers. This is why, in 2021 and 2022, we made

From acquisitions to new work: we are actively shaping our future

various investments in the modernisation of our office spaces at several locations. They were adapted to the idea of “new work” and equipped with ultra-modern workstations that promote communication. For example, we have extensively renovated and refurbished our offices in the UK, China and Hong Kong. In 2021 our Swiss subsidiary also moved into a new building, which was constructed using ecological and sustainable principles. The expansion and conversion of our headquarters in Taunusstein was also initiated in 2021. The administrative building will be extended to the south and the existing building will be completely renovated. In addition, flexible working on the road or from home remains an important part of our work culture.

*Stephan Liebler
from BRITA VIVREAU
as a panellist on the
topic of drinking water
protection*

BRITA – a partner of the DNP

In December 2021, the mypure, our three-way fitting for the kitchen with integrated filter, was awarded the German Sustainability Award in the category Design. The fitting provides filtered water directly from the tap and thus helps reduce the use of plastic bottles. The innovative concept won against 80 other finalists.

The German Sustainability Award (Deutscher Nachhaltigkeitspreis - DNP) is probably the most prestigious sustainability award in the German-speaking world. Building on this recognition that we are making a contribution to sustainability with our product range, we consolidated our commitment to the German Sustainability Award 2022 as a patron for the sustainability topic “Water”. Our CEO Markus Hankammer gave a keynote speech on the topic of “Drinking water in times of change”. At our booth, conference participants could also talk to our experts from the DACH market, BRITA VIVREAU and the Sustainability Team about our product portfolio and our wide-ranging commitment.

On both days of the conference we also provided fresh, chilled and sparkling water for all keynote speakers and panellists – because a sustainable water supply at a sustainability event just makes sense! We are delighted to contribute again to this important industry event as a partner in December 2023.



Employees

Our greatest asset.

Our employees are our most important capital. With their ingenuity, commitment and dedication, they make an essential contribution to our corporate success and help shape an open and inclusive corporate culture within the BRITA family.



Total employees
2020:

2,205

EMEA: 1,794
APAC: 200
China: 157
NOAM: 54

Total employees
2021:

2,322

EMEA: 1,917
APAC: 191
China: 157
NOAM: 57

Total employees
2022*:

2,262

EMEA: 1,852
APAC: 185
China: 152
NOAM: 73

* incl. LARQ USA

Good governance and corporate compliance

With integrity and respect for values.

As a global company, we come into contact with different legal systems and requirements on a daily basis. To navigate these challenges while ensuring compliance with our voluntary commitments and internal policies, we have established binding corporate governance practices and implemented a comprehensive compliance system.

For us, corporate compliance means more than just adhering to rules and laws. Integrity and responsible behaviour are a vital part of our business culture and are expected of all employees up to and including the Executive Board. To this end, the Compliance function has developed preventive and reactive measures as part of risk management

to identify and avoid potential harm at an early stage. Managers have a special role to play as they exemplify our values and culture. Violations of the law, codes and standards are pursued consistently and, if necessary, through legal action under labour laws.

Compliance is managed centrally at BRITA and implemented locally in the various functions. The central Compliance function is part of our Legal department, which is located at our headquarters in Taunusstein and reports directly to the CFO. The Compliance function coordinates training and education, monitors adherence to internal and external regulations and supports

the implementation of internal standards that are binding worldwide. In the event of suspected compliance violations, it heads the internal investigations. Financial Directors act as local compliance contacts in their respective countries and they are responsible for implementing the measures there.

The Code of Conduct is the foundation of our compliance system. It's intended to familiarise our employees with the topic and explain it in an understandable way. However, since compliance is not embodied by documents, but only through an exemplary culture with the value-oriented actions of all employees, we regularly offer interactive workshops and trainings on this topic. These motivate and empower our employees to deal with compliance issues in a responsible and independent manner.

Exemplify culture, act in a value-oriented way: within the company and when dealing with partners



Good governance und corporate compliance

Responsibility is in our DNA.



We expect integrity and responsible behaviour not only from our own employees, but also our business partners. This is why the same compliance requirements apply to our suppliers as to our employees. We expressly prohibit the use of forced and child labour, discrimination and demand a commitment to globally recognised human rights as defined by the United Nations and the International Labour Organisation (ILO) standards. To ensure that our supply chain partners meet these standards, we regularly review and evaluate key suppliers.

A profound understanding of our supply chains is important to identify and manage potential business, environmental and human rights risks at an early stage. That's why we continuously develop our processes and systems. This is currently also being done in anticipation of the German Supply Chain Act (LkSG), which will apply to us from 2024. We will publish a new Supplier Code of Conduct in 2023 in order to communicate our guidelines even more clearly and in a way that is more appropriate to the target group.

We have set up a whistleblower system that enables employees, business partners and other outsiders to report possible violations of our Code of Conduct anonymously. And we encourage everyone to make use of this system so that we can identify violations early and take action. Because only by working together in a spirit of partnership and responsibility can we ensure for the long-term that our success does not come at the expense of people and the environment.

But good corporate governance goes beyond mere compliance. For us, it also means protecting the environment, contributing to society as a company and taking ecological and social aspects into account in all business decisions – in other words, acting sustainably and for the future. We want to give something back through secure and well-paid jobs and through open and honest dialogue. For us, this includes making a fair financial contribution to the regions in which we produce, work

and live. This is why BRITA pursues a tax strategy geared towards sustainability, which is about more than just tax optimisation.

And now to the most important thing: our commitment to sustainability and responsible, future-oriented corporate governance is not just a promise. It's firmly anchored in the BRITA Identity and company vision, and thus in our brand essence. At the start

**With the Planet Contribution
we are facing up to our responsibilities
beyond turnover and profit**

of our current corporate strategy "Shaping Sustainable Solutions", we also introduced the Planet Contribution as a new key performance indicator. In this way, we want to ensure that the achievement of our sustainability goals is given the same priority as sales and profit. A clear sign that we are facing up to our responsibilities.

Stakeholder dialogue

An exchange at eye level.

The foundation of our business is the BRITA brand, which enjoys a high level of trust worldwide. We are aware of the responsibility that comes with this trust. Therefore, regular exchange with our various stakeholders is an important part of our success. This dialogue makes a vital contribution to responsible corporate governance and also ensures that we always have our finger on the pulse, especially when it comes to sustainability. It also helps us identify expectations and requirements at an early stage. Our most important stakeholders include our employees, B2B customers and consumers, business partners and suppliers, as well as various local political actors and the press.

Consumers can contact us directly via various social media channels or our hotline. We collect and discuss consumer or customer-specific feedback in surveys and market research.

Among other things, we hold annual meetings or other appointments with our B2B customers, business partners and suppliers to keep up to date on relevant developments

and to discuss cooperation opportunities. We also work closely with them on projects, for example in the development of sustainability requirements for products, materials and packaging.

We seek exchange with B2B customers and suppliers, but also public authorities, non-profit organisations and other stakeholders at conferences, trade fairs and through our involvement in associations and professional networks. We maintain a professional and trusting relationship with local governments and the press.

Sustainability issues are already an integral part of our stakeholder dialogue, for example with market research or surveys along the supply chain. Due to the steadily growing relevance of the topic, we intend to give even more structure to environmental, social and governance issues in the future.

BRITA is active in various national and international networks, associations and organisations related to our core business. This means both that we are in regular exchange with important stakeholders and peers and also that we are constantly expanding our expertise, for example through participation in expert bodies and committees.

BRITA memberships (EXCERPT)

Aqua España
 British Home Enhancement Trade Association (BHETA)
 Bundesverband der Deutschen Vending-Automatenwirtschaft e.V. (BDV)
 Bundesvereinigung der Firmen im Gas- und Wasserfach e.V. (figawa)
 Deutsches Institut für Normung (DIN)
 European Drinking Water
 European Tea Association
 European Vending & Coffee Service Association (EVA)
 Foodservice Equipment Association UK
 Forum del Café
 Forum Trinkwasser e.V.
 German Watercooler Association (GWCA)
 Industriegase-Verband (IGV)
 Industrieverband Haus-, Heiz- und Küchentechnik (HKI)
 Japan Water Purifier Association
 Lebensmittelverband Deutschland e.V.
 Markenverband e.V.
 Society for Hospitality and Foodservice Management (SHFM)
 Speciality Coffee Association (SCA)
 Union des professionnels du traitement de l'eau (UAE)
 Watercoolers Europe (WE)
 Water Quality Association USA (WQA)
 Zentralverband Elektrotechnik- und Elektronikindustrie e.V. (ZVEI)

3 Questions



for
Meike Rapp

Senior Manager
Sustainability

Group Brand & Sustainability

What motivates you personally to work on sustainable solutions at BRITA?

I particularly enjoy the versatility of the topics. I get to work with colleagues from all parts of the company and initiate positive changes. BRITA has already done so much in the area of sustainability and our product range speaks for itself, of course, but there are always opportunities to get better – on both a large and small scale. It’s a great feeling to look back on the last few years’ work and see how much has changed since the start of Shaping Sustainable Solutions and how motivated my colleagues are to work towards sustainability.

What special challenges does your department face in a global company like BRITA?

What makes the work so exciting certainly also makes it challenging. The range of topics is huge, there are so many great ideas and things we could implement – you have to prioritise. And sometimes you get the feeling that things just aren’t moving fast enough. We are also constantly facing new demands, issues that concern our customers and to which we must have answers. But a lot is happening in terms of regulation, too. The new CSRD reporting obligation, the Supply Chain Act, country-specific rules on packaging and recycling – there are many new things that as sustainability experts we are still learning and many processes that we still have to establish together with the departments.

What tips do you have for anyone who wants to embark on the path to a more sustainable lifestyle?

I would say: it’s not about doing everything “right” straight away. Every little change counts – separating waste, buying green electricity, driving less, eating less meat. I mean, in reality we all know what we should do. For me, it’s much more important that everyone becomes aware of and accepts their responsibility as a consumer. This means that you should keep yourself informed, not believe all advertising promises, and question things critically. Acting sustainably does not mean giving up everything you enjoy. But buying in a conscious and informed way should already be the standard we apply to ourselves.

It feels great “
to look back on
the work of the
last few years”





Strategy & Goals

Sustainability approach

Thinking long-term. Acting with conviction.



Who we are and what we do can be summed up in one word more than any other: sustainability. We want to have a positive impact on our planet. Not just as a responsible and future-oriented company, but also by encouraging changes in how we use water and empowering people to make lasting changes to their drinking habits. And because water is such a valuable and life-sustaining resource that is at the heart of our daily business, we are aware of our inherent responsibility to protect and care for it.

As a globally active company, we are also aware that our corporate activities have a tangible impact on the environment and on the people we come into contact with. We accept this responsibility and want to do our part to leave future generations a world worth living in. That's why we not only take commercial aspects into account in our decisions, but also environmental and social concerns. Our goal: long-term and sustainable growth. As a family-run company, we think in generations and pursue long-term strategies instead of short-term success.

The new BRITA Philosophy forms the basis for this. We want to work in a way that promotes mutual trust and respect, both within our company and between the BRITA Group and our B2B customers and suppliers. We value diversity and inclusion, encourage the personal and professional development of all employees and take responsibility for our products and actions.

**We want to do our part
to leave future generations
a world worth living in**

To achieve this, we have initiated a number of measures in recent years. We have made sustainability the central theme of our new strategy and included a new sustainability indicator to measure our success. We have defined specific goals in key areas of our company. And in 2023, we have implemented a new, wide-ranging [Sustainability Policy](#) that underscores our commitment to sustainability.



Read our Sustainability Policy [here](#).

Organisation

Placed on the highest level.

Responsibility for acting sustainably at BRITA lies with the Executive Board. Working closely with the relevant departments and subsidiaries, it defines the strategic sustainability goals and provides the necessary resources to achieve them.

**We set ambitious goals
that go beyond legal requirements**

It's important to us to set ambitious goals that go beyond the legal requirements. The Executive Board regularly reviews and evaluates the progress towards these goals and makes adjustments if necessary. In this way we ensure that our goals are consistently achieved.

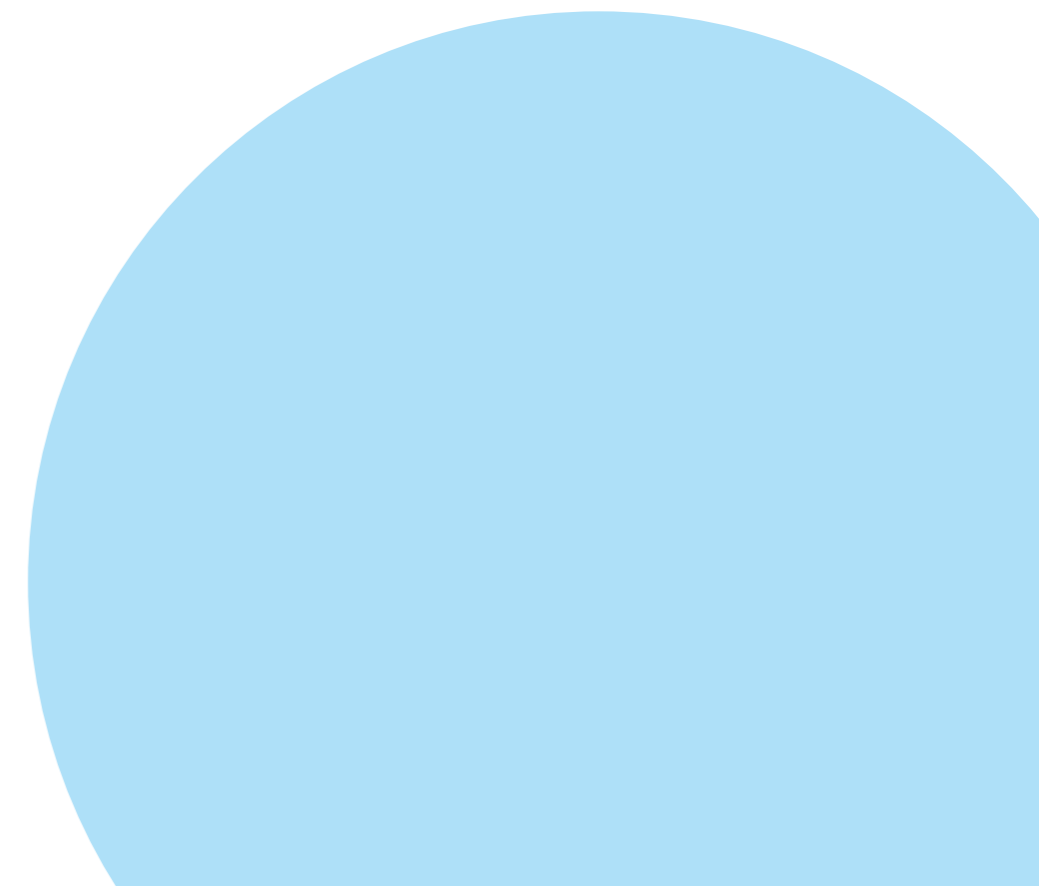
The central Sustainability function is responsible for the development and management of key sustainability activities. The team drives issues on a strategic and operational level and coordinates the implementation of a variety of measures. The team has overall responsibility for company-wide

sustainability processes and initiatives, such as carbon management or sustainability reporting. The central function also heads the BRITA Sustainability Forum and reports regularly to the Executive Board. Since 2022, the Sustainability Team has been part of the newly named Group Brand & Sustainability division with direct links to the CEO and Executive Board.

Launched in 2020, the Sustainability Forum is an interdisciplinary team made up of Sustainability Ambassadors from the individual departments and all subsidiaries. The Sustainability Forum meets at least four times a year in two groups – one consisting of representatives from the departments at the company headquarters and the other consisting of the Sustainability Ambassadors from the subsidiaries. The main task of the forum is not only the regular exchange on sustainability topics and initiatives, but also to ensure coordination of activities on an operational level in all markets and across all segments. In addition, the Sustainability Ambassadors are the central points of contact for sustainability issues in their teams and organisations.

In many markets, they initiate awareness events or participatory activities for colleagues – always with the aim of raising sustainability awareness in a pragmatic and comprehensible way.

Looking ahead to upcoming regulatory requirements in the area of sustainability, we will analyse our existing organisational structures and adapt them if necessary.



Commitment to the SDGs

Making our contribution measurable.

For us, acting responsibly and taking a forward-looking approach also means looking beyond our own horizons. That's why we support the United Nations 2030 Agenda and the 17 Sustainable Development Goals (SDGs). The 17 goals help us to create a framework for our sustainability activities and to set strategic priorities.

In the future, we want to further use the SDGs as a guiding framework

In a process initiated in 2021 and in consultation with various internal stakeholders, we identified a total of eight SDGs to which we are currently either directly or indirectly contributing. Directly through our vision, products and strategic focus topics, and indirectly through our work and actions as a company.

Our key SDGs are Goal 3 (Good Health and Well-being), 12 (Responsible Consumption and Production) and 13 (Climate Action and Adaptation). SDG 6 (Clean Water and Sanitation) is of particular

importance. It's firmly anchored in our vision and expresses our responsibility for water as a resource.

We are currently defining how we can bring this goal to life through meaningful action. Other SDGs that we are contributing towards through our operations are Goal 7 (Affordable and Clean Energy), 8 (Decent Work and Economic Growth), 14 (Life Below Water) and 15 (Life on Land).

In future, we intend to focus more on the SDGs when developing our sustainability strategy. Internally, we also want to increase awareness of the goals among employees, for example through targeted training and information.

Vision and purpose



Products and business



Direct SDGs

Indirect SDGs



Sustainability goals

Avoiding bottles. Reducing our footprint.



The “Shaping Sustainable Solutions” corporate strategy, presented in 2020, puts sustainability at the core of business activities for the first time and drives us to become *the* provider of sustainable drinking water solutions by 2025. To make our focus on sustainability measurable, we introduced an additional key performance indicator in 2020: the Planet Contribution. It allows us to measure and track both the positive and negative impact of our products and activities on people and the environment.

The Planet Contribution is considered equal to turnover and profit as a control variable and is

taken into account in all business decisions. It’s made up of two components: the Product Impact, i.e. the number of water bottles that are avoided through the use of our products, and the Company Carbon Footprint. With the help

**The Planet Contribution
is taken into account in all
corporate decisions**

of sustainable product innovation and improved production and procurement processes, our goal is to steadily increase our Product Impact and avoid the use of 6.5 billion water bottles per year by 2025. At the same time, we want to reduce the Company Carbon Footprint as much as possible.



Sustainability goals

Acting with focus.

In 2021, we set out our sustainability strategy in the Sustainability Charter. Together with our most important stakeholders, we have defined materials, packaging, reuse & recycling and emissions as the most strategically relevant fields of action for us and we set specific targets for these. We measure and control the degree of achievement of these goals using specific indicators. The Sustainability Charter serves as a guiding principle and provides orientation for employees, managers and decision-makers. It helps prioritise measures and achieve the company-wide sustainability goals in the current strategy period.

To identify the fields of action, we spoke with internal stakeholders, collated the issues and then

prioritised them. The findings were supplemented with results from our market research and general trend studies on sustainability topics, as well as further insights from the exchange with B2B customers and other stakeholders. After reviewing the findings, the Sustainability function, in

Our 2025 goals are anchored in the Sustainability Charter

cooperation with the Executive Board, set the sustainability targets for 2025. In future, we want to make even greater use of the exchange with our stakeholders when defining material issues and adapting our strategy. Special focus will then be placed on the integration of external interest groups, such as B2B customers and business partners. Their feedback and input help us to define the right priorities.



Sustainability goals

Sustainability Charter



Sustainability goals: where we stand

Progress is best made step by step.

12 RESPONSIBLE CONSUMPTION AND PRODUCTION



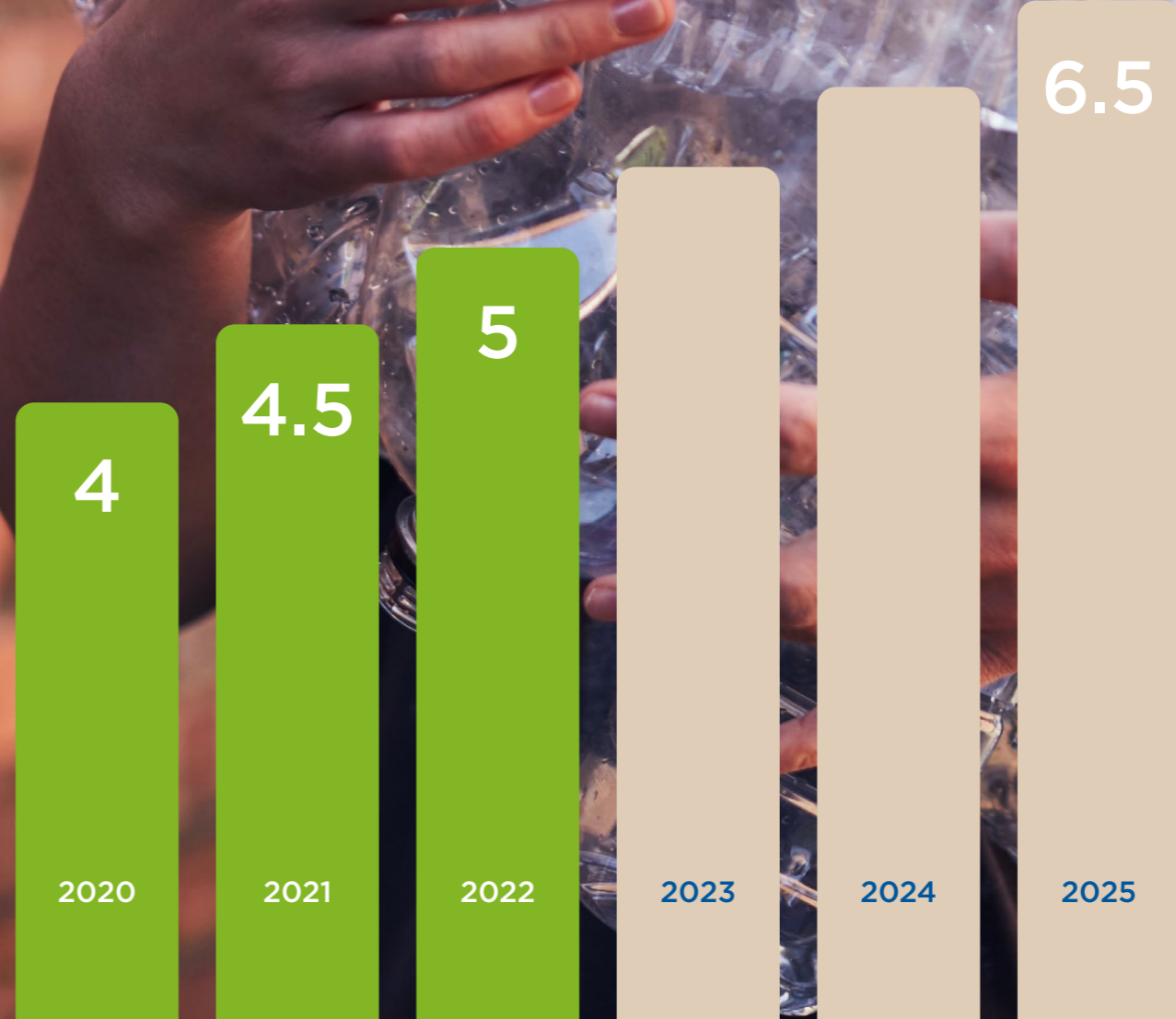
Product Impact

14 LIFE BELOW WATER



In the area of Product Impact, we have been able to achieve considerable success in recent years. In 2020, four billion water bottles were avoided annually through the use of BRITA products. A lot has happened since then and in 2022 this figure had already risen to five billion. This puts us on track to reach our target of 6.5 billion avoided water bottles per year in 2025.

Avoided water bottles per year in billion.



Materials



Light, durable and flexible: due to its physical properties, plastic is currently still an important raw material for our products. Precisely because they come into contact with water, our products are also subject to strict hygiene regulations, so that we have to consider many other factors in addition to sustainability aspects when selecting our materials. Our focus is on finding alternative materials that are less harmful to the environment, yet meet our high quality and safety standards as well as the regulatory requirements in our markets. But we are rising to this challenge. We have set a target to reduce virgin plastics in our core portfolio by 30% by 2025. After just under two years, we have enjoyed our first successes and achieved a reduction of 6.4%. On the one hand, this means that we are on the right track. But it also means that we need to step up our efforts to reach our target by 2025.

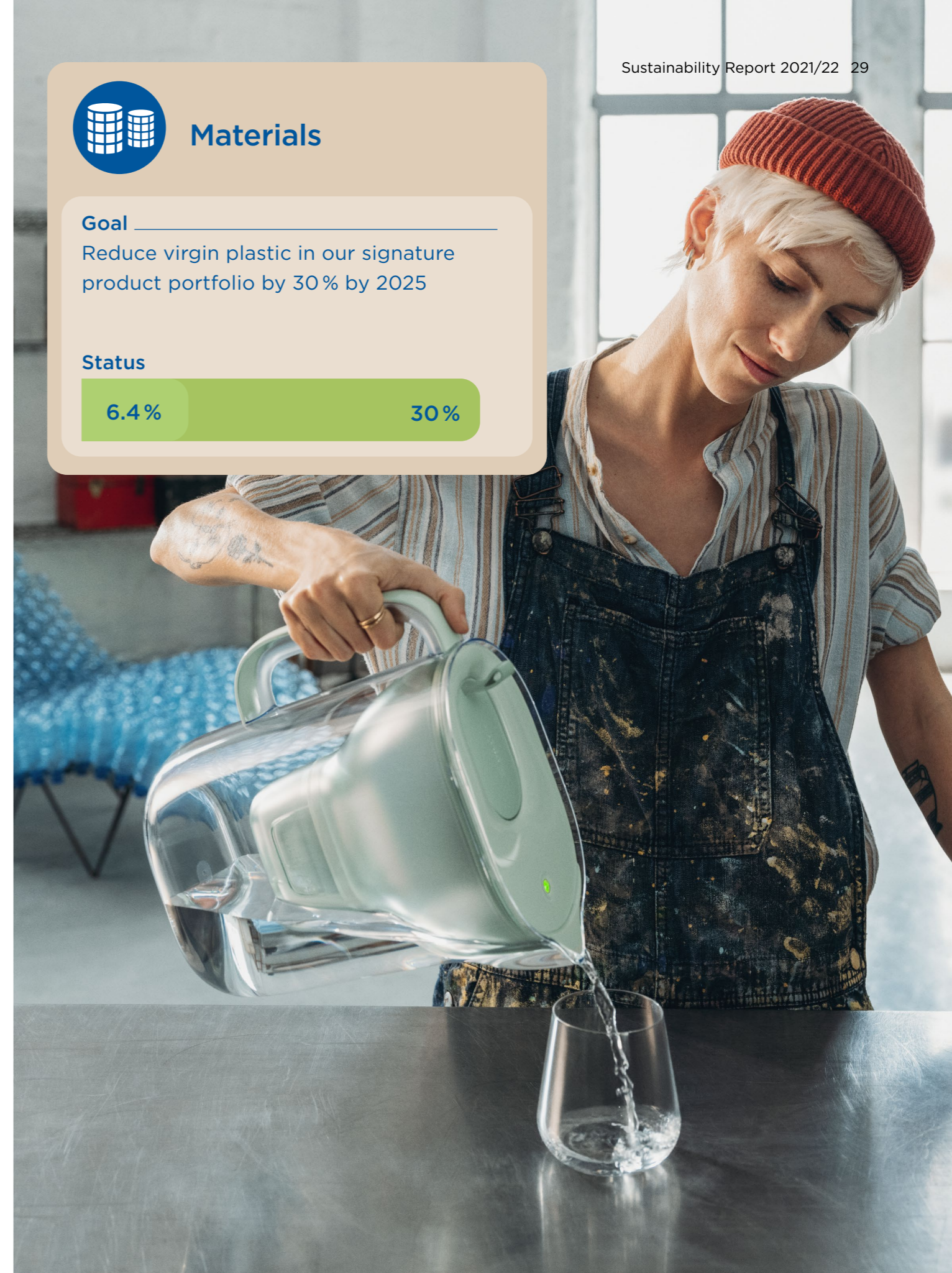
The search for sustainable materials will remain one of our central tasks for the coming years

In the search for substitute materials for fossil-based plastics, bio-based plastics have shown particular promise. Bio-based plastic is produced in whole or in part from renewable, plant-based raw materials and is just as durable and recyclable as normal plastic. In fact, it can often only be distinguished from regular plastic by laboratory analysis. However, bio-based plastics can also be viewed critically. We are aware of this – and therefore set clear guidelines for the use of these materials in our products. We believe, for example, that agricultural land should be used exclusively for growing food. That’s why we only use bio-based plastics of traceable origin and which are produced exclusively from by-products or residual materials from other processes – and which can no longer be used as food.



Materials

Goal _____
Reduce virgin plastic in our signature product portfolio by 30% by 2025



For example, the bio-based share of our Style eco water filter jug is made of tall oil, a by-product of the forestry industry. The new MAXTRA PRO cartridge contains bio-based plastic derived from the refining of vegetable oil, which is no longer suitable for consumption. By using this innovative material, we have been able to reduce the proportion of fossil-based plastic in both products by over 50 %.

Whenever we talk about bio-based plastic in connection with our products, we give a percentage figure as well as a reference to what is known as the mass balance approach. The mass balance approach is a process in which (in our case) bio-based materials are mixed with

**Style eco and MAXTRA PRO:
share of fossil-based plastic reduced
by over 50%**

fossil-based materials during the production process and then proportionately assigned to the end product. All of our suppliers work according to the specifications of the internationally recognised ISCC PLUS label – a certification standard that tracks bio-based material throughout the entire production process.

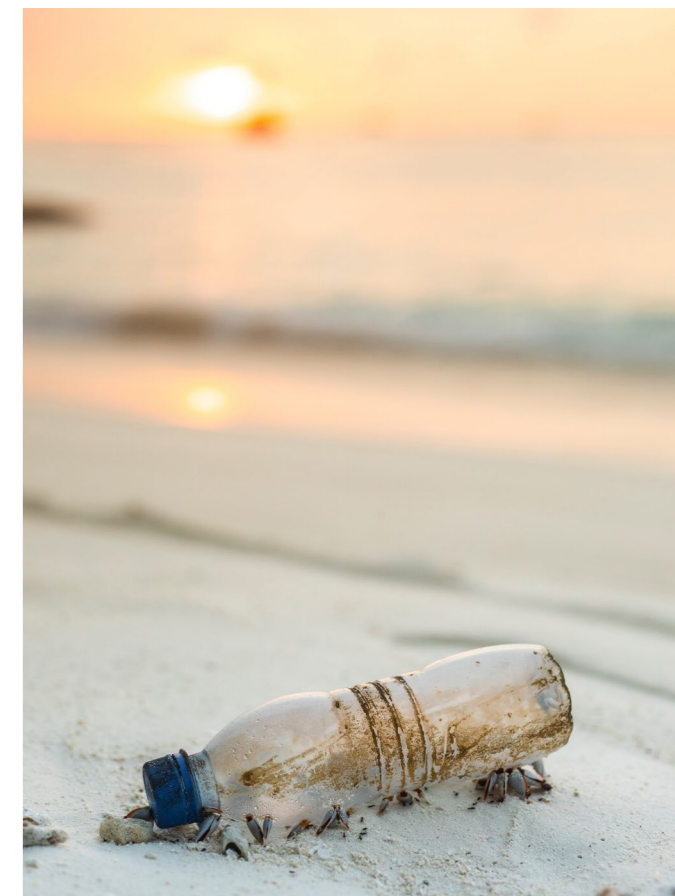
In a challenging environment with high technical requirements and strict regulations, the search for

sustainable materials will remain one of our central tasks over the coming years. While we have already been able to launch initial products

in the Consumer segment, there is still a lot of untapped potential in the Professional Filter and Dispenser segments. The first projects have been

identified and can be implemented. And as is so often the case, not everything is black and white when it comes to sustainable materials. While bio-based plastics are currently a viable alternative for materials that come into contact with water, we are aware that there are even better options from a sustainability perspective. That's why we also want to focus on the use of plastic recyclates in the future.

We have now calculated carbon footprints for many of our products. This means we know exactly where the levers for greater sustainability are to be found – and we want to use this knowledge in the development of new products. Eco-design thinking and design for recycling are to be institutionalised and the corresponding expertise further expanded. Clear guidelines will help us consistently follow the path towards achieving these goals.



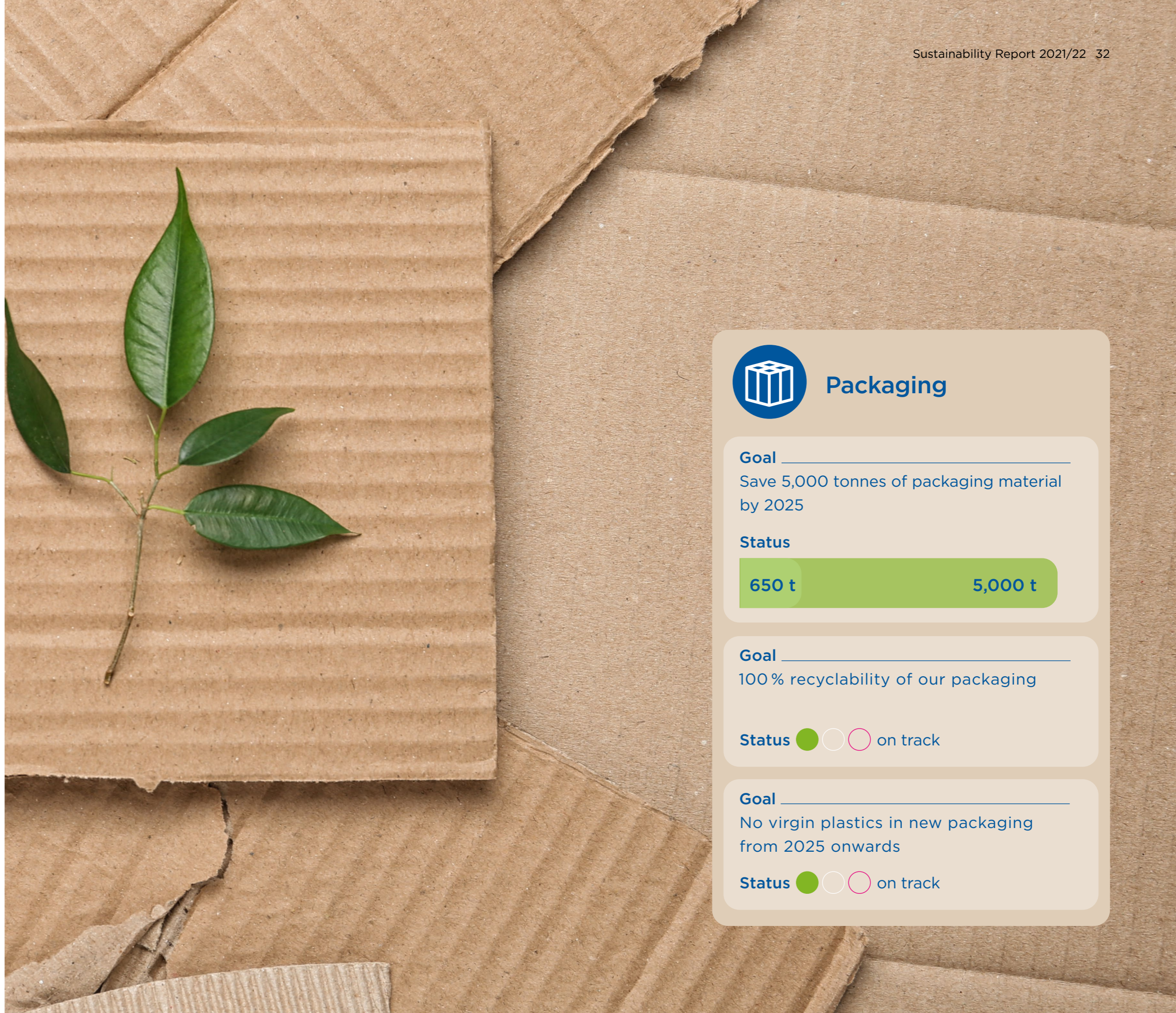


A new star – the BRITA water filter jug made from glass

Bio-based plastics are a way for us to reduce our dependence on fossil-based, virgin plastics. But another material is also suitable here. With the BRITA glass filter jug, we finally have a water filter jug in our range that many consumers have been waiting a long time for. It's made of light-weight, heat-resistant borosilicate glass, over 60% of which is recycled from production scrap. In this product, the plastic funnel, which is essential for technical reasons, is made of 100% bio-based plastic. Overall, we have reduced the amount of fossil-fuel based plastic in the product by 83%. The water filter jug made of glass is a small milestone for BRITA and will certainly not be the last product of its kind.



ISCC (International Sustainability and Carbon Certification) is an independent multi-stakeholder initiative and a leading global certification scheme for sustainable supply chains. With the ISCC PLUS certification standard, manufacturers and market operators from the food, chemical or bioplastics industries, for example, can ensure that their entire supply chain – from agriculture to the finished end product – is certified transparently. BRITA has been working with ISCC PLUS certified bio-based plastics since 2021.



Packaging



Packaging should convey important information and at the same time ensure that our products reach our B2B customers and consumers undamaged and in flawless quality. Yet packaging is needed at many other points in the manufacturing of products – for example, in the transport of raw materials or in logistics. We have set ourselves the goal of saving a total of 5,000 tonnes of packaging material by 2025 and ending the use of virgin plastics in our packaging from 2025.

However, packaging is not entirely avoidable, so we also want to ensure that we maintain the high recyclability of our packaging that we have already achieved today.

We have seen positive developments in the area of packaging optimisation over the past two years. For example, reusable packaging for deliveries of materials has been introduced at a number of production sites. We have developed this in collaboration with our largest suppliers and as a result, we have already saved more than 435 tonnes of cardboard packaging since 2020. Our online trade, which accounts for a steadily growing share



Packaging

Goal _____
Save 5,000 tonnes of packaging material by 2025



Goal _____
100 % recyclability of our packaging

Status ● ○ ○ on track

Goal _____
No virgin plastics in new packaging from 2025 onwards

Status ● ○ ○ on track

of our business, is a specific focus of our packaging strategy as the additional shipping cartons and filling materials generate large amounts of packaging waste. In order to reduce the packaging needed, we have introduced what we call a ship-in-own-container concept for certain products. This means that products ordered online are shipped directly in the original packaging without any additional outer carton. Since its introduction in April 2021 BRITA has already saved 225 tonnes of shipping material through this initiative. We are testing this type of packaging for more products and other areas of application.

We are gradually making improvements to the packaging of our existing products. For example, we have been able to almost completely eliminate polystyrene as a packaging material across all

product segments. Similarly, the spare parts for our dispensers are no longer packed in bubble wrap and polystyrene, but in paper and 80% recycled cardboard.

We prioritise the use of FSC-certified paper materials. In the Professional Filter segment as well as with dispensers, we are working on offering full usage instructions digitally in the future and thus reducing the consumption of resources in this area. Digital instructions will be introduced for the first dispenser models in 2023, and in the Professional Filter segment the changeover is scheduled to take place by 2024.

In the design of new product packaging, “as little as possible, as much as necessary” will be our guiding principle. Where avoiding packaging

is not possible, our core objective is a high and very good recyclability of our packaging materials to support a circular economy. Already today, all our packaging materials are recyclable.

This can mean that materials our consumers may initially perceive as sustainable – such as compostable plastics – end up not meeting our high standards of recyclability. Nevertheless, we also have a clear objective here – namely to no longer use fossil-based virgin plastic in the packaging of new products from 2025 onwards. Our new BRITA glass water filter jug is the first product to be launched with completely plastic-free packaging. A major success, from which we can learn a lot for the future.

Our goal: completely eliminate the use of fossil-based virgin plastic in new product packaging from 2025 onwards





Reusable packaging in production

We obtain the individual parts for our household and professional filter cartridges from suppliers with whom we have a long-standing and trusted business relationship. In order to reduce the amount of packaging needed, our in-house experts together with the suppliers have developed a reusable packaging system. Foldable boxes are used, in which the individual parts are delivered to our production facilities. Our production workers unpack the parts, fold the boxes and stack them on a pallet. When the next collection by the supplier is due, the boxes are returned to the supplier's factory, where they are set up again and refilled. Although the new boxes are made of cardboard, they can be reused more than ten times.

This new system has several advantages. To date, over 430 tonnes of material have been saved – this reduces both costs and carbon emissions! The reusable, foldable boxes are easier to handle and minimise the risk of cuts for our production workers. And working closely with our suppliers strengthens our relationship with them, opening the door to even better ideas.

The foldable boxes are currently used in our production facilities in Germany and China. Further applications and collaborations with additional suppliers are currently being looked into and will hopefully be implemented soon.

Reuse & Recycling



We started recycling used filter cartridges over 30 years ago. Today, our in-house separation and regeneration process sets us apart from the competition and reinforces B2B customers' and consumers' trust in our sustainability. With the regeneration of exhausted ion exchange resin we make a real contribution to a circular economy, because it can be used again and again in new products without compromising on quality. For 2025 we have set ourselves the goal of getting 20% of the ion exchange resin we need in our production from recycled cartridges - an ambitious goal given our targeted growth rates in all product segments. And even better news: by 2022, this figure was already 21%! We were thus able to achieve an important objective years in advance. If the trend also continues in 2023, we will set a more ambitious goal for 2025.

In addition to the in-house reprocessing of the ion exchange resin, we also aim to recycle other materials, such as activated carbon and plastics, in a meaningful way. The activated carbon, for

example, is taken back by a supplier and reactivated so it can then be used in other industrial applications. With plastics we are also trying to achieve as much transparency as possible about their onward use. The fibreglass-reinforced plastic of the Professional Filter cartridges, for example, finds another use in the production of plastic elements for the automotive industry. Overall, our cartridges from the professional range have a recyclability of around 80% to 85%. The polypropylene in the household cartridges is currently recycled as part of a regular plastics recycling process.

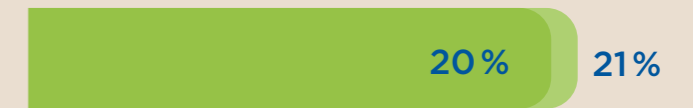
The success of our cartridge recycling is largely dependent on one stakeholder group in particular: our customers. This is because used cartridges can only be recycled when they are returned to us. In the EMEA region, we observed a positive trend here in 2021 and 2022. The recycling rate of cartridges returned by private households increased by around 14%. Our initiatives to make it easier for consumers to return used cartridges



Reuse & Recycling

Goal _____
Increase the use of recycled ion exchange resin to 20% by 2025

Target already exceeded in 2022



Goal _____
Introduce a water dispenser refurbishment system by 2023

Status ○ ○ ● increased focus needed

have contributed substantially to this. For example, in many EMEA and some APAC markets we have set up collection boxes together with our business partners. The boxes are emptied regularly and the used cartridges taken to our recycling plant in Taunusstein. Household cartridges can be almost completely recycled – our new MAXTRA PRO cartridge even as much as 99%!

In the Professional Filter segment, the rate of returned cartridges increased by around 7%. This development is primarily down to awareness campaigns launched in the individual markets. Overall, the return rate in the entire Professional Filter segment is over 50%. This also includes cartridges used in our dispensers. About 80% of the total regenerated ion exchange resin was obtained from returned Professional Filter cartridges.

In 2022, we also launched a new initiative in the Professional Filter segment to further increase the return rate. B2B customers can now become

BRITA Sustainability Partners and voluntarily commit to recycling their cartridges. For this purpose we make foldable ready-to-use collection boxes available. These are collected either by us or a partner company, often as part of regular service. In return, business partners receive an annual certificate that can be used in their own sustainability communications. We aim to launch further initiatives in the future to encourage our customers to return used cartridges. To this end, we are testing various incentive systems and special conditions in the BRITA online shop. In the UK, we are planning to work with a local council to test whether returning BRITA cartridges via the household waste collection service can be an option. Maybe not every project will be a success – but we will definitely gain important insights into how to push this important issue further.

While we are continuously expanding our recycling initiatives, the focus for water dispensers is on keeping the devices and materials in use for as

long as possible. The aim here is refurbishment, in other words the reconditioning and general overhaul of the equipment. In our most important markets, Germany, France and the UK, the lifespan of specific dispenser products is already being systematically extended. To this end, our first step is to assess whether a water dispenser returned to us can be repaired or remanufactured to be resold on the market as a used model. The objective is to further systematise this approach by the end of 2023 and extend it to other products in our portfolio. In addition, we regularly engage with local organisations to encourage them to set up repair and refurbishment services in their area of responsibility.





BRITA Korea Green Leaf Membership Initiative for Cartridge Recycling

Cartridge recycling in APAC

The heart of our recycling process is the regeneration of used ion exchange resin. Currently, this process takes place at our headquarters in Taunusstein and for a variety of reasons is only possible for cartridges that can be returned there without any problems – i.e. those from the EU, Swiss and UK markets. But in Asia, too, we take responsibility for our cartridges at the end of their service lives. In Australia, Korea, Taiwan and China, our subsidiaries have entered into local partnerships to enable cartridge recycling. With creative solutions and incentive systems, they motivate our customers to collect cartridges and send them back to us – in Korea there is even a pick-up service for used cartridges in order to reflect local lifestyle habits.

When we set up local recycling systems, we apply high quality standards. We only work with trusted partners and check exactly how the individual parts of the cartridge are recycled. Regulatory requirements are of course complied with. And even if the technological infrastructure required to recycle all the materials to a high quality is not available everywhere, our primary goal is to save our cartridges from ending up in landfill sites. We can be very proud of the first steps taken towards this goal!

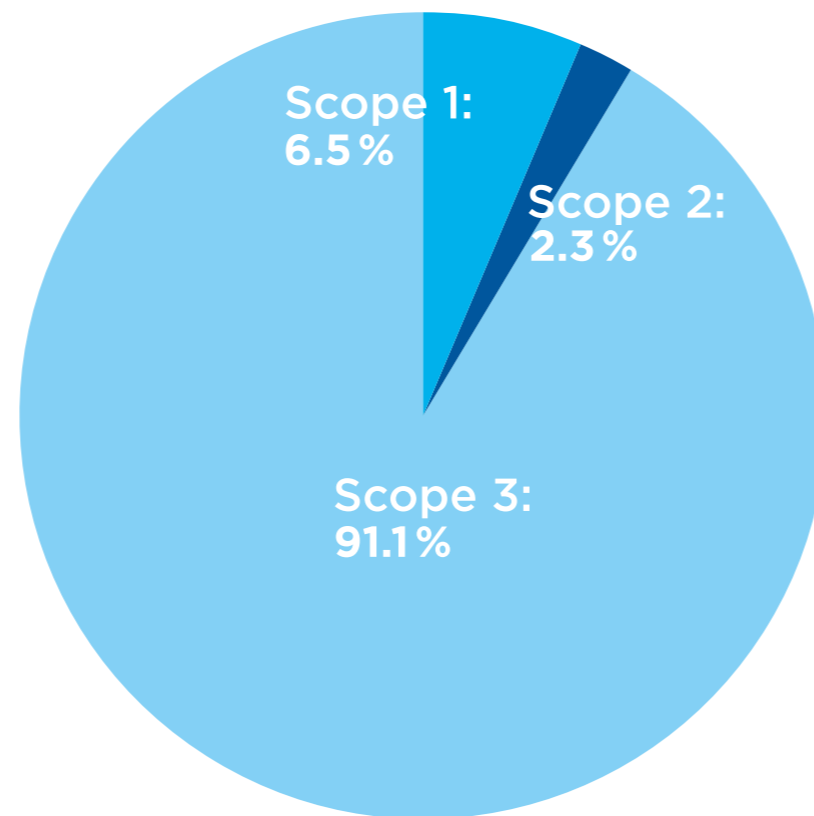


Emissions



Sustainable management without climate protection? Unthinkable these days. BRITA, too, has set itself the objective of making an appropriate contribution to achieving global climate goals. Since 2015, we have been recording our global carbon footprint annually according to the Greenhouse Gas Protocol Standard. It includes both direct emissions from our business activities as well as those emitted on our behalf. As with almost all manufacturing businesses, these Scope 3 emissions are currently responsible for the majority of our total emissions. The most significant sources of emissions in our Company Carbon Footprint are: purchased materials and components (82.0%), use of natural gas and heating oil (3.4%), company cars (3.1%) and logistics (3.0%).

In the reporting period, our fundamental objective was to reduce our carbon footprint, even though we have not yet defined any specific reduction targets. We have been able to make good progress here. We managed to reduce emissions per cartridge produced by 13% between 2019 and 2021. Emissions per cartridge sold were even reduced



Distribution of BRITA CO₂ emissions



Emissions

Goal _____
Our emissions from Scope 1 and 2, logistics and business travel carbon-neutral from 2023 onwards

Status ● ○ ○ on track

Goal _____
Define our path to net zero emissions by 2023

Status ○ ○ ○ delayed

by 20%. This means that we are well on track to decoupling our growth from our emissions. The main reasons for this positive development were targeted investments in sustainable infrastructure, further conversion to renewable energies and improvements in production efficiency. Detailed figures can be found in the “Energy and emissions” section.

We have defined clear targets for emissions in our sustainability strategy, which we are starting to implement in 2023. First and foremost, we are planning additional measures to further reduce our emissions, including along our supply chain. Secondly, our goal is to develop an extensive roadmap for our pathway to net zero emissions by the beginning of 2024, including specific reduction targets in relevant emission categories. We will be guided by established frameworks and the methodology of the Science-based Target Initiative (SBTi). The path to net zero will not be possible

without offsetting at least some of our emissions. As an initial step, we have set ourselves the objective of neutralising unavoidable emissions from Scope 1 and 2, as well as from our vehicle fleet and business travel, starting with 2023 emissions.

Since the definition of this goal, there have been many findings and also public discussions on the topic of carbon offsetting. Therefore, it’s important that we make something clear: offsetting at any price cannot be the solution. More important for us than a mathematical “zero” is working continuously on reducing our emissions. And when we offset emissions, we want to do so in a way that makes sense to us while at the same time applying the highest quality standards. We want to invest in projects that are a good match for BRITA and make a real contribution to climate protection. And we want to work with partners who share our values and vision. If that takes a little longer than planned – then we think it’s worth it.



3 Questions



for
Alessia Turato
Manufacturing Manager
BRITA Italia Manufacturing

As an engineer, how long have you been involved in the topic of sustainability?

In April 2022, I joined the Sustainability@Manufacturing Team, a working group led by Ines Kircheis from the Industrial Engineering department, in which colleagues from all production sites meet regularly to exchange ideas. Together we work intensively on various production-relevant sustainability issues.

What are the biggest technical challenges for BRITA when it comes to making production processes even more sustainable?

With dispensers, I see challenges in the comparatively low production numbers that do not justify certain investments in sustainability so far. Another

aspect is the large number of Asia-based suppliers, some of which cannot yet offer sustainable production and logistics.

Can you give an example where your team has succeeded in achieving a positive environmental impact through innovative technology?

I am very pleased that our team in Italy has succeeded in reducing its carbon footprint through a whole range of measures. For example, we introduced waste compactors in the factory, optimised the production of the C-Tap and shortened transport routes.

In addition, we are continuously working on solutions to use less water and energy for various processes.

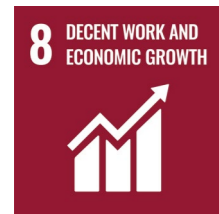
We have been able to significantly reduce our carbon footprint in dispenser production



Facts & Figures

Certified management systems

Continuously improving.



We take our responsibility seriously. That's why we are committed to all areas of sustainability. In this section, we address topics that are not a strategic focus, but are of great importance for our corporate activities. We provide detailed insights into our sustainability initiatives, performance indicators and responsibilities in various areas.

We have introduced management systems for quality, environmental and occupational health and safety that help us to control and continuously improve our procedures and processes. Our B2B customers and business partners are also placing increasing importance on the efficient use of resources and energy, as well as ensuring and verifying employee welfare through certified systems.

The production sites for our filter cartridges in Germany, the UK and China are certified according to the recognised ISO 9001 quality management standard. They also meet the requirements of ISO 14001 for environmental management and ISO 45001 for occupational health and safety. The water dispenser production in Arsago Seprio, Italy, will be our last production site to be certified according to these three standards in October 2023. Filltech GmbH, which fills CO₂ cartridges for



	Filter cartridge			Dispenser	CO ₂ cartridge
	BRITA SE	BRITA UK	BRITA CHINA	BRITA ITALIA	Filltech
ISO 9001	X	X	X	X (Oct 23)	X
ISO 14001	X	X	X	X (Oct 23)	
ISO 45001	X	X	X	X (Oct 23)	
ISO 22000					X
BRC	X	X	X		
SMETA	X	X			

Certifications at our production sites

sparkling water makers, also holds an ISO 9001 as well as an ISO 22000 certification for food safety. And as first sales and service organisation, BRITA Vivreau GmbH is currently evaluating the implementation of an ISO certification.

Regardless of certifications, uniform requirements for quality, occupational health and safety and environmental protection of course apply at all our locations. Because responsible action is not dependent on awards and certificates.

The responsible use of resources and the protection of our planet are of great importance to us. In production, for example, even small measures can bring about major environmental improvements. By collecting consumption data and key figures worldwide, we can monitor our progress and make adjustments quickly if needed. Our environmental protection measures are driven by various departments and managers. These include the HSE

(Health, Safety & Environment) team at our headquarters, the teams responsible for operations, building management, but also the sustainability department and the HSE managers at the production sites. In addition, our subsidiaries make a valuable contribution through numerous local

**Even small measures can bring
about major ecological improvements,
for example in production**

initiatives. We consciously go beyond legal requirements and strive to inspire our employees to act sustainably. Internal and external annual audits help us address the right issues and further optimise our environmental management system. And the many measures big and small that we implement every year show that environmental protection is part of sustainability in practice at BRITA.



Energy and emissions

Lowering consumption.



The energy we need to operate our buildings and production facilities is reflected as carbon emissions in Scope 1 and 2. That's why we place particular emphasis on continuously reducing our consumption. The main responsibility for energy management lies with the Group Real Estate department. Its role is also to ensure compliance with legal requirements, such as regular energy audits in accordance with DIN 16247 at all relevant locations. Together with Group Real Estate, our colleagues from Production and Industrial Engineering are always looking for ways to improve both ongoing operations and new projects in construction and refurbishment.

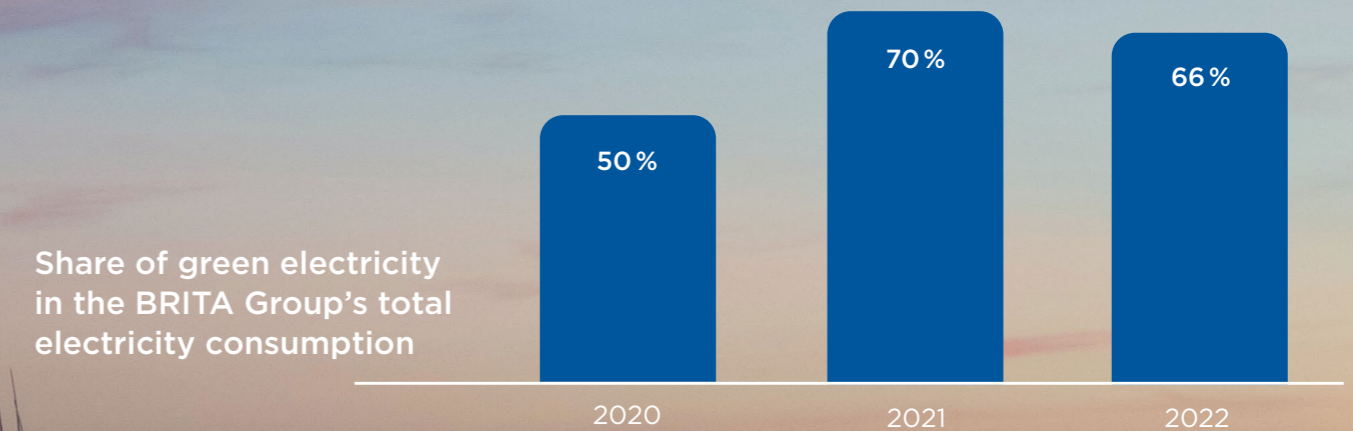
In recent years, we have implemented far-reaching measures to reduce both our energy consumption and our environmental footprint. Examples include the move to our new central warehouse in Beselich, the new production building in Bad Camberg and the renovation and new construction work

at our headquarters in Taunusstein. The resulting efficiency improvements have enabled us to reduce direct and indirect energy consumption by over 10% in 2022 compared to 2020. Our energy intensity, measured in kWh per €1,000 in turnover, improved by almost 17% compared to 2020.

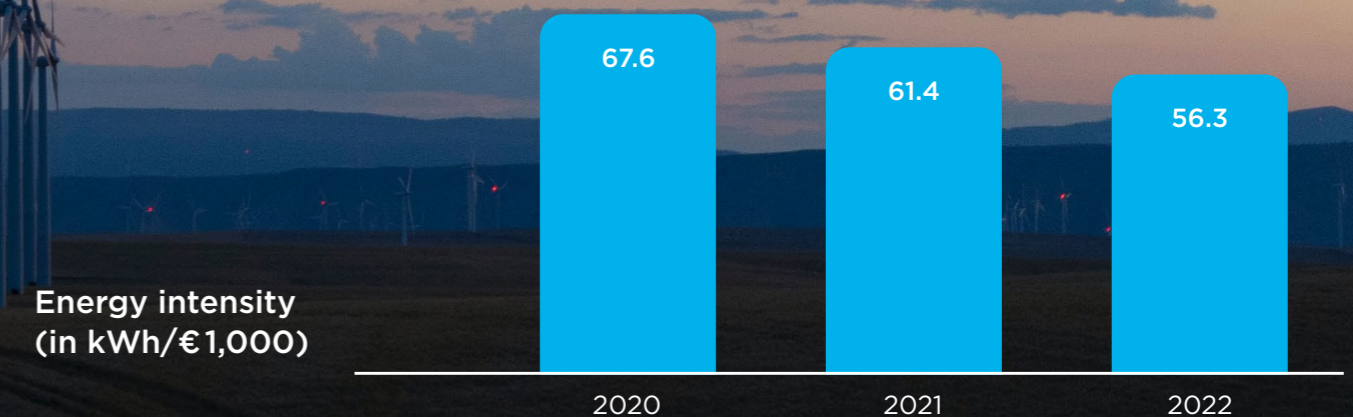
We have been using certified green electricity at our German BRITA sites for over ten years. In the meantime, many subsidiaries around the world have joined in, so that today we are fully powered by renewable electricity at 40% of our locations. Consequently, the proportion of certified green electricity in our total electricity consumption also increased to 70% in 2021. Because our locations powered with green electricity were able to significantly reduce their electricity consumption, the share of green electricity in our total consumption fell to 66% in 2022. So this is still a positive development overall.

	2020	2021	2022
Direct energy consumption	26,202	26,929	25,174
Fuels	16,513	17,288	15,274
Petrol/ Diesel	9,688	9,639	9,497
Indirect energy consumption (electricity)	15,528	13,332	12,205
Total energy consumption	41,730	40,261	37,380

Energy consumption (in MWh)



Share of green electricity in the BRITA Group's total electricity consumption



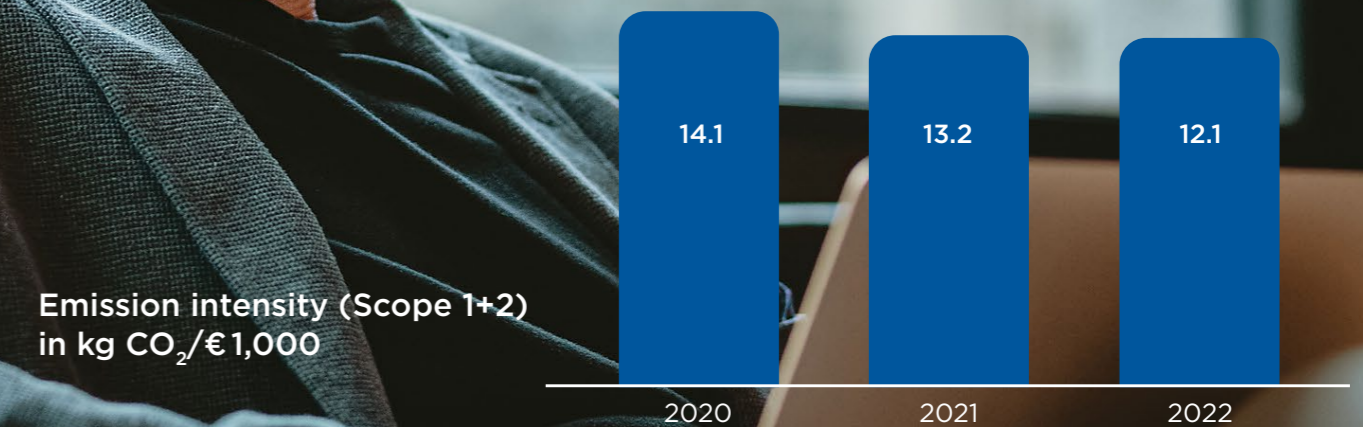
Energy intensity (in kWh/€1,000)

We have also managed to take a major step forward in the area of emissions since 2020. To be fair, emissions from direct energy consumption (Scope 1) increased by around 5% between 2020 and 2022 to 5,939 tonnes of CO₂. In the same period, however, indirect emissions (Scope 2) fell by almost 32% to 2,103 tonnes. Overall, we therefore achieved a reduction of around 8% in 2022 in Scope 1 and 2 compared to 2020. The intensity of emissions also fell by around 7% in the same period. These are results we can be proud of! Because in the same period, BRITA experienced significant growth and enjoyed the most successful years in its history.

We have recorded emissions in Scope 1 and 2 annually and in full since 2015. Scope 3 emissions

pose a significantly greater challenge. Our objective here is to achieve the fullest possible transparency regarding emissions in our value chain.

We took an important step in this direction in 2022 by including two additional emission categories in the data collection: employee commuting and our global logistics activities. In the purchased materials category, we have included the procurement of plastic components in the Consumer and Professional Filter segments for the first time, in addition to the raw materials of ion exchange resin and activated carbon. As a result, we saw an increase in Scope 3 emissions of around 34%. In total, Scope 3 accounted for 82,745 tonnes of CO₂ in 2022 - over 91% of our total footprint.



	2020	2021	2022
Scope 1: direct emissions	5,642	6,142	5,939
Scope 2: indirect emissions	3,070	2,542	2,103
Total emissions Scope 1+2	8,712	8,684	8,042
Scope 3: other emissions	61,563	53,946	82,745
Total emissions	70,275	62,631	90,788

Greenhouse gas emissions (in t CO₂)

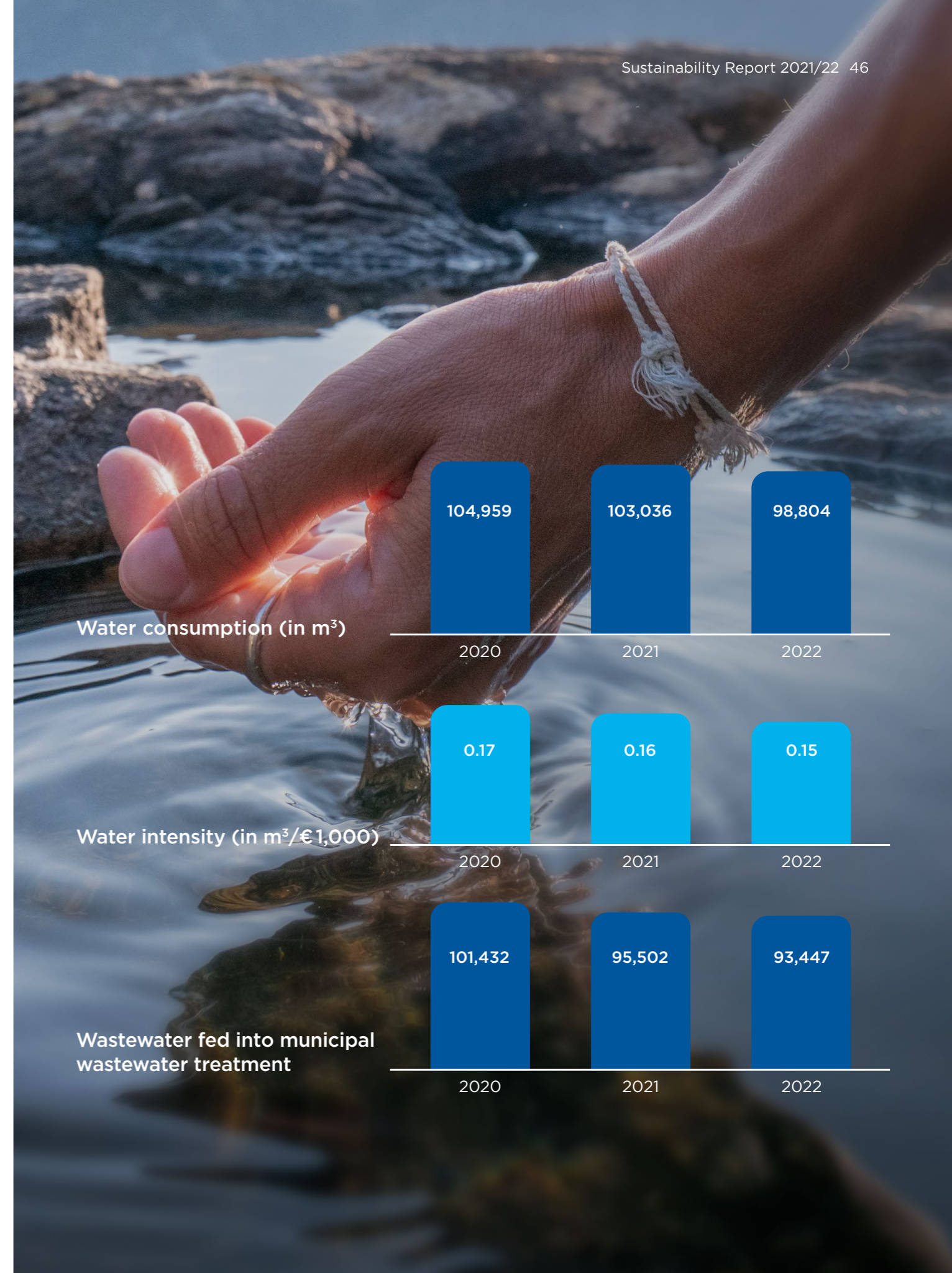
Water and waste

Conserving resources.



Within the BRITA Group, the steam sterilisation of our filter cartridges, operating our buildings and regenerating the used ion exchange resin in our recycling process in Taunusstein consume the most water. We obtain the water we need worldwide from local drinking water supplies. Wherever we can, we use internal recirculation to reduce the amount of fresh water required – for example, when rinsing out the used Professional Filter cartridges in our recycling process. Through these and other measures, demand for fresh water fell in 2022 by just under 6% compared to 2020. We have also been able to continuously reduce water intensity since 2020.

The responsible use of water as a resource is a matter close to our hearts. That's why we use an in-house treatment plant to ensure that only clean water goes back into the sewage system from the regeneration process for used ion exchange resin in Taunusstein. We ensure this through permanent monitoring and strict checks of the permissible limits. In addition, an external and independent test institute checks compliance with the threshold values several times a year. Thus far, there has been no incident where a body of water has become contaminated. In 2022, a total of just over 93,000 m³ of water was fed into the municipal wastewater treatment system.



In 2021, the total quantity of non-hazardous waste we produced amounted to 5,916 tonnes, an increase of around 60% compared to 2020. This is largely due to our increased production volumes, various construction projects and the set-up of new production equipment. However, through creative solutions such as the use of reusable cardboard

Further increase recycling rates and thereby contribute to a successful circular economy

boxes for purchased components, we were already able to reduce the amount of waste to 4,058 tonnes in 2022. Major changes in waste volumes between 2021 and 2022 are also partly due to improved and, for the first time, complete waste reporting for all BRITA sites – transparency has significantly improved here.

Plastics, paper and cardboard, and residual waste make up the largest portion of our non-hazardous

waste generation. Wood waste is mainly generated from the disposal of unrepairable pallets and packaging materials in the Dispenser segment. Overall, the share of hazardous waste is continuously low at around 2% to 3% of total waste generation.

Over 70% of our non-hazardous waste was recycled in 2022. Our goal is to further increase this proportion so we can contribute to a successful circular economy. In addition, 21% was sent to incineration with energy recovery and a further 6% to incineration without energy recovery. In 2022, less than 1% of our operational waste ended up in landfill.

These figures reflect the challenges and also the opportunities that arise from our continued growth. We are determined to further improve our waste and water management and thus minimise our environmental footprint.

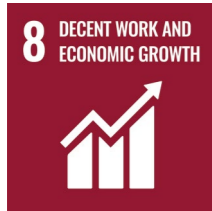
	2020	2021	2022
Total non-hazardous waste:	3,659	5,916	4,058
Plastics	Types of waste not available	1,272	557
Paper and cardboard		3,089	1,064
Residual waste*		931	1,927
Metals		122	96
Wood		482	384
Other waste		19	30
Total hazardous waste:		70	105
Electronic waste	Types of waste not available	55	43
Residual waste*		21	13
Septic tank sludge		24	13
Chemicals		5	7
Construction waste		-	4
Wood		-	18
Total:	3,729	6,021	4,157

Waste quantities by waste type (in t)

* incl. kitchen and commercial waste

Active involvement and appreciation

Motivating culture.



Our success depends not only on innovative, high-quality products. Our employees also leave a lasting impression on our company through their passion, commitment and ideas, and through that create a welcoming, family-like corporate culture. That's why we place great importance on an inspiring, motivating and positive working environment. The BRITA Philosophy forms the cornerstone of collaboration among colleagues and with our managers.

However, the existing company culture at BRITA is also shaped by employee representation. The German works council has represented employees at the headquarters in Taunusstein and the Bad Camberg and Beselich sites since 1999. It's

currently composed of 15 people. The collaboration between the works council, management and the HR department is characterised by mutual respect, fairness and a communication culture that is understanding and solution-oriented. Since its renaming in 2022, BRITA also has a SE works council. The latter has no co-determination rights but is exclusively responsible for transnational issues – in particular information exchange. The SE works council is currently made up of nine people delegated from the five largest European subsidiaries. There are additional local works councils at our subsidiaries in Italy and France.

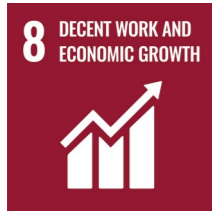
Worldwide, we ensure fair salaries are paid that are competitive on the respective local market. Our

performance appraisals take place regularly, they are objective and based on the specific requirements of the respective roles. In addition to financial compensation, we also offer a wide range of voluntary fringe benefits, which vary by country and according to local conditions. In this way, our subsidiaries can find their own methods of showing appreciation to their employees, motivating them and retaining them in the long term. The benefits offered include flexible working hours that can be adapted to individual life situations, generous work from home arrangements, extensive healthcare options and modern workplaces. That's because our focus is on our people – always and everywhere!



Talent management

Developing employees.



For some years now, we have been using a standardised process for employee assessment and development at all BRITA locations. The introduction of the SuccessFactors software in 2020 has made this process more transparent and focused. By 2025, 95% of our employees will have access to a digital talent management process. This gives them greater opportunities for self-assessment and enables them to actively shape their professional development.

With our BOLD programme, introduced in 2017, we support promising employees on their pathway to leadership roles. The three-year modular programme comprises workshops, mentoring and business-related projects. Participants are selected by the Executive Board on the basis of a range of criteria. And this approach to promoting young talent has proven to be very valuable!

We are now able to fill about two thirds of all vacant management positions internally. By 2025, we also want to establish a global job and project

exchange to further promote the international cooperation between our headquarters and subsidiaries. And by conducting regular skills gap analyses, our goal is to ensure that we always know where we can develop and expand important skills through further training.

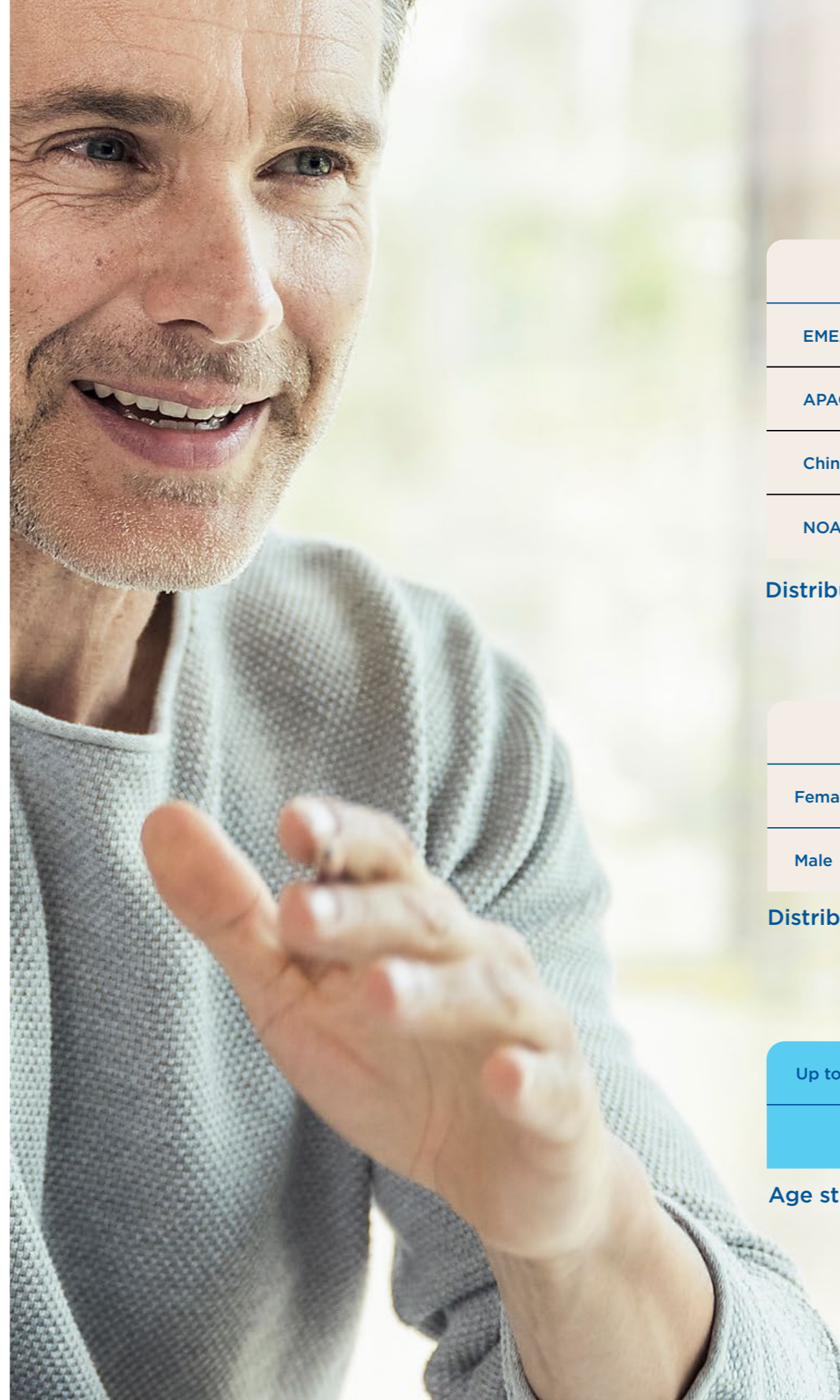
And speaking of further training: we provide our employees with continuous professional and personal development – from external work-study courses to internal training at the BRITA Academy. Here we offer further training opportunities covering a wide range of topics – from leadership skills and self-management, digital and software skills, to languages and personal development. We also train specific expertise in what we call Functional Academies. These are already in place for Sales, Marketing and the area of Reporting & Analytics. In addition, employees can deepen their knowledge of our product range through e-learning courses. Because the further development of our employees is close to our hearts!



Employee numbers

Qualified employees are the cornerstone of our lasting success. Over the years, we have continuously adjusted our staff numbers to match our steady growth and development. The number of employees also grew by 2.5% between 2020 and 2022. In the same period, the turnover rate rose from 10.7% to 15.2% and it was not possible to fill all positions directly. This development is mainly due to a highly competitive job market and the noticeable shortage of skilled workers in certain disciplines. We are determined to reduce the turnover rate and to use targeted measures to ensure that our talented employees enjoy working at BRITA and can develop a fulfilling career.

On a global level, the distribution of employees has remained stable. The APAC region accounted for 8% of our employees in both 2021 and 2022. In China, the share of employees also remained constant at 7% over both years. Our presence in the NOAM region was also stable. The acquisition of LARQ increased the share of total employees from 2% to 3% in 2022. The EMEA region accounted for 82% of BRITA employees in 2022, compared



	2020	2021	2022
EMEA	81%	83%	82%
APAC	9%	8%	8%
China	7%	7%	7%
NOAM	2%	2%	3%

Distribution of employees by region

	2020	2021	2022
Female	39%	39%	38%
Male	61%	61%	62%

Distribution of employees by gender

2020 and 2021 not incl. Filltech GmbH, 2022 not incl. LARQ

Up to 30 years	31 - 50 years	51 - 60 years	over 60 years
18%	58%	20%	3%

Age structure of employees in 2022

Without LARQ

to 83% in the previous year. The majority of staff in the EMEA region are employed at our German production sites and headquarters. Since important core functions such as Supply Chain Management, Research & Development, IT and Human Resources are based there, the region's share of overall staff is also at a consistently high level.

At BRITA, we rely on diversity in the workforce as a driver of innovation and creativity. And we apply the principles of fairness, equality and equal opportunities throughout the company. We are therefore committed to creating a safe and inclusive work environment in which all our employees can thrive. With regard to the gender distribution of the workforce, the proportion of female and male employees remained almost constant in 2021 and 2022.

In 2022, 18% of our employees were 30 years old or younger, while the majority (58%) belonged to

the 31 to 50 age group. 20% of our workforce was between 51 and 60 years old and 3% of employees were over 60. The age structure of the workforce has remained constant over the last few years, creating a dynamic environment in which experience and new ideas go hand in hand.

**We are convinced that diversity
in the workforce is a driver of innovation
and creativity**

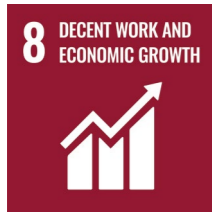
We are focused on stability and long-term perspectives. Therefore, over 90% of our employees worldwide are on permanent contracts. Compared with 2020, this is an increase of about 6% and a sign that we are investing in our BRITA family even in globally challenging times. The proportion of BRITA SE employees in Germany in a collective bargaining agreement remained constant at 55%

in the reporting period, with 37% receiving a non-tariff salary in 2021 and 2022. Working students made up 6% of the workforce in 2021 and 7% in 2022. The remaining employees were part of an apprenticeship programme covered by the collective bargaining agreement.



Health and safety

Exceeding requirements.



Within the organisational structure at BRITA, the Health, Safety & Environment department manages occupational health and safety. It monitors workplaces and processes with the help of risk assessments and inspections in order to identify potential risks and take protective measures. Occupational health and safety reports regularly to management, advises and recommends opportunities for improvement and sets global standards for the BRITA Group. All employees also receive regular training on issues of health and safety.

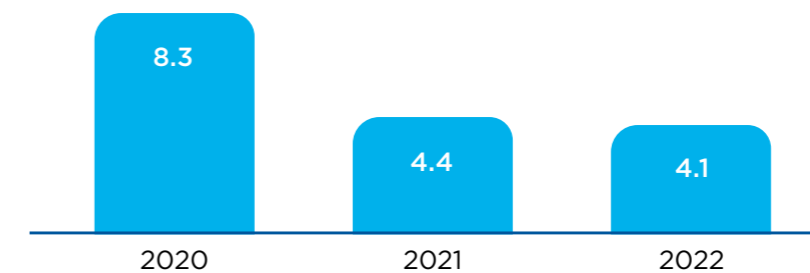
In 2022, there were 16 workplace accidents with 172 lost days in the BRITA Group. This results in an accident rate of 4.1 per million working hours. Compared to the 2020 financial year, we were able to halve our accident rate. As in previous years, carelessness remains the most frequent cause of accidents. Fortunately, there were no

serious accidents or deaths during the reporting period. Immediate action was taken for all reported accidents and we took appropriate remedial action together with those responsible. Additional safety briefings were conducted to raise further awareness of occupational health and safety within the workforce.

Under the BRITA Vital programme, we have been offering a wide range of preventive health measures at BRITA SE locations in Germany for several years. These go beyond statutory requirements. Offers includes flu vaccinations, general vaccination advice and ever-changing health checks such as skin cancer screenings, heart checks and blood sugar measurements – all free of charge for our employees. In addition, there is a health advice hotline, a monthly newsletter and offers for sports, nutrition, resilience and work-life balance.

Our subsidiaries around the world have also been dealing with various health and well-being-related topics for years. They regularly host initiatives and campaigns in this area. Since 2023 these offers also run under the umbrella of BRITA Vital. Vital Ambassadors and Health Circles promote health topics locally and exchange ideas with colleagues from other countries. The goal is to share experiences, best practices, materials and ideas for events.

Accident rate per 1 million working hours



Reportable accidents in the course of business activities that result in lost time \geq 1 day; Calculation basis: 1,840 hours per year per full-time worker; refers to BRITA SE, all production sites as well as our Swiss subsidiary



Supply chain responsibility

Due diligence from A to Z.



As a production company, it's vital for us to work together in a spirit of trust with our suppliers along our global supply chains. In doing so, we attach great importance to business relationships that are partnership-based and at eye level. We set strict criteria for the selection of our suppliers. In addition to quality and process requirements, we also take into account aspects such as environmental protection, occupational health and safety, working conditions and compliance. To ensure that suppliers meet our minimum standards, we require them to submit regular updates on their activities in these areas. Selected suppliers are also audited on site by qualified BRITA employees. Existing requirements and processes are currently being reviewed and adapted as part of the implementation of the German Supply Chain Act (LkSG).

In view of our international growth and the further development of our product portfolio, we take our duty of care seriously. We accept our responsibility and want to prevent any form of modern slavery and human rights violations in our value chain. We have set out our core principles in

a new Supplier Code of Conduct, which will be published in 2023. It defines our expectations regarding the observance of internationally recognised human rights, dignified working conditions and compliance.

When making purchasing decisions, we consider social as well as energy and environmental aspects and we determine the impact of purchased materials on our environmental footprint. Because sustainable action does not stop at our factory gates.

*Particularly relevant for BRITA:
Due diligence when purchasing activated
carbon from coconut shells*



Social impact

Helping where we can.



Social engagement has always been an important component of our sustainability activities. On a Group level, we have been working globally with Whale and Dolphin Conservation (WDC), which is committed to the protection of marine areas, since 2016. And also in the future, we want to achieve the greatest possible impact through centrally managed partnerships – an impact that is compatible with us, our vision and our company. In addition, our local markets also get involved in large and small campaigns for social causes. Here are some highlights from the last two years.

Donation to Plan International at a SV Wehen Wiesbaden football match

On the occasion of World Water Day on 22 March 2022, BRITA, Plan International and football club SV Wehen Wiesbaden (SVWW) joined forces to campaign for clean drinking water. In the charity match against Türkgücü München, the SVWW professionals played in special jerseys that were later auctioned off in the so-called SVWW treasure chest. The proceeds from the auction were distributed to various aid projects. In addition, BRITA, as the main sponsor of SV Wehen Wiesbaden, presented a donation to Plan International before kick-off to enable the rehabilitation of seven drinking water wells in Malawi. Plan International is supporting around 2,500 families in Malawi to mitigate the effects of climate change with the project “Protecting children from the climate crisis”: with training on sustainable agriculture, drought-resistant seeds – and, of course, an improved water supply.



Charity match for children:
BRITA and the SVWW
for Plan International



Climate activist Dougie Poynter reads from his book "The Whale Watchers".

Children's book for a good cause

The children's book "The Whale Watchers" by McFly bassist and climate activist Dougie Poynter was published in 2022 in cooperation with BRITA UK and our long-standing partner organisation WDC. BRITA and WDC have been working to protect the oceans and reduce marine plastic waste since 2016. The book tells children of the role of whales in the fight against climate change and explains why we need to protect them from the dangers of single-use plastic pollution. For each purchase, WDC receives at least 25% of the purchase price. Along with the book launch, BRITA UK also supported a scientific study on children's attitudes to climate change and launched a competition in schools to support sustainable education projects.

BRITA helps with historic flooding

We were all shocked by the dramatic developments and impact of the disastrous floods in the Ahr valley in Germany in July 2021. Families and friends of BRITA employees were also affected. BRITA SE supported the victims by making a spontaneous donation of € 50,000 to "Aktion Deutschland hilft", an association of various aid organisations. Some BRITA employees were also personally on site to help with the clean-up and rebuilding work. Dirk Grizan, Senior Specialist on the R&D team, also participated in the efforts: "The willingness to help and the commitment shown were really unimaginable. What I experienced in the Ahr valley has left a permanent impression on me." The required equipment and tools were partly donated by the BRITA family. Because even in hard times we stick together.



BRITA employee Dirk Grizan helped with the clean-up work in the Ahr Valley.



BRITA APAC gets involved for Earth Day 2022

A total of 159 employees from our subsidiaries in the APAC region participated in local environmental protection initiatives on 22 April 2022. BRITA Japan has been supporting tree planting campaigns on Mount Fuji for many years. Even bad weather couldn't stop the team from sticking to this tradition in 2022 and planting a further 22 new trees. In India, more than 30 colleagues were also involved in a reforestation campaign in the Lal Bagh botanical gardens in Bangalore. And in Australia, Japan and Taiwan, teams met up for local clean-ups, collecting a total of 400 kg of waste from the environment. In addition to raising awareness of sustainability issues, there was also a focus on fun and a sense of togetherness - because as the BRITA family, we want to make a joint contribution to the environment and the wider community.

Doing good is fun! Our teams organised local clean-ups.



3 Questions



for
Danilo Lino
Digital Marketing
Manager
BRITA UK

How did you come to be a Sustainability Ambassador at BRITA?

I was interested in sustainability even before BRITA. In the industry I used to work in, I was not convinced that I was really contributing to sustainability. Since I joined BRITA, all that has changed. Of course, I am fully committed to ensuring that our products sell well. But above all, I know that they are really sustainable. That's what I like most about my role: I feel like I can really make a difference in the world!

How can digital marketing help to better anchor the sustainability message in people's minds?

Digital channels give us the opportunity to reach more people at a higher frequency and at a lower cost than traditional channels. Above all, we can adapt the communication style to the respective target group. This makes it much easier to communicate with people and to win them over.

What personal values motivate you to work for more sustainability?

I just like to get involved - out of gratitude, respect, a sense of community and responsibility.

I feel I can really make a difference



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65232 Taunusstein
Germany

sustainability@brita.net
www.brita.net



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