



Wir sind BRITA.
A global family.



Three overlapping circles in shades of blue (dark, medium, and light) are arranged vertically on the left side of the slide, partially overlapping the background image of water and sky.

BRITA at a Glance

Identity, Vision & Mission

BRITA Then and Now

Meet Our Management

Facts, Figures & Portfolio Overview

New Strategy Period 2020-2025

SHAPING SUSTAINABLE SOLUTIONS:

Planet Contribution

Focus on 8 Strategic Components

Product Portfolio

Consumer

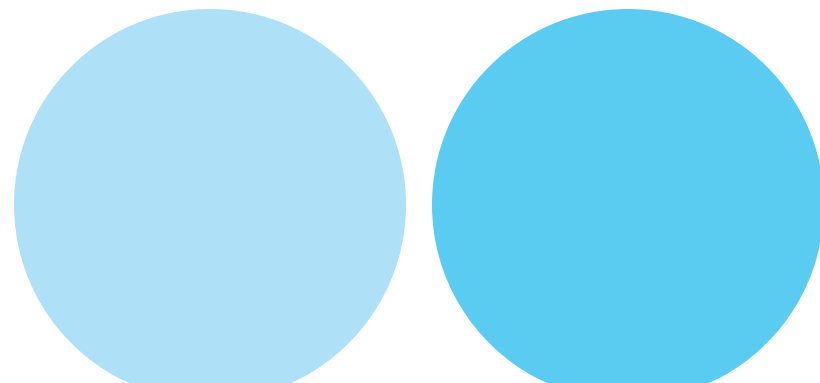
Dispenser

Professional Filter



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

Markus Hankammer, CEO BRITA Group



BRITA Philosophy

Our BRITA Philosophy summarizes our mission and vision, our identity and our shared core values.

Together, they embody our North Star – our long-term value framework and motivation for everything we do at BRITA.



Heinz Hankammer

Inventor, Pioneer, Human (1931 – 2016)

“Anyone, who cannot dream is not a realist.”



Markus Hankammer

CEO BRITA Group since 1999

“We have a unique opportunity and responsibility to make this world a little better. With less plastic waste, less emissions and a long-term orientation.”



From Family Manufacturing under a Pear Tree...

The history of BRITA began in 1966, when founder Heinz Hankammer had the idea to optimize tap water in a practical and easy way. Back then manufacturing was indeed a family business.



... to State-of-the-Art, premium Quality and highly automatized Production

Since then, the company based in Taunusstein, Germany has developed to an international group, producing a huge range of high-quality products in state-of-the-art factories in Germany, Italy, Great Britain and China.



From a One Product Company...

The first “mobile” water filter for household use, BRITA's first consumer product.



... to a Multi-Product Portfolio

Today BRITA jugs are available in a huge variety of sizes and colors. Other products such as professional filter solutions and mains-fed water dispensers have been added to the portfolio over the years.



Meet Our Management



Stefan Jonitz

Markus Hankammer

Dr. Rüdiger Kraege

Markus Hankammer CEO BRITAGroup

“Deeply passionate about water, the environment and family, both my own and the BRITA family. And I love taking on responsibility for all of this.”

Stefan Jonitz Chief Financial Officer

“Our diversity – cultures, personalities, generations, fields of expertise, talents and experiences – combined with our immense team spirit is our wealth.”

Dr. Rüdiger Kraege Chief Commercial Officer

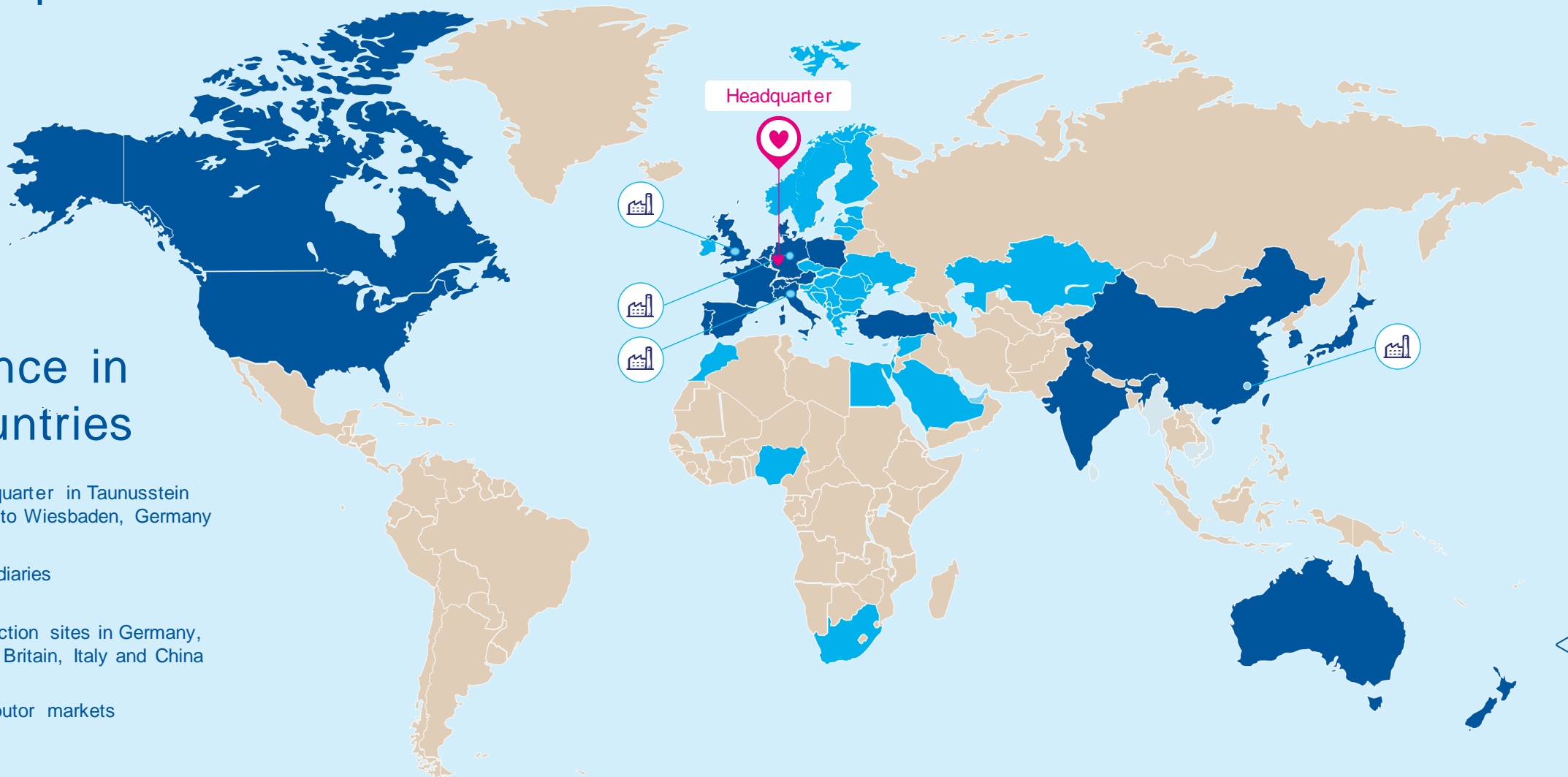
“It is so rewarding and inspiring to see our vision and mission come alive all over the world. We have a real purpose – that is how I understand success.”



Trust a Worldwide Leader in Drinking Water Optimization

Presence in 70 countries

-  Headquarter in Taunusstein close to Wiesbaden, Germany
-  Subsidiaries
-  Production sites in Germany, Great Britain, Italy and China
-  Distributor markets



Sales and Employee Development BRITA Group



Our three Strategic Business Segments



Consumer

Water filter jugs and corresponding cartridges

Drinking bottles, carafes, and corresponding filters

Kitchen taps and drinking water dispensers with filters

Soda Maker



Dispenser

Offices and manufacturing

Hospitals and other healthcare

Hotels, restaurants, catering

Architects and engineers

Schools and universities



Professional Filter

Cafés, coffeeshops and bakeries

Vending

Catering

Fine dining





BRITA at a Glance

Identity, Vision & Mission

BRITA Then and Now

Meet Our Management

Facts, Figures & Portfolio Overview

New Strategy Period 2020-2025

SHAPING SUSTAINABLE SOLUTIONS:

Planet Contribution

Focus on 8 Strategic Components

Product Portfolio

Consumer

Dispenser

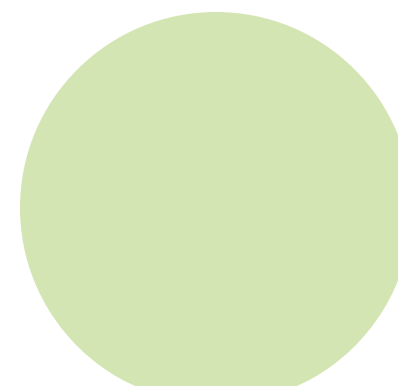
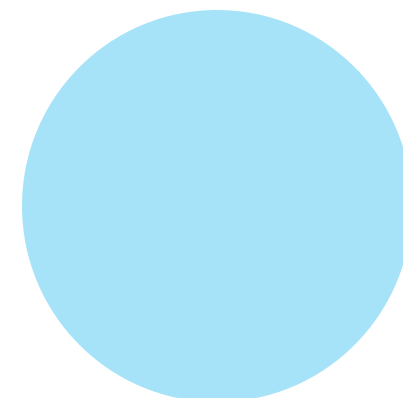
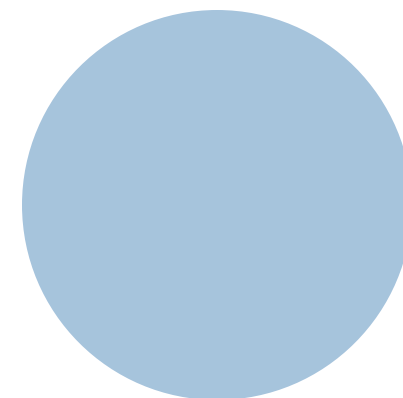
Professional Filter



New Strategy Period 2020-2025



Shaping Sustainable Solutions



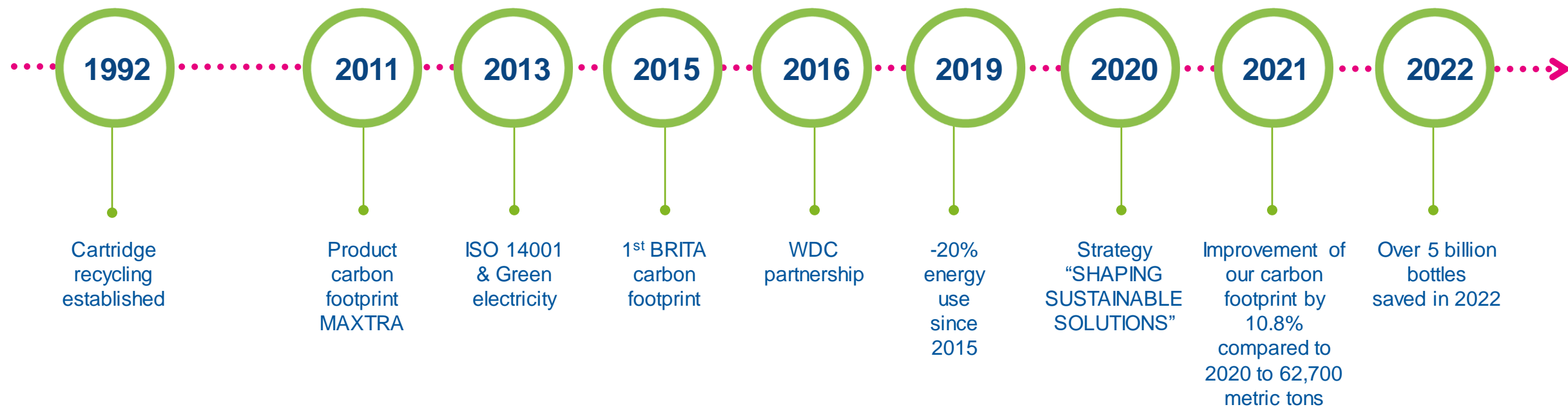
A child is seen from behind, walking through a lush garden. The child is wearing a wide-brimmed hat with a protective mesh veil, a striped t-shirt, denim shorts, and rubber boots. The garden is filled with various plants, including leafy greens and flowers. In the background, there are wooden raised garden beds and a fence. The scene is set in a natural, outdoor environment with trees and foliage.

“We will do our part to
make the world a bit better.”

Markus Hankammer
Chief Executive Officer



Our Sustainability Journey



Our Sustainability Charter

In 2025 we will replace over 6.5 billion water bottles and prevent 1 million tons of CO₂ through our products. But we know we need to do more to protect our planet - and we are: by pursuing clear ambitions in four sustainability focus areas.

Our Ambition

Our Goals

Materials



Our products help prevent waste and emissions. To further improve their positive impact, we will reduce our dependency on virgin plastic and decrease the footprint of our products.

- ✓ reduce virgin plastic in our signature product portfolio by 30% by 2025

Packaging



Packaging waste is a global problem. We will reduce our footprint by using less packaging, replacing virgin plastic and using more sustainable materials.

- ✓ Eliminate 5,000 tons of packaging by 2025
- ✓ Eliminate virgin plastic in new packaging from 2025 on
- ✓ Ensure our packaging is 100% recyclable and supports the circular economy

Reuse & Recycling



We prioritize reusing materials in our own products and ensuring a high-quality recycling over lesser forms of disposal. We want our product materials to live a valuable second life.

- ✓ increase the share of returned ion exchanger to 20% by 2025
- ✓ implement a dispenser refurbishment concept by 2023

Emissions



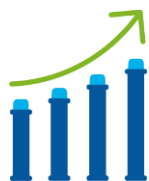
Reducing our company carbon footprint is a key contribution to help fight climate change. We will achieve this by minimizing emissions and by offsetting what we cannot avoid.

- ✓ Make emissions from Scope 1+2 as well as logistics, fleet and travel carbon neutral from 2023 on
- ✓ By 2023, define our road to Net Zero emissions



Additional BRITA KPI: Planet Contribution

Sales



Planet
Contribution



Profit



Product
Impact

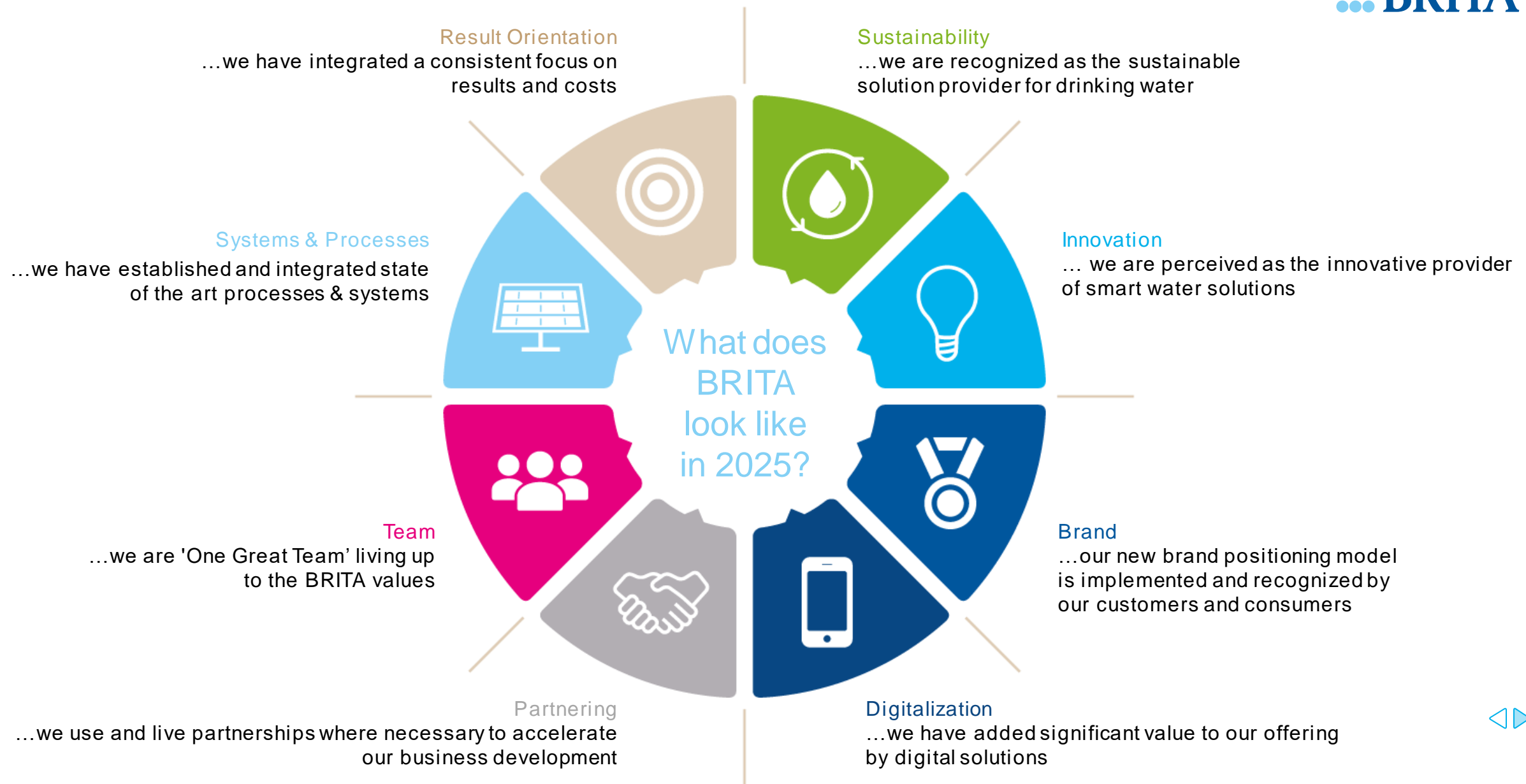


5 billion bottles
saved in 2022

Company
Carbon Footprint



Reduced Scope 1+2 emissions by
9.5% from 2019 to 2022





Sustainability



...we are recognized
as the sustainable
solution provider for
drinking water





Innovation

...we are perceived
as the innovative provider
of smart
water solutions



BRITA –
the only global brand
in drinking water
optimization and
individualization.

 **BRITA**



Brand

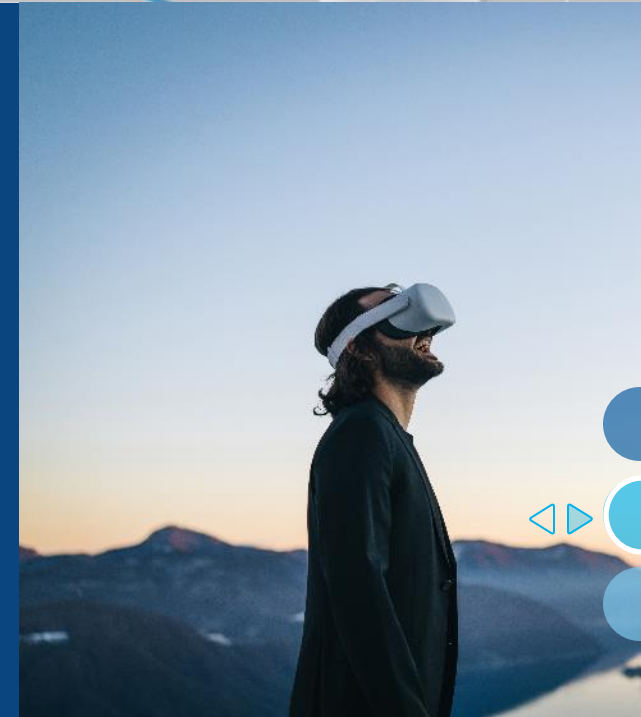




Digitalisation



...we have added significant value to our offering by digital solutions





Partnering

...we use and live partnerships where necessary to accelerate our business development



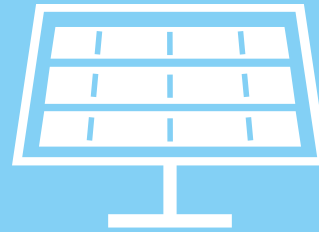


...we are
'One Great Team'
living up to the
BRITA values



Team





Systems & Processes



... we have established and integrated state of the art systems & processes





Result Orientation



...we have
integrated
a consistent focus
on results and act
target-oriented





BRITA at a Glance

Identity, Vision & Mission

BRITA Then and Now

Meet Our Management

Facts, Figures & Portfolio Overview

New Strategy Period 2020-2025

SHAPING SUSTAINABLE SOLUTIONS:

Planet Contribution

Focus on 8 Strategic Components

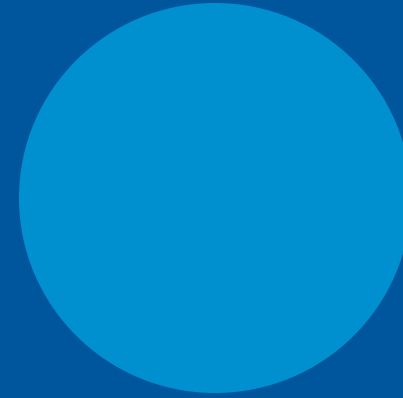
Product Portfolio

Consumer

Dispenser

Professional Filter





Thank you!

