



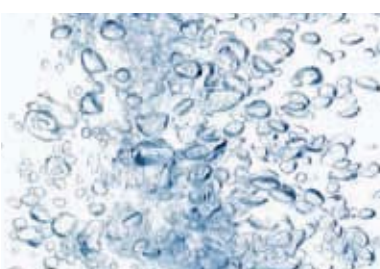
BRITA GROUP // 2018

CORPORATE RESPONSIBILITY REPORT

How can we as a company make a meaningful contribution to maintaining balance in our world and its ecosystems?

BALANCE OUR IMPACT

At BRITA, we are convinced that even the smallest measure represents an important step towards our great goal: ensuring that the impact of our actions on the environment, people and society is a positive one. We are passionate about educating people about the growing quantity of plastic waste in the world's oceans and motivating people to change their behaviour. Come with us on a journey into a sustainable world.



SAVING RESOURCES

Why BRITA products contribute to making the world a little better and more sustainable.



WE ARE BRITA

Why BRITA cares for its employees and how it provides for them.



ON THE SAME WAVELENGTH

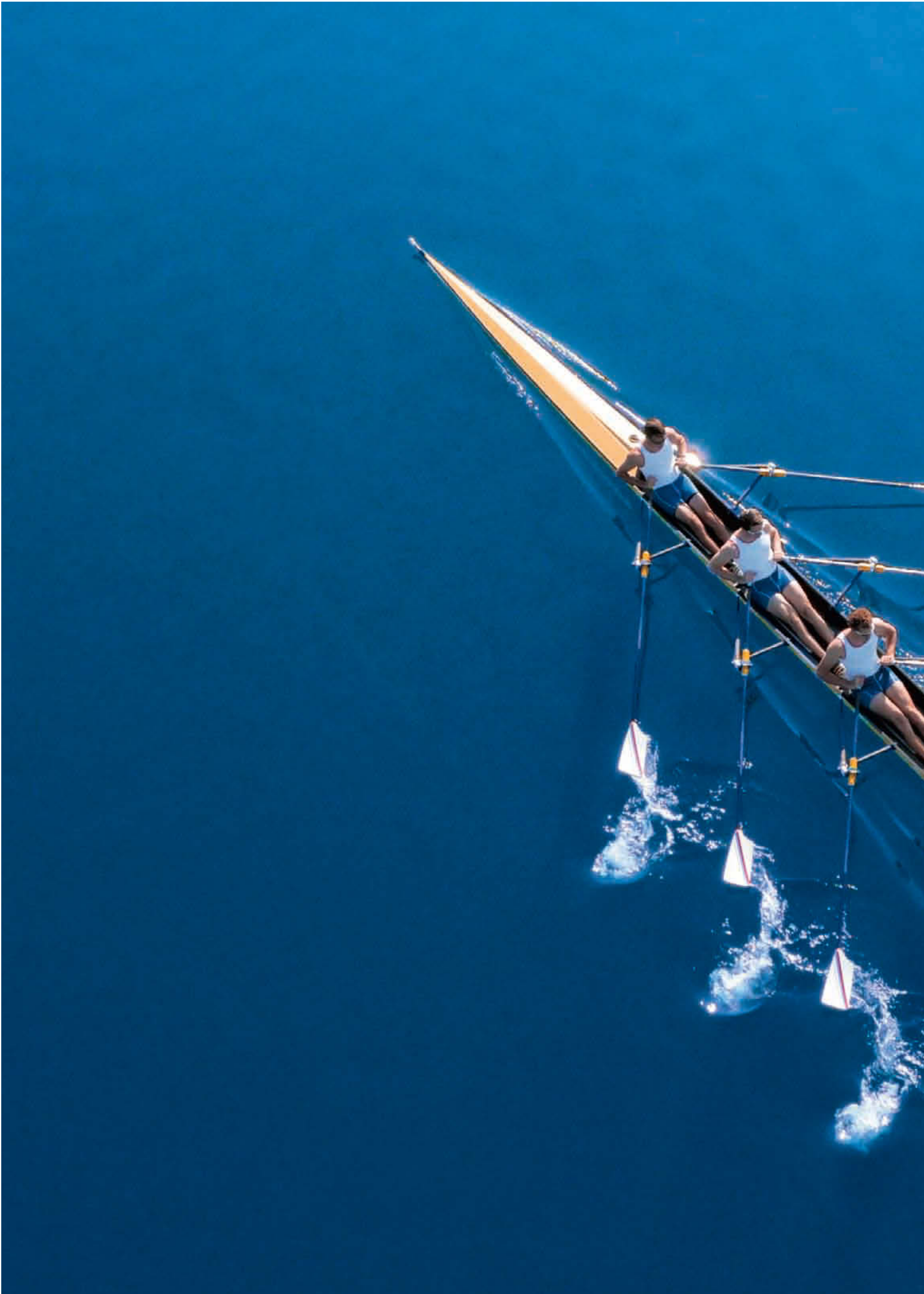
Why we help educate people about the growing plastic waste in the world's oceans.

01 # BAL ANCE OUR PRO DUCT

People all over the world value BRITA products that reliably fulfil their need for great tasting drinking water according to their individual preferences and requirements. And, everyone who uses a BRITA product saves resources, thereby helping to make the world a little better and more sustainable.









02

BALANCE OUR PEOPLE

Companies can only be sustainably successful when every single employee brings his or her best effort to bear. As a family-owned business, BRITA knows that energy, professionalism, engagement and creativity are valuable human qualities which cannot be exploited arbitrarily and that the company bears responsibility for its employees.

03 # BAL ANCE OUR PLA NET

BRITA products help to protect resources. However, for BRITA, corporate responsibility also means reducing and offsetting the impacts of its operations on the environment, for example, by using eco-electricity, recycling cartridges or supporting environmental projects. BRITA's current focus: protecting the world's oceans and their inhabitants from plastic waste.







BAL
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RESPONSIBILITY FOR THE BRITA GROUP

STEPS THROUGH 2020

- **Consistently work on product innovations and research and development in the area of drinking water optimisation and individualisation technologies**
- **Continuously develop the trendsetting segment of pipe-connected water dispensers through acquisitions and international expansion**
- **Further penetrate international markets with a focus on Asia**
- **Further structuring of corporate responsibility in the form of a CR Programme and additional measures**

THIS IS BRITA

BRITA is the world-renowned expert in the area of drinking water optimisation and individualisation. In 2016, the internationally successful German, medium-sized family business celebrated its 50th anniversary. With his invention of the water filter jug in 1970, Heinz Hankammer discovered a market niche and then consistently created the market for it. Today, BRITA manages business activities around the world from its headquarters in Taunusstein and has long since evolved into a multi-product company that offers tailor-made product solutions for a broadly diversified customer structure.

BRITA VISION

"We will change the way people drink water sustainably."

BRITA MISSION

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

OUR VALUES

As a family-owned business, BRITA has consistently placed much emphasis on values. Despite the company's swift advances and strong growth, nothing has changed in this regard – and so it will remain in future. The management and all of the employees know that very specific values are fundamental and contribute just as much to the company's success as business strategies:



PRODUCT PORTFOLIO

In order to provide a service consistent with the BRITA Mission, the best possible drinking water experience for everybody according to their individual expectations, BRITA has been continuously expanding its product portfolio over the years. The goal for every product is to be a leader in terms of technology, quality and design:

Products for the home (BRITA Consumer)

- BRITA fill&enjoy – water filter jugs
- BRITA fill&go – water filter bottles for on the go
- BRITA fill&serve – water filter carafe
- BRITA fill&boil – appliances for preparing hot water
- BRITA connect&filter – pipe-connected filter systems for BRITA optimised water directly from the kitchen tap or the BRITA waterbar
- BRITA Integrated Solutions – filter cartridges that are integrated into domestic appliances made by partner companies, e. g. kettles, coffee and espresso machines

Products for the commercial context (BRITA Professional)

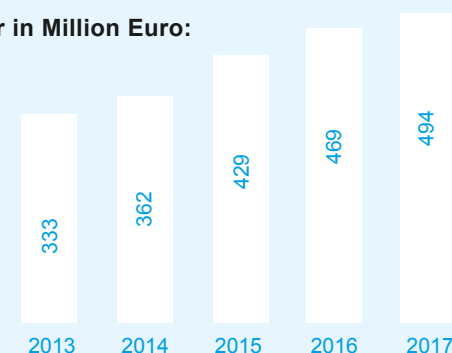
- Filter solutions for commercial use: coffee and espresso machines, vending machines, steam appliances, dish-washers and water dispensers
- Pipe-connected water dispensers for the target groups Corporate (e. g. offices, production areas), HORECA (e. g. the hospitality business, hotel industry, catering) and Healthcare (e. g. hospitals, care homes) for filtered, chilled, carbonated and hot water

TURNOVER DEVELOPMENT

In 2017, the BRITA Group with its 28 national and international subsidiaries and branches, five production facilities, and distribution and industrial partners in more than 60 countries on all five continents reported a total turnover of 494 million euros (adjusted for exchange-rate differences: 504 million euros). This signifies growth of 5.3 percent (adjusted for exchange-rate differences: +7.5 percent) compared to the previous year. 84 percent of total turnover was recorded outside Germany.

Household products in the consumer segment came to 355 million euros and therefore 72 percent of the group's total turnover. The top three markets were China, Great Britain and Germany. The professional sector, with product solutions for hotels, restaurants, catering companies and the vending machines industry as well as pipe-connected water dispensers for offices, schools, hospitals and the hospitality business, generated a turnover of 139 million euros and therefore represented 28 percent of the total turnover. In this segment, most products were purchased in Germany, Great Britain and Switzerland. The development of employee numbers also mirror this growth: at the end of 2017, 1,827 employees worked for BRITA worldwide (+7.5 percent), 942 of them in Germany (+5.8 percent).

Turnover in Million Euro:



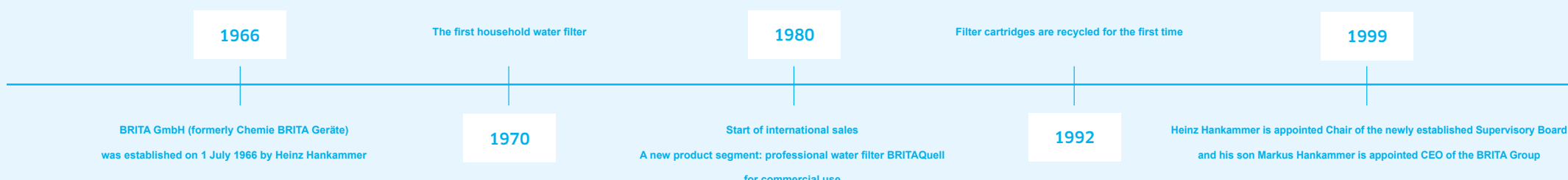
A GLOBAL BRAND

For over ten years, BRITA has earned more than 80 percent of its turnover outside its home market in Germany. With their specific consumption behaviours and requirements, international markets in which the company is active are increasingly powerful drivers for the BRITA brand's product and technology innovations.

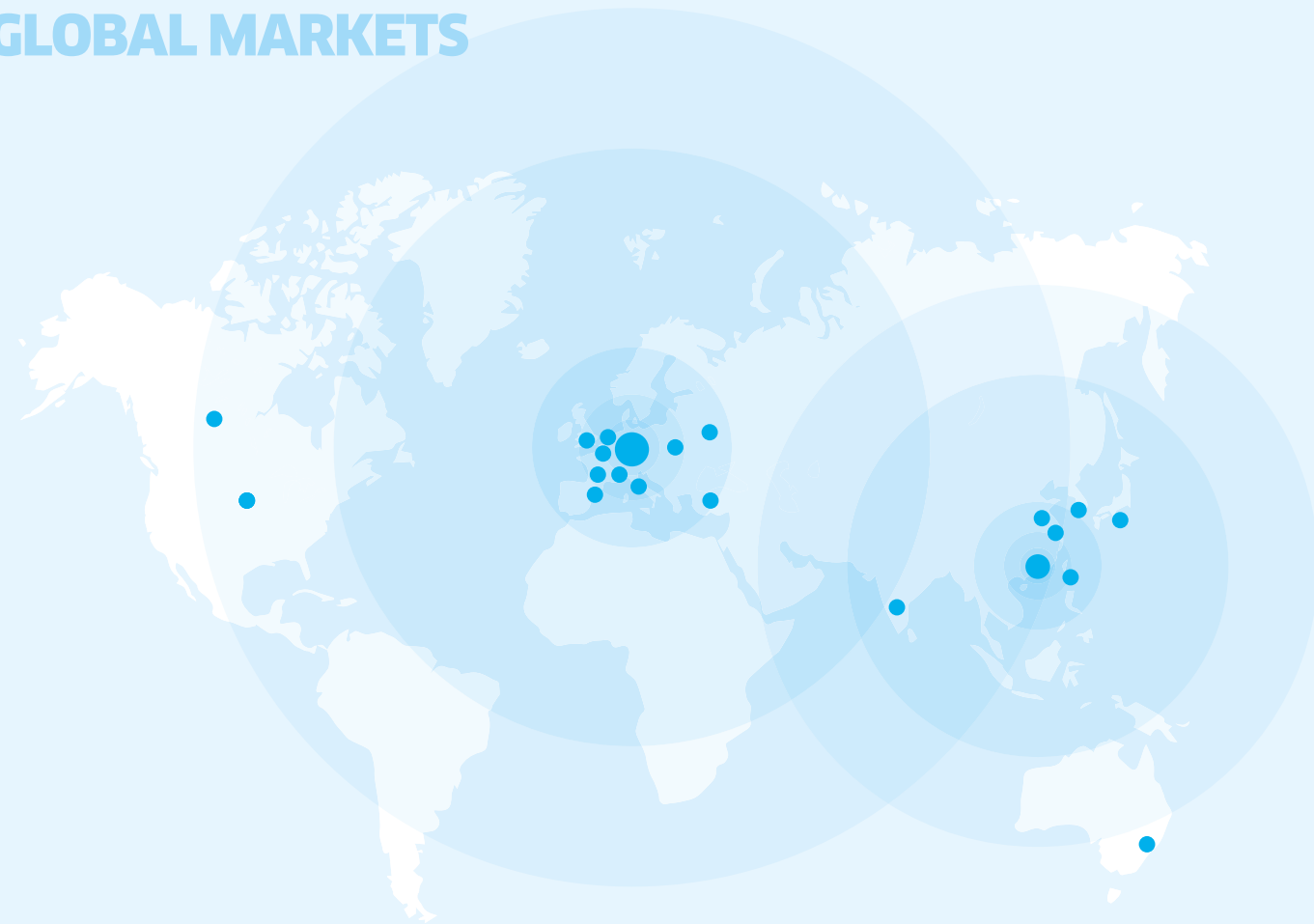
The geographical expansion into Asia has been successfully driven forward for several years. The objective here is to create a 'second home'. So far, the numbers speak for themselves: in 2017, China was the strongest consumer market for BRITA for the third consecutive year. In addition, BRITA has been operating very successfully in Taiwan, Hong Kong, South Korea and for many years also in Japan. In 2017, BRITA founded a further separate subsidiary in Asia: BRITA India Water Solutions Private Ltd. in Bangalore.

In terms of products, in the segment of pipe-connected water dispensers and their filter cartridges in particular, there was a whole series of innovations: the CLARITY filter cartridge product range with multi-step filtration for an especially fresh taste, the new generation of the "Sodamaster" pipe-connected water dispenser with a hygiene concept that is unique in the market, and the yource waterbars for the home. With the latter, end consumers also now benefit from BRITA's knowledge in the development of water dispensers that are connected directly to the mains – delicious, fresh drinking water at the touch of a button that is chilled, carbonated or even heated depending on the model and user request.

With its new mypure ultra-filtration systems, BRITA also entered the fast-growing Asian market for such systems in 2017 and can now provide products that not only reduce pollutants, but also bacteria. BRITA is going even further with its mypure pro filter range, which was introduced in Taiwan at the beginning of 2018. It contains a modular system that reduces limescale and filters particles, bacteria and even viruses, depending on the respective customer needs. This product development is a good example of the strong impetus in new directions emerging in research and development from new markets and their specific requirements. The BRITA brand and BRITA users worldwide can benefit from this to a considerable extent in future.



GLOBAL MARKETS



The BRITA Group includes not only BRITA GmbH which is headquartered in Taunusstein. Numerous subsidiaries around the world also contribute to the company's progress and growth. In North America, BRITA markets its products under the MAVEA brand.

- BRITA GmbH, Germany (headquarters)
- BRITA Water Filter Systems Pty. Ltd., Australia
- BRITA China Co. Ltd., China
- BRITA China Manufacturing Ltd., China
- BRITA France S.A.R.L., France
- BRITA Water Filter Systems Ltd., Great Britain
- BRITA Hong Kong Ltd., Hong Kong
- BRITA India Water Solutions Private Ltd., India
- BRITA Italia s.r.l. Unipersonale, Italy
- BRITA Japan KK, Japan
- BRITA Korea Co. Ltd., Korea
- BRITA Polska S.p.z.o.o., Poland
- BRITA OOO, Russia
- BRITA Iberia S.L., Spain
- BRITA Wasser-Filter-Systeme AG, Switzerland
- BRITA Taiwan Co. Ltd., Taiwan
- BRITA Turkey Su Çözümleri Limited Sirketi, Turkey
- BRITA Vivreau B.V.B.A., Belgium
- BRITA Vivreau GmbH, Germany
- BRITA Vivreau Limited, Great Britain
- BRITA Vivreau B.V., the Netherlands
- BRITA Yource GmbH, Germany
- Asset S.r.l., Italy
- MAVEA Canada Inc., Canada
- MAVEA LLC, USA
- Vivreau Canada Inc., Canada
- Vivreau USA LP, USA

FAMILY-OWNED BUSINESS

BRITA GmbH (formerly Chemie BRITA Geräte) was founded on 1 July 1966 by Heinz Hankammer. Today, BRITA is an autonomous and financially independent family-owned business that is incorporated as a limited liability company (GmbH). The company's operating activities are pooled in BRITA GmbH. Until August 1996, the company's founder Heinz Hankammer was the sole managing director. In August 1996, Heinz Hankammer's son, Markus, also joined the management team. Heinz Hankammer then assigned sole managerial responsibility on 1 January 1999 to Markus Hankammer, who is now CEO of the BRITA Group, while Heinz Hankammer assumed chairmanship of the newly-founded Supervisory Board. Since 2014, Moss Kadey, who developed the business in North America as one of the BRITA pioneers, has been Chairman of the Supervisory Board; Heinz Hankammer became Honorary Chairman. He passed away in 2016, in the year of the company's 50th anniversary. Other members of the Supervisory Board are Brita Hankammer and Prof. Gerd Walger, professor emeritus and co-founder of the Faculty of Economics at Witten Herdecke University, Germany. The Supervisory Board advises and supervises management and the Executive Board. Alongside Markus Hankammer, Stefan Jonitz is the other Managing Director of BRITA GmbH and Chief Financial Officer of the BRITA Group.

THE EXECUTIVE BOARD

Markus Hankammer (Chief Executive Officer BRITA Group)
 Stefan Jonitz (Chief Financial Officer BRITA Group)
 Dr Rüdiger Kraege (Chief Sales Officer BRITA Group)
 Dr Hilmar Walde (Chief Technical Officer BRITA Group)
 Lars Wöbcke (Chief Marketing Officer BRITA Group, EB member since February 2018)

CONQUER NEW WATERS

At the core of BRITA's success is its continuous work on product innovations, development of international markets and investment in the area of research and development as well as employees across the world, closely linked to this value-driven, long-standing company. The business strategy, *BRITA 2020 – Conquer New Waters*, which has been reviewed and updated annually since its introduction in 2015, provides orientation for this effort. Alongside a clear focus on diversification (geographically and in terms of products and technologies), acceleration and entrepreneurship, it contains specific objectives that define the direction for every region and every product segment.

On the strategic approach, Markus Hankammer says:

"We continue to rely on our expertise in a clearly defined product niche and the product range derived from it, whose benefits are understood by people all over the world. Why not optimise tap water in a smart way instead of transporting plastic water bottles back and forth and disposing of them with negative consequences for our planet and our oceans?"

COMPLIANCE

Corporate compliance at BRITA is more than simply adhering to rules and laws. It is part of our business strategy and stands for a sincere, ethical and value-oriented attitude as the basis of responsible entrepreneurship along the value chain. To this end, compliance develops and implements preventive and reactive measures as part of risk management, which helps to prevent losses or identify them early. A fundamental part of the corporate culture at BRITA is responsible behaviour conducted with integrity, and it is expected equally from all employees, right up to the Executive Board. Nevertheless, managers have a special role: they are particularly obligated to set an example for their employees. Violations of law, codes and standards are pursued consistently and, if necessary, through disciplinary actions.

Compliance is managed centrally at BRITA and is implemented locally in the different business units. The compliance function is part of the Group Legal & Compliance department,

which is based at the Taunusstein headquarters and reports directly to the CFO. The central compliance function coordinates training sessions and seminars, monitors compliance with internal and external regulations, and supports the implementation of globally binding internal standards. If a violation of compliance rules is suspected, the function conducts an internal investigation. Financial Directors act as local compliance officers in the various countries and are responsible for implementation of the measures.

To make compliance comprehensible and understandable for everyone, BRITA has developed two central documents: the Code of Conduct and the awareness brochure 'Compliance – Let's all come to the table'. The documents are currently available in twelve languages. Compliance, however, is brought to life not through brochures but through the value-based actions of our employees. Internal communication and interactive workshops are designed to motivate and empower employees to conscientiously deal with compliance issues.

50 YEARS OF BRITA

Every day for more than 50 years, everything at BRITA has revolved around a very special, valuable material: water. Together with the BRITA quality standard, this decades-long expertise has created immense trust in the BRITA brand from customers and consumers on all five continents. In over 60 countries across the world, people value the outstanding quality of the products. Since the invention of the water filter jug in 1970, the family business has developed into a multi-product company. All BRITA products are unified in their contribution towards environmental protection. This is because filtering water in private homes and the use of water dispensers in schools and offices helps avoid the use of plastic bottles and therefore reduces plastic waste. In addition, BRITA customers are particularly impressed by the improved smell and taste of water and the more subtle development of flavours in hot beverages.

BRITA wants to preserve its independence and identity as a family business in everything the company does. This is why the expert for drinking water optimisation will continue to think ahead and act sustainably in order to develop forward-looking products and devices for customers throughout the world with inventiveness and a pioneering spirit.

2004 Launch of BRITA Integrated Solutions (BRITA water filtration technology in kitchen appliances)

2004

2010 Entry into a new market segment: pipe-connected water dispensers

2010

2015 Opening of the company's own Sensory Analysis Laboratory at the Taunusstein site

2015

2016 To mark its 50th anniversary BRITA reinvents itself: a new corporate design, a new logo, a new packaging design and a new brand image

2016

These fields of action are the core of the BRITA CR Programme. They help to classify the numerous existing and future activities, to prioritise them and to systematically work through each area. The results of the materiality analysis and the identification of the fields of action show that BRITA is already engaged in many of the relevant areas and has carried out initiatives. They also show where possibilities to prioritise and to find potential for additional corporate responsibility engagement might lie. In the future, the steering committee will be tasked with defining specific targets for these areas which then will be implemented throughout the entire BRITA group.

New CR Roundtable

In order to further strengthen our understanding of corporate responsibility in the company and to find common approaches to solving sustainability questions, BRITA formed the CR Roundtable in 2018. During regular meetings, representatives of all business segments are invited to gather information about corporate responsibility, add their ideas and suggestions and discuss important issues for BRITA beyond the confines of their own departments.

This interdisciplinary exchange prevents silo mentality and supports collaboration in areas which are important for BRITA both now and in the future. The results of the CR Roundtable are then discussed with the members of the Executive Board in the steering committee. The intention is to expand the principle of the CR Roundtable to the entire BRITA Group.



Looking ahead

The BRITA CR Programme is being developed with the involvement of the top management and relevant departments. Its purpose is to systematically guide a wide variety of measures which had previously been implemented out of the tacit understanding of lived responsibility. It will also provide a framework for issues in which BRITA still has room for improvement. It will be ensured that corporate responsibility is integrated into the organisation in a way which is goal-oriented and pragmatic. Depending on the area con-

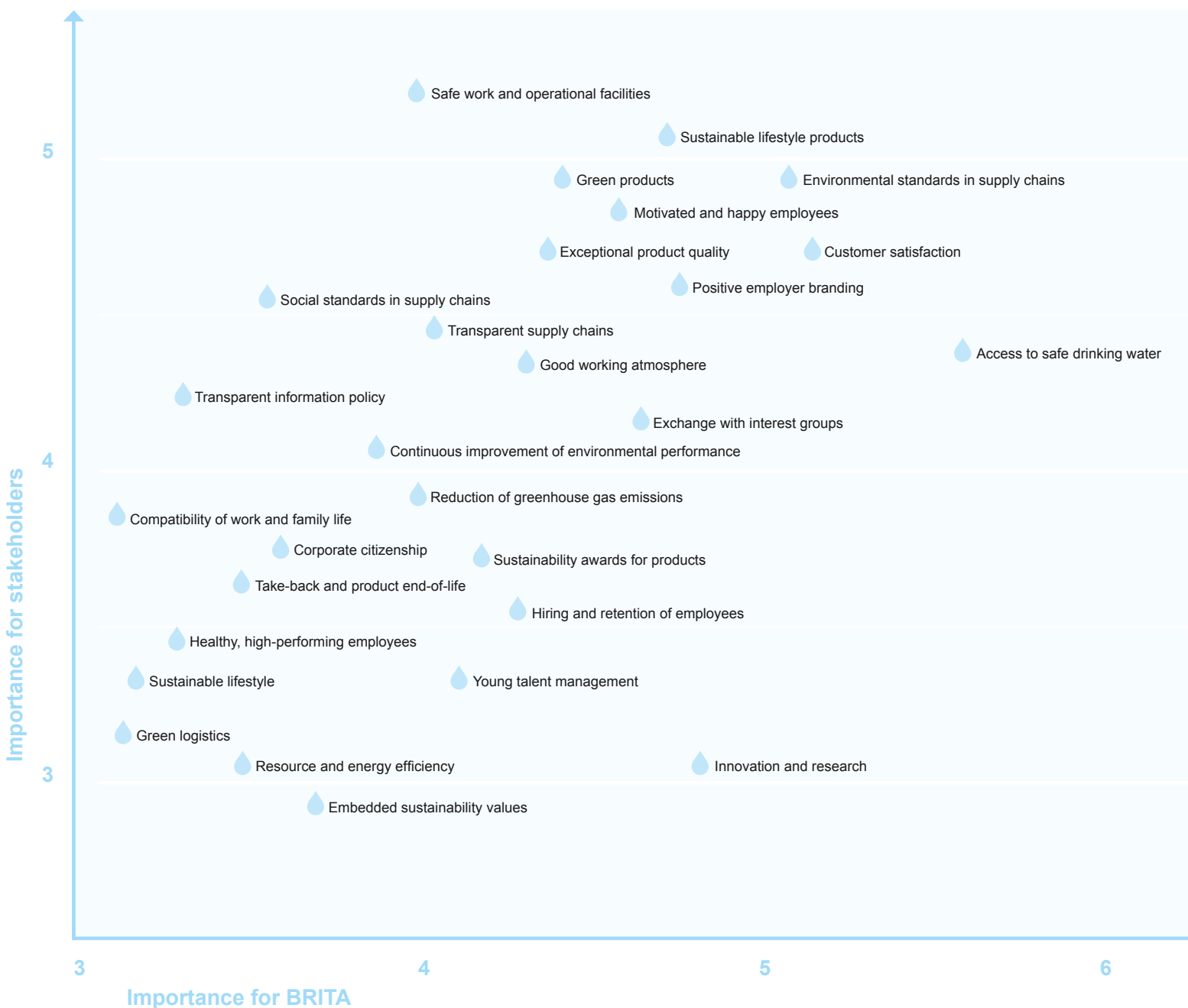
cerned, this process may take longer, but one thing is certain: corporate responsibility will be implemented and experienced with the strength of the entire company behind it. The plan for the short term includes the adoption of the CR Policy and a step-by-step expansion of the CR Programme with areas of focus and goals. The requirements of stakeholders will also be taken into consideration during this process, along with BRITA's strategic goals and the challenges which confront a global and rapidly growing company such as BRITA.

INTERACTIONS WITH STAKEHOLDERS

BRITA maintains an ongoing dialogue with stakeholders such as suppliers, business partners, consumers and authorities via social media sites, conferences and trade fairs, for example. These interactions provide the company with important feedback – not least on issues relating to corporate responsibility. The future goal is to enter into dialogue with important stakeholders on specific issues of sustainability. For now, the focus remains on strengthening internal communication and embedding corporate responsibility more deeply in the BRITA Group.

BRITA is active in numerous national and international networks, associations and organisations related to the core business. This offers interesting possibilities for interaction with various interest groups and stakeholders, while simultaneously deepening existing expertise. Such external contacts also generate new momentum for the business and help to keep an eye on developments within the industry.

Consolidated results of the materiality analysis



BRITA memberships (selection):

- AGV – Employer’s Association of the Chemical and Related Industries for the State of Hesse (HessenChemie)
 - BDS – Federal Association for System Gastronomy
 - BDV – Federal Association for the German Vending Industry
 - BLL – German Federation for Food Law and Food Science
 - DGE – German Nutrition Association
 - DGFP – German Association for Personnel Management
 - FIGAWA – German Association of Companies in the Gas and Water Sector
 - Forum Trinkwasser e. V. (Drinking Water Forum)
 - German Water Partnership
 - GWCA – German Water Cooler Association
 - HKI – Industrial Association of House, Heating and Kitchen Technology
 - IKV – Institute for Plastics Processing in Industry and the Skilled Crafts
 - Markenverband e.V. (The German Brands Association)
- International:**
- Automatic Vending Association (UK)
 - ASCA – Australian Specialty Coffee Association (AUS)
 - Green Restaurant Association (USA)
 - SCA – Speciality Coffee Association (Global)
 - Society for Hospitality and Foodservice (USA)

Protecting the environment

Whether it is convenient products for consumers, such as water filter jugs and the fill&go water filter bottles, or water filters for large appliances in the hospitality business and catering, or in vending machines for hot drinks – BRITA provides product solutions for the most diverse needs of its customers and consumers. Common to them all is that they contribute to environmental protection. This is, for example, due to the fact that filtered water is a resource-friendly alternative to bottled water.

The use of BRITA systems avoids carbon emissions which result from the purchase and transport of bottled water, both in private households and in a professional environment. Also, BRITA as a company plays its part in managing resources responsibly, for example, by recycling filter cartridges.



BRITA fill&go Active water filter bottles are a practical and environmentally friendly alternative to water from single-use plastic bottles. Simply turn on a tap while on the go, fill up the bottle and always have BRITA filtered water available.

Preventing waste

The prevention of waste is becoming ever more important in times of increasing global consumption. A reduction in the amount of waste sounds like a complex, virtually unmanageable task. But a guide¹ published jointly by the Bavarian State Ministry for the Environment and Consumer Protection and the University of Augsburg clearly demonstrates that here, too, many small individual measures can also bring significant progress. The publication outlines various waste-prevention measures for municipal facilities and operations. The installation of pipe-connected water dispensers is one of them. The example of the Stadtwerke München, Munich's public works department, is presented in the guide: in cooperation with BRITA, water dispensers were set up in 19 municipal offices. It was possible to save 52,800 1-litre bottles and up to 1.8 tonnes of waste in a two-and-a-half-year period at one canteen belonging to Munich's waste management services alone. Furthermore, the publication demonstrates that a company with 100 employees, each drinking one litre a day, can save 506 kilograms of rubbish per year.

Moreover, pipe-connected water dispensers in companies, clinics and organisations are a highly visible and tangible step towards greater sustainability for both employees and visitors alike – and they enable employees themselves to impact the environment positively every day just by drinking water.

Reducing CO₂

In order to protect the environment, it is not only the avoidance of waste that is important but also the prevention of emissions. Greenhouse gases, however, in contrast to plastic waste, are not visible and for this reason it is very hard to imagine just how damaging this pollution is to mankind. Here, a product carbon footprint can be very informative. The carbon footprint calculation documents at what level CO₂ emissions are generated during the entire product life cycle. For one of the most popular BRITA models, the fill&enjoy Marella filter jug with the MAXTRA+ cartridge, 7.1 grams of CO₂ are accrued per litre of filtered water. Conversely, 194 grams of CO₂ are generated per litre of bottled water.² The product carbon footprint of a typical bottle of water is therefore more than 25 times higher than that of a litre of filtered water. Thus, by enjoying BRITA filtered water instead of bottled water consumers prevented more than 300,000 tonnes of carbon dioxide in 2017. This corresponds to the annual CO₂ output of approximately 150,000 medium-sized cars.

¹ Leitfaden zur Erstellung kommunaler Abfallvermeidungskonzepte
² Verband deutscher Mineralbrunnen e. V. [Association of German Mineral Springs]; refers to mineral water



The BRITA VIVREAU water dispensers for the professional environment are mainly used in offices and industrial plants, restaurants and hotels, educational institutions, as well as clinics and other healthcare facilities.



The CO₂ footprint of the Marella water filter jug with the MAXTRA+ cartridge is 7.1 grams per litre of filtered water. This is a significantly smaller footprint than that of bottled water, which comes in at 194 grams per litre of water.²

Recycling filters

The use of drinking water filters as an alternative to bottled water is already contributing to environmental conservation. However, in addition to this, BRITA itself supports the sustainable development and manufacture of products in a number of ways – for example, by sourcing more than 90 percent of its electricity from renewable energies. Furthermore, BRITA consistently recycles filter materials – and has done so for more than 25 years. The activated carbon from used filter cartridges is returned to the manufacturer, where it can be used for other applications such as wastewater treatment. BRITA regenerates the ion exchange resin at its own plant in Taunusstein and subsequently reuses it in new filter cartridges. In 2017, for example, a total of almost 800,000 PURITY and PURITY C cartridges (filter cartridges for business customers) were recycled. This corresponds to approximately 1,660 m³ of recycled filter material – enough to fill 20 travel coaches. The recycling rate for professional filter cartridges was more than 50 percent in 2016 and 2017, meaning that more than half of the cartridges produced were recycled.



At BRITA, the ion exchange resin is regenerated at the company's own plant and subsequently reused in new filter cartridges.

In a company with 100 employees, a drinking water dispenser can save 506 kilograms of rubbish annually.

Many customers around the world appreciate BRITA, whether it's for its efforts to conserve resources, or for one of the many other benefits of BRITA filtered water. Two customers from very different backgrounds are introduced here.

Radisson Hotel Group:

The Radisson Hotel Group (RHG) is not only one of the largest hotel chains worldwide, it is also a pioneer in its sector when it comes to questions of sustainability. The BRITA Team interviewed Inge Huijbrechts, Global Senior Vice President for Responsible Business and Safety & Security at RHG:



Inge Huijbrechts, Global Senior Vice President for Responsible Business and Safety & Security for the Radisson Hotel Group

Where can we find the water dispensers in your hotels?

BRITA's water dispensers are generally used to cater for meetings and events that are held on our premises. However, we also use them at the breakfast buffet, for example, so that we can offer great quality fresh water.



The Radisson Hotel Group has set itself a target to make all meetings and events emissions-free and free from single-use plastic bottles by 2020 – and has already achieved this in almost all European markets.

Ms Li:

Ms Li lives in Shanghai and has been a loyal BRITA consumer for more than ten years. She bought her first water filter jug in 2003, around five years before the foundation of the Chinese subsidiary, in one of the few shops in Shanghai that offered BRITA products.

"I love to drink tea, and what I particularly like about filtered water is that it lets the flavour of the tea develop fully. I think BRITA's filter jug is great because it is practical, effective and affordable for any Chinese family," says Ms Li. With these arguments she has already convinced her family and many of her friends to also buy a BRITA product. She particularly likes many of the new products that BRITA brought to the Chinese market in the past few years and is looking forward to acquiring and trying out a new one soon.

What role do they play in your sustainability strategy?

In the Radisson Hotel Group we follow a 5-year plan that is based on the pillars "Think People", "Think Community" and "Think Planet". One of our most important targets is that all meetings and events should be emissions-free and free of single-use plastic by 2020. In most European markets we have already achieved our target of being plastic-free. Water dispensers are a great help in achieving this target because they support us in cutting out the emissions that would be generated in the production and transportation of bottled water. Not to mention the huge amounts of plastic waste that we can avoid by using water dispensers at the hotels.

How important are partners in achieving your targets?

Partnerships and collaborative actions are absolutely crucial when you want to achieve sustainability targets. The Radisson Hotel Group is a committed partner in sector associations such as the International Tourism Partnership, but it also pursues sustainability goals on a cross-sector basis. And naturally, suppliers such as BRITA are also important partners. For us, a decisive factor in selecting suppliers is not merely that they always strive to find the optimal solutions and that they are globally, or almost globally, active, but also that they have the same ideals as the Radisson Hotel Group. And this is true for BRITA.

You have many long-term targets. Tell us about the successes that motivate you to continue with this policy.

Since the spring of 2018 we have begun gradually reducing the use of plastic straws. This means that we are able to avoid the use of 7 million plastic straws a year simply with the countries in southwestern Asia and Africa that are currently involved. The reaction of our guests is a further impetus to us. We explain that we are avoiding plastic drinking straws in order to avoid plastic waste and then a good 90 percent of our guests are happy to have their drink without a straw, and the remaining 10 percent use our alternative straws, made of paper, for example.

BRITA INVENTED IT

The foundation for BRITA's company success today was laid by Heinz Hankammer with his first two inventions. One of them, the water filter jug, has become popular around the world and is an integral part of many households today.



The first water filter jug "Household water filter 1" from the inventor's workshop of Heinz Hankammer

The idea for his first invention 'AquaDeMat' came to company founder Heinz Hankammer in a chemistry lab more than 50 years ago. He was fascinated by an apparatus that could produce distilled water by means of ion exchange resin, without the water having to evaporate. On the basis of this technology, he built the first prototype of a filter in his garage, which became an instant hit in German petrol stations. The petrol station owners were impressed by the simple handling of the AquaDeMat, because, in those days, it was complicated to obtain distilled water for the maintenance of car batteries. The more products Heinz Hankammer sold, the more he became aware of the potential of the technology.

The brilliant idea for a solution that could be used in the household for the optimisation of drinking water came to him in 1970. That year, he invented the first household water filter which worked independently from a water pipe, and the sales idea to go with it: the BRITA tea test, which immediately shows the product benefits. The tea made with BRITA optimised water was clear and did not exhibit any unappetising streaks, not even after cooling.

Focus on research and development

As one of the leading developers, producers and providers for drinking water optimisation, BRITA still invests a lot of time and money into Research & Development today. The central success factor remains the same: to continuously optimise and develop the technology in order to constantly provide reliable answers to customer needs. To this end, BRITA developers daily research new filter technologies, materials and their ideal usage. The company receives ideas for innovations or product improvements from the exchange with universities and its internal innovation management. This has placed dialogue, not least with the customer, clearly centre stage. "We see ourselves as the voice of the customer. Unless we as developers

can understand the market needs well, we cannot develop solutions to exceed them, which is our goal," explained Thomas Nagel, Director Group Research & Development Filter & Dispenser. Dr Simon Floren, Director Group Research & Development Water Treatment & Laboratory, explains further: "We continuously research innovative technologies and product concepts. On this basis we develop tailored product solutions for our customers."

BRITA ingenuity as the basis for innovations

A typical development project requires around two to three years from the idea to the finished product. Along the way, the idea must overcome several hurdles which are set in a product development process. Just like Heinz Hankammer, the BRITA developers in part still puzzle over, inventing and optimising technologies themselves. This makes the company independent of common, market-ready solutions and, most of all, enables it to develop custom products to suit the individual needs of customers. As Hankammer demonstrated more than 50 years ago, a good idea alone is not sufficient. It only becomes an innovation if it offers a real solution, as the company mission states, "to offer everybody the best possible drinking water experience". In order to meet this objective, BRITA has made huge progress with its products. Today, highly complex machines and their control elements are also being developed. Or filter media, such as the MicroDisk or activated carbon block technology, which are unique on the market in this form. "If the required technology does not yet exist on the market, then we look for our own solutions," says Dr Hilmar Walde, the responsible member of the Executive Board, full of pride for his team.

The BRITA innovation workshops

The entire development process is accompanied by the Laboratory and the Technical Centre. Here products are thoroughly checked to see whether they deliver what they promise. At the Technical Centre, the main tasks are soldering, measuring and screwing. Here, everything is about electronics and software, as BRITA water filters and BRITA VIVREAU dispensers become ever 'smarter' with digital technology. In Technology Testing, part of the Technical Centre, the high quality of BRITA products is tested and ensured under realistic conditions. Here, for example, temperature fluctuations or changes in water pressure are tested. The Laboratory is the place where the concentrated water expertise of BRITA is bundled and where, among other things, the filtration result is checked. Only those product ideas that fulfil the BRITA quality promise are brought to market.

29 marketable product innovations in 2016 and 2017 speak for themselves. The erstwhile inventive spirit of Heinz Hankammer is still alive today.



EAST MEETS WEST

One of BRITA's strengths is its ability to introduce its brands and its products internationally and to attract customers in more and more countries. In this regard, Asia is a region where BRITA recognised the market potential at an early stage and in which the company has increasingly invested in recent years.

'BiRanDe', as BRITA is known in Chinese, has been marketed by its own subsidiary in the Middle Kingdom since 2013. With 20 million MAXTRA cartridges sold, 2016 was the most successful year so far for BRITA China Trading. In order to be able to respond more flexibly to market demands and to decrease inventories in Asia, BRITA also founded a production company in 2017, BRITA China Manufacturing, and built an entire production facility. Since then, in the Chinese city of Suzhou, the products MAXTRA+ and – since 2018 – a new filter family for Asia, mypure pro, have been manufactured there. Lukas Platz, Director of Group Manufacturing, is thrilled: "The new production site offers a number of organisational advantages. We also save ourselves the administrative effort associated with importing products to China,



The newly founded production company BRITA China Manufacturing is located in Suzhou, around 100 kilometres from Shanghai. It opened on 24 August 2017 following traditional Chinese customs and has been producing the new mypure pro filter family in addition to MAXTRA+ since 2018.

and of course, we reduce transport distances. Taken together, these factors save time, money and a great deal of CO₂ emissions."

Intercultural cooperation

The installation of state-of-the-art production equipment placed enormous demands on the project team. Numerous employees from Industrial Engineering, Supply Chain Management, Logistics and Quality Management spent several weeks on site to implement the relocation according to BRITA standards. From the outset, Lukas Platz relied heavily

on local skills: "Right from the beginning we drew on the opinions and experience of the Chinese team. In this way, we were able to bring together the best of both worlds: decades of acquired expertise and the local knowledge required for the Chinese market." The result is plain to see: the highly modern production lines fulfil not only the highest safety standards. The MAXTRA+ production line, for example, is also larger and has a greater capacity than any of the lines at the European sites.

The plant in China manufactures exclusively for the Asian region. Local production cuts out long transport routes and thus significantly reduces CO₂.

FOR THE GOOD NAME

BRITA is a manufacturer of a brand product. This goes hand in hand with a special obligation to protect the products and the BRITA brand promise. After all, millions of customers worldwide trust the filter performance of the BRITA product solutions – an invaluable asset for the company and its sustained success.

At BRITA, an entire department deals with the subject of intellectual property rights and their protection. Seven colleagues work to protect around 1,600 BRITA brand rights the company owns for its segments and products sold in more than 60 markets globally, as well as around 600 patents or patent applications and 500 design rights around the world. Patent lawyer and physicist Dr Jochen Döring has been leading the team for around four years. The employees' tasks are diverse. In countries in which BRITA does business, rights must be registered and subsequently maintained. Nearly every strategy adjustment in marketing requires an adaptation of the IP rights. For example, changes to the logo and the design of the products lead in most cases to new property right registra-

tions. Particularly since BRITA established a second home in Asia over the past five years, the violation of property rights has become an increasingly important topic.

Active brand protection

"Basically, there are three forms of property right violations," explains Dr Jochen Döring. The classical property right violation is obvious: a BRITA product has been copied in a competitor's product to the extent that patents were violated. This usually leads to legal action, after which the competitor product must be taken off the market. "If we find a so-called look-alike product, our work becomes significantly more difficult. In that case, the competitor has attempted to recreate the product in a very similar way while not violating any property rights. Nevertheless, there are obvious connections to our brand or products. In such cases, we must closely examine our options to look for a basis for the claims against the manufacturer," says Dr Jochen Döring.

Last but not least, there is the case of product piracy or counterfeiting. Here, a BRITA product has been imitated to such a degree that it is almost impossible to distinguish it from the original product at first glance. "In a case such

as this, most of the time all property rights that we have take effect, and the law is clearly on our side," concludes Dr Jochen Döring.

The fight against product piracy

"In the fight against counterfeit products, combining various resources has proven helpful: we rely on professional online monitoring and on local experts who secure evidence for us on site," says Dr Jochen Döring. Retracing a counterfeit product is not that simple, as product pirates perform their sales transactions predominantly on the internet in order to prevent any possible tracing of their production sites.

Through its membership in the protection association QBPC, which encompasses a total of 200 companies with businesses in China, BRITA can also learn from other companies and stay in contact with the authorities as a collective. So far, in cooperation with experts, local authorities, the online sales platforms and the Chinese criminal police, six product pirates have been identified and held accountable. "Usually, the damage incurred by BRITA can only be roughly estimated. One reason for this is that product pirates like to mix originals with counterfeits in order to remain undetected," says Dr Jochen Döring. However, it is clear that BRITA will continue to prioritise the topic.

This is, after all, not only about avoiding material damage, but also about protecting the consumer and maintaining the leading market position of BRITA and the jobs associated with it. The continuous internal development of the BRITA IP office and the very good external network created by BRITA since 2014 are reasons to be confident.

"We feel well-trained and equipped for the fight against counterfeits and will continue to do everything to prevent freeloaders from diluting the BRITA brand," concludes Dr Jochen Döring.

So far, more than 50,000 counterfeit cartridges and over 2,500 counterfeit water filter jugs have been secured and taken off the market. As product pirates only rarely have a large stock, however, it is important to stop their work in the long-term. The deterrent effect plays a significant role in this. After a successful arrest, counterfeiters lose everything they have invested and frequently receive a prison sentence.

RESPONSIBILITY FOR THE PRODUCT

NEXT STEPS

- **Product development: consideration of sustainability in product design and development**
- **Operational Excellence: standardisation and further development of shopfloor management**
- **Certifications: successful initial certification of the new Chinese production plant (ISO 9001, ISO 14001 and ISO 45001)**
- **Supply chain: better integration of corporate responsibility issues into supplier management**

TOP PRIORITY: QUALITY

The high quality of BRITA products, for which the company is known throughout the world, does not happen by chance: a comprehensive quality system regulates the monitoring process from raw material all the way to the end product. Consistent, high quality and safety are the most important criteria for the selection of raw materials. Ultimately, they form the basis of the company's high-quality products. BRITA has detailed contracts with suppliers for the basic materials ion exchange resin and activated carbon. Each supplier guarantees in writing that their goods conform to the strict BRITA specifications for raw materials as well as the applicable legal requirements.

Incoming raw materials pass through the Incoming Goods Lab and are, among other things, subjected to random microbiological testing. A comprehensive test is also carried out on the ion exchange resin that is recovered as part of the cartridge recycling process in the in-house regeneration plant. All raw materials are processed only after staff have confirmed the impeccable quality of the goods. Blocked or unapproved goods are labelled and, in case of defects, returned to the suppliers or the employees in the recycling facilities. High quality standards and especially hygiene regulations also apply in production, and adherence to these is

ensured through detailed process documentation as well as inspections at appropriate checkpoints. Also, when BRITA products are supplied to retailers, BRITA guarantees traceability.

In order to be able to consistently guarantee the high, partially self-imposed quality demands, finished products undergo a continuous review. For additional tests and product registration inspections, BRITA works with various reputable, independent institutes and laboratories, such as TÜV SÜD in Germany, which are renowned and respected in their respective countries. Certifications from these institutes underscore the quality and safety of the products.

The comprehensive quality assurance programme is continuously refined and improved. The introduction of a quality management system in accordance with ISO 9001 at the production site in China is an example of how BRITA ensures that the strict specifications are implemented at all sites. Worldwide, the certifications the company obtains for its products increase consumers' confidence in BRITA and are further proof that the commitment to quality is fulfilled.

Selection of product certifications¹ (as of December 2017):

Certifications	
TÜV Octagon	TÜV Süd – Certification mark for food safety (Germany)
KTW	Plastics in contact with drinking water (Germany)
ACS	Sanitary Conformity Certification (France)
TIFQ	Institute for the Hygienic Quality of Food Technologies and Processes (Italy)
WQA	Water Quality Association (USA)
NSF	National Sanitation Foundation (USA)
WRAS	Water Regulations Advisory Scheme (United Kingdom)
KC	Korean Product Safety Requirements (Korea)
WaterMark	WaterMark Certification Scheme (Australia, New Zealand)
HSO/NHFPC	Hygiene Certificate for Water Filtration Devices (China)
PZH	Narodowy Instytut Zdrowia Publicznego (Poland)

¹ Not all certifications apply to all products.

Transparent consumer information

The high standard BRITA sets for its own products is also reflected in communication with consumers. They receive easy to understand information and answers to their questions about products and their use. Consumers can contact BRITA and receive reliable answers to their questions via the service area on the website, social media pages on Facebook, Instagram, LinkedIn and YouTube, and on the consumer hotline.

CONCENTRATED WATER EXPERTISE

To be able to develop and produce top-quality products such as BRITA water filter systems, it is vital to have an excellent understanding of the resource water. As a globally recognised expert for drinking water optimisation and individualisation, BRITA has many years' experience and in-depth knowledge in this field. Thus, the company operates a modern laboratory with 12 employees which resembles that of a waterworks. Among other things, the Chemistry Lab analyses which ingredients (such as iron, copper or chlorine) are filtered out by the BRITA filters. The service life of the filter is also determined based on this analysis. In addition, local or regional drinking waters from across the world are tested in order to achieve an optimal composition of the filter mixture for the respective market. By contrast, the Microbiology Lab examines the filters and the production environment according to the same hygiene standards as the food industry. Here they examine, for example, the appropriate cartridge exchange frequency for reasons of hygiene. Furthermore, the Microbiology Lab ensures that all raw materials live up to the strict hygiene requirements. Testing technology as a separate field of expertise is currently staffed with eight employees. Here, materials, components

and finished products are tested for, among other things, stability, leakage, function during continuous operation, and contact with cleaning materials. This ensures that the products fulfil the high standards with regard to filtration properties, mechanical strength and durability.

In-house Sensory Analysis Laboratory

In operation since 2015, BRITA also has its own Sensory Analysis Laboratory under the leadership of a trained water sommelière. Here, taste research for water, coffee and tea takes place alongside the taste analysis by several trained test panels. In a specially equipped tasting room with space for twelve testers, up to 15,000 glasses of water and other water-based drinks are tasted each year. The results of the tastings feed into the development and improvement of the products and support the continuous strengthening of BRITA expertise in the area of drinking water optimisation.

BRITA is a member of the German as well as the European Sensory Science Society in order to keep pace with the latest scientific trends. Its own research activities also ensure a knowledge advantage. For example, in 2018, based on internal test results, targeted basic research and scientific research, the first water sensor wheel was developed which can be used for filtered, tap and mineral water alike. The wheel helps to systematically describe the sensory impressions of taste, mouthfeel and smell.

Sensory science also plays an important role in quality control. Specially trained employees carry out a sensory evaluation of the incoming materials and thus ensure that the BRITA quality standard is achieved with regard to taste. In order to be able to carry out these incoming goods inspections locally with identical quality standards, independent incoming goods control panels are being established at the production sites in Germany, Great Britain and China under the guidance of the Sensory department since September 2017.

BEST: OPERATIONAL EXCELLENCE

It can always get better. This is why BRITA takes the subject of operational excellence very seriously. In 2009, the BRITA Excellence System, or BEST, was introduced in Production and Logistics. Since then, improvement teams in all production areas have been working to avoid waste and increase added value. Together with colleagues from Plant Engineering, who are responsible for equipment technology, they are developing devices to make processes more efficient, more ergonomic and safer.

Every improvement counts: 194 employee ideas for increasing efficiency and conserving resources were implemented in 2017.

In 2017, 214 new ideas in the areas of People, Planet and Profit were developed in the teams. Of these, 194 ideas were successfully implemented last year and now contribute towards increasing efficiency and conserving resources. BEST not only helps the company to achieve sustainable improvement, it also contributes significantly to employee satisfaction. With BEST, employees are involved in the improvement process from the outset and develop devices in such a way that they meet the requirements of the company and employees alike.



PRODUCT DEVELOPMENT

For BRITA to maintain its advantage as one of the leading experts in drinking water optimisation and individualisation, the company invests five percent of its turnover every year in research and development. Over 100 employees work continuously on new product and water filtration technologies, possible new applications and potential uses of new materials. More than 300 internationally approved patents attest to the company's innovative lead.

When designing new products, the understanding of customer needs and current trends are paramount. The product development process, which was substantially revised in 2017, provides a clear framework for such innovation projects and is focused intensely on market and user needs. BRITA wants to continue to develop qualitatively and ecologically meaningful products. At the same time, sustainability is an increasingly important subject for consumers and customers. This is why the company gives thought to the environmental impacts of its products. In the new product development process, the targeted involvement of certain specialist departments will now ensure that a holistic approach to corporate responsibility takes place at an early stage. In this way, sustainability requirements for new products can be defined and taken into account throughout the remaining development process.

MANAGEMENT SYSTEMS

BRITA has introduced different management systems for quality, environmental, energy and occupational safety management. They help to systematically manage, efficiently organise and continuously improve processes, services and production. This also means that the company meets the demands of many customers and business partners. Alongside quality and environmental protection, they place increasing value on a more efficient use of energy and concern for employee welfare through certified management systems.

Within a matrix certification, the production sites in Taunusstein (Germany), Bicester (Great Britain) and Neudorf (Switzerland) are certified according to the quality management standard ISO 9001. Since 2011, these production sites have also fulfilled the requirements of the environmental management standard ISO 14001 and the occupational health and safety management standard OHSAS 18001. The Taunusstein and Bicester locations, in addition, have an energy management system according to ISO 50001. The change to the updated versions of ISO 9001 and ISO 14001 was successfully completed with the recertification audit at all three locations in 2017.

Overview of certifications (as of December 2017):

Certifications	DE				GB				CH				China			
ISO 9001	•				•				•				(•)			
ISO 14001	•				•				•				(•)			
ISO 50001	•				•											
OHSAS 18001	•				•				•				(•)			
BRC	•				•				•							

(*) planned for 2018; instead of OHSAS 18001, the new ISO 45001 standard will be certified

For 2018, plans are in place to ensure that the new production site in China will receive ISO 9001, ISO 14001 and ISO 45001 (formerly OHSAS 18001) certifications. This means that employees, customers and partners can rely on BRITA as a company that works efficiently, sustainably and to a consistently high quality standard. In addition, plans are under consideration as to whether management systems should also be introduced at other locations in the coming years.

Since 2012, the production site in Taunusstein (Germany) and now the production sites in Bicester (Great Britain) and Neudorf (Switzerland) are all certified according to the BRC (British Retail Consortium) Global Standard for Consumer Products. The standard specifies criteria for the manufacturing of safe, legally compliant and top-quality products and places high demands on production processes and their management.

RESPONSIBILITY FOR THE SUPPLY CHAIN

As a production company, BRITA obtains important raw materials, other materials, and components such as technical water filtration and electrical components from a global supplier network. The company fosters cooperative and often long-term business relationships with its suppliers. The suppliers of production-related raw materials and important product components are, for the most part, based in Europe and Asia.

To be able to ensure the quality of the products, suppliers are selected according to certain criteria. In addition to current quality management requirements in accordance with ISO 9001 plus quality and process requirements specific to BRITA, there are also requirements in the areas of environmental protection, occupational safety, hygiene, social responsibility and compliance. Suppliers of production-relevant materials who exceed a certain purchase volume are obligated to provide regular information about their activities in these areas. Selected suppliers are additionally audited on site by qualified BRITA employees to check compliance with the regulations. Where necessary, a corrective action plan determines which improvements need to be made. In 2017, 30 supplier audits were carried out, and 11 in 2016.

BRITA acknowledges its responsibility for the effects of its business operations in the supply chain. The company strongly rejects all forms of forced, compulsory or child labour and discrimination, and is committed to internationally recognised human rights. Suppliers commit themselves to paying at least the statutory minimum wage, making a reasonable standard of living possible for their workers. They must comply with national regulations and agreements with regard to working hours and paid holidays. The BRITA Code of Conduct and the Code of Ethics posed within it, which frames these principles of conduct, are fundamental parts of the corporate culture at BRITA and of the BRITA self-image. Only suppliers who acknowledge compliance can and will work together with BRITA on a long-term basis. Employees who suspect or identify a violation of the Code of Conduct at BRITA or from a supplier can report this anonymously and without any fear of consequences.

PRINCIPLES OF THE BRITA CODE OF ETHICS

- No forced, compulsory or child labour
- Equal treatment of all people with dignity and respect
- Freedom of association
- Remuneration that provides for a fair standard of living
- Compliance with regulations on weekly maximum working time
- Guarantee of occupational health and safety
- Needs-oriented and skills-specific qualification
- Environmental protection



BRITA's international growth and the continuing development of the product portfolio, particularly in the area of pipe-connected water dispensers, also means that the supply chains will become more complex and diverse. At the same time, customers and legislators are focusing more on topics that are often not relevant to direct suppliers but in the upstream production processes or in the extraction of raw material. Nevertheless, this can pose risks for BRITA in terms of reputation and success.

In order to meet its obligation of due diligence, in 2017, the company started to focus supplier management more closely on social and environmental issues. Following an internal review of the detailed requirements placed on BRITA and its suppliers by customers as well as anticipated legal developments, the supplier self-assessment questionnaire was revised and the associated process redrafted in 2018. The next step is to review how social and environmental issues can best be integrated into the selection and evaluation of suppliers. Because corporate responsibility at BRITA means that the company assumes and accepts its responsibility along the whole value chain.

OBJECTIVE	ACHIEVED	STATUS
Further optimisation of the product development process	<ul style="list-style-type: none"> • Review of the product development process (PDP) in 2017 • Early consideration of sustainability issues is ensured 	
Continuation of the successful, award-winning product design	<ul style="list-style-type: none"> • KitchenInnovation Award 2018 for BRITA Younce waterbars • German Innovation Award 2018 for mypure pro filter range • 2017: multiple red dot award honours for water filter jugs 	
Expansion of the BRITA Operational Excellence System (BEST)	<ul style="list-style-type: none"> • Introduction of BEST Teams in all relevant production areas (Germany) • 214 ideas for improvement were generated (194 implemented) • Redesign of the reporting system and improvement of production figures 	
Implementation of management systems at other production sites	<ul style="list-style-type: none"> • Certification of BRITA production site in China intended by the end of 2018 • Certification of the production site in Italy was postponed (relocation in 2018) 	
Introduction of a supplier relationship management tool	<ul style="list-style-type: none"> • Introduction of the tool was not implemented 	

Objective achieved

Objective partially achieved

Objective no longer relevant/not achieved



02 #

Already had a very good knowledge of the BRITA production lines: Patrick Boller

WE ARE BRITA

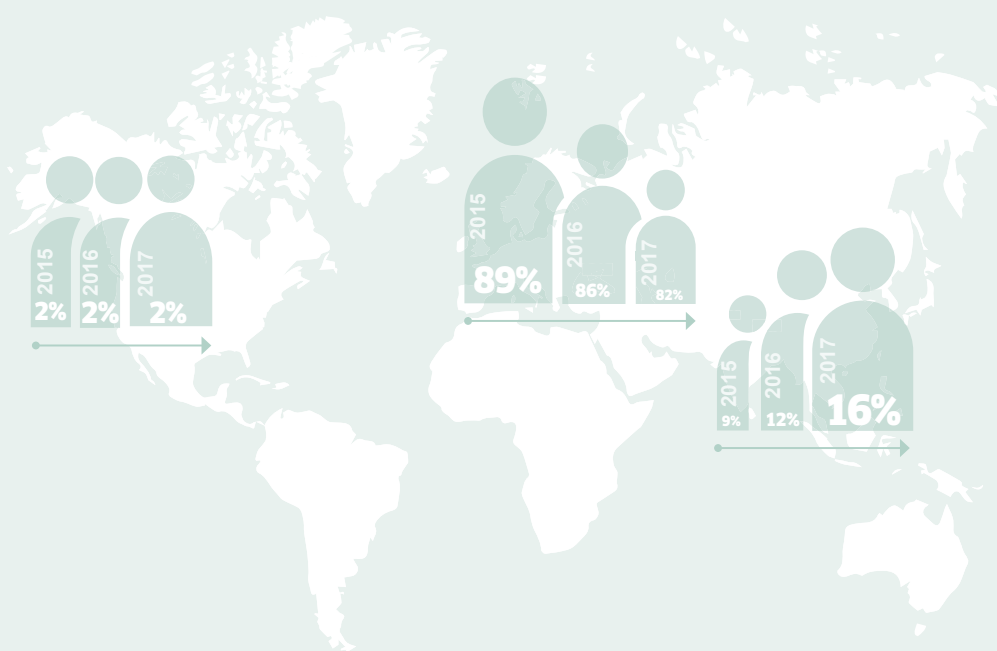
Sustainable business development can only work if everyone pulls together – namely all the approximately 1,800 employees worldwide who shape BRITA daily with their ideas and their commitment. They are encouraged to promote the organisation and BRITA’s products and processes together. The philosophy of a family-run business which maintains a special relationship with its employees, lays the groundwork for this. Common values, clear targets, but also specific assistance provide orientation and support. This way, challenging tasks that continually arise in the extremely dynamic market environment of drinking water optimisation can be mastered.



Almost 50 different nationalities work at BRITA. The company offers language courses and cross-cultural training seminars to promote international collaboration.

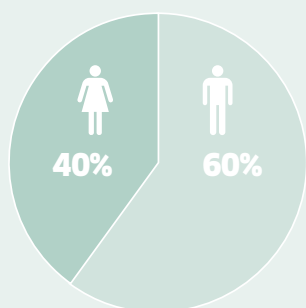


Distribution of employees worldwide:^(2,3)



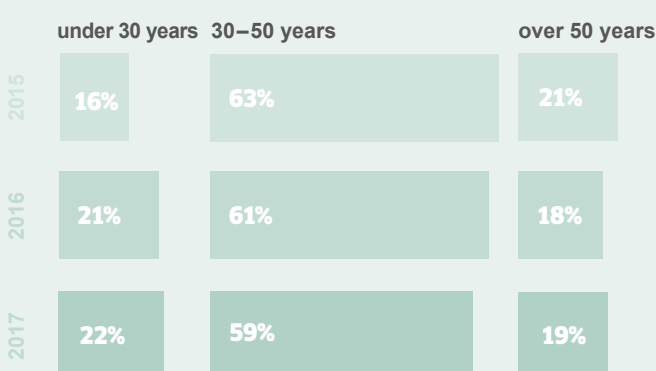
In 2017, 12 percent of BRITA employees worked part-time. This proportion has remained constant since 2015. BRITA offers part-time employment models in order to enable employees to design their working lives with flexibility and according to their needs. Like other companies, BRITA must also be able to react quickly to certain developments and situations. Nevertheless, 82 percent of employees are on permanent contracts. The proportion of employees on fixed-term contracts was at 18 percent in 2017, an increase of 6 percent from 2016. This can be explained, in part, by the increase in personnel in growth markets where permanent contracts are customary only after several years' employment within a company. But the goal of BRITA is always to offer employees long-term career prospects.

Distribution of employees by gender:



Around 40 percent of BRITA employees are female. This proportion has remained constant over the last few years and is quite high for a manufacturing, increasingly technology-driven company. The average age of employees is around 40, a trend that is evidenced by the age structure of employees. Between 2015 and 2017, the proportion of employees under 30 increased at BRITA from 16 percent to 22 percent. But the experience of long-term and older employees is also valued. For example, mentoring within the BOLD programme ensures that a knowledge transfer takes place within the company and that junior employees can benefit from the knowledge of experienced employees.

Employee age structure:



HEALTH AND SAFETY

BRITA cares about the health and safety of its employees and strives to prevent illness and injuries and to continuously improve occupational safety. Compliance with legal obligations and other requirements in occupational health and safety management is the basis and should be exceeded where possible. By means of job safety analyses, workplaces and new or amended processes are monitored for risks in order to guarantee the protection of employees. Risks are also identified and appropriate measures are initiated in the design, as well as the lawful operation of new production

lines or equipment. Furthermore, regular inspections of work areas are carried out. The Health, Safety & Environment department evaluates the results and, where necessary, takes steps and offers advice in line with legal stipulations. All employees receive regular training on issues of health and safety. Depending on the location, either online trainings or seminars are provided for this purpose. Employees, for their part, are required to consistently comply with occupational safety regulations, to inform their superiors about defects and to make suggestions for improvement.

Occupational safety is a key issue, particularly in the manufacturing industry. Therefore the production sites in Taunusstein (Germany), Bicester (Great Britain) and Neudorf (Switzerland) are certified in accordance with the international standard for occupational health and safety, OHSAS 18001. The most recent recertification audit took place in autumn 2017. By the end of 2018, the newest production site in China will also be certified according to the standard for occupational safety ISO 45001, which replaces OHSAS 18001. In addition, the creation of the central function Group HSE will further standardise occupational health and safety at an international level.

Work accidents

Despite extensive occupational safety measures, there were 16 work accidents in the entire BRITA Group in 2017, with a total of 519 working days lost. This results in an accident rate of 4.67 per one million working hours.⁴ The accident rate was recorded for the entire Group for the first time in 2017. Of these accidents, 69 percent were recorded at the production sites in Taunusstein (Germany), Bicester (Great Britain) and Neudorf (Switzerland). In 2017, the accident rate for the three production sites was 5.83 accidents per one million working hours (2016: 6.72). Negligence was the

most frequent cause of the accidents that occurred. In future, accident statistics will be calculated for all production sites as well as for the BRITA Group.

Unfortunately, there was one serious work accident at a production site during the reporting period. All necessary immediate measures were initiated and an assessment of the probability of occurrence has been carried out at all international locations to prevent a recurrence. There were no serious work accidents or even fatalities at any other production sites.



Healthcare

Healthy and capable employees are the basic prerequisite for BRITA to be able to continue to operate successfully and achieve its business goals. This is also why the company takes responsibility for the health of its employees. At the headquarters in Taunusstein, but also in many subsidiaries, preventative health measures are provided that go beyond the legal requirements. BRITA GmbH offers, for example, flu vaccinations, general vaccination consultations, but also various changing health services free of charge such as skin cancer screenings, heart checks or blood glucose monitoring for all employees. BRITA wants to align healthcare with employee needs in the future. For this purpose, BRITA GmbH is currently analysing how healthcare topics can be sensibly structured and implemented.

¹ Selection, not all benefits offered at all locations
² All employees with active contracts; from 2017 without LTAs
³ Since 2016, Europe incl. Russia and Turkey, Asia incl. Australia; previously Europe incl. Australia, and Asia incl. Turkey and Russia
⁴ Accidents subject to reporting requirements with down times >= 1 day; commuting accidents, provided that they are defined as occupational accidents according to local laws, have been taken into account in the calculation; calculation basis: 1,840 hours annually per worker
⁵ Indicator applies to the production sites Taunusstein (Germany), Bicester (Great Britain) and Neudorf (Switzerland)

OBJECTIVE	ACHIEVED	STATUS
Creation of a BRITA Academy	<ul style="list-style-type: none"> BRITA Sales Academy introduced in EMEA (80 courses so far) E-learning programme for product training Information page about training opportunities on the intranet 	
Expansion of a programme for the development of high potentials	<ul style="list-style-type: none"> BOLD programme established for the development of management employees Currently 34 candidates in a rolling three-year programme 	
Internationalisation of human resource management and increase in employee assignments abroad	<ul style="list-style-type: none"> Introduction of the International Assignment Policy Optimisation of support for employees before and during periods abroad International management positions successfully filled internally 	
Further standardisation of occupational health and safety at BRITA	<ul style="list-style-type: none"> Standardisation of risk assessment at all production sites Criteria developed for the evaluation of occupational health and safety at international locations 	

Objective achieved
 Initial measures implemented
 Objective no longer relevant/not achieved

Worldwide, 24 tonnes of plastic enter the oceans every minute. This means around 13 million tonnes of plastic every year. A large proportion is carried into the oceans by rivers. Together with other sea currents, the five large ocean swirls distribute the plastic waste to the farthest islands and to Antarctica. The consequences are beaches littered with plastic waste and destroyed habitats for the inhabitants of the oceans. Animals such as whales and dolphins die miserably because they get entangled in plastic parts or mistake waste for food which they cannot digest. The fact that sea creatures mistake plastic for food also leads to plastic parts being introduced into the food chain and thus increasingly into the human organism.

Less Plastic is More

On the occasion of the company's 50th anniversary, BRITA decided to support the message of the charitable organisation WDC and for 2016 became the exclusive cooperation partner of the campaign *Less Plastic is More*. For BRITA, the collaboration means a lot more than the provision of financial resources. The goal is to jointly raise awareness for the devastating effect of plastic in the oceans. The focus is on getting people to rethink and change their habits. Not least of all do BRITA products offer various possibilities for consumers to reduce their personal plastic consumption: by drinking BRITA filtered water and renouncing disposable plastic water bottles, which represent part of the problem, people can contribute directly to the protection of the oceans and their flora and fauna. But how do these two partners cooperate to reach the largest possible public with their message? In addition to traditional public relations work, BRITA and WDC intensively use social networks such as Facebook. Educational work in the form of school visits and providing vivid teaching materials for teachers and school children of all age groups is also on the agenda of the campaign. The activities in schools are prepared and performed by WDC employees.

A match made in heaven

The partnership is ideal: the core message of the campaign *Less Plastic is More* fits the promotional presence of BRITA and the product range, which provides the consumer with an alternative solution to water from plastic bottles. In addition, both organisations have similar structures with international locations which are not too big and therefore agile. This enables the short-term implementation of measures and very close, direct communication for BRITA locations which have a local WDC office nearby. It is therefore no surprise that the partnership came third in the competition for the German Fundraising Award 2017 in the category 'Best Company Cooperation'. The presenter of the award ceremony called the partnership a 'match made in heaven'.



In 2016 and 2017, BRITA very successfully supported the campaign *Less Plastic is More*.

The best of the numerous joint campaigns

The many fruits of the cooperation are further evidence for the good collaboration: more than 1,000 pupils were reached during nation-wide classroom visits. In addition, special workshops for adolescents as well as project weeks and campaigns for parents and children were organised. The educational materials on plastic in the ocean were translated into English and Spanish and can now also be used in Great Britain and Spain for educating school children of various age groups. Ten bloggers took part in a plastic-free workshop. In the resulting blog articles on sustainable life and travel, the participants presented possibilities for using less plastic in everyday life and encouraged their readers to actively contribute to the protection of whales and dolphins. A poster campaign in the German cities of Berlin, Hamburg, Munich and Wiesbaden, which reached around five million people, drew extra attention to the educational campaign. 5,000 postcards with the 'Less is More' motif were distributed nationwide, especially in 'package-free' shops. Animated graphics, a video and a newsletter illustrated the dimensions of the plastic problem and called for participation. They reached numerous people via various channels and events. At the end of 2017, BRITA's CEO Markus Hankammer decided to continue the support for another year and to use the momentum already generated.



The male dolphin Flosse, estimated age around 15 years, is one of the animals adopted by BRITA. He likes to swim inside Moray Firth in Scotland and can often be observed – in most cases even from land – playing with his friends Speedy or Prism!

press. Many visitors shared snapshots and selfies with the dolphins on Facebook, Instagram, Twitter and Co. In autumn 2017, the British subsidiary launched the website www.notwhalefood.com together with WDC, which provides information on the subject of plastic waste in the oceans and presents BRITA filtered water as an alternative to water in non-reusable bottles.

2018: A Year for Less Plastic is More

For 2018, BRITA and WDC have planned to build on the successful public relations work and lead by example. "We want to reduce plastic consumption within our own company and encourage others to do the same: associated companies, partners, but also consumers," concludes Dr Sabine Rohlf, spokesperson and Head of Group Corporate Communications. For this *Plastic Challenge*, WDC together with BRITA develops checklists, guides and communication materials under the motto *A Year for Less Plastic is*



Every day, 4.2 tonnes of plastic are discharged into the sea from the Danube, Europe's second-largest river.

Joining forces on an international level

The collaboration with WDC is coordinated by BRITA headquarters in Taunusstein, but all the subsidiaries world-wide participate in the project and support WDC's goals locally in different ways. Eleven subsidiaries from Europe, Asia and Australia have already adopted a dolphin, a humpback whale or an orca. Through the adopted animals, the subsidiaries can not only participate directly in the life of an animal and support WDC with well-publicised activities, but they can also understand the problems caused by plastic waste in the oceans on the basis of a concrete example.

BRITA Italia, for instance, had the idea of sending a group of 'dolphins' as ambassadors for clean oceans to Milan, Bologna and Rome on the occasion of World Water Day 2016. They explained the danger of plastic waste in the oceans for whales and dolphins to people on the street. The guerrilla initiative created expressive images and articles in the

More. "The aim is to involve the public in our efforts and to exchange ideas about sustainable alternatives to plastic with them. We want to mobilise supporters who not only want to reduce their own plastic consumption, but also actively participate in clean-ups and free nature of rubbish," says David Pfender of WDC.



SPOTLIGHT ON THE UK LOCAL PARTNERSHIPS TO REDUCE PLASTIC WASTE



WDC and BRITA UK launched a joint waste collection initiative as part of the #notwhalefood campaign.

Since filtered water offers an environmentally conscious alternative to water from single-use plastic bottles, the BRITA initiatives against irresponsible plastic consumption can be seen as a credible combination of its business interests and its sustainability commitment. The example of one BRITA subsidiary shows how this can be applied in practice:

To implement activities at the local level, BRITA UK has joined forces with civil society initiatives such as *Keep Britain Tidy* and *Refill*, as well as with environmental organisations such as BRITA's global partner Whale and Dolphin Conservation (WDC) and the Marine Conservation Society (MCS). With these initiatives, the British subsidiary actively demonstrates BRITA's corporate responsibility by supporting existing organisations and projects in Great Britain in a meaningful way.

Reduce plastic waste – with *Keep Britain Tidy*

A large share of the waste in the world's oceans is made of plastic, mainly single-use bottles and plastic bags but also other daily use items, such as cups, cutlery, straws and stirrers. Most people are not aware of the environmental impact of the plastic they consume. That is why a key first step is to build awareness of the problems caused by disposable plastic waste. In 2017 and 2018, BRITA UK and *Keep Britain Tidy* teamed up to carry out representative surveys on the consumption of water and water bottles by the British public. One of the survey results indicated that 65 percent of the UK population would not buy bottled water if tap water was more readily available and 73 percent of consumers said they would view a business more favourably if it provided free tap or filtered water on request. In both years, the level of public interest in the results of these surveys was massive. They were reported in the local and national press and were the subject of lively discussions. "The media interest is an indicator of how important this

issue is for people in Britain at the moment. We as BRITA have an opportunity to use our initiatives and partnerships with important organisations such as *Keep Britain Tidy*, MCS or WDC, to add momentum to the causes we support and to play a decisive role with our sustainable alternatives to disposable bottles," explains Sarah Taylor, Managing Director of BRITA UK.

Fill your bottle – with *Refill*

BRITA UK is not only trying to draw attention to the environmental damage caused by single-use plastic products. It is also at the forefront in proposing solutions. For example, the British subsidiary actively supports the *Refill* initiative in the Bicester and Banbury region, where the BRITA operations are located. The goal of the *Refill* movement is to provide easy access to free tap water throughout the country. Maps are available online and via an app, showing lists of the shops and other establishments where passers-by can refill their water bottles free of charge. Since the initiative was launched, more than 10,000 refill points have signed up in the UK alone. This number is expected to grow significantly as they have recently received support from the British Government and UK Water to help accelerate the roll out of this initiative. So when you are on the go, always carry a refillable bottle and if thirsty, launch the *Refill* app, find the closest refill point and get some water to drink. And, if you use BRITA fill&go products, the tap water is filtered directly, while drinking on the go.

Protect the oceans – with MCS and WDC

Great Britain is an island where you are never further than 120 kilometres from the coast, so people have always felt a close affinity with the sea. BRITA's British subsidiary supports two environmental organisations, WDC and MCS, and for both, the main focus of their work is a commitment to protect the world's oceans. BRITA provides

global support to Whale and Dolphin Conservation, which among other activities operates a research station in Scotland. By investing in the notwhalefood.com platform and sponsoring a plastics policy expert, BRITA UK supports WDC's efforts to document and publicise the impact of plastic waste on the world's oceans and their inhabitants such as whales and dolphins, while also providing information both to the general public and politicians. BRITA UK also sponsors the well-publicised beach-cleaning initiatives led by WDC and has actively supported the Marine Conservation Society with their *Plastic Challenge* for the last three years. Every year in June, MCS launches an appeal to cut unnecessary plastic consumption and offers consumers practical tips on how to go about this. More and more people are participating every year.

MCS and BRITA UK have also teamed up for further initiatives, such as the joint project with fashion designer Henry Holland, who has designed motto T-shirts made from recycled plastic bottles. Working with actress and eco-activist Lily Cole, he markets the T-shirts as a way of generating publicity for this environmental issue. Proceeds from the sale of the T-shirts go to MCS.

These various initiatives – launched by BRITA UK, its partners and many other active participants – all help increase awareness of the need to protect the world's oceans and their inhabitants. The road to reducing plastic waste is long, but one very British milestone has already been reached: early in 2018, the Royal Family banned the use of single-use plastic bottles and plastic straws in all of its properties.



#notwhalefood, an initiative of WDC in Great Britain, is supported by the local BRITA subsidiary. The partnership was nominated as a finalist for the renowned UK Business Charity Award.

500 MEDIA REPORTS

The study results by BRITA UK and *Keep Britain Tidy* were not only subject to more than 500 media reports, but also used within the UK Government's Environmental Audit Committee's consultation aimed at finding solutions for the environmental pollution caused by disposable plastic waste.

EVERY DROP COUNTS!

Meike Rapp has been keeping an eye on corporate responsibility activities at BRITA since January 2016. As Sustainability Manager, it is her job to ensure that the company-wide approach to sustainability encapsulated by the phrase *Balance the Impact* is constantly brought to life. For Meike Rapp, this means above all watching and listening. In close collaboration with her colleague, Sabrina Horch, and together with co-workers from many different departments, she identifies issues, develops new approaches to problems and supports the implementation of measures.

Ms Rapp, you have been the Sustainability Manager at BRITA for about three years and were closely involved in the publication of the last CR Report where the then new company approach *Balance the Impact* was introduced. What has happened since then?

Over all, we have broadened our corporate responsibility engagement. When we first calculated our corporate carbon footprint in 2015, we were still mainly focused on the management of our emissions and initially wanted to develop a good data set on which to base further work. Since then, the annual calculation of consumption and emissions has been institutionalised and we are able to look beyond it, for example, to the ecological consequences of our business activities as such and where we can reduce them reasonably. In any case, there is more behind *Balance the Impact* today than simply a focus on environmental issues. Our purpose is to understand where we as BRITA impact the environment, the lives of people and society as a whole through our decision-making – and how we might even be able to turn these impacts into benefits.

Is this broader focus also a reaction to new, sometimes regulatory requirements?

Yes, that is true. The expectations of our customers and stakeholders are rising. They are clearer and more defined, and continue to develop further. Today, systematic environmental protection is assumed to be the status quo while other issues have taken centre stage, such as working conditions and environmental standards in the supply chain or upholding human rights. Particularly in these areas, new laws such as the UK Modern Slavery Act ensure that we as a company have to become more deeply involved in the value chain of our products in order to effectively prevent any risks to BRITA. That is also why responsibility for the supply chain has become a focus of BRITA corporate responsibility activities and a field of action which we will be more heavily focused on in the coming years. For example, in 2017, we began to overhaul our supplier self-assessment questionnaire. We are also working to ensure that the new requirements are reflected in the selection and evaluation of suppliers. Such changes are only possible with the support from the responsible departments. I am very pleased that everyone has recognised the importance of this issue and is pulling together.

BRITA has been growing for many years, particularly through the expansion into new national markets. What demands does this place on managing corporate responsibility?

You have to remember that we have introduced a structured approach to corporate responsibility not that long ago. With that in mind, our progress has been considerable. In the area of internationalisation, I see challenges on two levels. On the one hand, we are still working on streamlining the understanding of corporate responsibility topics at our headquarters while we also have to think globally and involve our subsidiaries in this common definition. This can only succeed by influencing corporate culture and through the executive level. On the other hand, corporate responsibility is also an important issue for the BRITA brand itself. It is important to



Implements the Balance the Impact approach throughout the company via discussions with colleagues: Meike Rapp, Sustainability Manager

consider that internationally, the views on and understanding of corporate responsibility vary greatly. In Europe, sustainability issues are understood very well by consumers and even demanded at times. In other markets, such as the growth market China, customer awareness is not as developed. It is therefore not always easy to find a position that works for everyone. Still, I see a clear advantage for BRITA: our message that BRITA is a sensible, ecological alternative to bottled water is easy to understand around the world, particularly given the current global conversation surrounding the growth in pollution from disposable plastic. This gives us a good basis for finding the right approach for each market.

You have talked about fields of action which are being worked on. What issues are on the agenda for the coming years, aside from responsibility for the supply chain?

The fields of action have been identified with the help of a materiality analysis. This means, we have looked at the issues which are most important to us and to our stakeholders. Then we have grouped them together into fields of action. The task now is to work out where we can continue existing activities and where we may need to expand our involvement. It is difficult to prioritise here because, of course, all of the action fields are important. Supply chain responsibility will continue to command our attention, not least because our customers demand that we are on top of this issue. Environmental protection has been a priority for BRITA for many years because, as a producing company, ideally every opportunity to save resources also means less material purchased and less energy consumed. Here our plan is to stay on track and make even better use of our existing environmental management systems. Personally, I see the area of product responsibility as the most exciting because it connects our commitment to corporate responsibility directly to the core of the company, our products. This means discussions around ecological design, alternative materials, environmentally friendly packaging or sustainable innovations and how they may help open up new markets or

customer groups to ensure the success of the company. These are all exciting topics where BRITA, like many companies, has considerable potential.

We have now heard what areas will be in focus for the future. But what things are you particularly proud of that have been implemented since the last report?

Corporate responsibility is not something that can be implemented simply from one day to the next and then ticked off the list. It is a collective task that challenges the entire organisation and is only realised in small steps. That is why I find the image in our CR Report of the many droplets filling the glass to be so apt. Every measure which furthers corporate responsibility is a success. I can think of a number of examples from the last two years: the cooperation with Whale & Dolphin Conservation, for example, or carrying out the materiality analysis with the support of so many departments. But there were also many small measures, such as switching to drinking glasses in our Sensory Analysis Laboratory, which now saves 15,000 plastic cups per year. Or the fact that we have very recently begun using paper towels which are recycled in a closed cycle. And I am particularly pleased when the ideas for these sorts of measures don't come from me but rather from my colleagues or from within the departments themselves. Because when that is the case it is a sign that corporate responsibility has arrived, both within the company and in the mindset of the people.

Since BRITA introduced *Balance the Impact* in 2016, a great deal has happened. From an initial focus on identifying and reducing the company's CO₂ emissions, it became a holistic approach reaching far beyond environmental protection. Today, the focus is on understanding the impacts of business decisions on the environment, people and society and how these impacts can be either reduced or designed to benefit everyone affected.



RESPONSIBILITY FOR THE PLANET

NEXT STEPS

- **Energy management system: achievement of the 2020 BRITA energy objective (reduction by 20 percent compared to 2015)**
- **Carbon management: continuous regular calculation and audit of the BRITA corporate carbon footprint**
- **Environmental management: expansion and further standardisation of environmental indicators**
- **Environmental programme: update and specification of group-wide objectives**

BALANCE THE IMPACT: ENVIRONMENTAL PROTECTION AT BRITA

BRITA has combined all of its corporate responsibility activities under *Balance the Impact*. In terms of environmental protection, this means that the company wants to record and continuously reduce the environmental impact of its business activities. This, of course, concerns climate protection, but also the conservation of resources and sensible use of materials and raw materials. For this, BRITA draws on instruments and processes with which environmental protection has already been successfully implemented in the past, for example, with certified environmental and energy management systems.

Environmental management worldwide

At the production sites in Taunusstein (Germany), Bicester (Great Britain) and Neudorf (Switzerland), environmental management systems according to ISO standard 14001 were already implemented in 2011. The new production plant in China is also due to receive this certification by the end of 2018. The management systems help to make organisational and technical workflows more efficient and to standardise them step by step, so that environmental protection can be implemented across the entire BRITA Group in a targeted

way. Production sites are often able to create big ecological improvements through small measures. *Balance the Impact* also means that subsidiaries are encouraged to make important contributions to the reduction of energy and resource consumption wherever possible. At BRITA, environmental indicators are collected worldwide so that potential for improvement can be identified and progress monitored.

Using an environmental aspects evaluation, BRITA has determined energy, water, waste, chemicals and noise as priorities. In these areas, the company is working hard to continuously reduce its environmental impact. As part of environmental management, the Health, Safety & Environment (HSE) department supports the annual review process by providing internal auditors and manages the continuous development of the environmental programme and collection of data. To this end, the department is in regular dialogue with the Energy Manager, the BEST (BRITA Excellence System) Programme Coordinator and with people responsible for HSE at the international sites.

Energy management

For BRITA as a manufacturing company, the use of energy in any form is not only a cost-relevant factor, but also an important starting point for reducing environmental impact. The production sites in Taunusstein (Germany) and Bicester (Great Britain) have had an ISO 50001-certified energy management system since 2015. In the energy policy signed by the Executive Board, BRITA commits itself to reducing the company's energy needs and the CO₂ emissions resulting from them.

The Energy Manager is part of the Facility Management Team and as such responsible for the energy management system in Taunusstein. He collaborates closely with the Energy Coordinator in Bicester. There is also an Energy Team, which gathers and assesses proposals for improvement measures. The team consists of representatives from Engineering, Maintenance, Production, IT, Purchasing, HR and Controlling, as well as the BRITA Manager for Electrical Safety and the Sustainability Manager.

Both the energy and environmental management systems are important tools for BRITA to reduce environmental impact and emissions under *Balance the Impact*. The company is working on introducing the management systems in additional subsidiaries so that uniform requirements are met across the company. In future, the environmental programme will apply across the group as part of the BRITA CR Programme and provide momentum for continuous improvement.

Networking for environmental protection

Since 2013, BRITA GmbH has been part of ÖKOPROFIT, a municipality-sponsored voluntary consultation programme that accompanies and supports companies in the effective implementation of corporate environmental protection measures. In 2014, BRITA was admitted to the ÖKOPROFIT Club, a network in which companies that already received an ÖKOPROFIT honour regularly exchange experiences and knowledge with other environmentally committed companies in the region.

The ÖKOPROFIT Club Wiesbaden, of which BRITA is part, is also registered as one of 500 German energy efficiency networks and is thereby committed to reducing annual energy consumption. Through the exchange with other companies, BRITA gains important insights and suggestions for new environmental protection measures.

ENVIRONMENTAL INDICATORS

BRITA records a series of environmental indicators to gain information about the company's environmental performance. In 2017, the indicator system was expanded by 10 locations and is currently being developed even further. Several environmental indicators were recorded in detail for the first time in 2017. Direct comparison of the indicators through the years is therefore currently only possible to a limited extent.

TOGETHER FOR THE ENVIRONMENT

At BRITA, environmental protection is anchored in the company's guiding principles and recorded in the management manual as well as in the Code of Conduct as a guideline for the employees. Systematic environmental protection is currently in operation primarily at the production sites where the greatest savings potential can be found. Yet all subsidiar-

ies are also committed to the protection of resources through large and small measures that go beyond compliance with the country-specific legal requirements. BRITA continues to work on harmonising and standardising the environmental protection requirements. The BRITA environmental programme, as part of the CR Programme, will set the direction for this.

ACTIONS	SITE	IMPLEMENTATION	ESTIMATED SAVINGS (PER YEAR)
Energy			
Change to LED lighting (offices)	Global	in progress	
Testing and optimisation of the compressed air system	Germany	2017	150,000 kWh
Replacement of air compressors	Germany	2017	50,000 kWh
Replacement of air dryers	Germany	2017	20,000 kWh
Change to LED lighting (production and warehouse)	CH, UK	2017/2018	50,000 kWh
New metering system for energy management	UK	2018	
Mobility			
Environmentally friendly car policy	DE, ES	2015	
Electric car for BRITA internal mail	Germany	2016	
Installation of 17 additional charging stations for electric vehicles (30 in total)	Germany	2017	
Resources			
Paper products from recycled paper (offices)	Global	in progress	
Recycling systems in offices	Global	in progress	
Paperless workflows/offices	AUS, JP, ES	in progress	
Change of inner packaging on PURITY product range from EPS to moulded fibre	Global	2016	
Alternatives to paper cups for coffee in offices	JP, UK	2017	
Change to paper towels with <i>PaperCircle</i> recycling	Germany	2018	
Change to drinking glasses instead of plastic cups in the Sensory Analysis Laboratory	Germany	2018	15,000 plastic cups

■ completed ■ ongoing ■ planned



Energy

For the most part, BRITA obtains direct energy, for example, for heating or the operation of machinery and equipment, from natural gas. Among other things, gas is primarily used in production for the generation of steam and refrigeration. Despite increasing production numbers, the consumption of natural gas has reduced slightly since 2015. The reason for this is the diverse measures to better control consumption as part of energy management. The total direct energy demand increased by 12.5 percent from 2016 to 2017 due to the incorporation of new subsidiaries into the data collection.

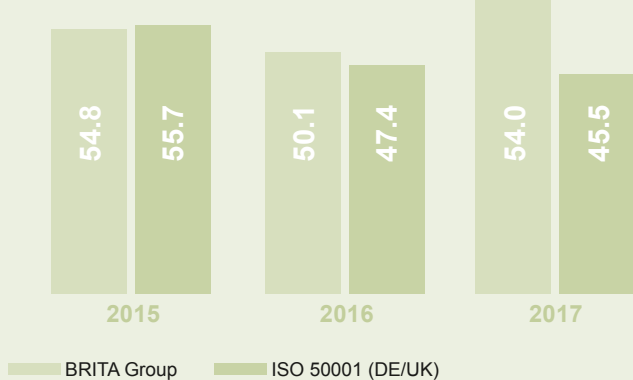
Energy consumption (in MWh):¹

	2015	2016	2017
Direct energy consumption (MWh)	13,997	14,028	16,001
Heating oil	479	677	907
Natural gas	12,671	11,798	11,793
Wood pellets	-	-	339
Fuels	847	1,553	2,962
Indirect energy consumption (MWh)	9,518	9,478	10,661
Electricity mix	781	746	767
Renewable energy	8,737	8,732	9,743
District heating	-	-	135
Total (MWh)	23,515	23,506	26,662

BRITA uses certified eco-electricity at its production sites in Germany, Italy, Great Britain and Switzerland, thereby meeting more than 90 percent of its indirect energy needs with electricity from renewable sources. The increased electricity consumption in 2017 compared to the previous year is explained by the expansion of the recording of indicators to include an additional production site. The use of conventional electricity as a share of total energy consumption remains negligible and is limited to a few small sites.

In places where there is a certified energy management system (Taunusstein and Bicester), it was possible to further reduce energy consumption relative to turnover. In comparison to the base year of 2015, 19 percent less direct and indirect energy was needed in 2017. This means that the objective of 20 percent by 2020 has almost been achieved. At the level of the BRITA Group, the expansion of data collection to additional subsidiaries led to a slight increase in energy intensity.

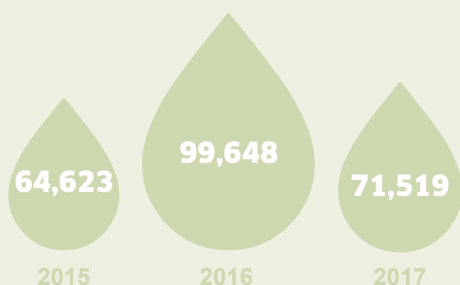
Energy intensity (in kWh/1000€):²



Water

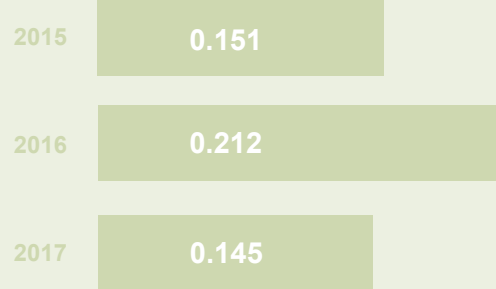
BRITA obtains 100 percent of its water from the local drinking water supply. The largest consumer within the BRITA Group is the production site in Taunusstein, where the regeneration plant for recovered ion exchange resin obtained from recycled cartridges is operated. In the actual production processes, water is mainly used to generate steam for the sterilisation of filter cartridges and for office use. BRITA is keen to further reduce water consumption in production and office operation. In comparison to 2015, consumption around the world has increased by about 10 percent.

Water consumption (in m³):³



This is due, on the one hand, to the expansion of data collection to additional subsidiaries and to an increase in the amount of recovered ion exchange resin that has been regenerated. In relation to turnover for the BRITA Group, water consumption has reduced by almost four percent from 2015.

Water intensity (in m³/1000€):



Waste and wastewater

At BRITA, waste occurs for the most part in production, specifically in the form of PCC (paper, card, cardboard), residual waste and foils. For situations in which already packaged goods have to be disposed of, an additional work step was introduced in the central warehouse in Frankfurt in 2017, ensuring that the materials are separated according to type. This helps achieve a higher recycling rate and disposal costs are reduced. The little hazardous waste that is generated at BRITA mainly consists of production residues from the regeneration plant and operating materials for equipment and machines.

The total volume of non-hazardous waste came to 3,592 tonnes in 2017. Of this, 80 percent was sent to a recycling plant, another 11.4 percent was incinerated with energy recovery and a further 7 percent could be reused. Included among the reused materials are pallets and packaging materials which were supplied to third parties for further use. The production sites are responsible for 93 percent of the non-hazardous waste and almost 99 percent of the hazardous waste in the BRITA Group. Despite a wide range of measures, the volume of waste in comparison to turnover increased by almost 10 percent between 2016 and 2017. Therefore, the focus in the future will be on using resources more efficiently and reducing the overall volume of waste.

Responsibility for waste management lies with the Waste Management Officer in the Health, Safety & Environment department. He collaborates closely with Facility Management and other departments to coordinate waste management. There is a Waste Manager at each of the production sites, who in turn exchanges ideas with the Waste Management Officer at the headquarters on topics relating to the optimisation of waste management.

Amount of waste by disposal method (in tonnes):⁴

	2015	2016	2017
Non-hazardous waste (in t)	2,756	3,110	3,592
Recycling	-	-	2,883
Incineration (with energy recovery)	-	-	410
Incineration	-	-	4
Landfill	-	-	12
Composting	-	-	5
Reuse	-	-	276
Hazardous waste (in t)	34	35	42
Recycling	-	-	4
Incineration (with energy recovery)	-	-	38
Total (in t)	2,790	3,145	3,634

In 2017, BRITA recorded wastewater discharges at all locations for the first time. In total, 72,182 m³ of wastewater were generated and fed almost exclusively into the respective municipal processing systems. The water used in the regeneration plant at the Taunusstein production site is treated in an internal treatment plant before it is discharged into the sewage system. BRITA ensures continuous monitoring and strict controls of the water's threshold values, and in addition, an independent external testing institute monitors compliance with these values several times per year. Thus far, there has been no incident where a body of water has become contaminated.

Wastewater discharges (in m³):

	2017
Total wastewater volume, discharged as:	72,182
Municipal wastewater treatment	71,476
Land or surface water	706

¹ The energy data is based on recorded energy consumption at the individual locations. In 2016, energy data was recorded for 23 properties; in 2017, there were 33, including an additional production site. Five small distribution sites are no longer included in the survey.

² Energy intensity means the ratio of the total direct and indirect energy consumption to group turnover.

³ In 2016, an accounting error and a leak at the Taunusstein site led to increased consumption.

⁴ Volume of waste from 2017 for the entire BRITA Group, prior to this only for the production sites in Taunusstein (Germany), Bicester (Great Britain) and Neudorf (Switzerland).

OBJECTIVE	ACHIEVED	STATUS
Further reduction of energy consumption (energy management system DE and UK)	<ul style="list-style-type: none"> Implementation of optimisation measures (e.g. in the area of compressed air utilisation, LED lighting) Reduction of 19% in energy consumption in proportion to turnover since 2015 	
Annual calculation of the BRITA corporate carbon footprint	<ul style="list-style-type: none"> Recording of CO₂ emissions in 2016 and 2017 Limited assurance by auditors successfully completed (2017) 	
Expansion of data collection to cover additional BRITA subsidiaries	<ul style="list-style-type: none"> 10 new sites integrated into data collection A total of 33 sites mapped (>90%) 	
Strengthening of internal communication about environmental and resource protection	<ul style="list-style-type: none"> Quarterly CR Newsletter Implementation of CR quiz for employees (2017) Integration of subsidiaries into WDC partnership 	
Introduction of an environmental aspects analysis at product level	<ul style="list-style-type: none"> Integration of sustainability issues in the product development process (PDP) Definition of specific requirements is in progress 	

Objective achieved

Objective partially achieved

Objective no longer relevant/not achieved

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*We are still working
on making our business
activities more sustainable.
We will continue to report on
our progress going forward.*



About this report – This report documents the activities of the BRITA Group as part of its corporate responsibility (CR) and presents approaches, objectives and actions. The target audiences are BRITA customers, but also employees, suppliers, business partners and interested members of the general public. The BRITA Group last published its Corporate Responsibility Report in 2016.

The current report covers the years 2016 and 2017. Important events from the first half of 2018 are also included. In the future, BRITA will publish the Corporate Responsibility Report on a regular basis; the next issue is provisionally set for publication in 2020.

The report's content is based on the Global Reporting Initiative (GRI) standard, but does not claim to fulfil its requirements at this time. BRITA will strive to consistently and meaningfully improve its corporate responsibility reporting.

In the current Corporate Responsibility Report, which applies to the entire BRITA company, the term "BRITA Group" is used. It does not denote a legally binding corporate entity but more readily brings together BRITA GmbH and all of the subsidiaries. Unless otherwise stated, the key figures in this report apply to the BRITA Group.

To enhance readability, the report refrains from using masculine or feminine designations. All references to persons apply equally to both genders.

Date of publication: Autumn 2018

