



Shaking up water

CSR REPORT 2022



Contents

- A WORD FROM THE MANAGEMENTP3**
- OUR APPROACH.....P4**
- OUR GROUP PROFILEP5**
 - Industrial activities5
 - Highlights and key figures6
 - The SFA Group worldwide7
 - Our DNA8-9
 - Our vision, our aim8
 - Our positioning8
 - Our values8-9
 - Our personality9
- OUR AIM: "GROWING TOGETHER"P10-11**
 - SFA Group and the United Nations Global Compact 12
 - Our 3 pillars..... 13
 - People 14-15
 - Planet 16-17
 - Profit 18-19



Arnaud Corbier
Chief Executive Officer

“
*Our values are
our guiding light
through all difficulties.*
”

A word from the management

Since it was created, our Group has chosen to bring ever greater comfort and sanitary well-being to both professionals and individuals. Our inventive, reliable and easy-to-implement solutions, which we aim to make accessible to as many people as possible, help us to uphold this commitment.

This is our trademark, recognised worldwide!

More than ever, building a better world for current and future generations means that companies need to put their words into action. What we have learned over the past three years, from the health crisis to the war in Ukraine, events that are still having an impact on the global economy, is that businesses are closely linked to major, often unpredictable global events and must be able to make the right decisions at the right moment.

In this unstable context, our Group is adjusting and accelerating the deployment of its CSR strategy.

In order to meet the challenges we face, knowledge and practice of our values are a requirement of our day-to-day lives. They are our guiding light through all difficulties. They demonstrate our uniqueness, structure our organisation’s purpose, and are a lever for our commitment to our employees and our communities. They will continue to ensure the Group’s performance and strengthen its resilience in times of crisis and in the future.

Let’s stand behind our values and be committed to these issues while we conduct our business.

Our approach

Since it was created in 1958, our international industrial group has remained true to its purpose: designing and producing domestic and professional solutions wherever water runs or drains.

Naturally, our inventiveness is dedicated to quality, simplicity and comfort for all our customers.

Our inventiveness, in the conception of our offers and the creation of our brands, follows two basic concepts: quality and services. The SFA Group's solutions and products set standard for the best practice in the industry and beyond.

We believe that the best solutions are based on diverse ideas and visions. So, by supporting our employees and partnering with our suppliers, we offer our customers high-quality products and hold ourselves to high standards of ethics and integrity. Sharing and teamwork are at the heart of our business model.

Since 2016, SFA's management has chosen to go further by committing the Group to a Social, Societal and Environmental Responsibility approach, to meet new challenges in terms of communication, human resources and regulatory compliance.

The aim of this commitment is to ensure the sustainable and responsible growth of its activities and to meet social and environmental challenges by

providing its customers with inventive solutions that meet their expectations.

The environment has become a crucial issue. Whether by applying environmentally responsible reflexes as early as the design stage or reducing waste, we strive not only to improve our own performance, but also to raise the bar for our partners and suppliers.

But our commitment goes further than the regulatory requirements that apply for companies.

Our concern for social and environmental issues has always been at the heart of our business: saving water, treating it, guaranteeing hygiene and easy access to water for the most diverse populations. These are challenges that we strive to meet with our solutions, both in Europe and around the world. This is our purpose, to respect one of the most precious elements that guarantees life on Earth: water.



Our Group Profile

OUR PURPOSE: DESIGNING AND PRODUCING DOMESTIC AND PROFESSIONAL SOLUTIONS WHEREVER WATER RUNS OR DRAINS.

For more than 60 years, SFA has aimed to make it easy for anyone to install a toilet, bathroom, kitchen or laundry room anywhere in the house, without having to carry out major building work.

As the French inventor of the famous SFA SANIBROYEUR, our Group has become one of the world leaders in the sanitary sector. Our products, which are a symbol of quality and the technical prowess of French engineering, meet our customer's most demanding expectations and all of their needs.

INDUSTRIAL ACTIVITIES

Inventiveness at the heart of the group's DNA

Nowadays, the SFA Group's design and production expertise covers in 4 main areas in perfect synergy:

- Water treatment equipment and solutions
- Pumps and pumping stations for industrial projects
- Pumps and sanitary macerators for home use
- Equipment for showers, balneotherapy and spas



Our Group Profile

HIGHLIGHTS AND KEY FIGURES



8

factories

4



testing laboratories



27

subsidiaries

110,000 m²
total production area



60

distributors



more than

1200

employees



present in more than

70

countries



800

patents filed

1

million products installed in 2021



turnover in 2021

350

million



THE SFA GROUP WORLDWIDE

SFA has a worldwide presence which contributes to the Group's reputation.

Our Group is curious and open, and works every day, all over the world, to build a better, more comfortable, more lively, more welcoming and more respectful world.



Our DNA

INVENTIVENESS, AT THE HEART OF OUR DNA

A value that combines creativity, pragmatism and intellectual skill and therefore allows us to propose simple but "breakthrough" solutions. This inventiveness characterises our group. Evidence of this are the Sanibroyeur, Sanifloor, Sanicompact, the Air system in balneotherapy, the mounting systems for showers and so much more.

OUR VISION AND OUR AIM

Based on our design and industrial expertise in pumps and sanitary solutions (bathrooms), we are deploying a specific culture of comfort in all markets as a key reference.

OUR POSITIONING

A global group, providing universal and inventive solutions. Quality at the best price: "value for money solutions".

OUR VALUES

INVENTIVITY

Our often groundbreaking innovations are fuelled by our creative and ingenious spirit

They facilitate the private and professional daily lives of our users: the Sanibroyeur concept or silicone-free showers are concrete examples.

COMFORT

Our solutions always bring more comfort and well-being

Sanitary comfort, from the bathroom to all water in homes, buildings or boats, is the guideline for the development of all our products and equipment.

QUALITY

We offer the best quality on the world market

Our design offices and factories in Europe develop and manufacture products with one of the lowest complaints rates in their class and the greatest longevity.

SIMPLICITY

Our products are renowned for their easy installation and use

From the implementation of our products to their daily use, we make sure that our motto "SFA made easy" becomes a reality.

LOYALTY, AVAILABILITY

They are illustrated in the simplicity and truth of our relationships

Whether in our dealings with our distributors or with our end customers, we maintain a relationship of trust that has engaged our Brand since 1958.

RELIABILITY AND TRUST

"A strong partner since 1958"

No planned obsolescence in our product ranges, designed to last a long time: the longevity of our Sanibroyeur is the proof of this.

OUR PERSONALITY

We are building our solid brand, over time:

- European roots with a strong attachment to the social role of the company
- Clever, smart: our society is curious, open-minded and inspiring
- Its seemingly modest personality, takes us by surprise with its abilities and ambition
- Associated with our popular flagship product, our historically strong image is evolving into a more technical and refined universe.





Our aim: “Growing together“

With regard to corporate responsibility, we always strive to involve our employees, customers and all of our stakeholders in our Group's development, and we know that our successes are the result of individual talents and a collective commitment to bring more comfort and a better quality of life, well beyond our ecosystem.

This belief has helped us to build trust and ensure respect in all our business relationships.

Since it was created, SFA has always known that each action must be inclusive and that every company is an important player in its ecosystem. This natural position is now being strengthened by even stronger social and environmental commitments.

Among the landmark events was December 2021, when the SFA Group became a participant in the United Nations Global Compact.

WE SUPPORT



This voluntary commitment to CSR (human rights, labour, environment and anti-corruption) involves integrating the UN Sustainable Development Goals into the Group's strategy, culture and daily operations.

The Group is also committed to making transparent and regular reports on the actions it puts in place, the results it obtains and the new targets it has to hit.



OUR COMMITMENT AND ACTIONS ARE ORGANISED AROUND THE 3 FUNDAMENTAL PILLARS OF CSR



People

Respect and dignity for everyone who comes into contact with our brands:

employees, stakeholders and users, both in our business and in the use of our products.



Planet

Preserving water, natural resources and limiting our carbon impact,

with our high-performance solutions and products, designed to last.



Profit

A lively and inventive spirit, the choice of reliable and virtuous partners,

to design market-changing solutions that are accessible to as many people as possible.

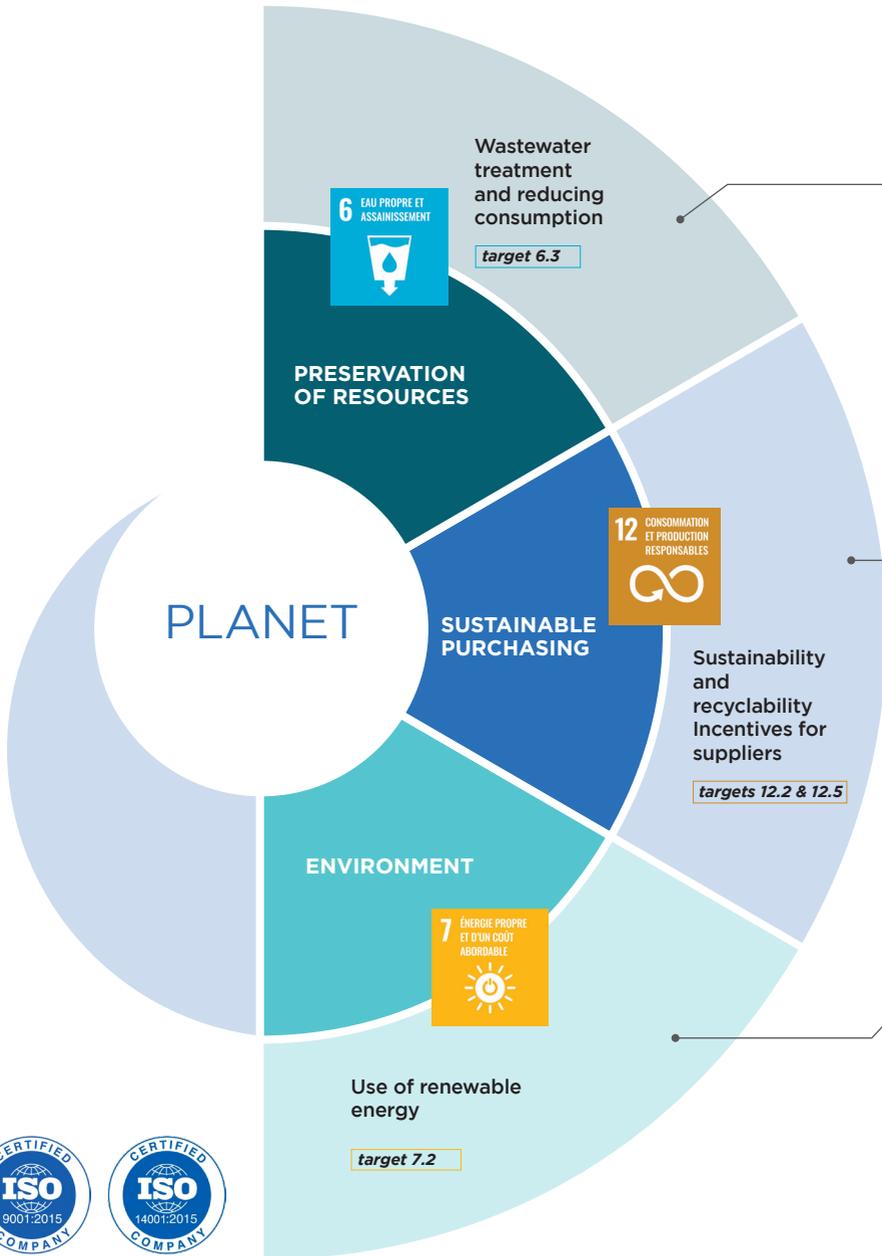




- Creation of the Ethics Committee;
- Tools and support for managers
- Training on discrimination, harassment, diversity and inclusion for the entire group by a consultancy firm
- Implementation of the [Speak'up](#) alert system (compliance with European directives)
- Training of supply chain actors on the European 3TG regulation
- Implementation of the Policy for the Approval of Suppliers Subject to the Issuance of the Conflict Minerals Reporting Template
- Modernisation of the industrial site in Bregy for better workstation ergonomics.
- ISO 45001 process started in 2021

- SUPPORT TO ASSOCIATIONS:**
- World Water Day (donations to Planet Water Foundation in 2021 and 2022)
 - World Toilet Day (donations to organisations since 2011 / the SFA Group became a Gold Partner of the World Toilet Organisation in 2022)
 - World Plumbing Day (donations to Hydraulique Sans Frontières and the World Toilet Organisation)
 - Reconditioning houses with sanitary facilities for the homeless with "Une villa en urgence"





Ensuring that the company's purpose, which is to treat, recycle and consume water, is fulfilled. Deploy this purpose on the activities and functioning of the group's entities.

- Group's purpose
- SFA Enviro's purpose on the key issues of recycling and wastewater treatment for communities and industries
- Group Communications

Strengthen our leadership in our historical markets and build customer loyalty by providing increasingly efficient and environmentally friendly solutions.

- R&D investment to reduce water and energy consumption and increase the longevity of the solutions brought to market
- Evolution of product packaging from recycled cardboard. Complete phase-out of polystyrene within 3 years

Reducing the carbon footprint

- Investing in the installation of photovoltaic panels to supply electricity to production sites. Infrastructure already operational at SETMA Europe.



The SFA and Zehnder Pumpen sites are ISO 9001 certified. SFA is also ISO 14001 certified.



Defending the Group's integrity requirement.
Protecting employees in complex situations.
Providing equal rights to stakeholders

- Training from an expert law firm for exposed populations
- Drafting of the Anti-Corruption Code of Conduct (Law firm) and communication
- Developing the alert management procedure and communication
- Implementing common KPIs / Evaluation of sites & Group

Protecting the Group's technological capital and industrial tools, relations with its stakeholders and the confidentiality of the commercial and industrial activities of customers and partners.

- Réalisation du guide «Information Systems Security Policy» au niveau du groupe
- Recruiting a Cybersecurity expert
- ISO 27001 process initiated in 2022



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