

BE WTR

OUR SUSTAINABILITY REPORT 2024





AGENDA

BE WTR, B CORP - BETTER & BETTER

PAGE 3

WHAT WE STAND FOR

PAGE 5

- CHANGING HOSPITALITY FROM WITHIN
- WE LIVE BY OUR VALUES

REDUCE. REUSE. RECYCLE.

PAGE 8

- OUR BUSINESS MODEL
- CIRCULARITY REDUCE, REUSE, RECYCLE
- OUR PRODUCT LIFECYCLE
- PURCHASING POLICY

POSITIVE IMPACT

PAGE 21

- MEASURING OUR IMPACT IN 2024
- ENVIRONMENTAL PURCHASING POLICY
- MANAGING OUR WASTE AND FOOTPRINT

SOCIAL RESPONSABILITY

PAGE 27

- CELEBRATING DIVERSITY, FOSTERING INCLUSION
- DIVERSITY, INCLUSION & EQUALITY AT BE WTR
- EMBODYING SUSTAINABILITY THROUGH ACTION
- OUR B CORP JOURNEY
- SUPPLIER CODE OF CONDUCT

WHAT WE WANT TO DO BETTER?

PAGE 41

CHARTING THE PATH TO ESG

PAGE 42

BE WTR, B CORP – BETTER & BETTER

2024 was a milestone year for BE WTR! We expanded into new markets, bringing sustainable hydration to Europe, the Middle East, Asia, and North America. It's incredible to think that just five years ago, we were only getting started. Today, we support luxury hospitality and high gastronomy—from China to Canada—helping serve a premium, more sustainable water that's better for the planet.

Our water isn't shipped across the world. It's sourced locally, enhanced through our Swiss-engineered filtration, and served in beautifully designed glass bottles that can be reused at least 200 times. It's a simple yet powerful shift: better water, zero waste, and a dramatically lower carbon footprint.

One of our biggest achievements in 2024 was earning B Corp certification—a process that took three years and countless hours of dedication from our team. B Corp measures a company's entire social and environmental impact, ensuring that businesses truly act as a force for good.



BE WTR was founded on the belief that the water sector can—and must—be more sustainable through innovation and fresh thinking. For us, becoming B Corp was more than just a certification; it was an opportunity to refine our governance, update our bylaws, and strengthen our internal processes to ensure we stay true to our mission as we grow.

Beyond our core business, we continue to deepen our commitment to 1% for the Planet. In every market we operate, we partner with a local water-focused organization—offering financial support and, just as importantly, rolling up our sleeves and working alongside them in the field throughout the year.

In Singapore, for example, we searched extensively to find the right partner and ultimately connected with Seven Clean Seas, an ocean impact organization that employs people from the informal waste sector, offering them stable jobs and fair working conditions. Their teams remove plastic waste from beaches and repurpose it into construction materials, directly tackling marine pollution at its source.

Sustainability is never a finished goal—it's a continuous effort, both in the big picture and in the smallest everyday details.

At BE WTR, we are committed to pushing forward, learning, and improving—every single day.

Mike Hecker, Founder & CEO of BE WTR

WHAT WE STAND FOR



We preserve local nature. We celebrate and enhance the most important local resource - water. Part of every city heritage!



“Reduce, reuse, & recycle” is our motto. We develop and operate totally circular activities and business models.



Our products and accessories are crafted for longevity, offering a powerful solution to combat waste.



Hydration, redefined. We're dedicated to improving access to great-tasting, filtered water—encouraging healthier choices for people and the planet.



PREMIUM SUSTAINABLE WATER

At BE WTR, we champion premium sustainability—designing elegant, reusable products that you're proud to serve, while actively reducing waste. Our business model spans multiple markets, with circularity at its core. Looking ahead, we are committed to deepening our impact by continuously refining our operations for even greater sustainability.

CHANGING THE FOOD AND BEVERAGE INDUSTRY FROM WITHIN, ONE DROP AT A TIME

Trends in food and beverage often emerge from the world's most innovative fine dining establishments and forward-thinking hotels. Yet, across the broader hospitality industry, sustainable practices and efficient use of natural resources still lag behind.

At BE WTR, we believe that change is not only possible—it's inevitable. We're proud to be part of this transformation. Today, you'll find BE WTR in some of the world's most prestigious hotels and restaurants, and as the official water partner of the Bocuse d'Or.

As the world's leading chefs turn away from water transported from afar, or in single-use packaging, a broader shift is underway. What starts in the kitchen will soon shape public opinions everywhere.

Together, we're paving the way for more responsible hydration—better for people, and better for the planet.

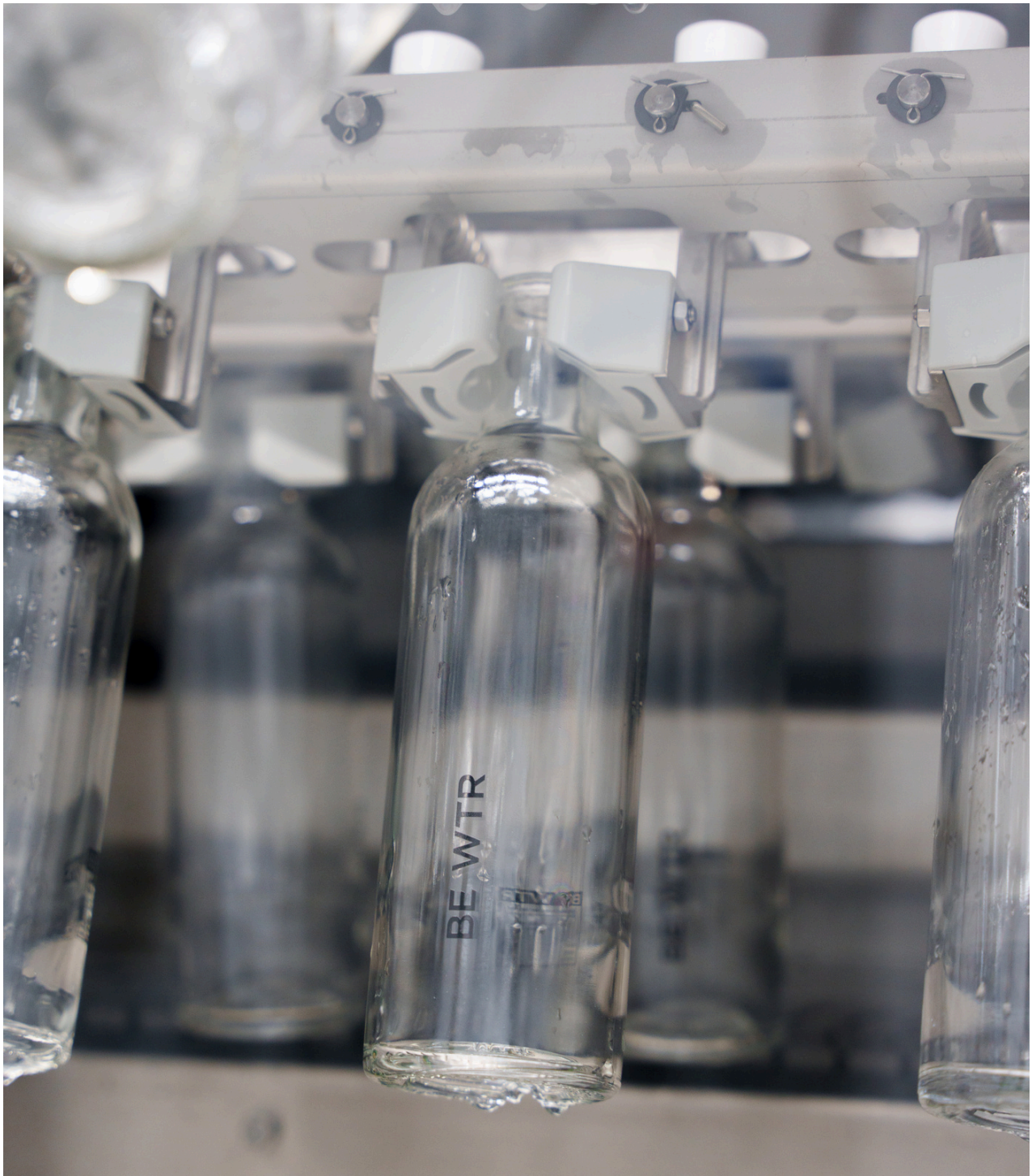


WE LIVE BY OUR VALUES

Our values reflect a collective effort—shaped through open participation across all our markets. Developed over multiple sessions and guided by a dedicated facilitator, the process began with defining the values themselves, then expanded into deeper meaning and actionable commitments for each one.

This is just the beginning. The actions linked to each value will continue to be brought to life throughout 2025.





REDUCE, REUSE, RECYCLE

- Our business model
- Circularity Reduce, Reuse, Recycle
- Our Product Lifecycle
- Purchasing policy

A SUSTAINABLE BUSINESS MODEL

The water sector is undergoing a profound transformation, as sustainability becomes a shared priority among companies, clients, and consumers alike. The era of bottled water travelling thousands of kilometres—only to generate waste—is coming to an end. Today, discerning individuals seek water brands that combine exceptional quality with aesthetics that complement refined environments.

Since our founding in 2021, BE WTR has grown through experimentation, continuous improvement, and open dialogue with our clients—always guided by a commitment to sustainability at every step.



Our business model proves that profitability and environmental stewardship can go hand in hand—neither needs to come at the expense of the other. We eliminate single-use products and avoid transporting heavy bottled water, all while focusing on long-term partnerships with our clients.

By delivering a range of tailored hydration solutions for hotels, restaurants, offices, and homes, we offer a meaningful alternative—one that fits every context and elevates the everyday.

With a presence across Europe, Southeast Asia, the Middle East, and North America, BE WTR is well-positioned to accelerate its expansion into the Asian and American markets in 2025—regions that remain key players in the mineral water import landscape.

Our journey is a commitment to conscious hydration and a more sustainable future—for people and the planet.

REDUCE. REUSE. RECYCLE.

Reduce. Reuse. Recycle. These timeless principles remain at the heart of environmental sustainability. In 2025, we continued to place a strong focus on reuse—recognising its powerful role in reducing waste and advancing climate action. For us, reuse isn't just a practice; it's a foundational pillar of responsible resource management and long-term impact.



REDUCE

Our sustainability journey begins with reduction. Every BE WTR product is designed for longevity—rejecting fleeting trends in favor of timeless durability. BE CONNECT, our intelligent filter head, reduces the energy consumption of the BE BOX by up to 50%. We prioritize high-quality materials like stainless steel and glass to minimize environmental impact and ensure lasting performance. Even our AQTiV systems feature a sandy stainless steel finish, designed to reduce visible wear and extend their lifespan.

REUSE

Reuse is central to both our product design and brand activations. From glass bottles to rentable water systems, we provide solutions that drastically cut down on single-use plastics. Our systems are engineered for repairability, with components that can be disassembled, recycled, and upgraded—maximizing their lifespan and impact. In 2024, we extended this approach to our events by introducing a premium reusable booth, reducing waste while maintaining a high-end brand experience.

RECYCLE

While our focus remains on reduction and reuse, recycling plays a vital supporting role. For components that reach the end of their lifecycle, we ensure they're responsibly processed. Our filters are recycled by our suppliers in a closed-loop system, and the aluminum caps on our bottles follow local recycling channels—ensuring the cycle of sustainability is complete.



DESIGNING FOR CIRCULARITY

As part of our commitment to a circular business model and product lifecycle, we've meticulously optimised the design of our products and accessories. Below is a closer look at how we manage their sustainability across each phase of use.

A SUSTAINABLE WATER BRAND

At BE WTR, sustainability starts at the source—and continues through every detail. As a water brand, we supply our customers with bottles crafted for durability and conscious design. Each bottle uses precisely the right amount of glass to balance strength with reduced weight, lowering the carbon footprint of transportation.

Our bottles feature wide necks to enable easy cleaning and refilling, promoting long-term reuse. Available in several versions—sealed or lidded, in glass or stainless steel—they are all reusable and fully recyclable. We also eliminate wasteful labels by using serigraphy, avoiding glue, stickers, and unnecessary materials.

BE WTR BOTTLED WATER

Our on-site bottling systems provide still and sparkling filtered water with exceptional taste—served in reusable, premium bottles for hotels, restaurants, spas, gyms, and public venues.

Our sealed bottles, made from extra-flint glass or stainless steel, are designed specifically for our automated bottling systems. These bottles can withstand over 200 uses, offering high performance and low waste. The aluminium caps are collected and recycled through local systems, closing the loop in a fully circular approach.



DESIGNING FOR CIRCULARITY

AUTOMATIC BOTTLING SOLUTIONS

BiG 1500

The BiG 1500 is our flagship automated bottling solution—designed to deliver locally bottled, still and sparkling water to hotels and restaurants worldwide. By replacing single-use bottles, it eliminates unnecessary waste, transport, and emissions, setting a new standard for sustainable hydration.

In 2024, we expanded our footprint with two new installations: one in the heart of Paris and another at the prestigious Rosewood Hotel in Abu Dhabi. These additions bring us to five BiG 1500 units operating across key global locations.

Engineered in Italy for performance and longevity, the BiG 1500 is made from recyclable stainless steel and built to last. Its efficient distribution system serves multiple sites within a 10 km radius, significantly reducing transport impact. Instead of disposable packaging, sealed bottles are delivered in reusable racks and crates, with only full pallets dispatched—minimising trips, waste, and carbon footprint.



BiG 1500 Paris

DESIGNING FOR CIRCULARITY

BiG 400

Designed and patented in Switzerland and manufactured in China, the BiG 400 is a compact, high-performance, fully-automated bottling solution tailored for smaller hotels, restaurants, and venues with limited space.

With the capacity to produce up to 5,000 bottles per day—or 2 million bottles annually—the BiG 400 brings the efficiency and sustainability of the BiG 1500 to a more adaptable, space-saving format.

This milestone reinforces our commitment to scalable, local water solutions—empowering more businesses to adopt sustainable practices and shaping the future of responsible local bottling worldwide.



For restaurants, hotels, offices, and homes, BE WTR offers advanced water systems paired with our signature premium bottles—delivering great-tasting, activated water, fresh from the tap.

DESIGNING FOR CIRCULARITY

BTTLS

Our BTTLS are crafted from high-quality extra-flint glass and produced regionally—either in Italy, Middle East or China—based on client location, helping to minimise transport impact and emissions.

Designed with a wide neck for easy cleaning and refilling, each bottle is built to endure up to 2,000 cleaning cycles, offering long-term durability. The still and sparkling lids are also made in Italy, ensuring a fully European supply chain wherever possible.



BE WTR AQTiV Systems

Crafted in Europe near our home in the Alps, BE WTR AQTiV systems are made from solid surgical-grade stainless steel—combining performance, elegance, and longevity. Their minimalist, timeless design ensures they seamlessly fit into any environment, while their robust construction supports years of daily use.

Engineered for maximum reusability, the brushed stainless steel finish allows for easy repolishing, keeping the systems looking pristine even with wear. The taps are designed for easy disassembly, simplifying maintenance and ensuring long-term reparability.

To extend their lifecycle even further, our AQTiV systems are fully reconditioned at the end of their lease—typically every 5 to 10 years—supporting our commitment to circularity and reducing environmental impact.



DESIGNING FOR CIRCULARITY

UNDER-THE-COUNTER PARTS

Introducing the innovative under-the-counter elements that are an integral part of BE WTR systems, facilitating filtration, chilling, carbonation, and consumption tracking for an enhanced water experience. These components seamlessly integrate into the product lifecycle, ensuring sustainable hydration solutions with advanced functionality.



(1) Filter

After each scheduled maintenance, used filters are collected by our team and responsibly recycled—ensuring nothing goes to waste.

(2) BE BOX – Cooling Unit

Our cooling boxes are primarily made from steel and are designed to be easily dismantled, allowing for simple component repair and part replacement. All boxes are fully compatible and interchangeable with our different tap systems, supporting modularity and long-term use.

(3) BE CONNECT – Intelligent Filter Head

BE CONNECT optimizes energy use by reducing the system's consumption by at least 30%, thanks to its smart technology and automatic switch-off mode. It also includes overheating protection and an auto-shutdown feature in case of leaks—conserving both energy and resources.

(4) Gas Bottles

We locally source CO₂ captured from industrial by-products, avoiding direct extraction and reducing transport emissions. Our gas bottles are refilled and reused, and for HoReCa clients, we provide two bottles at a time to limit maintenance trips and optimise efficiency.

DESIGNING FOR CIRCULARITY

ELEVATE YOUR DINING EXPERIENCE WITH THE AQTIV+ CARAFE—WHERE CRAFTSMANSHIP MEETS INNOVATION.

Handblown and paired with Swiss-patented Resonator® technology, this state-of-the-art carafe, made in lead-free cristal is designed to awaken the palate and enhance the full spectrum of flavours in both food and wine—sweet, salty, bitter, acidic, or umami.

By cleansing the palate between each bite or sip, AQTIV+ deepens every sensation, offering a richer, more immersive gastronomic journey. Designed to make a statement, each carafe can be reused thousands of times—combining refined performance with sustainable elegance.



OUR ACCESSORIES

To elevate the customer experience, we offer a range of premium accessories, ensuring a truly unique and refined journey for our clients.



FLEX BTTL

Designed for durability and everyday convenience, this BE WTR FLEX combines the lightweight strength of stainless steel with a dual-lid system: a capsule lid and a screw lid, each fitted with specially designed caps for still or sparkling water.

Enhanced with a customisable silicone strap—available in four colours—it's a practical and reusable solution for hydration on the go. Entirely produced in China, this bottle is crafted to meet the highest standards of quality and functionality.

DESIGNING FOR CIRCULARITY

CRATES

Used to transport our bottles within a 10-kilometre radius, our crates and racks also serve as cleaning carriers—ensuring efficiency throughout the process. Made from high-density polyethylene (HDPE), they are designed for durability, hygiene, and resistance to industrial dishwashers.



RACKS

We supply our clients with professional cleaning racks designed for efficient bottle maintenance. Manufactured in Austria from food-grade plastic, they ensure optimal hygiene, full compliance with safety standards, and are fully dishwasher safe.

BTL TIES

In our continued drive for innovation, we've also developed reusable accessories such as our custom-designed “ties.” These simple yet effective markers distinguish between still and sparkling water in capped bottles—offering a practical, sustainable solution to support mindful consumption habits.



IN-ROOM COMMUNICATION

Made in Birch Plywood, we provide a reusable and premium communication support made in Hungary.

COOLING BAG

For clients in warm climates, we offer cooling bags to keep water fresh by the pool or outdoors. Made in Dubai, they use natural jute and rexine for insulation. We're exploring alternative materials with the same performance. The goal: even more sustainable solutions.

PACKAGING

All our external packaging and inserts are made exclusively from cardboard sourced from sustainable forests. Whenever possible, we prioritise recycled materials—ensuring that even our packaging aligns with our commitment to responsible practices.

PROTOTYPES

Our prototypes are either carefully archived for reference or responsibly recycled, following the same sustainability principles applied to our final products.

ORIGIN OVERVIEW

Here is an overview of the origins of our products and components. Guided by modern craftsmanship and sustainable thinking, each creation embodies timeless quality, purposeful design, and enduring style.

AUTOMATIC BOTTLING	Machine	Carbonator	Chiller	Co2 bottles	Filters	Neutralizer
BiG 1500	Italy	Italy	Italy	Local	France	France
BiG 400	Designed in Switzerland and made in China.	Local	China	Local	China	China

Made in	AQTiV Systems			
	Taps	Filter	BE CONNECT	BE BOX
	Italy & Switzerland	Austria	Hungary	Italy & UK

Made in	Bottles & Accessories					
	Glass Bottles	Stainless Steel Bottles	AQTiV+ Carafe	Lids	Caps	Ties
	Italy, UAE, China (locally sourced)	China	France & Switzerland	Italy	Finland	China

**The country indicated represents the country of origin of most products in this category.*



POSITIVE IMPACT

- Carbon Footprint: No plastic, no transport
- Environmental purchasing policy
- Managing our waste and footprint

MEASURING OUR IMPACT IN 2024

In 2024 alone, BE WTR helped eliminate the need for 34 million plastic bottles across 8 countries—resulting in a reduction of 12,204 tonnes of CO₂ emissions.

To put this into perspective, that's the equivalent of:

- ~12,200 flights between Paris and New York
- The weight of ~2,240 elephants

This milestone reflects our continued commitment to reducing our clients' carbon footprint through innovation and data-driven action.

SCALING SUSTAINABILITY THROUGH INNOVATION

This year, we accelerated our efforts through two major advancements:

- BE CONNECT, our IoT-enabled technology (see page 17), optimising energy efficiency and leak detection
- BiG Automatic Bottling Solutions, which have expanded rapidly across markets, further reducing waste and emissions

Together, these solutions allow us to offer scalable, local, and low-impact hydration systems for our partners.

TRACKING IMPACT WITH DATA

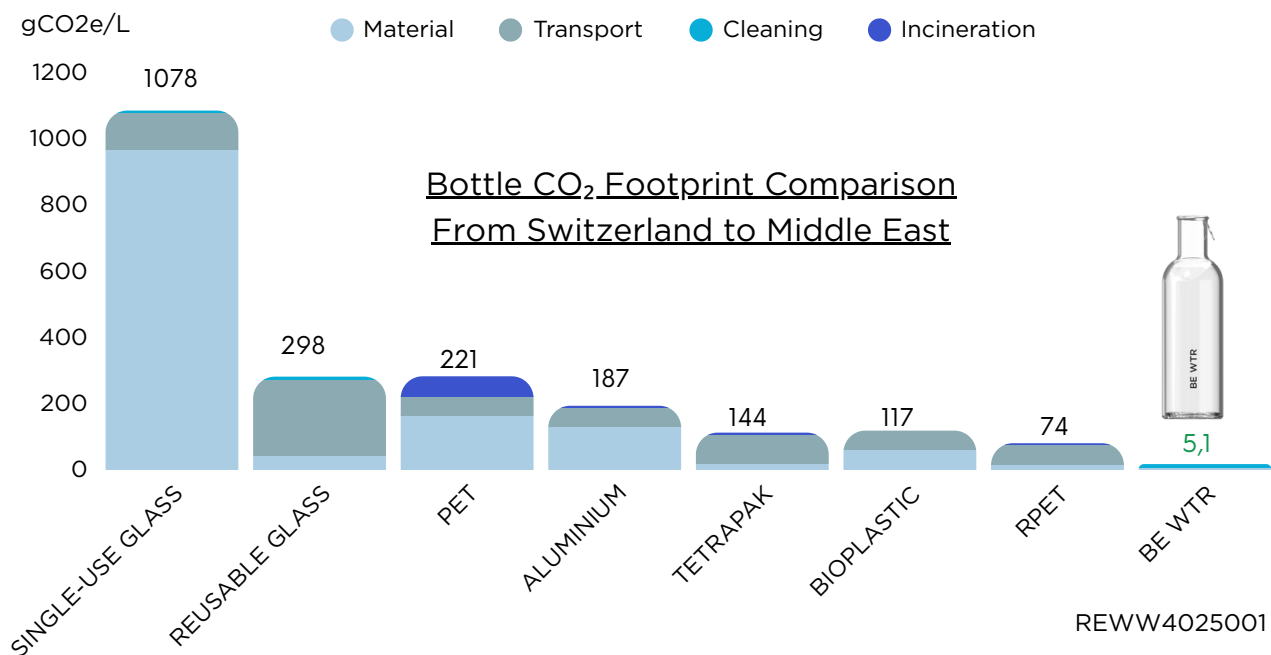
To ensure transparency and accuracy, we developed a proprietary comparison model that evaluates CO₂ emissions across key factors: transport, waste, cleaning, and incineration. This enables us to benchmark our systems against traditional bottled water options.

Our CRM system integrates this data, allowing us to measure and communicate the CO₂ savings generated by each client—whether through BE WTR systems or BiG bottling units.

CO₂ COMPARISON OVERVIEW

Using our emissions calculator, we can compare the carbon impact of different water types and packaging solutions. Here is a snapshot of the results:

MEASURING OUR IMPACT IN 2024



When it comes to our stainless steel bottles, compared with glass and plastic bottles, it saves the following:

Comparison vs Stainless Steel bottle 75cl	
Reusable Glass Bottle 75cl	-27 gCO ₂ e
Single-Use Plastic Bottle 75cl	- 118 gCO ₂ e
Single-Use Glass Bottle 75cl	-718 gCO ₂ e

REWW4025001

Here are two case studies that illustrate the measurable CO₂ savings achieved by BE WTR and our clients—along with their equivalent in plastic bottles avoided.

On a smaller scale, this same impact is reflected in every BE WTR water system we install. Each unit contributes meaningfully to reducing emissions and eliminating single-use plastics, one glass at a time.

2024	CO ₂ saved in Tons		Plastic Bottles saved **	
	Total including systems and BiG production	Only BiG production	Total including systems and BiG production	Only BiG production
BE WTR Global	12204*	795,2	34 000 000*	3 159 460
BE WTR France	3612	36	5 000 000	241 600
BE WTR Switzerland	2716	127	13 000 000	293 200
BE WTR United Arab Emirates	2610	626	7 000 000	2 602 100
BE WTR Singapore	1083	6	2 000 000	21 700
BE WTR Canada	0,2	0,2	864	860

*Total global includes Sweden, Finland and Denmark.

**Numbers rounded to the nearest million.

REWW4025001

ENVIRONMENTAL PURCHASING POLICY (EPP)

As part of our commitment to sustainability, BE WTR has introduced its first Environmental Purchasing Policy (EPP)—a practical guide designed to help new team members align with our brand mission and vision. This policy will continue to evolve as we expand into new markets and adapt to local contexts. The EPP applies across all countries where BE WTR operates and includes country-specific guidelines to ensure relevance and impact.

Key Focus Areas of the EPP:

- Supplier Selection – Prioritising local and sustainable suppliers wherever possible.
- Eco-Labels & Certifications – Selecting top environmental certifications by product category and country of operation.
- Fleet Management – Using the most environmentally friendly vehicles available.
- Recycled Content – Giving preference to products with higher recycled content.
- Source Reduction – Minimising waste generation from production to daily operations.
- Energy Efficiency – Choosing energy-saving products and methods to reduce overall consumption.
- Food Products – Favouring local, seasonal, and sustainably produced food items.

By favouring environmentally responsible products and services—without compromising on quality, functionality, or cost—BE WTR reinforces its commitment to conscious procurement and long-term impact. This approach is supported by a policy that is regularly reviewed and improved to ensure continued relevance and effectiveness.

MANAGING OUR WASTE & FOOTPRINT

As part of its environmental commitment, BE WTR actively works to source-reduce waste—starting with identifying opportunities to minimise waste generation across all company activities and processes. This approach focuses on preventing waste before it's created, without compromising efficiency or quality.

MINIMISING OUR WASTE IMPACT

We've implemented several initiatives to support this goal, including:

- Avoiding the purchase of plastic bottles
- Minimising printed communication materials, such as brochures and business cards
- Reducing office printing wherever possible
- Encouraging the use of reusable food containers to limit packaging waste in the workplace

In product development, source-reduction principles are integrated into every stage of the manufacturing lifecycle—ensuring that sustainability is embedded from design to delivery.

MINIMISING OUR ENERGY CONSUMPTION

To reduce our energy footprint, BE WTR follows internationally recognised guidelines, such as the Ecolabel Index, to select the most energy-efficient products. This applies to light fixtures, kitchen appliances, and office electronics—including computers, monitors, keyboards, and printers.

For our field technicians, we prioritise electric vehicles wherever possible, taking into account regional climate, distance, and infrastructure. This transition supports our ongoing efforts to reduce emissions while maintaining service quality.



SOCIAL RESPONSIBILITY


- The BE WTR people around the world
- Diversity, equity, inclusion and belonging
- Community and engagement
- Supplier code of conduct

CELEBRATING DIVERSITY, FOSTERING INCLUSION

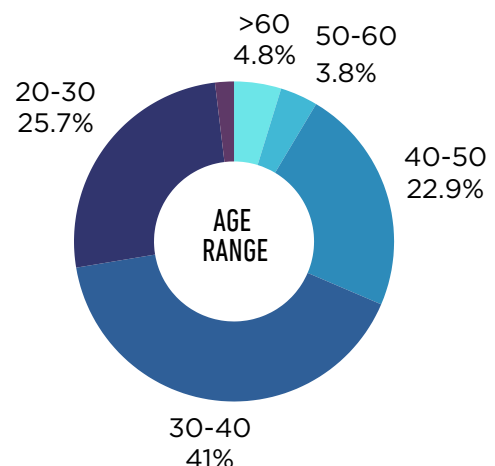
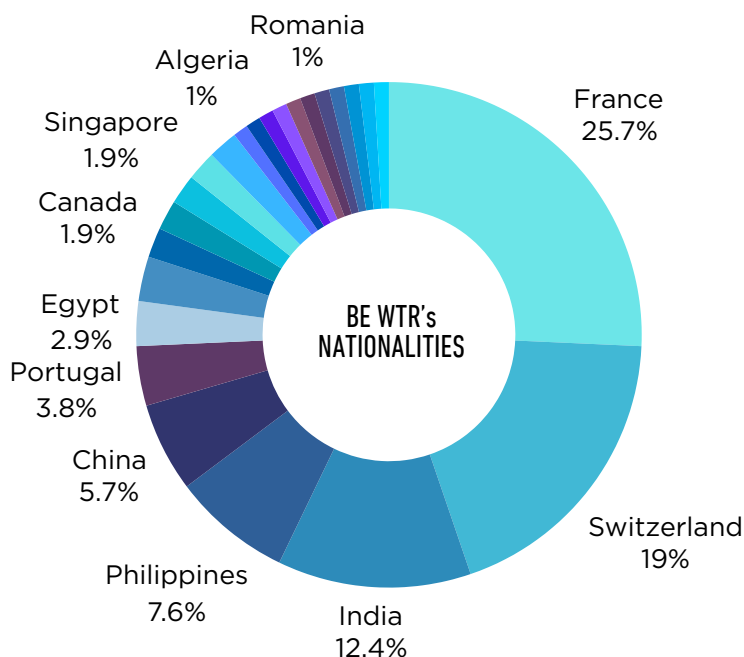
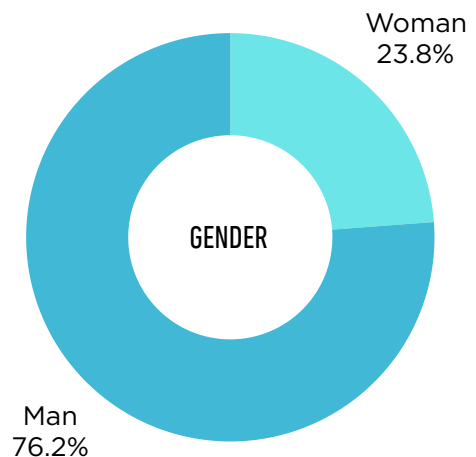
At BE WTR, diversity and inclusion are at the heart of our culture. Since our founding in 2021, our team has grown to 105 individuals—each bringing their own unique perspectives, experiences, and strengths.

We take pride in our multicultural workforce, champion gender equality, and value every talent equally. From seasoned professionals to emerging voices, we believe in learning and growing together.

At BE WTR, we don't just welcome differences—we celebrate them. It's through this inclusive spirit that collaboration thrives and innovation takes root.

105  employees worldwide (not-including work in progress recruitments)

At BE WTR, women make up 23.8% of the total employees and 14.3% of the management team. We aim to increase the number our female employees by at least 10% during 2025.



Our offices boast a multicultural environment, blending multiple nationalities seamlessly.



DIVERSITY, INCLUSION & EQUALITY AT BE WTR

As a proud B Corp certified company, BE WTR is committed to fostering a respectful, inclusive, and empowering work environment for all. We believe our strength lies in the diversity of our people, and we actively cultivate a workplace where every individual is treated with dignity, professionalism, and respect. We are dedicated to preventing any behaviour that could contribute to a hostile or offensive work environment.

To uphold these values, we have established the following core policies:

1. EQUALITY OF OPPORTUNITY

All employment decisions at BE WTR are based solely on job-related criteria. Every employee is given equal opportunity regardless of race, gender, religion, sexual orientation, social background, disability, or learning difference.

2. INCLUSIVE ENVIRONMENT

We view diversity as a competitive advantage. Our spaces are designed to be inclusive and accessible, and we provide reasonable accommodations to support team members with disabilities—ensuring everyone can fully participate in our community.

3. OPEN-DOOR COMMUNICATION

We encourage transparent, constructive, and honest communication across all levels of the company. Every voice matters. We also provide a safe space for employees to share personal challenges with Human Resources or their direct manager when these may affect their work. Reports of irregularities or inappropriate behaviour are handled confidentially and without retaliation.

4. NON-DISCRIMINATION POLICY

BE WTR maintains a strict zero-tolerance policy toward discrimination of any kind. No employee will face bias or unequal treatment based on gender, ethnicity, religion, sexual orientation, or disability.

By upholding these principles, we aim to build not just a stronger team—but a better workplace for all.

ANTI-HARASSMENT POLICY

BE WTR maintains a zero-tolerance policy toward any form of harassment in the workplace. This includes, but is not limited to, sexual harassment, verbal abuse, and physical intimidation. All complaints or reports of harassment will be taken seriously, investigated promptly, and addressed with appropriate action to ensure a safe and respectful work environment for all.

FREEDOM OF ASSOCIATION

We recognise and fully respect the rights of all employees to freely join, form, or participate in labour unions, employee associations, or similar organisations—without interference, discrimination, or retaliation of any kind.

CHILD LABOUR

BE WTR strictly prohibits the use of child labour in any part of our operations or supply chain. We adhere to international labour standards and do not employ individuals under the legal minimum working age as defined by local laws and regulations.

FORCED LABOUR

We unequivocally oppose all forms of forced, bonded, or involuntary labour, including practices that may be considered human trafficking. BE WTR is committed to ensuring that all work is undertaken voluntarily and with full respect for human rights and dignity.

CODE OF ETHICS

BE WTR is currently developing a formal Code of Ethics to guide employee conduct and reinforce our core values. While we trust in the personal integrity and ethical judgement of every team member, this Code will serve as a resource for making principled decisions—especially in complex or uncertain situations. It will reflect the standards that define how we operate, interact, and do business responsibly.

EMBODYING SUSTAINABILITY THROUGH ACTION

At BE WTR, sustainability is not just a commitment—it's a core part of who we are. Our team shares a deep, collective passion for environmental stewardship, and we actively participate in the initiatives we support. By engaging hands-on in environmental projects, we bring our values to life and strive to make a meaningful impact on the communities and ecosystems around us.

1% WATER COLLABORATION IN EVERY MARKET



BE WTR are proud members of 1% for the Planet. We give 1 % of our total revenue to water related causes in the markets where we are active.

Financial support is essential—our partner organisations rely on funding to continue their vital work. But for us, that's only the beginning. Once or twice a year, our teams go into the field, contributing their time and energy to the causes we believe in.

Our vision is to create genuine, long-term collaborations—not just donations. That's why we aim to establish a 1% partner in every market where BE WTR operates. These partnerships are carefully selected, with the goal of creating lasting, positive change. We believe that finding the right cause is more important than moving quickly.

We are currently proud to collaborate with:

Initativ Utö, Sweden



Far out in the Stockholm archipelago, on the island of Utö, two locals have come up with a fantastic method for restoring wetlands and bringing back predatory fish to diminish the eutrophication in the Baltic Sea.

Robert Cederlund and Thomas Hjelm drive this fantastic and recognised project with passion, curiosity and an unbendable can-do-spirit.

RACE FOR OCEANS, DENMARK

Race for Oceans wishes to spread the word through various activities such as the Race for Oceans Relay and through other types of beach and ocean clean-ups all year round. Learn more about our activities and technology project under the other menus.



ONE NATURE FOUNDATION, SWITZERLAND

In Vaud, the French-speaking region of Switzerland, we are actively supporting the One Nature Foundation through the “Rivière de Biodiversité” initiative, working to protect local biodiversity and preserve the quality of rivers and lakes.

PROJECT TO RESTORE WETLANDS IN THE RAMBOUILLET FOREST, FRANCE



In the Parc de Rambouillet—once the royal water reservoir for the Palace of Versailles—now faces a stark environmental challenge. Climate change and acidification have severely impacted the park’s delicate ecosystem, threatening the survival of a rare and protected species of salamander that inhabits its ponds. Restoring these waters is critical. Without intervention, the loss of this amphibian could disrupt the entire biotope’s balance, endangering broader biodiversity. At BE WTR, we are proud to support efforts to protect and regenerate this historic and ecologically vital site.

SEVEN CLEAN SEAS IN SINGAPORE

In Singapore, we proudly support Seven Clean Seas and participate in their Ocean Impact projects on the nearby island of Batam. This organisation is building scalable, long-term solutions to tackle plastic pollution at its source.

By formally employing individuals previously part of the informal waste sector, Seven Clean Seas provides stable income and dignified working conditions. Their teams clean up rivers, coastal communities, and shorelines—recovering plastic waste and giving it new life through innovative recycling initiatives, such as transforming it into tiles and bricks.

This partnership reflects our belief that environmental progress and social impact must go hand in hand.



If you know of any local associations, NGOs or projects that help with the protection or preservation of water or wetlands, please reach out to info@bewtr.com

OUR B CORP JOURNEY



Like many purpose-driven companies, our path to B Corp certification took time—several years of dedication, reflection, and hard work across the entire BE WTR team. The process is rigorous for a reason: the majority of companies that apply never qualify. And that’s what makes this achievement so meaningful.

B Corp measures a company’s entire social and environmental impact—ensuring that business is truly used as a force for good. Certification isn’t permanent; it must be renewed every three years through a comprehensive reassessment, reinforcing ongoing accountability and progress.

CERTIFIED FOR IMPACT

BE WTR was founded to challenge the traditional, wasteful norms of the water industry and replace them with a bold, sustainable alternative. From day one, our mission has been clear: to revolutionise hydration through responsibility, innovation, and impact.

Achieving B Corp certification marked a defining moment in our growth. It pushed us to raise our governance standards, refine our bylaws, and implement new structures to guide our evolution. Even as we scale, we remain grounded in our values—ensuring that every step forward strengthens our long-term contribution to people and the planet.

Overall B Impact Score

Based on the B Impact assessment, BE WTR earned an overall score of 82.3. The median score for ordinary businesses who complete the assessment is currently 50.9.



- 82.3 Overall B Impact Score
- 80 Qualifies for B Corp Certification
- 50.9 Median Score for Ordinary Businesses

Source: [BCorporation.net](https://www.bcorporation.net)

OUR B CORP JOURNEY



Governance 16.2

Governance evaluates a company's overall mission, engagement around its social/environmental impact, ethics, and transparency. This section also evaluates the ability of a company to protect their mission and formally consider stakeholders in decision making through their corporate structure (e.g. benefit corporation) or corporate governing documents.

Mission & Engagement	1.5
Ethics & Transparency	4.6

+ Mission Locked 10

What is this? A company with an Impact Business Model is intentionally designed to create a specific positive outcome for one of its stakeholders - such as workers, community, environment, or customers.

Workers 21.2

Workers evaluates a company's contributions to its employees' financial security, health & safety, wellness, career development, and engagement & satisfaction. In addition, this section recognizes business models designed to benefit workers, such as companies that are at least 40% owned by non-executive employees and those that have workforce development programs to support individuals with barriers to employment.

Financial Security	3.6
Health, Wellness, & Safety	5.8
Career Development	2.4
Engagement & Satisfaction	5.2

Community 17.4

Community evaluates a company's engagement with and impact on the communities in which it operates, hires from, and sources from. Topics include diversity, equity & inclusion, economic impact, civic engagement, charitable giving, and supply chain management. In addition, this section recognizes business models that are designed to address specific community-oriented problems, such as poverty alleviation through fair trade sourcing or distribution via microenterprises, producer cooperative models, locally focused economic development, and formal charitable giving commitments.

Diversity, Equity, & Inclusion	3.1
Economic Impact	5.2
Civic Engagement & Giving	2.2
Supply Chain Management	3.9

Environment 25.8

Environment evaluates a company's overall environmental management practices as well as its impact on the air, climate, water, land, and biodiversity. This includes the direct impact of a company's operations and, when applicable its supply chain and distribution channels. This section also recognizes companies with environmentally innovative production processes and those that sell products or services that have a positive environmental impact. Some examples might include products and services that create renewable energy, reduce consumption or waste, conserve land or wildlife, provide less toxic alternatives to the market, or educate people about environmental problems.

Environmental Management	2.2
Air & Climate	4.8
Water	0.4
Land & Life	2.9

+ Resource Conservation 15.2

What is this? A company with an Impact Business Model is intentionally designed to create a specific positive outcome for one of its stakeholders - such as workers, community, environment, or customers.

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Customers 1.5

Customer Stewardship

1.5

Customers evaluates a company's stewardship of its customers through the quality of its products and services, ethical marketing, data privacy and security, and feedback channels. In addition, this section recognizes products or services that are designed to address a particular social problem for or through its customers, such as health or educational products, arts & media products, serving underserved customers/clients, and services that improve the social impact of other businesses or organizations.

BE WTR ADHERES TO 10 OF THE 17 SDGS

At BE WTR, we are firm believers in the urgent need to protect our oceans and forests, build a more sustainable future, and work collaboratively to address climate change. Our solutions directly contribute to 10 of the 17 United Nations Sustainable Development Goals (SDGs)—demonstrating our commitment to using business as a force for good on a global scale.

#3 FOR GOOD HEALTH & WELL-BEING



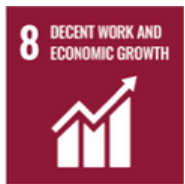
We support healthier lifestyles by offering great-tasting, purified water—encouraging better hydration for individuals and businesses alike. Our water is enhanced in both taste and quality compared to regular tap water, helping to make the healthy choice an easy one.

#6 CONCERNING CLEAN WATER AND SANITATION



Using advanced Swiss filtration technology, we purify locally sourced drinkable water to elevate its quality. Each system is tailored to regional needs, ensuring optimal filtration performance wherever we operate around the world.

#8 DECENT WORK AND ECONOMIC GROWTH



Our presence extends beyond hydration—we create meaningful job opportunities through our offices and local bottling sites (BiG units), contributing to economic growth in the communities we serve.

#9 UNDER INDUSTRY, INNOVATION AND INFRASTRUCTURE



To minimise plastic waste and reduce water transport emissions, we establish BiG sites—automated and semi-automated bottling lines—directly in urban areas. These systems are designed for maximum efficiency and sustainability.

#11 REGARDING SUSTAINABLE CITIES AND COMMUNITIES



Our BiG activities and water systems not only help manage plastic waste, but also play a role in reducing urban delivery traffic—supporting smarter, more sustainable urban development.

#12 FOR RESPONSIBLE CONSUMPTION AND PRODUCTION



Reusability is at the core of our production processes. From durable bottles to transport crates, our systems are designed to extend product life and minimise waste at every stage.

#13 In addressing Climate Action



Embedded in our core identity, BE WTR is dedicated to helping our clients reduce and measure their CO₂ footprint through tailored, data-driven solutions.

#14 Life Below Water



We actively safeguard aquatic ecosystems by limiting single-use plastic consumption and reducing carbon emissions—contributing to the mitigation of climate change and the protection of natural resources.

#15 Life and Land



Our BiG automatic bottling plants are integrated into existing infrastructures, such as hotel basements and industrial facilities, reducing the need for new construction and maximising resource efficiency.

#17 Partnerships for the Goals



We proudly collaborate with 1% for the Planet, supporting local environmental initiatives in every market we operate in. Through financial contributions to water-related projects that protect nature and biodiversity—and as a B Corp certified company—we ensure our impact is both meaningful and measurable.



SUPPLIER CODE OF CONDUCT

Our primary objective is to establish a Supplier Code of Conduct that outlines clear guidelines and expectations for our strategic partners. This initiative is designed to ensure alignment with international legal standards while fostering a culture of continuous improvement.

The Code emphasises compliance with antitrust, anti-corruption, and international trade regulations—promoting fair, transparent, and ethical business practices across our supply chain. It also affirms our unwavering commitment to human rights, ensuring that all individuals involved in supplier operations are treated with dignity and respect.

Environmental stewardship is another cornerstone of this effort. We expect our partners to adopt sustainable practices that minimise ecological impact and contribute to a more responsible supply chain.

By implementing this comprehensive Code of Conduct, we aim to build partnerships rooted in integrity, sustainability, and social responsibility—setting a higher standard for global collaboration. This Code is regularly reviewed and updated to ensure it remains aligned with our values and evolving best practices.

WHAT DO WE WANT TO DO BETTER?

In 2024, our primary focus was to deepen our understanding of BE WTR's overall impact—from office operations to business travel and beyond. We began monitoring key activities and laid the groundwork for third-party audits, with the goal of identifying actionable solutions to reduce waste and lower CO₂ emissions while more accurately assessing our carbon footprint. What began as an effort to evaluate product impact has now expanded to encompass the entire company's footprint.



PRODUCT LIFECYCLE IMPROVEMENTS

- Prioritising local sourcing to reduce transportation emissions
- Leveraging BE CONNECT to monitor and reduce electricity consumption
- Refining bottle lifespan estimates based on real-world feedback
- Continuously improving our refurbishment processes to extend product life

SOCIAL RESPONSIBILITY INITIATIVES:

- Measuring employee satisfaction through tools like eNPS and pulse surveys
- Implementing personalised development plans and promoting gender diversity
- Transitioning to electric vehicles across operations
- Targeting a 50% share of sustainable suppliers in our supply chain
- Reducing reliance on air freight and collaborating with suppliers to minimise product impact
- Establishing partnerships with 1% for the Planet organisations in every market
- Enhancing carbon footprint measurement tools
- Increasing the number of female employees by at least 10% in 2025, particularly in production roles where representation was low in 2024

Our next step is to further strengthen our sustainability reporting—improving transparency, refining KPIs, and better capturing the positive impact of our initiatives.

2024, CHARTING THE PATH TO ESG

As we are growing, we finalised our first ESG plan. We are defining clear goals, targets, and impacts for the year ahead. This report outlines our commitment to environmental stewardship, social responsibility, and governance excellence. Through transparency and stakeholder engagement, we aim to drive meaningful change.

	ENVIRONMENTAL	SOCIAL	GOVERNANCE
GOAL	We want to be the N°1 premium, sustainable water brand	We want to be a company where the actions are aligned with our values	By following our purpose, we want to be a company striving for a material positive impact on society and environment
TARGET	Better understanding of our business' footprint	Create a positive working culture	Appoint a board member responsible of stakeholders' interest and sustainability
OBJECTIVES	Find resources & consultant to measure our business' impact, not just our products	Work further with the process of our values Make an employee survey and annual review	Ensure Board decisions consider employees, customers and environment
OUTCOME	Baseline for environmental impact 3rd part audit reg CO2 impact of our products	Internal promotion, possibilities Employees feel more empowered and heard	Long term balanced company strategy
IMPACT	Decrease the CO2 impact of every sip of water	Attract and create talent	An environmentally and socially sustainable company

NOTA BENE

Corporate note regarding forward-looking statements: This Sustainability Report contains forward-looking statements about our future business expectations and objectives and our environmental, social and governance goals, which involve risks and uncertainties. Actual results may differ materially from the results anticipated, depending on a variety of factors.

In relation to this Sustainability Report, we are (wholly or in part) reliant on public sources of information and information provided by our own suppliers and business partners. Since we are all about reuse and recycle, we borrowed most of this paragraph from Oatly.



THAT'S ALL FOR NOW.

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