



Media Kit

FEBRUARY 2022



EDITORIAL

Water is the source of all life and our planet's most precious resource. It therefore deserves our best efforts.

The availability of quality water is one of the most important challenges we face, and will continue to face, over the coming years. Climate change, the acceleration of drought episodes and the increase in flooding are forcing us all, as prescribers and users, industries and municipalities, to change the way we view this resource. To do this, we need to be bold enough to reinvent our profession and build new partnerships.

This is why the **Saur group is now adopting a corporate purpose, in order to restore to water the value it deserves:**

"To advocate that everyone (municipalities, industries, citizens, farmers, NGOs, and civil society as a whole) gives water the value it deserves.

Beyond our initial business – that of providing an adequate supply and responsible treatment of high-quality water – we are committed to act and to convince others so that together we can invest to save water and invent new models to preserve the most precious resource on our planet."

This corporate purpose will guide all our decisions and will set the course for our transformation to become the champion of the water transition by 2030.

We are a pure water player – it is our business, our expertise and our know-how. We believe in our group's ability to offer a model that conserves resources and promotes the circular economy by means of innovation.

Through the complete overhaul of our brand identity and our signature, **Mission Water**, we want to assert our commitment and action the sustainable business model we are building together. Behind **Mission Water** are 12,000 employees in nearly 20 countries who dedicate themselves each day to building a different, committed and meaningful Group, in permanent interaction with its ecosystem, in order to contribute to a more secure world for future generations.

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A NEW IDENTITY TO SUPPORT OUR CORPORATE PLAN

Our new visual identity has been designed to express our mission and our corporate plan. Both are represented by a stylized and consistently balanced symmetrical motion; a perpetually developing force that looks to the future and listens to its ecosystem. They also symbolize the combined strengths of Saur and its ability to offer confidence and protection for today and tomorrow.

its color reasserts our fundamental water industry expertise. Its shape represents the unity of our Group and its commitment to actively involving all stakeholders in saving and conserving water resources.

The overall impression is of a wave in motion on the surface of the water.

Our new identity will be accompanied by the **Mission Water** brand signature.

Together, we are Saur. Mission Water.





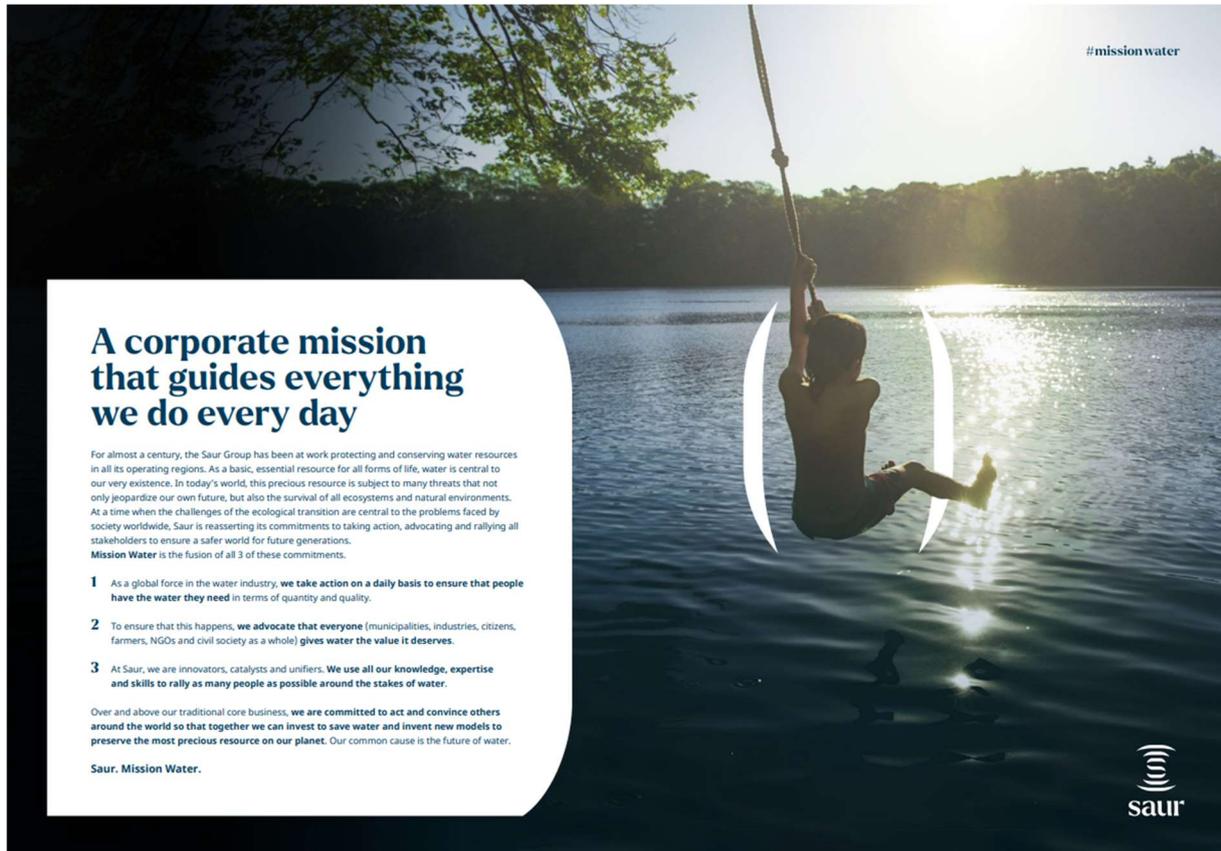
Water Engineering



Industrial Water Solutions



A MANIFESTO



#missionwater

A corporate mission that guides everything we do every day

For almost a century, the Saur Group has been at work protecting and conserving water resources in all its operating regions. As a basic, essential resource for all forms of life, water is central to our very existence. In today's world, this precious resource is subject to many threats that not only jeopardize our own future, but also the survival of all ecosystems and natural environments. At a time when the challenges of the ecological transition are central to the problems faced by society worldwide, Saur is reasserting its commitments to taking action, advocating and rallying all stakeholders to ensure a safer world for future generations.

Mission Water is the fusion of all 3 of these commitments.

- 1 As a global force in the water industry, **we take action on a daily basis to ensure that people have the water they need** in terms of quantity and quality.
- 2 To ensure that this happens, **we advocate that everyone** (municipalities, industries, citizens, farmers, NGOs and civil society as a whole) **gives water the value it deserves.**
- 3 At Saur, we are innovators, catalysts and unifiers. **We use all our knowledge, expertise and skills to rally as many people as possible around the stakes of water.**

Over and above our traditional core business, **we are committed to act and convince others around the world so that together we can invest to save water and invent new models to preserve the most precious resource on our planet.** Our common cause is the future of water.

Saur. Mission Water.





THEY SHOW THEIR COMMITMENT EVERY DAY

Xavier Piccino, Senior Executive Vice-President East France



Shutdown within 10 years

While cities and regions such as Paris have ample fresh water supplies, other areas in France are facing up to 20% gaps between supply and demand. 'If nothing changes, we will have to close off taps in parts of France within 10 years,' says Xavier Piccino, Saur's Senior Executive Vice-President East France.

Two work focuses

Saur is working on two fronts to help prevent local shutdowns before 2030. The first is to develop more effective water production and distribution. A big part of this is to reduce leakage, so that less clean drinking water is wasted. The second avenue is a new one to our company. It centers on helping end users to reduce their own water consumption.

More to read on www.saur.com

Rogerio Koehn, General Manager of Spain



In Las Palmas, several water challenges converge

Gran Canaria Las Palmas has no natural fresh water, is situated in rugged volcanic terrain, and its water services are co-owned by the city council. Saur's local team sees these technical and political challenges as a singular opportunity.

A model for the future

'The challenges of desalination and distribution are technical ones, and we are continuously innovating in these areas,' says Rogerio Koehn, General Manager of Saur Spain. 'Public-private partnership is a question of mutual trust. In our view, in the future, many of the big water issues in large cities in the world will have to be faced with close public-private collaboration. With that in mind, we see the work we are doing in Las Palmas case as a pointer toward the future.'

More to read on www.saur.com

Anass Derraz, Regional Strategy and Development Director for the Middle East



Thirst for excellence

Saudi Arabia, the only Arab country that is a member of the Group of Twenty, or G20, is one of the world's driest regions. 'It's easier to find oil here than water,' says Anass Derraz, Saur's Regional Strategy and Development Director for the Middle East. 'This need has triggered a thirst for excellence here that is hard to match elsewhere in the world. Saudi Arabia is transforming into the Champions League of water services.'

Saur has been active in the Middle East for over 15 years, mainly in Saudi Arabia, through managed contracts. In July 2014, Marafiq, the Gulf's leading private water and electricity service provider, selected MaSa, the joint venture between Saur and the Saudi group, Marafiq, to operate and maintain the wastewater facilities and the water distribution network in Yanbu Industrial City, second largest oil hub after Jubail Industrial City Yanbu and Jubail, the two largest industrial cities in the whole world. More recently, in 2021, a Saur-led consortium won a major new contract as part of the country's water infrastructure privatization policy. The contract covers the east of the country and provides 5.2 million inhabitants with water services.

More to read on www.saur.com

Menno Holterman, Chief Executive Officer (CEO) of Nijhuis Saur Industries



Personalized, enriched water from your kitchen tap

Picture yourself a few decades from now, opening your kitchen tap for a glass of water enriched with minerals for your aging bones. Then you water your garden with water not needed for drinking, but enriched for irrigation. 'Mission Water is all about innovation,' says Menno Holterman, Chief Executive Officer (CEO) of Nijhuis Saur Industries.

Innovation is key

Continuous innovation, says Menno, is one of the keys to an improved valuation of water - and to a brighter future for all. 'In the water domain, there is room for continuous innovation in a lot of different areas and directions. From resource management to the water-energy-food nexus, from digitalization - think quite simply of smart meters helping small and big users to act more efficiently or on-line monitoring - to industrial water solutions.'

More to read on www.saur.com

KEY FIGURES

Founded in France in **1933**

Present in **nearly 20 countries** and in more than **100 countries** through its industrial division

Employs **12,000 people** worldwide

Annual revenue of **€1.7bn** in 2021

9,200 municipal and industrial **customers**

4,100 water treatment plants

700 billion liters of drinking water produced each year

20 million people supplied worldwide

20% of turnover achieved from industrial water and engineering

34% of turnover achieved outside France, with the ambition of reaching **50%** by 2023

[Visit our site www.saur.com](http://www.saur.com)



MISSION WATER

FLOW OF SOLUTIONS

DIVE INTO SAUR

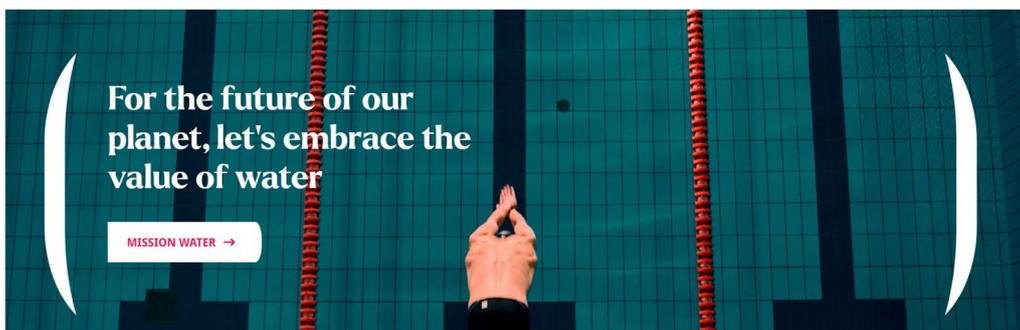
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WATER IS
THE SOURCE
OF **ALL LIFE.**
IT DESERVES
NOTHING LESS
THAN OUR
UNDIVIDED
ATTENTION.

The leading pure player in France and internationally, Saur provides water to 20 million people in 19 countries. Preserving this precious resource, inventing new solutions and developing innovative technologies are just some of the ways Saur is contributing to the global quest to give water back the value it deserves.



#missionwater