



PRESS RELEASE

With its new SPA Fountain machine, Spadel aims to capture 25% of the Belgian water cooler market

Brussels, 23 April 2024 - The Spadel Group is once again innovating on the Belgian market with the launch of the SPA Fountain, a water fountain that can be integrated easily into any office space. This innovative machine works with 10-litre Eco Packs of SPA Reine. This more environmentally-friendly packaging, which is already proving very popular with residential consumers, has the big advantage of guaranteeing users fresh, pure, high-quality water. Over the next few years, Spadel's ambition is to capture 25% of the Belgian office water cooler market with SPA Fountain.

Regular hydration is vital for good health, especially when exercising or studying, for example. But in the office, we can tend to drink a little less water. And yet, it's also very important to stay hydrated throughout the day at work, to keep the body and mind healthy. And of course, it's even better when you drink pure, high-quality water with strong local roots. It is precisely to meet this need that the Spadel Group is once again innovating on the Belgian market with the launch of the SPA Fountain, a water-cooling machine that works with 10-litre Eco Packs of SPA Reine.

SPA is the first major water brand to enter the Belgian office water cooler market, which has been dominated for years by the same historic players and now represents 49,000 installed machines and a volume of 30 million litres a year. By expanding its activities to this new market segment, Spadel is aiming to appeal to professional customers looking for pure, high-quality water, with a guaranteed origin and composition.

The first 100% high-quality solution on the market

"Thanks to the Spa Fountain, the quality of water will finally become an important differentiating factor in the water cooler market", says Nicolas Morlet, who is in charge of the SPA Fountain project for the Spadel Group. "The use of Eco Packs means that the SPA Fountain machine is the first 100% high-quality solution on the market, because there is no pipework and the water is protected from the outside air. This element has become increasingly important since Covid and recent concerns about water quality."

Specially designed for Spadel and manufactured in Europe, the SPA Fountain's innovative design means it can be integrated into any office or professional work space. It's very easy to use because it's fed by 10-litre Eco Packs from SPA Reine. These Eco Packs, which are 100%

recyclable and can be stored underneath the machine, are a real time-saver for companies and can improve efficiency, as they eliminate the need to manage the return of empty products. These packs also have the advantage of already being very popular with residential customers, with SPA Reine's 5L and 10L Eco Packs representing a volume of over 11 million litres in 2023.

A business model inspired by Netflix

With the launch of the SPA Fountain, Spadel isn't just innovating in terms of the product itself. The company is also introducing a completely new business model to the Belgian office water cooler market. The idea is simple: with SPA Fountain, Spadel offers a transparent tariff with no long-term commitment, based on service models such as Netflix or Spotify, for example. Instead of having to invest or sign a contract for a year or more, companies wishing to install a SPA Fountain in their offices will be able to rent each machine on a highly flexible basis, for between €18.50 and €25 per month (excluding consumables).

"Spadel's ambition is to capture 25% of the office water cooler market in Belgium, targeting companies of all sizes as well as freelancers", explains Bart Peeters, Managing Director of the Spadel Group. SPA Fountain will be launched in three phases: an initial test with 200 fountains in the first half of 2024, a larger-scale launch with 1,000 machines in the second half of 2024 and, finally, a cruising speed of 3,000 new machines installed per year from 2025. If the concept works in Belgium, it could then be extended to the Netherlands and eventually France.

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About Spadel

Spadel is a European family group whose mission is to provide consumers with natural solutions to their hydration and refreshment needs throughout their lives. It markets brands of natural mineral water, spring water and refreshing beverages based on natural mineral water: Spa and Bru in the Benelux, Devin in Bulgaria, and Wattwiller and Carola in France. It also markets natural, reduced-sugar energy drinks under the Zyla brand. Sustainable development is naturally part of the Spadel Group's DNA. In 2023, the Spadel Group achieved a turnover of €345.9 million. At the end of 2023, the Group employed 1,310 people.

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