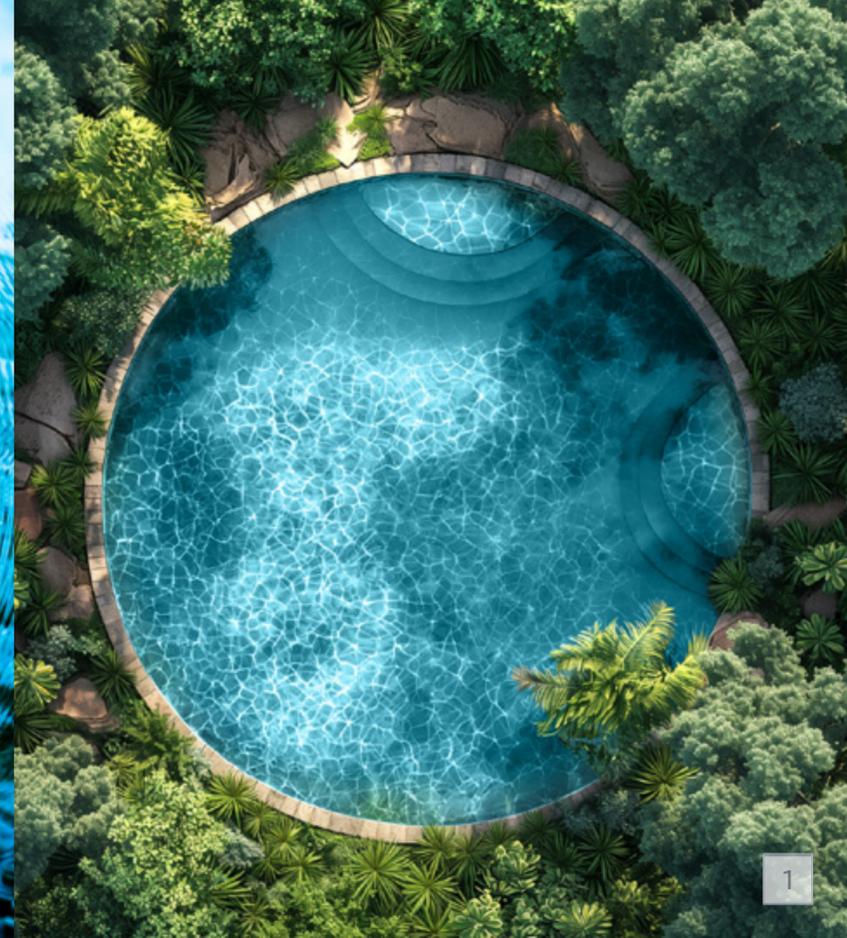


ESG GLOBAL REPORT 2024

Environmental | Social | Governance



This global ESG report is dedicated in honor of Sergeant Major (res.) Shmuel (Sammy) Harai 1989-2024.

Shmuel was the first to lead the ESG domain in the company and worked on various projects to enhance Maytronics' positive effect on the world. He was a friend, a colleague, and a person dear to our hearts who left a trail of goodness in his footsteps.

His life and legacy were characterized by dedication, heroism, love of his family and Israel.

Shmuel fell in battle on October 23rd 2024, while fulfilling his duty in the Iron Swords war in defense of the northern border, leaving behind his wife, young children, and communities who are better thanks to his life.

"The power to act right and lead, to accept myself and accept that what I do is good enough, and to always strive to do better."
(Shmuel Harai).

May his kindness always be in our hearts.

His memory will bloom and grow with us forever.



Letter from the Chairman of the Board and the CEO

Man was given a unique role to guard God's world: *"And the Lord took man and led him in heaven to work and preserve it"* (Gen. 2:15).

At Maytronics, our commitment to creating an 'Exceptional Experience' guides every step we take. We strive each day to ensure our products and our business conduct positively impact the world we live in. We believe that real success is measured not only in performance, but in how we care for people, communities, and the planet.

This year, we are proud to present Maytronics' second global Environmental, Social, and Governance (ESG) Report: a significant milestone that reflects the worldwide reach of our operations and the shared values uniting our teams across continents. Unlike our inaugural ESG report in 2023, which focused solely on our activity in Israel, this new report provides a comprehensive view of our global ESG performance and aspirations.

Whether by reducing chemical and water usage, advancing connected technologies while safeguarding privacy, increasing recycled materials in our products, or creating healthier water environments, our mission remains the same: to make a meaningful difference.

This report is the result of extensive collaboration between global teams, managers from every region where Maytronics operates, and our partners at BDO. It reflects our deep belief that sustainability is not a regional initiative, but a global imperative.

We continue to draw strength from our people, those who carried forward our mission through adversity, including the challenges faced during challenging times in Israel. Their resilience is a testament to the culture and values that define Maytronics.

Our ESG commitment is multifaceted:

Environmental Stewardship

We aim to minimize our environmental footprint by reducing energy, water and resource consumption as well as waste generation. In addition, we integrate principles of circular economy into our products by designing durable and high-quality technology with repairable properties.

Social Responsibility

Acknowledging our commitment to our employees, communities, stakeholders, and partners, we cultivate a welcoming, supportive, and empowering work environment. Our employees, the cornerstone of Maytronics' success, are viewed as strategic allies whose innovation, commitment, and focus are instrumental in maintaining the company's leadership in the industry. We champion a holistic approach, valuing collective success and keeping an open relationship with our employees to facilitate professional and personal growth.

Governance Excellence:

By implementing transparent and aligned processes, we aim to uphold exemplary governance practices characterized by integrity and transparency. In 2024, our ESG objectives became a core component of our corporate goals, integrating into our OKRs (Objectives and Key Results) to ensure a cohesive, company-wide effort towards ESG excellence.

As we take this step toward a more transparent and responsible future, we extend our gratitude to our employees, customers, and partners around the world. Together, we are building a legacy that transcends pool care — a legacy grounded in purpose, responsibility, and shared progress.

We hope this global ESG report offers not just insight, but inspiration.

All the best,



Dov Ofer,
Chairman of the Board



Sharon Goldenberg,
CEO





2024 ESG Highlights



Environment

24%

Renewable energy in 2024 vs. 19% in 2023

10%

Decrease in absolute GHG emissions (market-based) vs 2023

10%

Decrease in GHG emissions intensity compared to the base-year 2022¹

40%

of Maytronics' vehicle fleet is electric/hybrid in 2024 vs. 18% in 2023



Social

1,196

Employees²

38%

of employees are women

26%

Women in management positions³

57%

Reduction in TRIR compared to 2023

878

Volunteering hours



Governance

33%

Women in board of directors

33%

of executive management (C-level) are women

Zero

Incidents of non-compliance with laws and regulations

100%

Employees signed ethical code of conduct



Business excellence

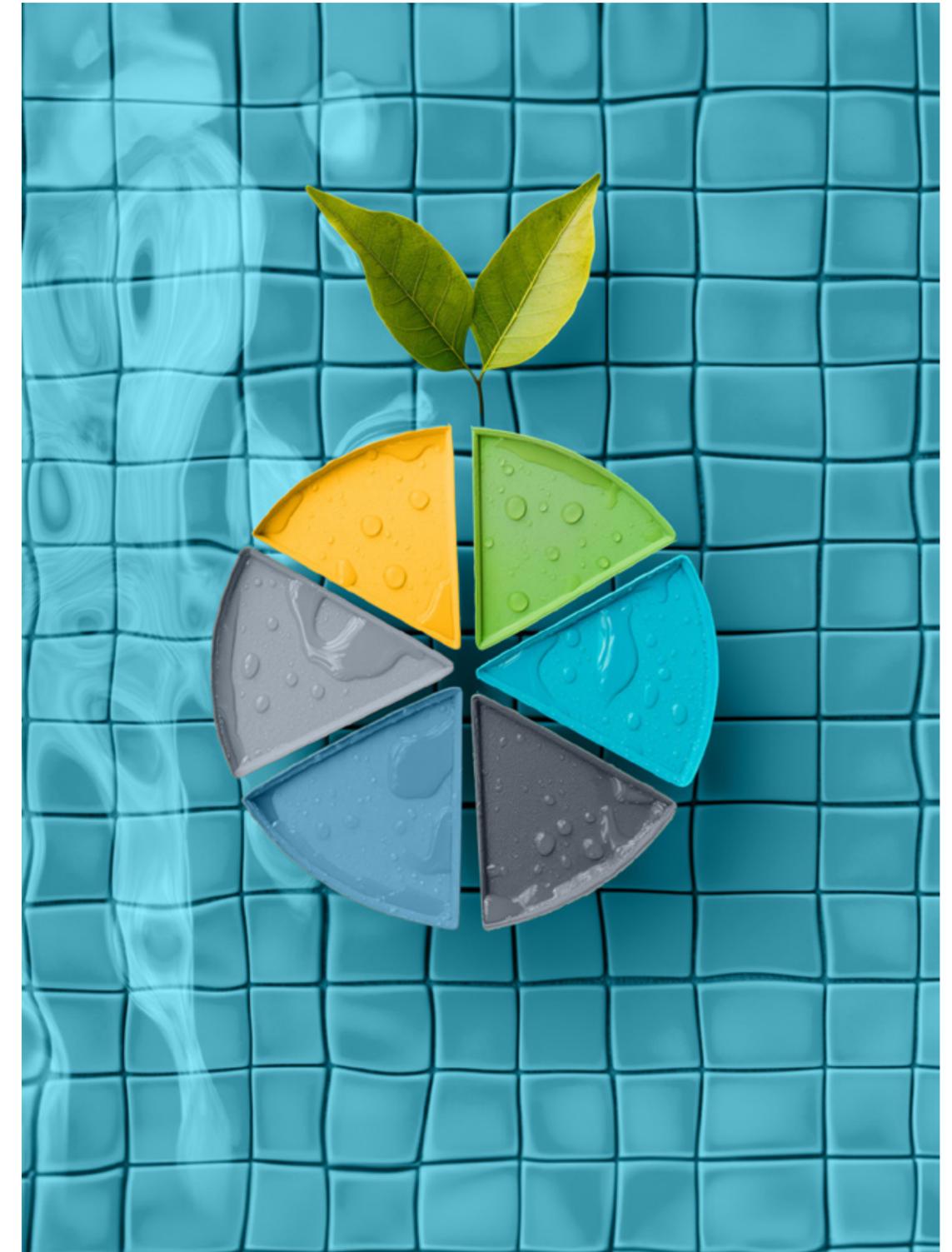
Operating in over

50

countries

1,626 M_{NIS}

Sales in 2024



¹ Emissions intensity is calculated as total tCO₂e divided by sales (in million NIS).

² The difference in total employee figures between this ESG report and Maytronics' 2024 Annual Report is due to the acquisition of Focus (under MTAU) in 2024. Focus employees were not included in the ESG report's headcount.

³ Management level is defined as Tier 1, consisting of C-level executives reporting directly to the CEO and Tier 2, consisting of management directly reporting to C-level executives.



Introduction

Maytronics creating exceptional experiences

Over
50
Countries

5
Continents

100
Distributors

8
Service centers
worldwide



Introduction | Maytronics – Creating Exceptional Experiences

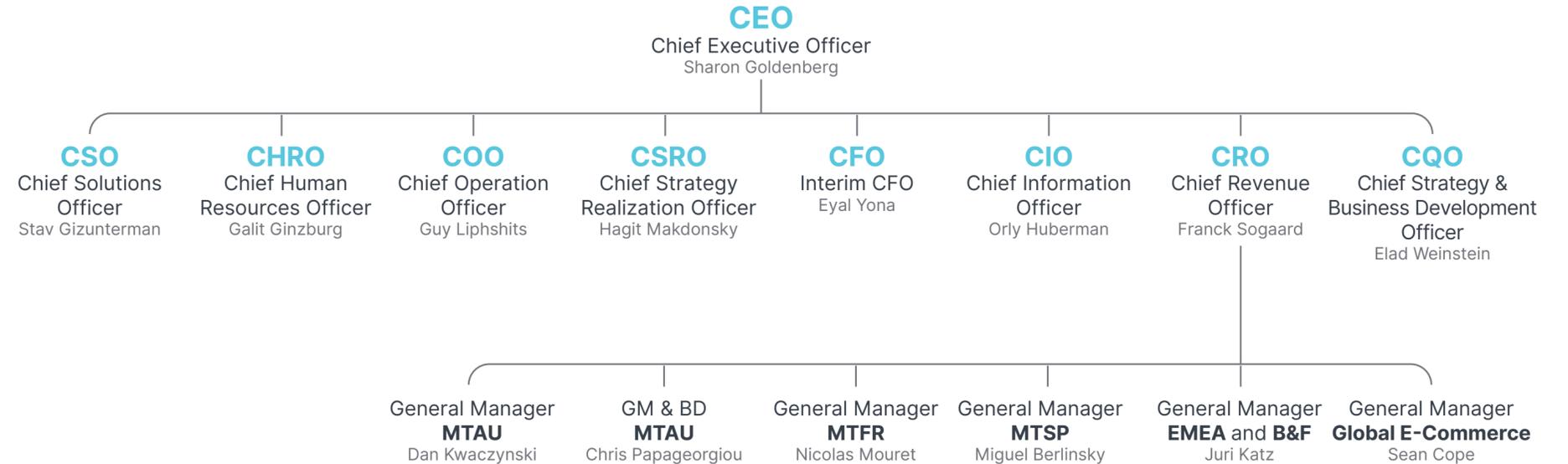
Maytronics is a global leader in the swimming pool industry, developing, producing, and distributing robotic pool cleaners, pool safety products, and mineral-based water treatment technologies.

Founded in 1983, the company has grown from a single robot product to a global enterprise with six direct subsidiaries, full ownership of ECCXI Inc. via Maytronics US, full ownership of Focus Inc. via Maytronics AU, and a local presence in Latin America and Asia. Maytronics products are sold in over 50 countries across five continents through a network of about 100 distributors.

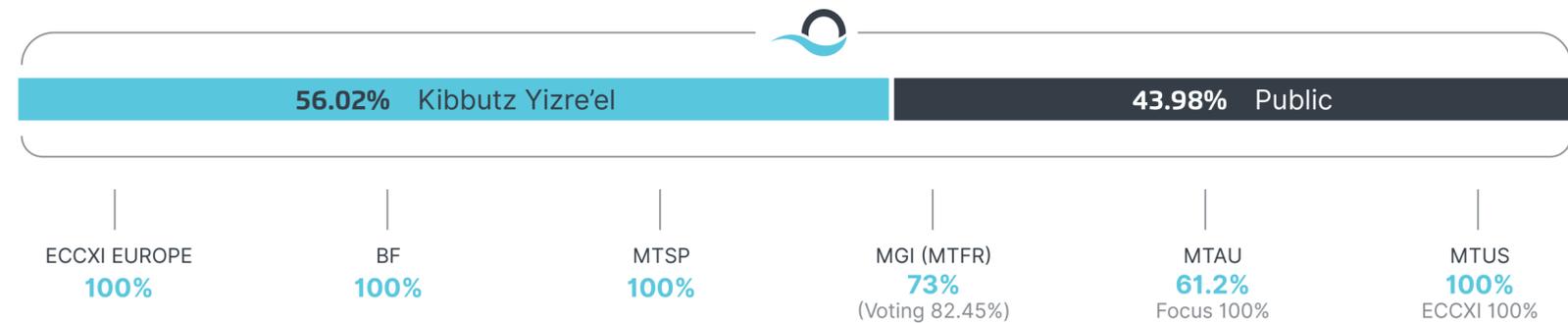
The company's manufacturing operations for robotic pool cleaners are located in Kibbutz Yizrael and Dalton in Israel, where products are manufactured, assembled and packaged. The company's headquarters are located in Kibbutz Yizrael, Israel, and it operates worldwide through its six subsidiaries: Maytronics US. Inc., Maytronics France, Maytronics Spain and Portugal, Bunge & Frese GmbH Germany, ECCXI Europe Ltd, and Maytronics Australia Pty Ltd. These subsidiaries primarily handle worldwide marketing, distribution, and service of the company's products. Maytronics is a member of the Manufacturers Association of Israel. Maytronics is listed on the Tel Aviv Stock Exchange (TASE) since 2004.

Maytronics believes that its brand promise of Exceptional Experiences is symbiotic with sustainable practices.

Maytronics Ltd. organizational structure:



Maytronics' Ltd. holding structure:





Introduction | Promoting the UN's Sustainable Development Goals (SDGs)

The United Nations Sustainable Development Goals (SDGs), also known as the Global Goals that were adopted by the United Nations in 2015, are a universal call to action to address social and environmental issues while also promoting economic growth, reducing inequality, and fostering innovation.

At Maytronics, we see our commitment to sustainability as an integral part of our company's vision to create long-term value to both our company's growth as well as ensure a sustainable environment.

As a leader in our field, we are committed to understanding our impact and taking a role in proactively contributing to the SDGs to positively affect our planet.



Industry, Innovation, and Infrastructure

"Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation"

As a company specializing in robotic pool cleaning technology, Maytronics continuously innovates its products and processes to enhance efficiency, reduce environmental impact, and promote sustainable practices within the industry. We play a role in advancing industrialization by adhering to ethical manufacturing practices, promoting job creation, and supporting local communities.



Responsible consumption and production

"Achieving economic growth and sustainable development requires that we urgently reduce our ecological footprint by changing the way we produce and consume goods and resources"

Through the intelligent design of efficient motors and advanced filtration systems, Maytronics' robots are both energy efficient (can save up to 80% of energy) and reduce water usage by collecting dirt and debris in an internal filter, which reduces the need for water-intensive maintenance tasks. In addition, Maytronics "Mineral Swim" and "Ozone Swim" products reduce the need for high levels of harsh chemicals and enhance water quality naturally. To decrease redundant waste and increase usability, Maytronics prioritizes reparability by design – making disassembly easy for qualified repair service providers, we contribute to a circular economy. Finally, the company encourages sustainable packaging by reducing plastic and maximizing recyclability. To read more about Maytronics' friendly products, see [page 18](#) of this report.



Climate Action

"Through education, innovation and adherence to our climate commitments, we can make the necessary changes to protect the planet"

Maytronics proactively mitigates greenhouse gas (GHG) emissions throughout its operations and office facilities. Notable efforts include the adoption of energy-efficient air conditioning systems, purchasing electricity sourced from renewable energy, and upgrading over 40% of the vehicle fleet to hybrid and electric vehicles. This commitment is underscored by our strategic goal aimed at reducing 30% of our scope 1 and 2 emissions by 2030 (compared to 2022) and reinforcing our efforts towards climate action. Additional initiatives and our carbon footprint are described on [page 14](#).



Reduced Inequality

"In order for nations to flourish, equality and prosperity must be available to everyone – regardless of gender, race, religious beliefs or economic status"

Maytronics recognizes the significance of fostering a socially inclusive workplace by ensuring equal opportunities and combating discrimination. Our workforce embodies a social mosaic, providing diverse employment options across various domains such as research and development, program development, project management, marketing, sales, operations, supply chain, and production. In our commitment to gender equality and social diversity, we recruit from immigrant integration centers, employment bureaus, and local regional councils representing underrepresented populations. We actively promote employment from peripheral areas, students, and various populations, including individuals with disabilities. Through various partnerships with non-profit organizations, Maytronics extends employment opportunities to individuals with different abilities, older populations, and those residing in the periphery. To read more about our work with underrepresented populations, see [page 24](#).



Introduction | Stakeholder Engagement

Maytronics prioritizes open and regular communication with its diverse stakeholders, fostering mutually beneficial relationships that drive responsible practices across the company. We maintain dedicated dialogue channels for each group, ensuring their voices are heard and their concerns addressed.

Stakeholders	 Employees	 Dealers, distributors, and business partners	 End users	 Suppliers	 Investors and shareholders	 Local communities
Dialogue Channels	<ul style="list-style-type: none">  Core Values and Code of Conduct sessions  Dedicated employee system "Bob"  Annual employee evaluation  Satisfaction surveys  Internal communication mechanisms  Open door policy  Monthly "Coffee with CEO"  Onboarding and annual meeting with CEO  Roundtable events  Training programs 	<ul style="list-style-type: none">  Direct dialogue  Satisfaction surveys  Periodic meetings 	<ul style="list-style-type: none">  Satisfaction surveys (Voice of Customer)  Maytronics' customer service support – FAQs, product manuals, contact information, etc.  Global customer support teams that provide quick responses through customer care representatives and technology-based chat services  Periodic newsletters 	<ul style="list-style-type: none">  Longstanding strategic partnerships  Annual assessment of suppliers, including satisfaction  Quarterly quality audits 	<ul style="list-style-type: none">  Quarterly and annual financial reports  ESG report  Quarterly earnings calls  Non-deal roadshows  Direct interactions (meetings, phone, email) 	<ul style="list-style-type: none">  Social media  Website contact  Community contributions and volunteering  ESG report



Introduction | Material ESG Topics

The guiding principles for Maytronics' ESG strategy are based on material topics identified through a structured materiality assessment. These topics reflect the most significant ESG issues for Maytronics and its stakeholders. To ensure relevance, Maytronics conducts periodic materiality analysis with reference to the GRI Reporting Standards 2021, reviewing ESG trends, stakeholder insights, and industry standards. As part of this update, the "Sustainable Products and Innovation" topic was integrated into the Environmental topic, recognizing the strong link between product sustainability and our environmental efforts

Material ESG topics selected for reporting:

Rank	Material topic	Description
E	Climate change (GHG emissions)	Reducing greenhouse gas emissions from Maytronics' operations and supply chain
	Waste management	Reducing, reusing, and recycling waste in Maytronics' operations
	Sustainable Products and Innovation	Developing and manufacturing sustainable products Investing in sustainable innovation
S	Employee Wellbeing	Investing in employee development, work-life balance for employees
	Occupational Health and Safety	Providing employees with a safe and healthy work environment, and with necessary training and equipment to work safely Implementing a safety management system
	Diversity and Inclusion	Creating a diverse and inclusive workplace culture Promoting equal opportunity for all employees
	Partner Community	Building and maintaining strong relationships with Maytronics' partners Ensuring premium customer care for all product users Transitioning to a new B2C business model
G	Responsible supply chain	Respecting human rights throughout the value chain consistent with international norms Remediating human rights abuses in operations if they arise Ensuring proper wages to employees throughout the value chain
	Business ethics	Conducting business in a fair and ethical manner Working according to values and applying the code of ethics throughout the value chain Complying with applicable laws and regulations Promoting transparency Preventing corruption and money laundering
	Privacy and security	Protecting the privacy and security of Maytronics' customers' data Implementing protective information security measures

Introduction | Our ESG Strategy

In 2023, Maytronics management and the Board of Directors approved the company's ESG strategy. The strategy development process involved the company's managers domestically and internationally, with whom the goals were set.⁴ The starting point of the strategy is the company's values and vision:

The strategy process consisted of four cornerstones:



Maytronics' values and vision were the foundation of the strategy and were examined through an ESG lens. In our philosophy, Maytronics' responsibility is not limited to customers or shareholders, but to all stakeholders. In our approach towards sustainability, we consider the impact Maytronics has on the environment and society to be an integral part of our corporate priorities. As such, we are committed to mitigating environmental effects due to our operations and supply chain; empowering our employees and local community concerning social matters in the supply chain, ensuring high standards of safety in our products, and maintaining professional and fair business conduct with integrity.

Core Values

Excellence

Excellence – Being committed to high standards requires commitment and consistency. We believe our striving for excellence is the core of our success in creating a culture where exceptional performance is the standard.

Innovation & Creativity

Our leadership position and competitive advantage are fueled by our passion for fresh and original thought. In our commitment to excellence, innovation plays a key role. We encourage our teams to experiment and be bold, to strive to develop innovative and creative solutions that both enhance product performance and reduce environmental impact.

Integrity and fairness

Honesty, personal ethics, and playing fair guide our decision-making and behavior in all aspects of our work and are an intrinsic part of our corporate governance. We view this as a foundational value and our north star.

Teamwork and collaboration

Our success as a company depends on us all pulling together to achieve our goals. We nurture an environment of mutual respect, active listening, open communication, and appreciation for the diverse talents and capabilities in each of us.

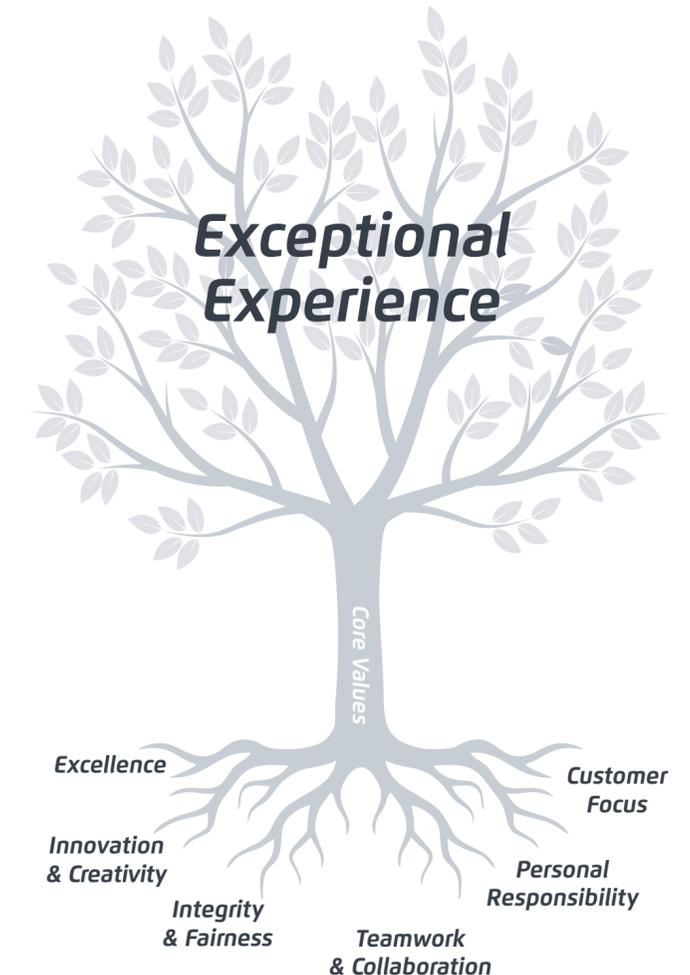
Personal Responsibility

We are committed to the organization and its success, even in challenging times. We encourage our team to have the mindset of "leave it to me."

Customer focus

We place our customers' satisfaction first. Understanding and empathizing with their needs and providing an experience that is beyond expectations are what determine the tasks and priorities in every part of Maytronics.

These values serve as guiding principles that define Maytronics' culture, beliefs, and priorities. They are fused into the company's essence, lead our business decisions, and take a large part in our collective vision.



⁴ For more details regarding the strategic process see Maytronics' 2023 ESG Report.

Introduction | Our ESG Strategy

Vision

Leading the way to make your pool water exceptional for pure enjoyment.

We imagine a world in which every moment in the pool is the most wonderful and enjoyable for you and your loved ones.

We do so by constantly innovating and raising the standard for water quality.

We are devoted to developing technology-driven solutions for the best pool water experience, ensuring the highest quality products and services.

We aim to be the leading sustainable pool equipment company.

Over our 40-year history, Maytronics has grown into an industry leader in the pool maintenance market. High quality, low maintenance and environmentally sustainable solutions led by our brands such as Dolphin®, Wave® Mineral Swim® Backyard®, and Eco Clear™.

We participate in growing markets that are experiencing a long-term trend of converting away from manually and mechanically inefficient solutions, towards our types of sustainable, long-lasting, low-maintenance, and high-quality solutions. Our products help customers maintain a pristine pool that they can enjoy safely with less hassle.

Leading the way to make your pool water exceptional for pure enjoyment



Leading the way with Sustainable, safe, easy to use products ensuring crystal clear and healthy pool water while reducing chemical, energy, and water usage initiatives



Enable our human capital and stakeholders' interests to thrive with us



Promoting prosperity transparently with strong governance

Our strategic objectives in ESG and in our solutions:



Environmental

Maytronics is committed to pursuing initiatives that positively impact our products, our people and our planet.

- ▬ Reducing our environmental footprint and transitioning to a low-carbon economy
- ▬ Improved efficiency and renewable sources
- ▬ Waste management and reduction



Governance

Our corporate governance policies set clear expectations and responsibilities for our leaders, employees, and business partners to ensure we conduct our operations in a manner that is consistent with the highest standards of business ethics and accountability.

- ▬ Ensuring global compliance and corporate stewardship
- ▬ Integrating ESG in the board and executive levels
- ▬ Responsible supply chain
- ▬ Risk management and mitigation, specifically cyber, data privacy, and climate change



Social

At the heart of our sustainability strategy are all the people we touch - employees, suppliers, customers, and pool owners. We aim to support, foster, and ensure the social welfare of people both inside and outside the organization.

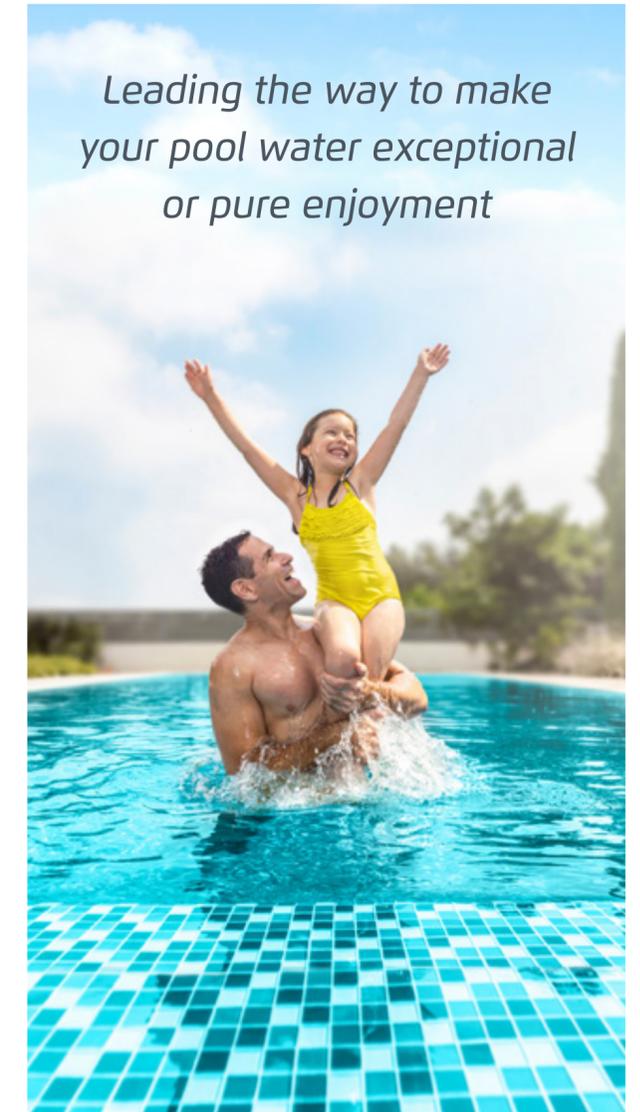
- ▬ Providing a supportive, safe, and diverse workplace
- ▬ Encouraging engagement and fostering positive B2C and B2B partnerships
- ▬ Promoting shared value projects with the communities we work and live in



Solutions Offering

Developing friendly holistic solutions:

- ▬ Sustainable electricity, chemical and water use
- ▬ Circular economy and lifecycle
- ▬ Safety
- ▬ Supported by certifications



Introduction | Our ESG Strategy

After articulating and defining the company's ESG strategic objectives, we marked corresponding KPIs that represent them.

For each KPI, corresponding long-term goals have been defined and categorized into targets to initiate work toward their accomplishment by 2030.

In our 2023 ESG report, we focused only on our activity in Israel. This report covers both our Israeli and our global activity. As a result, we are presenting updated data of the global activity of Maytronics, using 2022 data as the baseline year and 2024 data showing the performance and the progress for this year.

Due to the company's business performance, strategy adjustments and reorganization, during the establishment of measurement processes, the goals were refined and updated accordingly.

Our corporate KPIs and goals that highlight our ESG journey are detailed across the relevant chapters of this report.





Introduction | Our ESG Strategy

Maytronics' ESG process

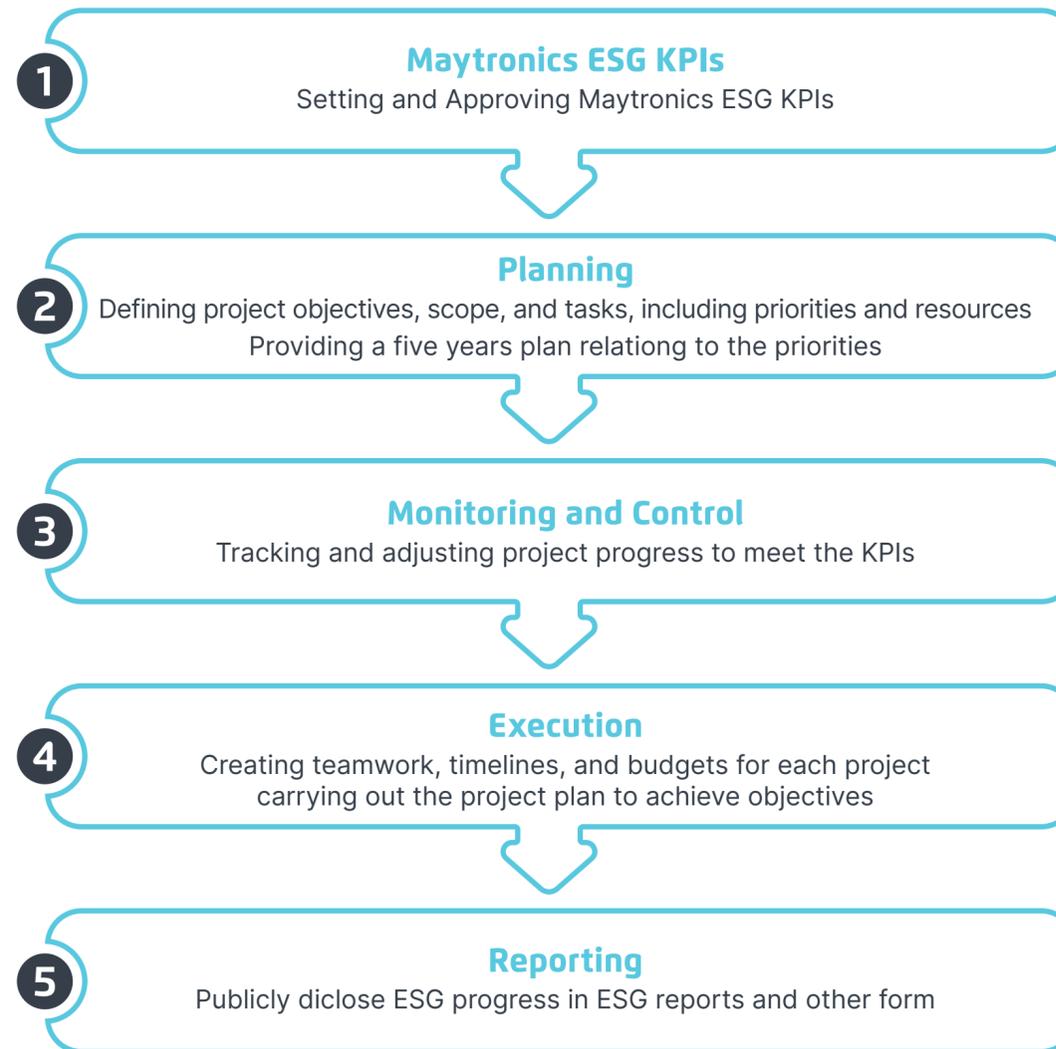
To achieve Maytronics' ESG Objectives, the KPIs were classified into timeframes:

-  Short term (2024-2026)
-  Medium term (2026-2027)
-  Long-term for 2030

These timeframes allow for the establishment of measurements and required databases to achieve the company's ESG objectives and goals. To ensure continuous work to achieve the ESG initiatives and goals, we established a structured approach derived from the 2030 goals into the three timeframes mentioned above. As part of Maytronics' OKR (Objective and Key Results) process, each goal is assigned to a designated CxO responsible for initiating and overseeing progress until it is achieved. This approach ensures that we monitor performance, form dedicated teams, and allocate budgets to achieve the stated objectives.

We expect to report on our progress annually via our ESG report or other public channels. This structured approach ensures a proactive and accountable commencement of efforts in line with our ESG strategy, reflecting our commitment to continuous improvement and responsible corporate practices.

In 2024, Maytronics faced geopolitical and business challenges that required managerial time and attention. As mentioned above, Maytronics views the development of sustainability and ESG topics as an integral part of its vision and the promotion of its activities. Accordingly, the company continued to advance these topics with reference to this work plan, which will be detailed throughout the report. Maytronics is committed to ESG and obligated to the promotion of the ESG strategic goals. Achieving the goals reflects the company's OKR (Operational Key Results) related to ESG.





Introduction | Business Continuity Under War

The war in Israel, which began in October 2023, continued to impact the company's operations and external environment into 2024. Maytronics continued to experience both direct and indirect effects, including the loss of a dear employee, extensive reserve duty service of key personnel, evacuations in the north, disruptions to daily life, and repeated missile attacks near the company's Dalton production site.

Beyond the physical and emotional toll on employees, broader geopolitical developments such as ongoing attacks by the Houthi militia in the Red Sea region have disrupted international shipping routes, causing delays in the company's supply, production, and distribution chains. These disruptions have led to increased shipping costs, raw material delays, elevated inventory levels, and higher production and logistics expenses.

The ongoing situation has also contributed to growing macroeconomic instability in Israel. In 2024, international credit rating agencies downgraded Israel's credit rating and maintained negative outlooks due to the war's ongoing impact and fiscal uncertainty. These economic shifts present additional challenges for Israeli businesses operating in global markets.

Maytronics is proactively managing these realities while maintaining its strong commitment to employee well-being and organizational resilience.

Key actions taken include:

- Financial and social support:** Continued financial assistance to reservists and their families, full pay coverage for spouses of those called to service, retention grants and special compensation for employees in conflict zones, and recognition bonuses for staff covering additional responsibilities.
- Emotional and psychological support:** Access to mental health services, resilience workshops, and family-focused resources to help employees manage stress and uncertainty
- Flexible work arrangements:** Broad implementation of hybrid and remote work models to accommodate personal and logistical challenges.
- Safety measures:** Reinforcement of shelters and safety drills across facilities, alongside ongoing transparent communication to maintain a sense of security among employees.
- Community contributions:** Donations exceeding 50,000 NIS to war-related aid efforts, and organized employee volunteerism, including assistance to evacuated families, food packaging, and contributions to the defense forces.

While disruptions to production and product launches have occurred, Maytronics continues to operate with determination, leveraging cross-organizational cooperation to minimize business interruption. The company submitted a compensation claim totaling 69 million NIS for war-related damages and has already received partial reimbursement, with further compensation expected.





Environment

Energy Consumption and GHG Emissions

24%

renewable energy
in 2024 vs. 19% in
2023

10%

decrease in absolute
GHG emission
in 2024 vs. 2023

40%

of Maytronics'
vehicle fleet
is electric/hybrid 2024
vs. 18% in 2023

10%

decrease in total
emission intensity
(CO₂e/m² NIS sales)
in 2024 vs. 2022
(base-year)

Environment | Energy Consumption and GHG Emissions

Maytronics is collecting and monitoring environmental data on a global scale for the first time this year, measuring resource consumption such as water and energy, and tracking GHG emissions. The company continues to improve its data collection processes year after year. Among other environmental initiatives and certifications, Maytronics is certified by ISO 14001, which specifies the requirements for an environmental management system that enhances environmental performance throughout the company.



Maytronics' Carbon Footprint

Climate change is one of the world's largest environmental challenges, and in order to tackle it, we must first take a look at our carbon footprint and work to reduce it to the best of our abilities.

Our GHG emissions are calculated according to the GHG Protocol Guidance:

- Scope 1** emissions (direct emissions) are derived from the fuel (diesel and gasoline) used for company vehicles.
- Scope 2** emissions, derived from the company's electricity consumption, are calculated using both market-based and location-based approaches.

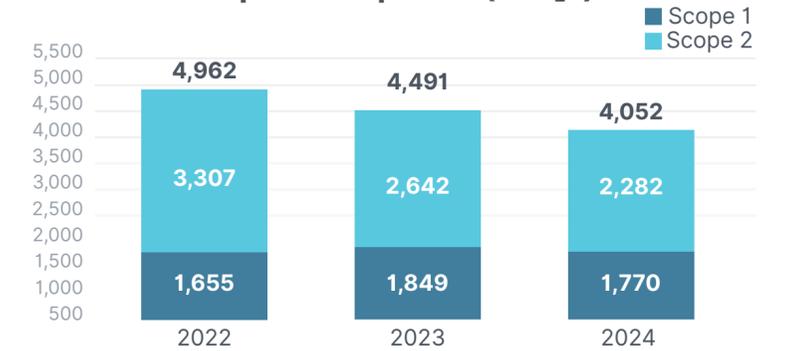
We have made it our mission to reduce our carbon emissions and have set a carbon reduction goal to cut emissions by 30% by 2030 (compared to a 2022 baseline). Alongside this, we actively promote environmental awareness across our sites, aiming to create a meaningful and positive impact on the planet.

In 2024, our total GHG emissions (Scope 1 & 2, market-based) amounted to 4,052 tCO₂e — an 18% reduction compared to 2022 and a 10% decrease from 2023. This reduction is attributed to efficiency improvements, including a shift toward increased use of electric and hybrid vehicles that led to reduced gasoline consumption. However, our emissions intensity (tCO₂e per million NIS in sales) rose by 5% compared to 2023, due to a decline in sales revenue.

As part of our ESG strategic objectives and KPI's, we plan to measure our Scope 3 emissions by 2026 and define a Scope 3 reduction goal for 2030.

Maytronics' Group Carbon Footprint (tCO ₂ e)	2022	2023	2024
Scope 1	1,655	1,849	1,770
Scope 2 Location-based	3,550	3,154	2,697
Scope 2 Market-based	3,307	2,642	2,282
Total scope 1+2 (market-based)	4,962	4,491	4,052
GHG emission intensity (tCO ₂ e/M NIS Sales ⁶)	2.78	2.38	2.49

Carbon Footprint Scope 1+2 (tCO₂e)



*Total scope 1 +2 emissions are calculated with the "market-based" approach



⁶This year, GHG emissions intensity is shown in tCO₂e per million NIS in sales, instead of per square meter as in the previous report, as this better reflects the nature of our operations.

Environment | Energy Consumption and GHG Emissions



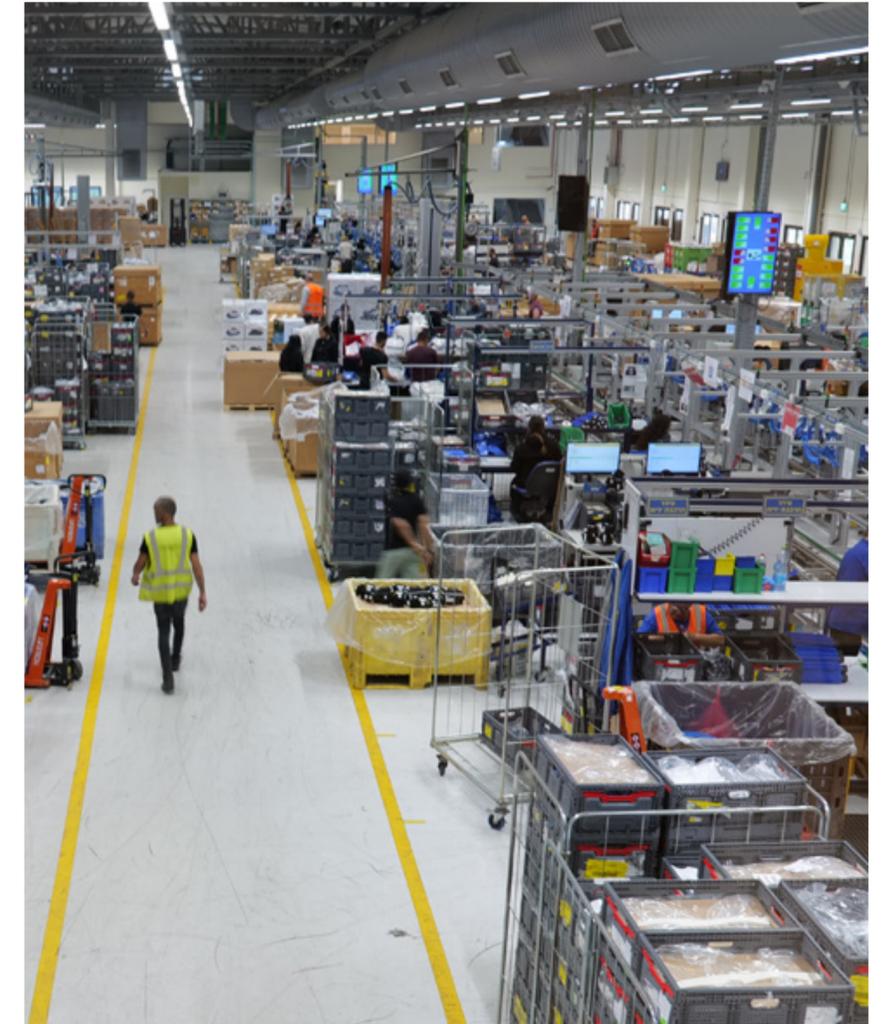
Lifecycle Analysis – Dolphin S200 Family Series

Maytronics is responsible not only for its own carbon footprint, but for its products' supply chain. In November 2022, we evaluated the carbon footprint of one of our leading families of robotic pool cleaners, from "cradle to gate". In other words, the analysis included the manufacturing of raw materials, the transportation of material to manufacturing sites, and the entire manufacturing process up to the stage of the final product. The overall carbon footprint is estimated at 105.8 kg of CO₂e, which can help users of this product to calculate their scope 3 emissions.



Our efforts to reduce our carbon emissions are reflected in the following environmental and energy efficiency initiatives:

- **New buildings**, including one occupied in 2024, feature an automated system that shuts off lights and air conditioning when not in use, with hourly shutoffs if reactivated.
- **All new construction** complies with green building standards.
- **Single-use utensils** in cafeterias have been replaced with reusable glassware, ceramic plates, and stainless-steel utensils.
- **Employee transportation** is provided to reduce the number of single-occupancy car trips to work.
- **Ecological gardening** practices are implemented, including the use of ground cover and local plant species.
- In 2024, a new vehicle policy was implemented: every new employee or any employee renewing a leasing agreement is required to choose an electric vehicle. If not feasible, the employee must opt for a hybrid or plug-in hybrid vehicle.
 - By the end of 2024, 48% of Maytronics' vehicle fleet in Israel comprised electric, hybrid, or plug-in hybrid vehicles.
 - In the company's subsidiary in Spain, 100% of the vehicle fleet is electric or hybrid, and in France, the share is 53%.
- In 2024, 24% of Maytronics' total electricity consumption was from renewable solar energy, produced at the Yizrael site, home to Maytronics' primary facility.



Environment | Climate Related Risks and Opportunities

Maytronics, as a company whose sales are intricately linked to weather conditions, faces climate-related risks and opportunities. The shifting global climate patterns, marked by increased weather volatility, pose a considerable challenge to the company's operations. Late summers can impact demand, while prolonged hot summers may boost it.

In addition, these unpredictable variations, especially in Europe and the United States, can lead to delays in order fulfillment by our customers. Moreover, extreme climate events like hurricanes, wildfires, typhoons, and floods can disrupt demand for products and the supply of raw materials. Given these dynamics, climate change is considered a moderate risk to Maytronics' business, necessitating continuous adaptation and mitigation efforts.

To address these risks, Maytronics is working on enhancing the flexibility of its operational system, and expanding and upgrading production facilities and the planning process to meet fluctuating demands efficiently. However, it is important to note that these climate-related impacts remain uncertain and may materialize differently from forecasts due to various external factors, including consumer behavior changes and industry competition. These risks underscore the need for Maytronics to continue its efforts to adapt and respond to the challenges posed by climate change.



At the same time, pool covers, which represent an opportunity for us in hotter climates, are part of Maytronics' offering and can reduce water evaporation by up to 95%, helping customers conserve water, lower energy use, and cut emissions.

Maytronics integrates climate-related risks into its broader risk management framework, which is overseen by the company's Internal Control Manager, reporting to the CFO





Environment | Responsible Resource Consumption

Water management

While Maytronics' operations are not water-intensive and most consumption is office-related, we constantly strive to reduce our water consumption. To achieve that, we installed a monitoring system at our Israeli premises that tracks water usage in real time and provides automatic notifications in case of a leak. In 2024, Maytronics' group consumed a total of 24,365 m³ of water - an increase of nearly 22% in total water withdrawal and a 12% rise in water intensity compared to 2023. The increase is primarily attributed to the filling and maintenance of three new test pools, each requiring a significant water volume that is periodically replaced. Additional contributing factors include water use during the construction of two new buildings, and a one-time incident involving an open water source during the construction.

	2023	2024
Total water withdrawal (m ³)	20,035	24,365
Water intensity (Cubic meters/m ²)	0.345	0.387

Responsible Waste Management

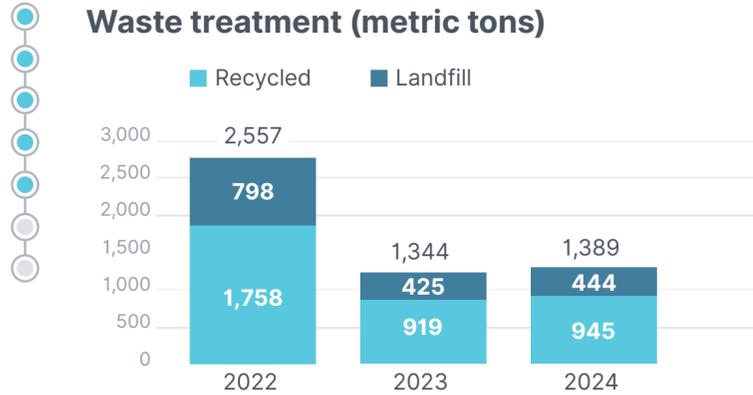


In recent years, waste, in most of its shapes and forms, has become one of the largest environmental concerns. Improper waste treatment can result in the contamination of natural resources and damage to biodiversity and natural ecological systems. At Maytronics, we prioritize the responsible treatment of waste across all our sites, adhering to specific guidelines corresponding to the type of waste and in compliance with national legislation. As a manufacturing company, Maytronics' waste mainly results from the assembling and packaging of products before distribution to end customers around the world. Our waste mainly consists of general mixed waste, cardboard, plastic, electronic waste, and wood.





Environment | Responsible Resource Consumption



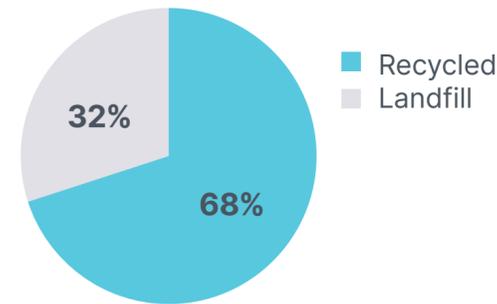
In 2024, a slight **increase of 3%** in total generated waste was noted relative to 2023.

Waste management is essential in our sustainable approach, and we aim to achieve responsible treatment for each type of waste. Currently, we mainly recycle cardboard, paper, and electronic waste. All hazardous waste was treated in accordance with local laws and regulations.

Over the past few years, the company has diligently worked towards the implementation of an extensive waste sorting system, distributing numerous waste bins throughout our facilities. This is reflected in our high recycling rates – **68% in 2024**.

As part of our ESG strategic objectives and KPI's, we have set a 2030 goal to reduce waste sent to landfill by **10% annually**. In line with this, we achieved a **44% reduction** in landfill waste in 2024 compared to the 2022 baseline (from 798 to 444 metric tons).

2024 Waste by treatment type



Compliance with Packaging Treatment Regulations

In accordance with the Packaging Treatment Regulations (Israeli law) in the spirit of extended producer responsibility, Maytronics pays waste and recycling fees which contribute to the waste treatment in two ways:

Manufacturer Agreement

Recycling fees that Maytronics pays for waste treatment and by end users.

Importer Agreement

Packaging fees that Maytronics pays for treatment of each type of waste generated from importing robotic components.





Product Impact | Sustainable products and innovation

Maytronics' commitment to sustainability is underscored by the incorporation of provably sustainable products into our offerings, aligning with our Environmental, Social, and Governance (ESG) strategy. As part of our 2030 ESG goals, we are currently in the process of defining what constitutes "friendly" or sustainable solutions within our product portfolio, along with suitable performance measures. These criteria are already being integrated into product requirement specifications during the development phase. Once products transition to production and sales, relevant sustainability indicators will be measured and reported. Looking ahead, our strategic plan involves further developing and certifying our sustainable products.

Robotic Pool Cleaner Resource Efficiency

Robotic pool cleaners are an environmentally friendly choice for maintaining swimming pools, boasting a range of eco-conscious features. Comparative studies have shown that robotic cleaners consistently outperform alternative solutions in terms of energy efficiency. Their use also significantly reduces the need for backwashing and minimizes reliance on circulation pumps, helping conserve both water and energy. For instance, the Skimmi product (launched in 2024), which cleans the water's surface, operates completely on solar energy and significantly reduces pool filter/pump energy consumption, while also decreasing water waste by limiting the need to backwash the main filter.

Similarly, Maytronics' underwater robotic cleaners can be scheduled for multiple cleanings, helping maintain water clarity while reducing the operational load on pumps and filters. On average, robotic pool cleaners consume only 4.4 kWh compared to 24 kWh used by traditional pool pumps, offering substantial energy savings. While these products do not replace the need for main pumps, they serve as complementary solutions that can significantly reduce overall pump energy use.

Further supporting sustainability, Maytronics has recently implemented algorithmic enhancements that reduce energy consumption by 25% and continues to refine the "Eco Mode" in its cordless robots, enabling a single battery charge to support multiple short cleaning cycles. Additionally, a one-meter reduction in the cable length of corded models has been made to reduce plastic and metal use.

Recycled Internal Parts

At Maytronics, we encourage our plastic engineers to use recycled parts to make our product even more eco-friendly. We continuously work with our suppliers

to create an "industrial symbiosis" to foster eco-innovation and a circular economy. One project includes recycling leftover plastics "online" on our suppliers' production lines using scraps from the injection process. Another project is "offline recycling", in which ejected and unusable plastic is sent to our suppliers to be remade into internal parts of our cleaners and assembled in our factories.

Maytronics Dolphin robots are now made of 55% recycled plastic. Our filtration systems are made almost entirely from recycled plastic and have a relatively long shelf life.

Pool Covers for Water Conservation

The hot climate in the pool environment increases water evaporation, which affects water, energy, and chemical consumption. Pool covers are an effective way to mitigate water evaporation as they can reduce evaporation by up to 95%, thereby conserving water, chemical usage, and minimizing energy consumption associated with pool maintenance. This not only reduces greenhouse gas emissions but also contributes to cost savings for pool owners.



Sustainable Packaging

Our commitment to sustainability is evident in the thoughtful design of our product packaging. We participate in the EPR compliance scheme for products sold in Israel, while in Europe, we are ensuring compliance and closely monitoring emerging trends and developments. Our packaging is also labeled according to waste streams to facilitate proper disposal and recycling. Our approach includes easily separable packaging components, facilitating tool-free recycling. Large plastic components are clearly marked with their material type, aiding in proper disposal. We've replaced expanded polystyrene (EPS) with mostly recycled paper-based packaging material, in alignment with our dedication to eco-friendly practices. Following the success of our new recycled, paper-based packaging model, we've extended it to other robots. Additionally, our corrugated fiberboard packaging comprises a minimum of 80% recycled content, as confirmed by our suppliers, and is fully recyclable. Recent initiatives include a 17% reduction in the thickness of plastic used, contributing to environmental impact reduction. We've also reduced the printed documentation included in the box by making it easily available via our website and through QR codes. We also reuse plastic bags several times in the production and internal parts recycling process.

Looking ahead, we intend to further reduce plastic and paper usage, maximize recyclability, and source 100% recycled paper as part of our operations and final product.





Product Impact | Sustainable products and innovation

Repairability

For Maytronics, prioritizing repairability in product design is pivotal for environmental sustainability. Repairable items not only extend product lifespans but also significantly reduce waste, aligning with principles of resource conservation. This approach contributes to lower energy consumption, a diminished carbon footprint, and a commitment to a circular economy. We achieve this by:

- Establishing Master Service Centers around the world to provide repair services and inform customers of their locations
- Ensuring that replacement parts or product service is available for a minimum of seven years after end of production
- Designing our products with screws, snaps, and latches that can be removed or detached using standard tools by qualified repair service providers
- Providing repair and disassembly information online, including videos, for use by qualified repair service providers, including technician-ready service documentation
- Providing training and certification for brick-and-mortar retailers to repair our products, making the entire repair process more accessible for customers and more environmentally friendly. Customers can often repair their Maytronics devices at the same store where they bought them.
- Maytronics refurbishes returned robots by repairing and reselling them at a reduced cost, thereby reducing waste.

Sustainable Research and Development

Maytronics distinguishes itself from competitors through its emphasis on product innovation. The Maytronics Development Procedure, grounded in Agile methodology and extensive quality assurance, establishes a well-defined process for the creation of new products or features. Sustainability is integrated into this framework as part of the marketing, regulatory, and quality requirements.

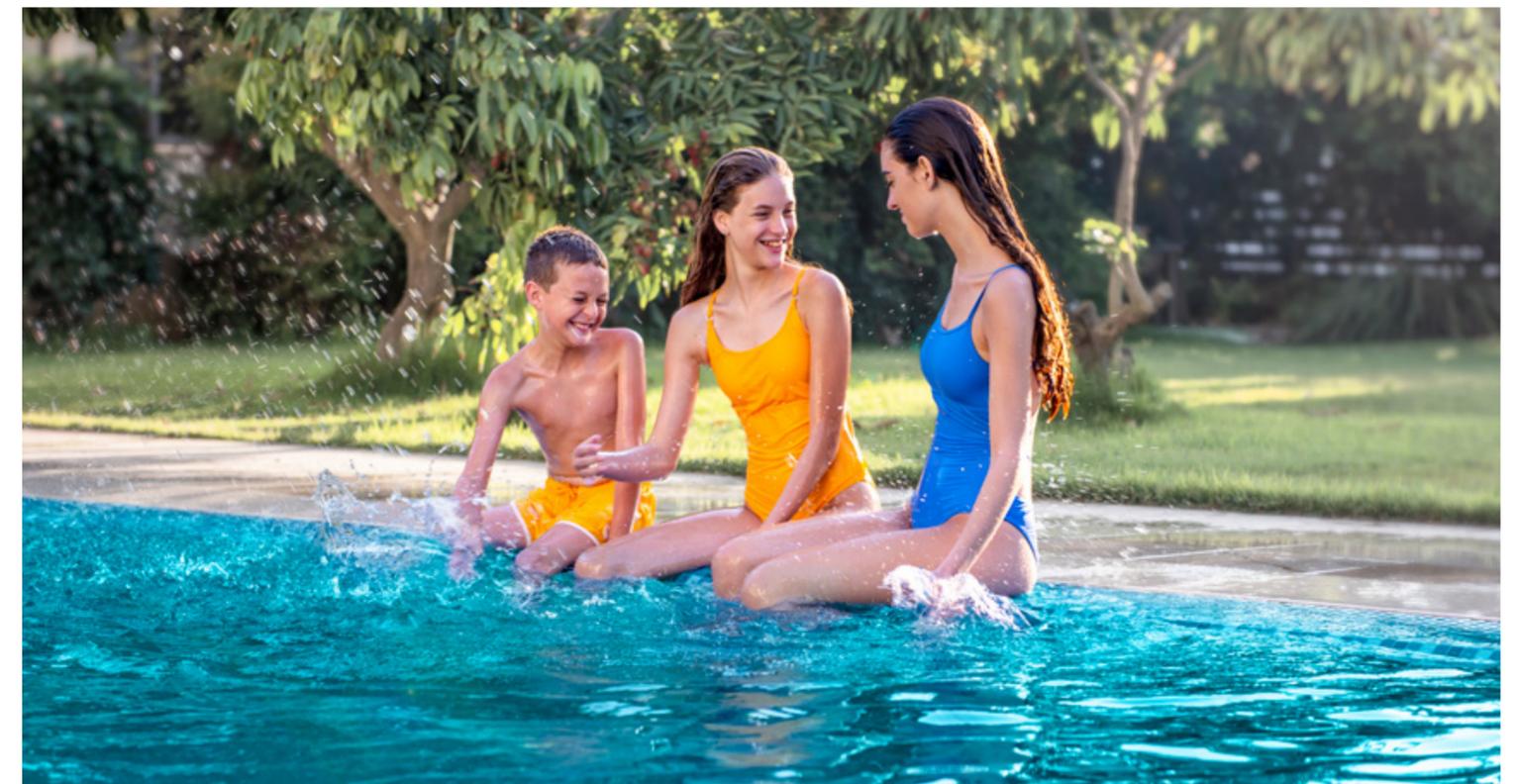
As part of our ongoing efforts to support more sustainable pool care, Maytronics has been exploring multiple approaches to enhance filtration and optimize chlorine supplementation, enabling safer pool environments with reduced chemical usage. We have also been investigating the use of alternative elements and methods known to safely assist pool water disinfection. These efforts are designed to offer our customers healthier water quality while lowering the need for chlorine and reducing pump energy consumption.

One such development is **Mineral Swim** – a modular water chemistry sampling and balancing system. This system continuously monitors water conditions to autonomously balance and optimize chlorine generation from salt, reduce harmful chlorine byproducts, maintain balanced pH levels, and minimize the need for chemical shock treatments. It also manages pump usage, ensuring it operates only when necessary to maintain clean, healthy water, thereby conserving energy.

Another innovation in development is a new line of **rechargeable robotic pool cleaners** featuring a smart algorithm. This feature enables the robot to scan the pool and adjust the cleaning cycle based on its size.

This not only reduces electricity consumption but also decreases the frequency with which users need to remove and recharge the device, improving overall user experience and efficiency.

Additionally, Maytronics is advancing solutions that integrate ceramic stones, which naturally disinfect harmful bacteria, into our devices. We are also developing a mechanism to attach flocculant tablets to our robots to coagulate micro-debris particles, making them easier to filter. While these innovations are not intended to replace chlorine or pump filtration entirely, they hold potential to reduce their overall usage.





Social

1,196

Employees ⁷

38%

of employees
are women

26%

of management
are women ⁸

⁷ The difference in total employee figures between this ESG report and Maytronics' 2024 Annual Report is due to the acquisition of Focus (under MTAU) in 2024. Focus employees were not included in the ESG report's headcount.

⁸ Management level is defined as Tier 1, consisting of C-level executives reporting directly to the CEO and Tier 2, consisting of management directly reporting to C-level executives.



Social | Work environment

Maytronics views its employees as strategic partners, an essential part of its core business, and the key to the company's success. The employees are the ones who made it happen and enabled Maytronics to become the world's largest supplier of robotic pool cleaners. Therefore, Maytronics is committed to developing its employees and providing them with a responsible organizational culture that upholds high standards of welfare and well-being.

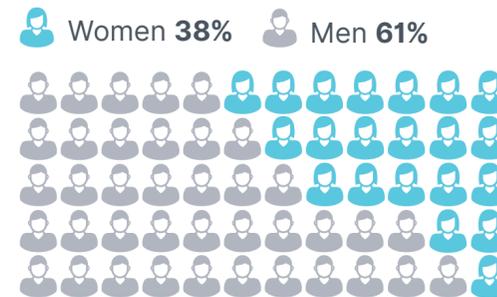
Human Resources division, in collaboration with line managers and senior management, oversees all aspects of employment conditions.

At Maytronics, we are committed to mutual respect and employee dignity, maintaining a robust work environment that protects privacy and reputation. In 2023, the company updated its robust privacy policy for its employees, which they receive training for and sign as part of the employee onboarding process. Maytronics maintains an open and ongoing dialogue with employees and ensures they have access to their direct managers.

Our Employees

As of December 31st, 2024, Maytronics employed 770 people in Israel and 1,196 globally. At Maytronics, our employees and managers are our most important assets for the company's success. 97% of Maytronics employees work full-time and 93%⁹ are permanent employees. Maytronics does not have collective bargaining agreements.

Employees by gender in 2024



Total number of employees



Maytronics employees by age



Geographic Distribution of Maytronics Group Employees (%)



From 2022 to 2024, the company experienced a decline in its total workforce. The workforce decreased from 1,767 employees in 2022 to 1,420 in 2023, and further to 1,196 in 2024. These reductions were part of a broader efficiency process and cost-cutting measures the company undertook in recent years in response to ongoing post COVID realty and economic challenges.

As part of the downsizing process, employees who were let go were offered a comprehensive offboarding support program. This program included three one-on-one sessions with our recruitment team, either in person or via Microsoft Teams, based on the employee's preference.

The first session focused on an introductory conversation, resume support (writing or improving existing resumes), and updating LinkedIn profiles where relevant.

The second session guided employees through the job search process—reviewing job boards, how to search for relevant positions, and connecting with placement agencies and career websites. It also included interview preparation tips and best practices.

The third session was dedicated entirely to a mock interview, followed by detailed feedback and personalized tips for improvement.

Beyond the structured sessions, our recruitment team continued to stay in touch with affected employees, offering ongoing support and guidance throughout their job search journey.

⁹ Breakdown by full/part-time and permanent/temporary employees, does not include Maytronics Germany, whose employees represent less than 2% of Maytronics' total global workforce.



Social | Work environment

Promoting Diversity and Equal Opportunity

At Maytronics, we prohibit any form of discrimination based on race, color, religion, sex, sexual orientation, personal condition, nationality, ethnicity, disability, or age. Violations may result in disciplinary action or termination of employment.

Our employees form a social mosaic, supported by diverse employment opportunities in a rewarding and growing work environment in research and development, program development, project management, marketing and sales, finance, operations, supply chain, production, and more.

When recruiting new employees, the company promotes gender equality, employment from rural areas, students, and a variety of populations. The company also employs people with disabilities and collaborates with various organizations to support inclusive hiring.

As part of Maytronics' recruitment and onboarding policy, we strive to recruit new employees from immigration integration centers, employment bureaus and local regional councils with underrepresented populations, the National Insurance Institute's Rehabilitation Department, and workers from non-profit organizations in Israel, including:

- Bait Ba'emek:** A supportive residential community for adults with borderline intelligence, learning disabilities, attention deficit hyperactivity disorder, and other related conditions, located in Kibbutz Yifa'at. To be eligible for admission to the community, residents must be a minimum of 18 years old and have a referral from the Ministry of Social Affairs and Social Services.
- Ta'asokon:** The program belongs to Kibbutz Yizrael, which allows employment for older people after retirement age for the most part, for several hours a day.
- Kochav Hatzafon:** The organization develops and operates a comprehensive and high-quality service continuum for people with disabilities, residents of the northern periphery, in the areas of treatment and rehabilitation, housing, employment, community, and leisure.
- Neve Malkishua:** A rehabilitation center for adults and adolescents located in northern Israel.

In 2024, we employed 43 people who are part of these communities in Israel – "Bait Ba'emek", "Ta'asokon" and "Kochav Hatzafon". The company is committed to creating a workplace where everyone feels equal and valued. Our employees from non-profit organizations are employed in a variety of production departments. Most employees work full-time, with limited overtime. We also customize their positions to meet their individual needs. In addition, most of these employees have a mentor or counselor from the organization who is their point of contact. This support helps with integration and resolving any issues that arise during work.

Occupational Discourse with Local Communities

At Maytronics, we recognize the importance of engaging in diverse cultural and social environments to ensure that our ESG standards are adapted to meet local needs and contexts.

Our facilities in Yizrael and Dalton are in the northern periphery of Israel and provide employment opportunities to a wide range of diverse populations. Over 80% of our workforce in Israel resides in peripheral areas. We are also committed to employing residents of Kibbutz Yizrael **40 employees in 2022 and 33 in 2023** - representing approximately 3% of the company's workforce.

Furthermore, we promote a workplace culture rooted in mutual respect, dignity, and honesty. We see it as our responsibility to foster social growth by advancing diversity and inclusion within our workforce.

Employee Welfare and Wellbeing

At Maytronics, we want every employee to know how much they matter. Throughout the year, we celebrate all relevant ethnic holidays, organize team-building activities and company events, give presents on holidays, birthdays, and pivotal moments. Maytronics provides social benefits to its employees, such as health care, disability and invalidity coverage, parental leave, retirement provision, and access to an employee discount platform offering various lifestyle benefits. Moreover, employees receive daily breakfast and lunch and are entitled to clothing and food vouchers.

We make sure that all employees are as satisfied as possible with their jobs and show our appreciation for their hard work and dedication. We also show compassion during personal difficulties, providing health and mental support and being present in challenging times.

A Safe Place to Be Heard – Several mechanisms have been put in place for employees to share any work-related questions or raise concerns. Employees can contact designated HR representatives located in every department or submit anonymous complaints through Maytronics' internal communication system, "A Place to Be Heard". The HR department is responsible for handling all issues and complaints raised by employees. In 2024, nine incidents were reported: one at headquarters and eight at manufacturing sites. Additionally, efforts were made to foster a culture of prevention, including manager workshops, lectures, and an e-learning course aimed at mitigating such incidents.

For each of the nine reported incidents, actions were taken in collaboration with the company's sexual harassment supervisor, including thorough debriefings and investigations, all conducted in accordance with Israeli law.

All employees are required to complete annual online anti-harassment training, with 100% participation achieved. In addition, the supervisor ensures that all HR Business Partners receive ongoing training on new regulations and updates to relevant policies.

Social | Work environment

Coffee with the CEO

Coffee with the CEO is a monthly opportunity for all Maytronics employees to gather in a neutral environment, such as an open space or general room. During the sessions, employees are encouraged to express their feelings, ask questions, or provide recommendations for the company.

The discussion is documented, and responsive steps are implemented based on the received feedback. This approach allows the CEO to actively and directly engage with employees, gaining valuable insights into their concerns and directly addressing their requests. This model has proven successful, and the company is committed to maintaining it.



Providing a Healthy Work-Life Balance for Our Employees

We understand the importance of accommodating both personal and professional commitments. To that end, we offer:

- Hybrid work arrangements for eligible office employees: We have embraced a hybrid work model, wherein more than 50% of our positions offer flexibility in terms of remote and in-office work. This approach allows employees to tailor their work environment to suit their needs while maintaining productivity and collaboration.
- Flexible work schedules for working mothers: recruiting young mothers to production roles with working hours tailored to their needs, including flexible transportation solutions.
- We are actively developing a meeting policy designed to enhance efficiency and save time for our employees. This policy aims to streamline meeting schedules, durations, and purposes to ensure they are productive and do not unduly encroach on personal time.

In addition, as part of the importance of our employees and their family's welfare, we continuously organize:

- Recognition and gifts for holidays and family milestones—such as first grade, weddings, and birthdays—for both employees and their families.
- On-site family events, such as holiday celebrations for all religions.
- Summer camps for employees' children.
- Family days for employees and their children

Parental Leave ¹⁰

At Maytronics, we understand that both parents require time with their newborn and therefore provide up to five days of paid leave for fathers ¹¹.

We also ensure that during parental leave, the mother receives all benefits a full-time employee is eligible for, including holiday gifts, health insurance, and tenure-related benefits.

	2022		2023		2024	
	Women	Men	Women	Men	Women	Men
Employees entitled to parental leave	28	4	44	3	20	3
Employees who took parental leave	28	1	41	0	20	2
Employees returned to work after parental leave	22	1	31	0	19	1
Employees still employed 12 months after their return to work	20	1	15	0	27	0

¹⁰ In 2022 and 2023, the data includes Maytronics NA, Maytronics France, and Maytronics Israel. In 2024, the data also includes Maytronics Australia.

¹¹ Employees are eligible for three days on the expense of the employer, and two days on the expense of sick days.

Social | Work environment

Benefit and Retirement Plans

Maytronics provides all benefits and retirement plans in accordance with national laws and regulations. The company contributes 14.83% of the salary to the employee's pension account while 6% of the salary is contributed by the employee.¹²

Before each employee reaches retirement age, we ensure that they are aware of their rights, including pension benefits. We give moral support and mental health counseling. After the employee leaves, we stay in touch, including gifts during the holidays.

Training and Development Programs

39,629

training hours in 2024

33

average training hours per employee in 2024

We invest a lot of effort into empowering our employees and promoting personal and professional development at work, by providing a variety of training and development programs. These range from general training sessions for new employees—regardless of position—to individual coaching by professional external consultants for managers and senior employees. Furthermore, we have built several promotion and career advancement paths to create a system that meets the needs of both the organization and its employees, while considering their goals and ambitions.

When employees are facing a crossroads in their career, we provide them with personal guidance. Depending on individual circumstances and company needs, employees may be eligible for scholarships and vacation days to complete their academic studies.

Our company is strongly committed to fostering the professional development of our employees.

We offer a diverse range of programs and activities designed to enhance their skills and knowledge. These initiatives include:

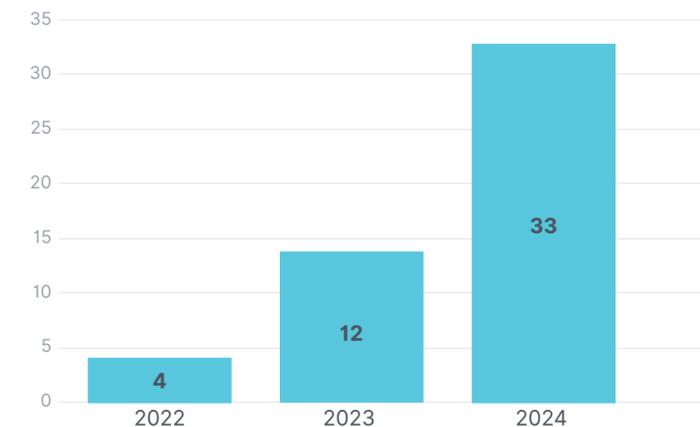
- Excel courses:** We regularly conduct Excel courses to sharpen employees' spreadsheet skills, equipping them with the proficiency needed for data analysis and reporting.
- Lectures:** Our organization hosts informative lectures on various topics relevant to our industry and beyond.
- Management development courses:** We provide comprehensive management development courses to nurture leadership skills, enabling our employees to take on greater responsibilities and leadership roles within the company. In 2024, we conducted the “Be Mind” special management workshop tailored for our senior management team (Tier 2 managers) and launched updated Leadership Model Workshops for all managers worldwide. Additionally, we continued to promote ongoing Global Peer Learning throughout the year – knowledge sharing and leadership growth across our international teams.

Online professional courses: Certain employees have access to a wide range of courses on Udemy, allowing them to acquire new skills and knowledge at their own pace, aligned with their career goals. In addition to online options, we also arrange on-site professional courses, offering hands-on training and workshops to enhance practical skills and competencies.

Personal consulting: To further support our employees' growth, we provide access to personal consultants who work one-on-one with individuals to identify their unique development needs and create tailored plans. These consultants serve as mentors, offering guidance and feedback to help employees reach their full potential.

Academic support: We offer exceptional employees substantial funding for their academic degrees.

Average training hours per employee



This year marks a significant improvement in the collection of training data—particularly in Israel—alongside the expansion of our reporting to a global scale for the first time. As a result, the significant increase in training hours compared to previous years reflects both improved data accuracy and broader reporting coverage.¹³

¹² In accordance with the law in Israel, as of 2008, every employee must be insured with pension insurance that is carried out through provisions, both of the employee and of the employer, for the employee's pension insurance. In addition, the employer is obliged to deposit a certain amount into the employee's severance compensation fund.

¹³ Training hours data for 2022–2023 includes Maytronics NA, Germany, France, and Israel. In 2024, it also includes our subsidiary in Australia.

Social | Occupational Health and Safety



decrease in recordable work-related injuries ¹⁴

Maytronics has a comprehensive occupational health and safety program in place to ensure the well-being of all employees. The company's CEO actively participates in quarterly safety meetings, underscoring the leadership's commitment to safety. Site safety committees, composed of both workers and management, encourage employee engagement and participation in safety-related discussions. A certified external safety consultant ensures ongoing compliance with legal requirements and oversees the effective implementation of safety protocols across all sites.



As part of its 2030 goal to achieve a 10% annual reduction in Total Recordable Incident Rate (TRIR), Maytronics achieved a 54% reduction in TRIR in 2024 compared to 2023, and a 57% reduction compared to the 2022 baseline (from 3.11 in 2022 to 1.35 in 2024). A 6% decrease in near-miss incidents was also recorded. These improvements reflect the consistent implementation of a structured safety work plan at both main sites. Key actions included:

- Mandatory safety training for all employees, with a focus on high-risk roles.
- Weekly enforcement of safety procedures and integration of those practices into daily operations.
- Weekly safety inspections required in each operational area.
- Systematic reporting and review of near-miss incidents.
- Managerial training on legal accountability regarding workplace accidents and safety negligence.

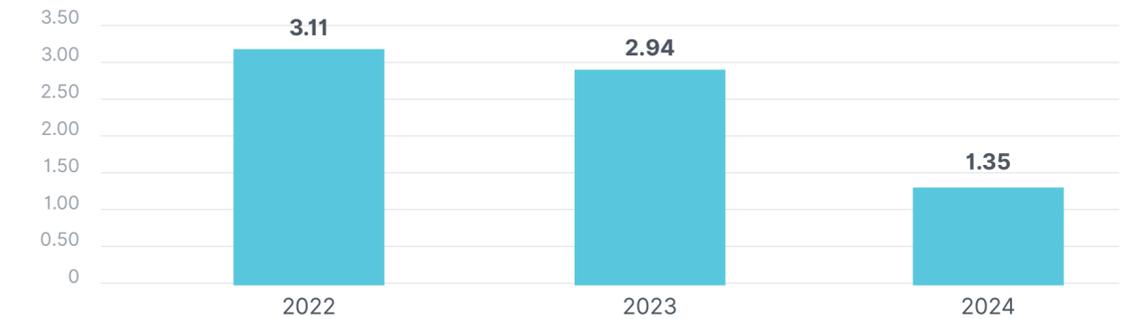
Managers are held accountable and evaluated weekly on their performance in safety-related practices, reinforcing a strong safety culture across the organization.

All Maytronics employees, including new hires, undergo annual occupational health and safety training as part of the company's broader safety education strategy. In addition, professional training is provided in compliance with industry standards and legal regulations, covering areas such as working at heights, operating machinery, and using forklifts.

Since 2014, Maytronics has provided a collective health insurance plan that fully covers all permanent employees, with the option to extend coverage to immediate family members under favorable terms.

To further promote employee health and safety, the company subsidizes ergonomic office chairs and provides access to mental health support through Eshhar - an organization offering expert consulting and emotional support services. Their team includes social workers, psychotherapists, psychologists, and family counselors, delivering holistic care to individuals, families, and workplace teams.

Total recordable incident rate (TRIR)



¹⁴ Work-related injury data does not include Maytronics subsidiary in Germany and Australia, due to unavailability of data.



Social | Our Community Involvement

Contributing to Local Communities

Maytronics' donations reflect the company's commitment to social responsibility and community support. In 2024, the company contributed a total of approximately 315,000 NIS to various organizations and initiatives across its global operations. These contributions supported causes such as aid for families in need, health-related foundations, employee hardship campaigns, and volunteering activities. Notable donations included support during the "Iron Swords" war, assistance to the Malkishua community, and ongoing global philanthropic initiatives.

Furthermore, our employees volunteered for a total of 878 hours in 2024, engaging in a variety of activities such as assisting children in school, packing food parcels for Holocaust survivors, participating in beach clean-ups, and blood donations. This reflects an increase in volunteer hours per employee - from 0.25 in 2022 to 0.73 in 2024 - advancing Maytronics toward its 2030 goal of 8.5 volunteer hours per employee, as defined in the company's ESG strategic objectives and KPIs.

Maytronics Group has not been found to have any significant actual or potential negative impacts on the local communities surrounding its operational locations.

Neve Malkishua Association

Malkishua is a rehabilitation center for adults and adolescents located in the north of Israel. The center treats individuals recovering from drug, alcohol, and other addictions, helping them return to everyday life as independent individuals and supporting their social and workplace reintegration. Since 2001, Maytronics has been collaborating with the Malkishua Association and up to now has offered opportunities to many youths and adults.

In 2023-2024, we hired 8 employees from Malkishua.

Each year, Maytronics trains and recruits employees from the center, providing a 'second chance' by helping them integrate into the labor market. After being hired by Maytronics, the company also assists Malkishua's residents in finding living arrangements at hostels and other associations, along with commuting to work. As part of our collaboration with the Malkishua Association, Maytronics employees participate in activities at the center, including job interview preparation, training sessions on labor market integration, and leisure events such as arts and crafts, biking trips, and more.





Product Impact | Our Consumers' Health and Safety

Zero non-compliance incidents concerning the health and safety of Maytronics products in 2024

The health and safety of our consumers is a major element in Maytronics' vision for sustainability. We approach matters of health and safety with the highest degree of concern. At Maytronics, we are highly committed to the safety of users of swimming pools, and this is reflected in a two-pronged approach. The first approach focuses on the assurance by Maytronics that all the company's products are safe to use for both residential and commercial customers.

To achieve this goal, Maytronics guarantees high standards of health and safety, along with a commitment to go beyond mandated compliance to enable our consumers to enjoy the safe use of our robotic pool cleaners. The second approach focuses on Maytronics as a manufacturer of specific safety products for swimming pools such as pool alarms and pool covers. We supply swimming pool owners with complementary products to improve safety at residential and commercial swimming pools.

SAFE AND RELIABLE PRODUCT EXPERIENCE

The safety of our consumers is our top priority. We ensure the safety of our robotic pool cleaners by adhering to the relevant international standards and regulations that consider several aspects of health and safety, as well as hazardous materials, product safety, electrical safety, and electromagnetic compatibility. To ensure standardization of robotic components, we put immense effort into verifying reliability and maintaining the highest standards through our supply chain.

In our pursuit of excellence, Maytronics actively engages in external audit services in order to ensure

standardization throughout the company's supply chain, using directives such as REACH and RoHS. Our ISO 9001 certification further reflects our commitment to quality management systems and continuous improvement throughout the company.

Our products are made from the highest quality components that prevent fire, electrocution, or other injuries, and go beyond standard local compliance requirements.

We ensure this systematically through several methods:

- ☰ Products marketed in the United States that require safety standards are tested by INTERTEK, and the company is authorized to mark the products with the ETL Listed symbol.
- ☰ The American UL 1081 standard deals with robots for cleaning swimming pools (not just the power supply). Maytronics has chosen to comply with this standard (although it is not obligated to do so) to distinguish its products from competitors. Most of the company's products already comply with the standard, and additional products are in the certification stages.
- ☰ When defining the expected use of our products (specifically our chargers) we designate them for outdoor use. This ensures that they are inspected by stricter standards, which ultimately ensures their safety over time.

Understanding the diverse needs of our users, we strive to provide the safety of all consumers while using our products. For instance, recognizing that a small percentage of the population is extremely sensitive to light electromagnetic fields, we design our products to be user-friendly for individuals with electromagnetic hypersensitivity. This precise attention to detail ensures that all end users,

regardless of their specific requirements, can confidently use our products without any concern about potential damage or injury.

During 2024, there were no recalls issued on our products, and no proceedings that were associated with product safety.

PRODUCT CERTIFICATIONS FOR HEALTH AND SAFETY

We comply with the following standards regarding consumer health and safety:

Chemicals and hazardous materials

Maytronics is committed to the safe use of chemicals and hazardous materials in accordance with the following standards and regulations, and ensures that the requirements are met throughout its supply chain:

- ☰ **California Prop 65** (Safe Drinking Water and Toxic Enforcement Act of 1986): A California law that requires businesses to provide information regarding significant exposures to chemicals that cause cancer, birth defects or other reproductive harm, and prohibits the discharge of significant amounts of chemicals into drinking water sources.
- ☰ **REACH Directive:** The European Union (EU) directive aims to protect human health and the environment through early identification of certain chemicals. This is achieved through the registration, evaluation, authorization, and restriction of all chemicals imported or produced in the European Union.
- ☰ **RoHS Directive:** EU legislation that restricts the use of hazardous substances in electrical and electronic equipment.
- ☰ **Compliance** with quality, electromagnetic compatibility, radio, and safety standards.

Maytronics is dedicated to ensuring electromagnetic compatibility (EMC) in its products, guaranteeing that they operate effectively within their electromagnetic environment while preventing any unacceptable electromagnetic interference. The company strives to design and manufacture safe products that comply with the standards set by the following regulatory bodies



FCC (US Federal Communications Commission)



EU (European Union) Directives



ASTM (American Society for Testing and Materials Safety)



PSE (Product Safety of Electrical Appliances and Materials in Japan)



CSTB (Scientific and Technical Centre for Building in France) NF Mark



CSA C22.1-12 - Canadian Electrical Code



UL (Underwriters' Laboratories) Standards



SAA Approvals (accredited by the Joint Accreditation Service of Australia and New Zealand (JAS-ANZ))



Product Impact | Products for Your Safety

PRODUCTS FOR YOUR SAFETY

Our complementary products enhance swimming pool safety, providing users with maximum security and peace of mind throughout the season.

Our pool alarms, covers, drowning detection systems, and water treatment and monitoring solutions work together to create a safer swimming environment.

Pool alarms

Maytronics' pool alarms provide reliable security that detects even the slightest movements in the water. In the event of an accident, a loud and powerful siren sounds, alerting our users to act. With no electrical installation required, these stand-alone, battery-powered detection systems are extremely convenient and safe to use. Maytronics offers a range of pool alarms-such as Aqualarm, Sensor Espio, and Preciso-designed to detect and trigger an alarm when someone enters an unattended residential swimming pool.

Pool covers

Expertly crafted in France, our above-ground and submerged pool covers are designed to prevent accidental falls into the pool when it is unused. Our water-powered motors increase protection by reducing risks of corrosion, power failure, and electrocution. Maytronics' covers offer more than just enhanced safety; they effectively maintain water temperature, substantially minimize water evaporation, and shield the pool from external debris. As a result, the reliance on pool chemicals is reduced, as well as energy consumption derived from excessive water cleaning and heating.



Drowning systems – Poseidon

Maytronics' Poseidon drowning detection systems provide AI solutions aimed at reducing drowning risks and operational costs in public pools, exceeding ISO 20380 requirements.¹⁵ With over 20 years of accidental data collection and cutting-edge technology, including hybrid AI, Poseidon's system provides surveillance through multispectral above-water cameras and underwater units, enabling precise recognition and tracking of distressed swimmers who remain underwater without movement for over 10 seconds. Currently installed in over 300 pools across Europe, the USA, and Southeast Asia, by alerting lifeguards within seconds of potential accidents, Poseidon has contributed to saving lives in at least 45 documented cases. Additionally, Poseidon's real-time data on counting and locating active swimmers aids pool operators in making informed decisions, potentially saving resources like energy and water.

Water treatment and monitoring

Maytronics distributes supplementary products for water treatment and monitoring through its subsidiaries. For instance, Maytronics' Ozone-Swim is a product that combines a chlorinator with ozone technology to disinfect swimming pool water while reducing chemical use.

Another example of safe water treatment is Dr. Dryden's Activate™, a permanent filter media for pool water made from recycled and shredded glass. This filter media offers distinct advantages over traditional sand, particularly in its ability to significantly reduce biofilm formation (colonies of dirt-resistant bacteria) within the filter.

Manufactured in Scotland, the glass media is unique and offers substantially higher filtering capacity than other glass media on the market. Additionally, our company manufactures glass media locally in Australia to cater to the specific needs of the local market, under the responsibility of MTAU.

¹⁵ ISO 20380:2017 sets out the operational, performance, and safety requirements, along with the test methods, for computer vision systems used to detect drowning in public swimming pools.

Product Impact | Customer Satisfaction

CUSTOMER SATISFACTION

FAQ visits **doubled** in 2024 vs 2023

21,000 self-service interactions to date

Maytronics operates with a customer-centric philosophy deeply woven into its values and vision. We strive to deliver an "Exceptional Experience" to each stakeholder - from global leading manufacturers and distributors to our dedicated employees, loyal business partners, and end-users. Our business model includes two types of customers: distributors and retailers/dealers, who are also viewed as our business partners, and the end users of our products who enjoy our services.

With the shift to newer marketing channels and an increased focus on both B2B and DTC (Direct-to-Consumer) models, the company has decided to adjust its customer engagement approach to better meet the evolving needs of our customers in a dynamic, multi-channel environment. This transformation has implications for our customer communication infrastructure and associated costs. As part of this shift, Maytronics is looking into increasing online interactions and expanding self-service options, including tools such as a mobile app and AI-powered chatbot. The company plans to update its ESG strategic goals to reflect this new mode of operation (MOO) by the end of 2025.

Satisfaction of our business partners:

In our business-to-business (B2B) model, our business partners are much more than a selling point or a step in the distribution network. Distributors and retailers serve as our primary showcase and passionate advocates, with some having partnered with us for nearly four decades. We view these relationships as partnerships built on mutual success and rely on open communication and consideration for each other's strategic goals. Maytronics invests significant efforts in visiting, training, actively listening to, and addressing the needs and concerns of our partners.

We provide our B2B partners with a comprehensive, multi-channel customer support approach that covers all aspects of the experience, ensuring seamless and satisfactory interactions at every touchpoint. This includes product training, seminars, Elite Dealers Program, and ad hoc support. Support is provided through the digital Maytronics Partner Portal channel, in addition to the personal focus for each customer of a sales manager, an account manager, a customer success team, a customer care team, and a marketing team.



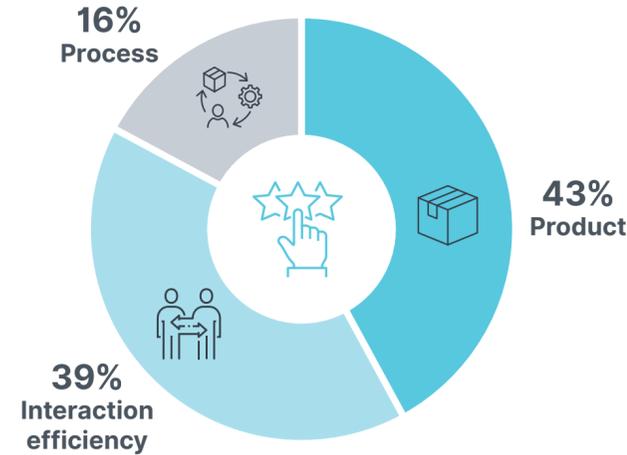
Product Impact | Customer Satisfaction

Satisfaction of our end-users:

As part of the company's business strategy, Maytronics recognized the need to invest in consumer-centricity, a business-to-consumer (B2C) engagement model that plays a crucial role in consumer satisfaction and overall company success. This realization led to a comprehensive Digital Transformation program, including enhancing consumer support teams.

Maytronics believes that investing in consumer satisfaction directly elevates brand reputation, which also benefits our business partners. Consumers readily share their experiences across various channels, often outside our controlled ecosystem. We embrace this open dialogue by collecting and analyzing feedback from diverse sources, including Net Promoter Scores at every touchpoint, the effort invested in contacting us, and overall sentiment during interactions. Additionally, we gather valuable insights on product and process improvements to drive product enhancements, self-service development, and operational improvements.

To ensure that all end users receive the best attention, we regularly survey consumers for constructive feedback. In 2024, over 88 thousand surveys were sent out to end-users, with 8.7 thousand complete responses. Many responses provided insights into interaction efficiency, product performance, and the repair and customer engagement process.



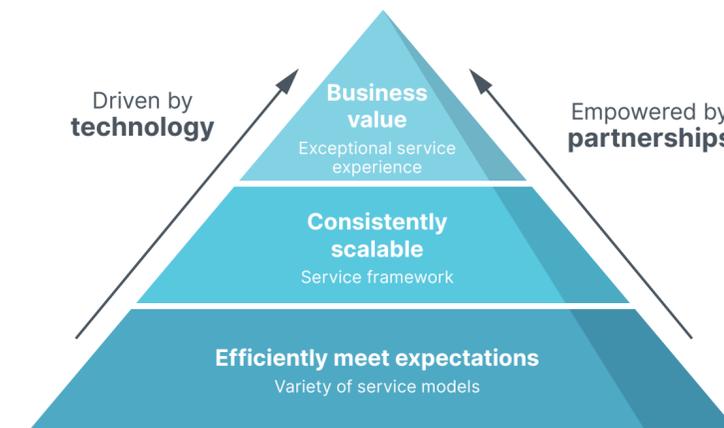
In response to the feedback received, and as part of Maytronics' service concept, we initiated the following actions:

- Consumer care training and a new course in the Center of Excellence, emphasizing tone of voice and putting the consumer first- where 'no' is not an option. An easily accessible chat box that provides quick answers and access to online representatives.¹⁶
- Customer-centered approach- working closely with the product department to address consumer needs and improve the experience.
- Sending a refurbished robot for delayed repairs to enable consumers to clean their pools during the waiting period.
- Implementing tips on pool and robot maintenance and [link to FAQs](#) that include more information (to date, the site has been visited over 134K times).
- Implementation of chat capabilities in the US, which shortens response time and provides quick replies and troubleshooting.

Today, our [support website](#) offers a wide range of quick and simple consumer service options, such as:

- Frequently asked questions
- Product manuals
- Warranty registration
- Repair request submission
- Personal account access
- Rebate processing, if necessary

Maytronics service concept



In 2024, Maytronics implemented several key initiatives within its B2C model to strengthen partnerships and create additional value for both the company and its business partners. These initiatives include:

- **Investment in Knowledge Applications -** Maytronics is expanding and refining its knowledge base to provide consumers with more comprehensive information. This initiative aims to create a more seamless and informative experience, empowering consumers to optimize their use of Maytronics products.
- **Development of Self-Service Capabilities -** Enhancing self-service tools to enable consumers to troubleshoot and maintain their products more efficiently, saving time and effort.
- **Reduction in Spare Parts Prices -** In response to market and environmental considerations, Maytronics has decreased spare parts prices. By making out-of-warranty repairs more affordable, this initiative encourages product longevity, reduces waste, and supports a more sustainable approach by promoting repair over replacement.
- **Expansion of Service Network in EU E-commerce Markets -** Establishing a sustainable and scalable service network across the European Union to improve access for e-commerce consumers and enhance overall satisfaction.

¹⁶ Currently only operating in the United States



Governance



100% employees signed the ethical code of conduct

33% of the board are women

33% of executive management (C-level) are women



Governance | Corporate Governance

Our corporate governance practices help us serve the interests of our stakeholders, including customers, distributors, employees, shareholders, and communities.

Board Composition

Maytronics' board of directors' nomination process is managed by the chairman of the board, the company secretary, and the legal counsel.

The legal counsel reminds the board of directors about the upcoming director replacement schedule, according to local laws and regulations.

Several months before the appointment, the board of directors may appoint a search committee to review various candidates.

After a recommendation on a candidate, the board of directors reviews the candidate's potential conflicts of interest and completes a comprehensive questionnaire with the assistance of the legal counsel.

As of December 31, 2024, the Board of Directors at Maytronics was composed of 9 members. It includes three external directors, in accordance with the provisions of the Israeli Companies Law. The Chairman of the Board is not a senior executive in Maytronics Group.

In line with the company's ESG strategic objectives, Maytronics is committed to improving gender diversity at the executive level. By 2030, the company aims to reach 45% representation of women at the C-level. As of 2024, women comprised 33% of the C-level management team, down from 43% in 2022 (baseline).

Once every few years, in accordance with the law, the board of directors considers renewing the term of office, which is then voted on at the general assembly. Director's compensation is determined in accordance with the directors' compensation regulations and is managed accordingly. A new director receives training in securities and corporate governance from the company's legal counsel. The new director also receives business training, a tour of the factory, and a meeting with key company personnel.

The board of directors operates according to an annual work plan, which includes, among other things, approval of quarterly reports, approval of the budget, the company's target plan, and the strategic plan.

The audit and remuneration committees also operate according to structured work plans in accordance with the law and regulations, as required by the company's needs.

Remuneration policy

Maytronics has a remuneration policy that provides, among other things, annual bonuses to employees and executives, all in accordance with the approval of the board of directors. From time to time, the company initiates salary raises as part of a comprehensive framework approved by the board of directors and executed by management, considering the individual accomplishments of each employee.

These raises are designed not only to retain the company's valuable personnel but also to share the collective successes achieved. Furthermore, staff members, based on their tenure, may receive an annual success bonus based on the company and their own performance.

The company's yearly bonus bucket is approved by the board of directors and generally constitutes approximately 10% of the company's consolidated net profit. A portion of this bonus is distributed to all employees based on their tenure, in accordance with the company's established procedures, symbolizing their collective contribution to the company's achievements. The remaining portion is allocated based on the individual performance of each employee, or as per the company's compensation policy for officers.

The decision to pay the bonus is based on the recommendation of the CEO and is subject to the approval of the company's board of directors.

The bonus is paid in the year following the publication of the yearly reports, and the amount is based on the tenure of the employees. It is calculated by the following:

- ☰ "Company Success" / "Management bonus" (fixed pay) - reward for the company's success in 2022 and 2023 according to the company policy.
- ☰ Personal bonus (variable pay)- reward according to the performance and the manager's recommendation.

Starting in 2023, the company has integrated ESG (Environmental, Social, and Governance) as a core part of its business strategy. This commitment is also reflected in the organization's OKRs.

In 2024, the ratio of remuneration given to the highest salary earner to average salary in Israel has reduced to 14.28, compared to 17.2 in 2023.

ESG in the Board of Directors

As part of the work plan for 2023, the management presented to the board of directors its ambition to establish an ESG strategy, and the board of directors decided to support the process of forming an ESG strategy and publish an annual ESG report. The Head of EPM Infrastructure & Construction was tasked with the integration of sustainability in the company, which includes ESG disclosures, ESG policies and procedures, and ESG strategic goals. Recognizing the significance of ESG, the strategy is explicitly incorporated in the group's OKRs. Consequently, employee remuneration is directly linked to their contributions to achieving these goals, fostering a culture of shared responsibility and commitment to ESG principles.

The board of directors is provided with periodic updates on the ESG progress and is reviewing and approving the company's sustainability reporting. Moreover, we conduct a process for evaluating the performance of the board in overseeing the management of ESG impacts.

Governance | Responsible Business Conduct

Maytronics Group is committed to responsible business conduct, as reflected in its yearly financial statement, ISOX, and Code of Ethics. Among other policy commitments, Maytronics is publicly committed to respecting human rights, conducting due diligence, and applying the precautionary principle.

We are committed to respecting internationally recognized human rights standards, including the UN Guiding Principles on Business and Human Rights, in addition to adhering to all applicable national and local labor laws. Maytronics upholds fair employment practices, promotes equal opportunity regardless of religion, race, or gender, and actively encourages the inclusion of people with disabilities. For more information, please refer to our Human Rights Policy

During 2024, Maytronics had zero incidents of non-compliance with laws and regulations, and no legal actions related to anti-competitive behavior or corruption were reported.



Maytronics Employee Code of Conduct

Our Code of Conduct serves to uphold integrity, fairness, and ethical values in business management. Approved by company leadership most recently in 2019, the code sets fundamental standards for ethical conduct among directors, managers, and employees, while maintaining a secure and efficient work environment.

Our commitment centers on key principles, including employee privacy, respectful working relationships free from discrimination or harassment, and a strong emphasis on safety and environmental responsibility. When interacting with customers and business partners, we prioritize excellence, integrity, and compliance with regulations.

Maytronics' policies strictly prohibit conflicts of interest, bribery, and inappropriate gifts, while employees are encouraged to seek guidance in uncertain situations. Confidentiality obligations extend beyond employment, and any deviation from the Code is subject to thorough examination and appropriate action. The Ethical Code applies to all employees and managers, and any transgressions are reviewed by the relevant authority, with meaningful steps taken as necessary.

The CFO serves as the compliance officer, managing business ethics daily in collaboration with the CHRO to address employee-related matters. The board is regularly updated and plays a key role in making decisions on business ethics policies. Additionally, an internal audit committee, consisting of three external directors, oversees business ethics as part of its responsibilities.

All employees are expected to be familiar with the Code of Conduct, which is accessible through the Bob system (the company's internal communication platform). Concerns can be addressed with managers or escalated to HR or executive management, with anonymous reporting available through the Bob system, ensuring a culture of transparency and integrity. As part of Maytronics' policy, all employees must undergo training and sign the Code of Conduct upon onboarding as well as via a yearly online course and test.

As of 2024, all Maytronics employees have signed and completed an e-learning course on the Code of Conduct.

Addressing conflicts of interest

The company operates on multiple levels to identify and address conflicts of interest as required.

Individuals holding positions of power are obligated to report their personal interests to the company in a timely manner, at the earliest opportunity upon becoming aware of such matters. Additionally, the company actively seeks out entities that may pose a concern for individuals in positions of control or those with personal interests in the company's transactions. This is achieved through a systematic and methodical examination of the company's accounts in comparison to a list of relevant stakeholders in significant transactions. The company manages lists of interested parties through its accounting department, ensuring regular updates with the inclusion of new personnel and periodic reviews. This approach guarantees transparency and adherence to ethical standards, aligning with the company's commitment to ESG principles.

Regulatory trainings

All employees undergo mandatory training in key compliance areas, including security, sexual harassment prevention, anti-bribery practices, and data protection and transfer

Governance | Responsible Business Conduct



Supplier Code of Conduct

Maytronics is committed to ethical and compliant business conduct in all its dealings with suppliers, contractors, and consultants. The company expects its supply chain to uphold similar standards and conduct business activities fairly, ethically, and in compliance with all applicable laws and regulations.

The Maytronics Supplier Code of Conduct, last updated in 2022, outlines the company's expectations for suppliers regarding ethical conduct, with updates made as needed. The code mandates suppliers to uphold human rights, prohibiting child labor and human trafficking. Employment practices must ensure a respectful, diverse, and harassment-free environment, with fair standards for wages, benefits, and working hours. Anti-corruption compliance, including a "zero tolerance" policy, is required. Suppliers must adhere to health and safety laws, prioritizing the well-being of employees and others affected by their activities

In addition to the social aspect, we expect our suppliers to implement effective environmental management systems, proactively manage environmental risks, conserve natural resources, and safeguard local ecosystems. To maintain compliance, suppliers must actively monitor their own adherence to the standards, promptly report any integrity concerns, and conduct periodic reviews.

The company reserves the right to periodically review its suppliers' business practices to ensure compliance with the code.

As part of the company's ESG strategic objectives and KPIs, Maytronics aims to ensure that 100% of suppliers sign our Supplier Code of Conduct by 2030. As of 2024, 90% have signed. In addition, we have set a goal to assess approximately 10% of our largest suppliers based on ESG criteria by 2030.

To ensure that our suppliers comply with our established principles, we require all new suppliers to review and sign the Supplier Code of Conduct

For more information, please see our [Supplier Code of Conduct | Maytronics](#).

Supply Chain Assessment

At Maytronics, social and environmental impacts are not limited to our local operations—they affect all aspects of our activities, including the supply chain. Maytronics' manufacturing process in Israel is focused on the production of the electronics components, including the injected molding of parts of the robot cable, along with the assembling of robotic components and the packaging of the company's robotic pool cleaners. We rely on our suppliers for manufacturing and supplying electronic components and supporting parts, which we procure through our supply chain.

The company relies primarily on Israeli suppliers for plastic components and other global suppliers for machinery and electrical components. Our French operations follow the same philosophy and assemble the pool covers in the Maytronics' production plant, procuring the covers' slots, construction materials, plastics, and electronics from local and global suppliers.

To ensure that our products are in synergy with our perception of sustainability, we implement the Conflict Mineral standard, which applies not only to tier-1 suppliers but at all levels of the supply chain. Moreover, through the code of ethics for suppliers, we are making efforts to develop socially responsible chain management by strengthening our demands from suppliers regarding social concerns in the regions where they operate.

Conflict Mineral Policy

Electronic components production is a process that involves a wide range of supply chain factors, based on the mining of natural resources, such as gold or tungsten. Mining of essential minerals used in the production of electronic products has a negative impact on the lives of millions around the world, as it frequently involves the violation of human rights. The term Conflict Minerals refers to the mining of raw materials or minerals that originate from regions where conflicts are occurring and impact the mining or trading of these materials. The recognized conflict minerals are tin, tantalum, tungsten (the "3 T's"), and gold.

They are mined in the eastern Congo and adjacent countries, where various armies and rebel groups profit from mining these minerals. They contribute to violence and exploitation during wars in the region. In Maytronics, we do not utilize conflict minerals and see to this by ensuring conflict mineral standards through our entire supply chain.

Environmental Assessment Through Certified Standardizations

Industrial processes in supply chain management may raise concerns for negative environmental impact in countries where suppliers operate, mainly for chemicals and hazardous substances exposed to the environment, polluting natural resources. At Maytronics, we confirm that our products have no negative environmental impact in terms of hazardous substances throughout our entire supply chain, adhering to two primary directives:

- REACH Directive** (Restriction, Evaluation, Authorization and Restriction of Chemicals): A European Union directive that addresses the production and use of chemical substances and their impacts on human health and the environment. The directive aims for the identification of the intrinsic properties of chemical substances and sets the duties and obligations on manufacturers, importers, and even downstream users. The REACH directive applies to all chemicals imported or produced in the European Union.

- RoHS Directive** (Restriction of Hazardous Substances in Electrical and Electronic Equipment): A European Union legislation that restricts the use of hazardous substances in electrical and electronic equipment, which may harm human health and the environment. Some of the chemicals included in the RoHS directive are: Lead, Mercury, Cadmium, Hexavalent chromium, etc.

Governance | Responsible Business Conduct

Privacy protection and Information security

When it comes to privacy protection and information security, we use top-of-the-line hardware encryption technology that provides the highest level of user data protection embedded in our robotic pool cleaners. Security surveys are regularly conducted by external auditors to ensure the protection of customer data from hackers. To continuously enhance and uphold privacy and security standards across our operations, we conduct quarterly forum meetings on data security and privacy issues, featuring the active participation of the CEO and executive management. This forum facilitates strategic discussions and ensures the alignment of our practices with the latest advancements in cybersecurity. Concurrently, we have implemented a cybersecurity policy, complemented by routine tests to identify and promptly address vulnerabilities.

In response to the evolving landscape, we have also established a dedicated crisis management team equipped to respond to any cyber events and effectively manage them. Our information security team plays a pivotal role in this, engaging in various proactive measures, including:

- ▮ Cybersecurity awareness training
- ▮ Penetration tests
- ▮ Layered security system
- ▮ Access security for 3rd parties
- ▮ Access permission procedures
- ▮ Password procedures

During the reporting year 2024, there were 0 substantiated complaints concerning breaches of customer privacy and losses of customer data.





About this report

This is Maytronics' second ESG report, written with reference to the Global Reporting Initiative (GRI) standard. The report covers Maytronics' sustainability activity between January 1st 2024 to December 31st 2024, and details the company's ESG policies, strategy, and performance as part of its commitment to transparency for all stakeholders and to making the world a better place.

This ESG report highlights Maytronics' sustainability initiatives and performance in 2024, underscoring the company's dedication to environmental, social, and governance practices.

This year marks the first time the company's ESG report covers Maytronics' global operations, reflecting the company's commitment to transparency and accountability. By evaluating its ESG performance across all regions of operation, Maytronics aims to identify areas for improvement and reinforce its dedication to sustainable growth and corporate responsibility worldwide.

Unless stated otherwise, the data in this report refers to Maytronics Israel and its global operations through its subsidiaries in North America, France, Germany, Spain & Latin America, and Australia.

The report contains calculations which, unless stated otherwise, are based on internal company data. In the event of a discrepancy between what is stated in the report and the financial statements in the annual report, the wording in the latter is binding.

This report was written with the support of BDO Consulting's ESG department, which has extensive experience in GRI and SASB reporting.



For more information, inquiries, or suggestions regarding the Maytronics ESG report, please contact us at:

ESG@maytronics.com





GRI Content Index

Maytronics' Ltd. has reported with reference to the GRI Standards for the period of 01.01.2024 – 31.12.2024.

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ESG Data Table | Environmental Data

	Topic	Unit	2022	2023	2024
Energy Consumption	Diesel consumption	Liters	173,061	155,843	179,876
	Gasoline consumption ¹⁷	Liters	507,703	611,744	548,701
	Total fuel consumption	Liters	680,764	767,587	728,577
	Electricity – Non renewable ¹⁸	MWh	6,573	5,820	4,850
	Electricity - Renewable ¹⁹	MWh	1,533	1,324	1,529
	Electricity intensity ²⁰	MWh/M NIS sales	4.54	3.78	3.92
GHG Emissions	Scope 1	tCO ₂ e	1,655	1,849	1,770
	Scope 2 - Location-based	tCO ₂ e	3,550	3,154	2,697
	Scope 2 - Market-based	tCO ₂ e	3,307	2,642	2,282
	Total scope 1+2 - Market-based	tCO ₂ e	4,962	4,491	4,052
	GHG emissions intensity	tCO ₂ e/m NIS sales	2.78	2.38	2.49
Water Consumption ²¹	Total water withdrawal	Cubic Meter	23,026	20,035	24,365
	Water intensity	Cubic Meter/m ²	0.416	0.345	0.387
Waste Disposal ²²	Total waste	Metric tons	2,557	1,344	1,389
	Recycled	Metric tons	1,758	919	945
	Landfilled	Metric tons	798	425	444
	Waste generation intensity	Metric tons/ m ²	0.026	0.013	0.013



¹⁷ Gasoline consumption in 2022 excludes the North America subsidiary due to data unavailability.

¹⁸ Electricity consumption data excludes Maytronics' subsidiary in Spain, due to data unavailability. In 2022, it excludes North America subsidiary, and in 2022-2023, it excludes Australia subsidiary, for the same reason.

¹⁹ Based on 40% renewable energy supplied by the Yizrael kibbutz.

²⁰ This year, Electricity consumption intensity is shown in MWh per million NIS in sales, instead of per square meter, as this better reflects the nature of our operations.

²¹ Water consumption excludes Maytronics' subsidiaries in North America and Australia due to data unavailability.

²² Waste data excludes the subsidiaries in Spain and Australia. In 2022, it also excluded the North America subsidiary due to data unavailability.



ESG Data Table | Social Data

	2022	2023	2024 ²³
Total number of employees	1,767	1,420	1,196

	Category	2022	2023	2024
Employee by gender	Women	703	576	459
	Men	1,057	842	732
	Non- Binary	7	2	5
Employee turnover ²⁴	New hires	1,366	376	666
	Departing employees	1,296	726	882
Employees by age	Under 30	577	366	224
	30-50	890	777	710
	51 and above	300	277	262

Employees by job category - gender	2022				2023				2024			
	Female	Male	Non-binary	Total	Female	Male	Non-binary	Total	Female	Male	Non-binary	Total
Executive management	3	4	0	7	3	5	0	8	3	6	0	9
Non-executive management	86	155	0	241	84	167	0	251	55	157	0	212
All other employees	614	898	7	1,519	487	672	2	1,161	399	571	5	975
Total	703	1,057	7	1,767	574	844	2	1,420	457	734	5	1,196

Employees by job category - age	2022				2023				2024			
	Under 30	30-50	51 and above	Total	Under 30	30-50	50 and above	Total	Under 30	30-50	50 and above	Total
Executive management	0	4	3	7	0	2	6	8	0	5	4	9
Non-executive management	11	171	54	236	11	181	58	250	19	137	59	215
All other employees	557	744	223	1,524	331	619	212	1,162	203	567	202	972
Total	568	919	280	1,767	342	802	276	1,420	222	709	265	1,196

²³ The difference in total employee figures between this ESG report and Maytronics' 2024 Annual Report is due to the acquisition of Focus (under MTAU) in 2024. Focus employees were not included in the ESG report's headcount.

²⁴ High turnover - both in hiring and departures, is influenced by the required annual production volume. Due to the seasonal nature of operations, production workers hired in a given year often leave at the end of the season. In 2022, exceptionally high production demand following the COVID-19 pandemic led to increased recruitment, overtime, and round-the-clock shifts.



ESG Data Table | Social Data



Employees by employment type - gender ²⁵		2022	2023	2024
Full-time	Female	683	553	435
	Male	1030	813	708
	Non-Binary	7	2	5
Part-time	Female	16	18	20
	Male	11	15	10
	Non-Binary	0	0	0

Work-related injuries ²⁶	2022	2023	2024
Rate of recordable work-related injuries (TRIR) ²⁷	3.11	2.94	1.35
Rate of high consequence work-related injuries (excluding fatalities) ²⁸	0.23	0	0.09

Remuneration	2022	2023	2024
Compensation ratio highest to average	19.6	17.2	14.2

Training hours ²⁹	2022	2023	2024
Total training hours	7,116	16,918	39,629
Training hours per employee	4	12	33

²⁵ Breakdown by full/part-time in 2024, does not include Maytronics subsidiary in Germany, whose employees represent less than 2% of Maytronics' total global workforce in 2024, and included 20 employees in 2022, 19 in 2023 and 18 in 2024.

²⁶ Work-related injury data does not include Maytronics subsidiary in Germany and Australia, due to unavailability of data.

²⁷ TRIR Calculation = (Total recordable cases × 200,000) ÷ Total hours worked.

²⁸ High-Consequence Injury Rate Calculation = (Number of high-consequence injuries × 200,000) ÷ Total hours worked.

²⁹ Training hours data for 2022–2023 includes Maytronics NA, Germany, France, and Israel. In 2024, it also includes our subsidiary in Australia.



ESG Data Table | Customer Satisfaction



	2022	2023	2024
Number of customer inquiries (B2B and B2C)	214,064	283,524	310,988
Number inquiries resolved with self-service	3,826	14,241	20,875
# of FAQ visits ³⁰	250,334	441,670	791,224



³⁰ In the previous report FAQ visits accounted only for our US website. The new data captures all our websites globally.

Together, we are not just innovators of pool cleaning products and services - we are nurturing a legacy of sustainability, inclusivity, and integrity for generations to come.

