

# FACTS AND FIGURES 2019



## ON THE COVER

The hydraulically optimised fittings form the heart of the SuperTube technology – a technically sophisticated alternative to the conventional drainage method used in high-rise buildings. In the pipes, the waste water is pressed against the wall, creating a continuous column of air. The discharge pipes are prevented from being filled up completely and generating unwanted suction effects as a result, even when subject to heavy use.

## CONTENT

Newsroom Corporate Communications

## DESIGN AND PRODUCTION

Linkgroup AG, Zurich  
www.linkgroup.ch

## PHOTOS

Nina Ahtola (page 21)  
DAS ACHTE GEBOT Werbeagentur GmbH (cover)  
Ben Huggler (pages 14/15, 20–21)  
SARC Architects/Tuomas Uusheimo (page 23)  
Stefan Thurmann (pages 10–13, 16–17)  
Herbert Wannhoff (pages 18/19)  
Katharina Wernli (pages 3, 5)  
Amir Amido Zamane (page 22)

## LANGUAGES

This brochure is published in 7 languages and is also available on the Internet in PDF format. The printed German version is binding.

## IMPORTANT DATES IN 2019

**3 April:**  
**General Meeting**

**9 April:**  
**Dividend payment**

**2 May:**  
**Interim report first quarter**

**15 August:**  
**Half-year report**

**31 October:**  
**Interim report third quarter**

## OUTLOOK



**Dear readers,**

This year, we will realise an important phase in our new brand strategy. In key markets such as Germany, Switzerland and Austria, we will be offering ceramic products and bathroom series exclusively under the Geberit brand in future. This in turn means that established brands such as Keramag will no longer feature in the portfolio. A number of other markets and brands will implement these changes in 2020.

As of 2019, the shower, washbasin area and toilet – the main areas in the bathroom – will have a new common denominator: Geberit ONE. With Geberit ONE, we are offering a pioneering, fully integrated solution for the entire bathroom, which will provide end users and sanitary specialists with a great many benefits.

In 2019, we intend to firmly seize the opportunities offered as a result of combining technical know-how in sanitary technology “behind the wall” and design expertise “in front of the wall”.

I am convinced that we are very well equipped for the upcoming opportunities and challenges.

**Christian Buhl**  
CEO



## GEBERIT PUBLICATIONS

You can also read our annual report and other publications on any Internet-capable device. Visit us at [www.geberit.com](http://www.geberit.com)

# LEADER IN THE SANITARY INDUSTRY

The globally operating Geberit Group is a European leader in the field of sanitary products. Thanks to the technical know-how in the field of sanitary technology and the design expertise in bathrooms, Geberit is able to offer comprehensive solutions from a single source.

KEY FIGURES		2017	2018
<b>Sales</b>	MCHF	<b>2,908</b>	<b>3,081</b>
<b>Operating cashflow (EBITDA)</b>	MCHF	<b>821*</b>	<b>868</b>
Margin	%	28.2*	28.2
<b>Operating profit (EBIT)</b>	MCHF	<b>706*</b>	<b>744*</b>
Margin	%	24.3*	24.2*
<b>Net income</b>	MCHF	<b>604*</b>	<b>626*</b>
Margin	%	20.8*	20.3*
<b>Earnings per share</b>	CHF	<b>16.43*</b>	<b>17.21*</b>
<b>Expenditures for property, plant and equipment and intangible assets</b>	MCHF	<b>159</b>	<b>162</b>
<b>R&amp;D expense</b>	MCHF	<b>78</b>	<b>78</b>
<b>Number of new patents</b>		<b>32</b>	<b>46</b>
		<b>31.12.2017</b>	<b>31.12.2018</b>
<b>Equity ratio</b>	%	<b>49.1</b>	<b>49.8</b>
<b>Net debt</b>	MCHF	<b>482</b>	<b>555</b>
<b>Number of employees</b>		<b>11,709</b>	<b>11,630</b>
<b>Environmental impact in relation to currency-adjusted sales (eco-efficiency)</b>	%	<b>-5.8</b>	<b>-7.3</b>

\* Adjusted for costs in connection with the Sanitec acquisition and integration

# MANAGEMENT (AS OF 1 JANUARY 2019)

## GROUP EXECUTIVE BOARD



**Christian Buhl**  
Chief Executive Officer  
(CEO)



**Roland Iff**  
Finance (CFO)



**Karl Spachmann**  
Sales Europe



**Ronald van Triest**  
Sales International



**Martin Baumüller**  
Marketing & Brands



**Martin Ziegler**  
Operations



**Egon Renfordt-Sasse**  
Product Management  
& Innovation

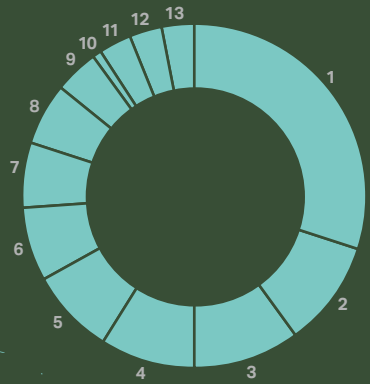
## BOARD OF DIRECTORS

**Albert M. Bæhny**, Chairman  
**Hartmut Reuter**, Vice Chairman  
**Felix R. Ehrat**  
**Thomas M. Hübner**  
**Jørgen Tang-Jensen**  
**Eunice Zehnder-Lai**

# GLOBAL PRESENCE

Geberit generates sales in around 120 countries and has employees in 49 countries. The Group operates 29 production plants, the majority of which are located in Europe.

SALES BY MARKETS/REGIONS 2018



- 1 Germany (30%)
- 2 Nordic Countries (10%)
- 3 Central/Eastern Europe (10%)
- 4 Switzerland (9%)
- 5 Benelux (8%)
- 6 Italy (7%)
- 7 France (6%)
- 8 Austria (6%)
- 9 United Kingdom/Ireland (4%)
- 10 Iberian Peninsula (1%)
- 11 America (3%)
- 12 Far East/Pacific (3%)
- 13 Middle East/Africa (3%)



- Sales
- Production
- ◐ Sales and Production

# ADDED VALUE BY DESIGN

As a system provider, Geberit has a comprehensive product range consisting of the entire sanitary technology behind the wall – for example, concealed cisterns, installation elements and piping systems – as well as a wide range of products in front of the wall, such as bathroom series with their ceramic sanitary appliances and bathroom furniture. The products are used in new buildings as well as in renovation and modernisation projects.



# PRODUCT AREAS AND PRODUCT LINES

## INSTALLATION AND FLUSHING SYSTEMS (37%)\*

### Installation Systems



### Cisterns & Mechanisms



## PIPING SYSTEMS (30%)\*

### Building Drainage Systems

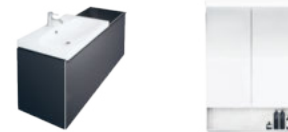


### Supply Systems



## BATHROOM SYSTEMS (33%)\*

### Bathroom Ceramics & Furniture



### Showers & Bathtubs



### Taps & Controls



### Waste Fittings & Traps



### Shower Toilets



\* In % of sales 2018



## THE BEST OF TWO WORLDS BECOMES ONE

The toilet, washbasin area and shower – the main areas in the bathroom – have a new common denominator: Geberit ONE. This comprehensive solution combines know-how in sanitary technology behind the wall with design expertise in front of the wall.

↑ Geberit ONE utilises the full potential of prewall technology. As a result, every bathroom appears tidy and spacious. Furthermore, the reduced cleaning work needing to be carried out and the option of being able to adapt the bathroom to changing requirements are positive features of the new comprehensive solution.

Geberit ONE offers an appreciably better quality of life. In concrete terms, this means greater cleanliness, more space and greater flexibility.

The toilet boasts a flow-optimised inner geometry and does not have a flush rim. The seat ring and lid can be removed with a gentle pull, which makes cleaning much easier. As it is perfectly tailored to the wall-mounted tap, the whole washbasin is thoroughly rinsed out. The new drain is situated at the edge of the basin and is thus not directly exposed to the water jet – this helps to minimise the build-up

of water and limescale residue. The shower partition wall and the niche storage box in the shower boast a simple design and are also easy to clean.

Geberit ONE provides numerous design options, even for small bathrooms. The pre-wall plays a major role in this respect, as it is used for housing the sanitary technology and now also as storage space. As a result, the mirror cabinet, washbasin cabinet and niche storage box offer an impressive amount of space.

The toilet, which can be mounted at different heights, and the floor-even shower ensure that the bathroom not only offers the greatest possible comfort now, but also in later life. Optional extras such as an odour extraction unit or shower toilet can also be retrofitted with minimal effort.

Note: The shower partition wall will be included in the sales range from October 2019.

→  
A floor-even shower is an investment that brings an equal amount of joy at first sight as it does in the long run.



↑  
Due to there not being a recess for the siphon, the washbasin cabinet offers a great deal of space.

→  
The TurboFlush technology ensures thorough rinsing, while the rimless design makes cleaning easier.



**SPACE IS THE NEW LUXURY**

The washbasin area is normally the focal point of the bathroom. If this area is tidy – as is the case with Geberit ONE – it has a positive effect on the entire room. The washbasin ceramic appliance takes up minimal space, with a projection of just 400 mm, and is available in two versions – stand-alone or with a cabinet. The washbasin cabinet offers an impressively large amount of space, as the technical components are concealed in the prewall. The mirror cabinet, the niche storage box and the wall drain in the shower are also housed in the prewall, where their practical benefits are sure to impress.

**EXCEPTIONAL CLEANLINESS**

The slightly asymmetrical, completely rimless interior of the WC ceramic appliance holds many advantages in terms of cleanliness. These include a thorough and extremely quiet flush thanks to the TurboFlush technology, as well as the fact that the toilet lid and seat ring are easy to remove for cleaning. The washbasin can be thoroughly rinsed clean due to it being perfectly tailored to the wall-mounted tap. What's more, the wall-mounted tap is, all in all, an outstanding solution, as dirt and germs do not accumulate and the washbasin remains free. In order to clean the hair trap, the magnetic drain cover can be removed very easily. Practical hair traps are also a characteristic feature of the floor-even shower solutions.

**FIT FOR CHANGING NEEDS**

Floor-even showers are popular. Geberit boasts a selection of flexible solutions. With the wall drain for floor-even showers, the CleanLine shower channel and the extremely non-slip Setaplano shower surface, there are a wide range of options available that are just as pleasing at first sight as they are in the long run. The toilet also offers a great deal of flexibility and durability, as its installation height can be adjusted. The toilet can also be upgraded with functions and features at any time, such as Geberit DuoFresh (odour extraction unit) and Geberit AquaClean (shower toilet).

# INTELLIGENT PRODUCT SOLUTIONS

Every year, Geberit invests just under 3% of its sales in the development and improvement of processes, products and technologies. In the 2018 financial year, these investments totalled CHF 78 million. The development projects always go through an established innovation process. In 2018 alone, 46 new patents were registered in connection with such development projects – with Geberit ONE leading the way.

→  
Last year, a 30-metre-high scaffold was set up in Geberit's production building, reaching all the way down to the basement of the building and towering high over the roofs of Rapperswil-Jona (CH). What looked like a building project was in fact a test set-up of Geberit's sanitary technology laboratory, which the company's flow specialists used to put a new hydraulically optimised drainage solution through its paces – the Geberit SuperTube technology.



SUPERTUBE

## SPACE-SAVING DRAINAGE

The SuperTube technology is a sophisticated alternative to the conventional discharge stack layout in high-rise buildings.

- The SuperTube fittings prevent discharge pipes from filling up completely and generating unwanted suction effects as a result, even when subject to heavy use.
- This means that special ventilation pipes do not need to be used.
- The space saved as a result can be used for other purposes.







## BATHROOM SERIES SMYLE

## BRINGING A SMILE TO THE BATHROOM

Geberit has radically revamped the Smyle bathroom series. The handles now mirror the contour of the washbasins in terms of their lines. The rounded edges give the profile handles a simple yet modern design. The handles have been designed in the same colour as the furniture to optimise the visual appearance. The main feature of the ceramic sanitary appliances are the harmonious shapes. The washbasin itself has a slim rim as well as a large inner basin and generous shelf surfaces. The medium cabinets with open or closed storage space

provide a measure of flexibility and offer customers various combination options.

- Thanks to its square structural form, the new wall-hung WC complements the washbasins, while its shrouded outer shape makes it even easier to clean. To ensure exceptional hygiene, the seats can be easily removed for cleaning via the QuickRelease catch.
- A great deal of importance has been attached to the slim design of the new drawer system, which also boasts a large amount of creative freedom, for example with the optional organising boxes which can be used flexibly.
- The medium cabinet cuts an impressive figure thanks to its glass shelves and the mirror on the inside of the door.
- The glass tops protect the furniture from being scratched and are a particular highlight in the bathroom.

## GEBERIT AQUACLEAN SELA

## A GEM WITH COMFORT



For six years now, the Geberit AquaClean Sela shower toilet has enjoyed huge popularity among building owners and end users. Geberit is now launching a successor model on the market that features an even more elegant design and additional optimised functions. Thanks to its timelessly puristic design, the shower toilet designed by Christoph Behling suits virtually any bathroom environment. Equipped with innovative technology and manufactured from high-quality materials, the new AquaClean Sela offers the traditional functions of a Geberit shower toilet.

- The WhirlSpray shower technology ensures a pleasant and thorough cleaning experience.
- The discreet orientation light shows the way to the toilet at night, with its subdued tones making it easier for the user to go back to sleep afterwards.
- A new, specially designed continuous flow heater provides a constant supply of hot water throughout the entire spray time. The built-in, automatic descaling function takes care of the ongoing maintenance of the system.

The new Geberit AquaClean Sela offers additional functions such as remote control, TurboFlush technology, a separate lady shower and user recognition.



The new factory building in Langenfeld is larger than two football pitches.

The market leadership of Geberit is anything but a coincidence. It is due to Geberit constantly setting new standards in both its products and production methods.

Best in class thanks to stable, standardised processes and constant efforts to avoid waste of any kind. This is the objective of the Geberit Production System. To comply with it, Geberit invests not only in expanding its capacities but also in optimising company processes. This is illustrated in four current examples of varying investments.

#### **SPECIALISATION**

For more than 50 years, the metallic press-fittings for the Geberit Mappress piping system have been manufactured at the Langenfeld (DE) site. It became apparent in 2015 that there was no longer sufficient space for future growth. The solution: the labour-intensive production of small batches will be gradually relocated to the production site in Ozorkow (PL), where a new factory building is being erected for this purpose. In addition to this, the distribution logistics will be transferred to the central logistics centre in Pfullendorf (DE). These measures will free up the space required for a new factory building and an administration building at the original site, with the move-in date scheduled for spring 2019.

**The investment volume in Langenfeld and Ozorkow totals EUR 44 million.**





↑  
Concealed cisterns are assembled on the new production line in Pfullendorf.

### UNBUNDLING

Another location in which additional capacity had to be created was the production plant in Pfullendorf (DE), which is responsible for the manufacture of concealed cisterns, among other products. To this end, existing production lines – for example for WC seats and Monolith sanitary modules – were moved to a new hall and rebuilt there. The space freed up in the “old” hall will now be used to house an additional highly automated production line.

**The investment volume in Pfullendorf totals EUR 14 million.**

The new “supermarket” in the Gaeta ceramics plant.  
↓



### ORGANISATION

The flow of materials within the ceramics plant in Gaeta, southern Italy, was characterised by long distances, half-full pallets and a lack of clarity. Help came in the form of special racks with roller shelves, which production specialists call the “supermarket”. After the quality assurance stage, all ceramics that have been produced without any flaws are clearly sorted and transferred to this supermarket. Once a sufficient number of ceramic sanitary appliances of the same model are ready to fill up a full pallet, they are taken out of the supermarket and packaged. This results in a straightforward and simply structured flow of materials.

**The investment volume in Gaeta totals EUR 0.2 million.**

Thanks to the optimised flow of materials, the Ekenäs ceramics plant looks tidy at all times.  
↓



### TIDYING

The Finnish ceramics plant in Ekenäs also had the potential for optimisations to be made in terms of the flow of materials. Ceramic sanitary appliances are manufactured in this modern plant using a high-pressure die-casting process. Following the firing process, the ceramic sanitary appliances are automatically conveyed to the quality control process and then transported to the packaging station. As is the case in the vast majority of Geberit plants, products are manufactured to meet customer orders, not to fill up the warehouse. This ensures that packaged products are not left lying around for too long.

**The investment volume in Ekenäs totals EUR 2 million.**

# PASSING ON KNOWLEDGE

Geberit assumes social responsibility with initiatives focusing on expertise and corporate culture. For example, two projects were carried out in 2018 with the aim of sharing practical knowledge and thus opening up new opportunities for people living in developing countries.



← In autumn 2018, two technical advisors from Geberit travelled to Mozambique with the remit of passing on their specialist plumbing knowledge to trainers in a centre for vocational education and training, so that they can in turn pass on this knowledge to young men and women who do not have any vocational training. These apprenticeship positions are in great demand in Mozambique as they enable young people to gain a foothold in the labour market and earn an income.

→ In rural Nepal, many families are dependent on cleaning spring water with a filter before using it as drinking water. In November 2018, two Geberit employees journeyed to Nepal to provide support to the team of workers in situ from the Swiss development organisation Helvetas. Here, they helped to improve the water filter technology and developed a quality assurance process.



## HEALING POWERS

Helsinki's new Children's Hospital cost around EUR 170 million to build, almost 25% of which came from donations. Designed by SARC Architects and equipped with 140 patient beds, the hospital specialises in the treatment of heart diseases and various cancers as well as organ transplants. The hospital is the central facility for the whole of Finland for the treatment of such illnesses in children. In this state-of-the-art building, Geberit has provided the Duofix installation system, the Mapress and Mepla supply systems as well as washbasins and toilets from the Seven D bathroom series, with the latter being distributed under the Finnish ceramics brand IDO.



Geberit AG  
Schachenstrasse 77  
CH-8645 Rapperswil-Jona

[www.geberit.com](http://www.geberit.com)

