



SWEDISH HYDRO
SOLUTIONS

PURE Commitment

The SweHydro Way

Foreword

The path to our brand

In your hands, or on the screen in front of you, is the first handbook that explores our identity and the values that drive us forward. PURE is more than just a concept – it flows through everything we do. We are:

Passionate, Unique, Reliable and **Environmental**

This forms the foundation of how we act, both internally and externally. Together, we build a strong brand by living up to these principles, from how we collaborate with our colleagues to how we engage with our customers and actively contribute to a sustainable world.

This handbook will guide you through what it means to be part of SweHydro and how we grow and evolve together through our commitment and shared values.

Enjoy the read, and welcome to exploring our path forward!

Margaretha Rhodin

Margaretha Rhodin, CEO





How did **PURE** originate?

Our core values have been shaped by our employees and genuinely reflect our brand identity. Our staff are the driving force behind our strength and success.

In the fall of 2024, we held a workshop where we collectively identified the words and values that we felt represented Swedish Hydro Solutions.

The result of this workshop led to PURE – a commitment that we all stand behind and that flows through everything we do.

Our History





Vision and Mission

Where are we aiming?

Vision

We enable sustainable change – yesterday, today, and for the future.

Mission

To achieve our vision, we live PURE – passionate, unique, reliable, and environmental. Our commitment flows through everything we do, both internally and externally. It guides us as we create long-term, sustainable change for society as a whole.

End Goal

To become Europe's leading company for sustainable water treatment.

We are **Passionate**

Our passion is reflected in our drive to always be curious, knowledgeable, and respectful. What we do, we do with heart – for our customers, for each other, and for the environment.

I am curious

I am genuinely interested in the needs of our customers, as well as my colleagues. My curiosity makes me attentive and drives me forward, helping me achieve the goals of our customers, myself, and the company.

I am knowledgeable

I share my knowledge with customers and colleagues. Through collaboration, we increase our collective expertise and strengthen each other in our development.

I am respectful

My passion means that I always show respect for those around me. I listen openly to others and treat my fellow humans with the same respect that I expect for myself.





We are Unique

We are authentic and unique. We stand out from the crowd by offering opportunities for growth, innovative solutions, and creating an environment where honesty and togetherness prevail. We dare to think differently and be transparent.

I am authentic

I am myself – open, present, and genuine in everything I do.

I am unique

There is only one of me, and there is only one of my colleagues. Together, we form the company's most important resource and deliver unique solutions to our customers.

I dare to think differently

I am not afraid to think outside the box. It is through innovation that we make progress. I learn from my experiences and dare to think both big and differently.

We are **Reliable**

We are credible and reliable. We always strive to deliver high-quality and safe solutions while acting responsibly. Our customers and partners can trust that we make a difference – not only in their businesses but also in society.

I am credible

I build trust by being honest and consistent. I stand by what I say and do, and I see every interaction as an opportunity to build long-term relationships.

I act responsibly

I ensure that the work is done correctly and take full responsibility for my decisions, actions, and their consequences.

I want to make a difference

I am committed to creating positive change – for our customers, for my colleagues, and for society as a whole.





We are Environmental

We are conscious and sustainable. The environment always comes first, and we work to offer green and sustainable alternatives. We see ourselves as part of the solution to the challenges of the future.

I put the environment first

I choose sustainable working methods, reduce resource usage where possible, and suggest improvements to minimize our environmental impact.

I am part of the solution

I follow and contribute to the company's environmental goals by applying best practices and always considering how my work affects the surrounding nature and future generations.

We enable Sustainable Change

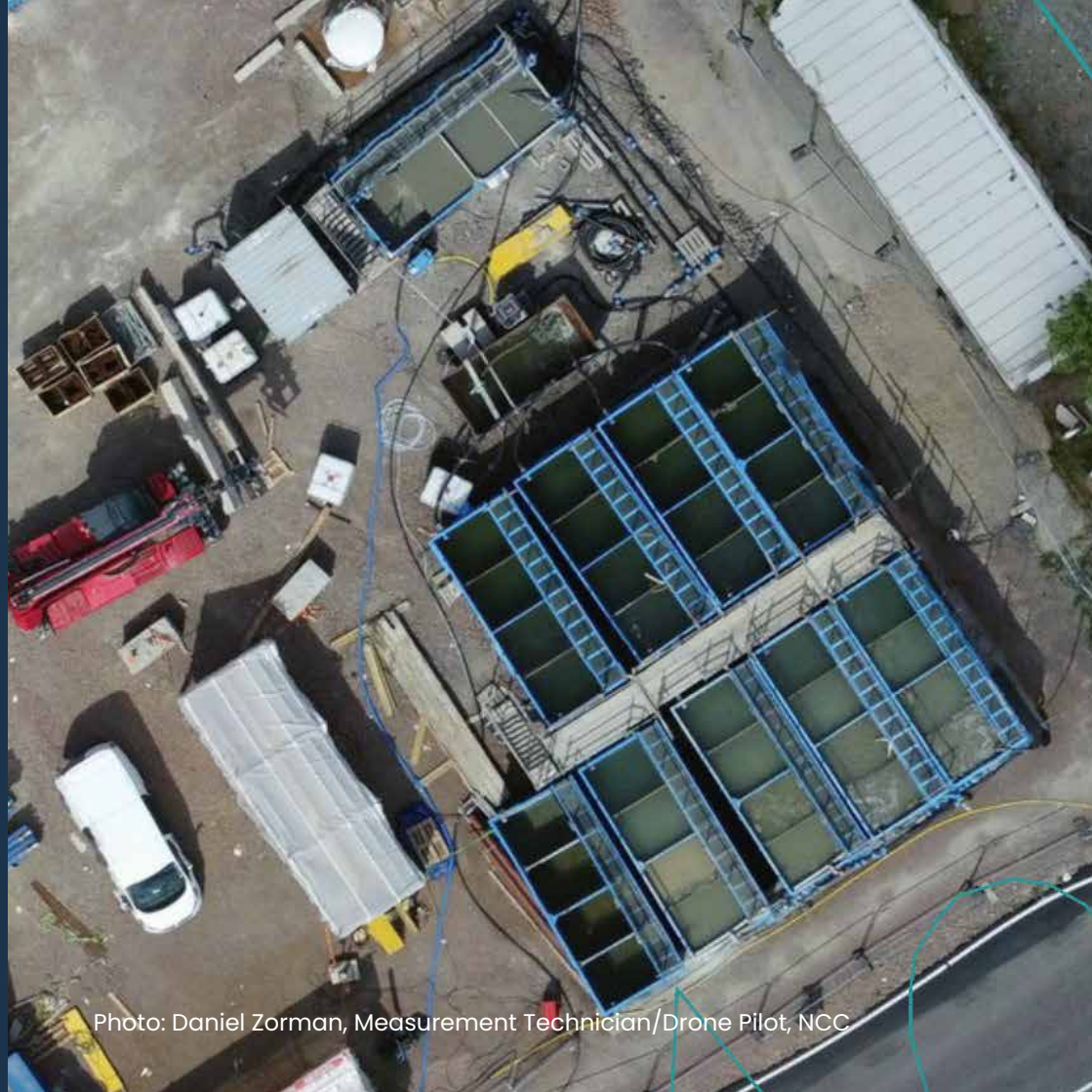


Photo: Daniel Zorman, Measurement Technician/Drone Pilot, NCC



Quality, Health and Safety

Together with my colleagues, I form the most valuable resource for SweHydro, and I am aware that quality, environment, and working conditions must always be prioritized.

This includes, among other things, being responsible for following the current procedures regarding quality, environment, and working conditions, whether it involves personal protective equipment, specific safety measures, or reporting deficiencies or observations that pose an increased risk to the work environment.

There is a zero-tolerance policy for alcohol and drugs in the workplace, and I ensure that I come to work rested and focused to avoid jeopardizing my own safety or the safety of my colleagues.

Diversity and Inclusion

At SweHydro, we embrace a broad diversity in terms of culture, gender, origin, education, as well as political and religious beliefs.

We are open and respectful, and we strive to create a welcoming and safe workplace.

Everyone should feel welcome at Swedish Hydro Solutions.





Our code of conduct

Our value words **Passionate**, **Unique**, **Reliable** och **Environmental** should define everyone working at SweHydro. PURE Commitment is an important complement to our code of conduct and describes our values.

The code of conduct applies to everyone working for SweHydro, including full-time and part-time employees, consultants, suppliers, and board members. In short, this means that:

- » Our values should reflect how we act.
- » We act professionally and responsibly.
- » We follow laws, regulations, and requirements, and honor agreements made.
- » We greet everyone with respect, show care, and we help each other.
- » We act in the best interest of the company and the environment.



Our Commitment

As a company and as employees, we understand the significance of working PURE. We stand behind the company's code of conduct and commit to following current policies, guidelines, and established processes and procedures.

Together, we take responsibility and engage in our shared path forward.



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