



# WATERCO

## COMPANY PROFILE



# INTRODUCTION

## Waterco Limited

Established since 1981, Waterco is an Australian public listed company involved in the manufacture and distribution of:

- Swimming pool/spa equipment and chemicals
- Domestic water filters, softeners and purifiers
- Commercial water treatment equipment

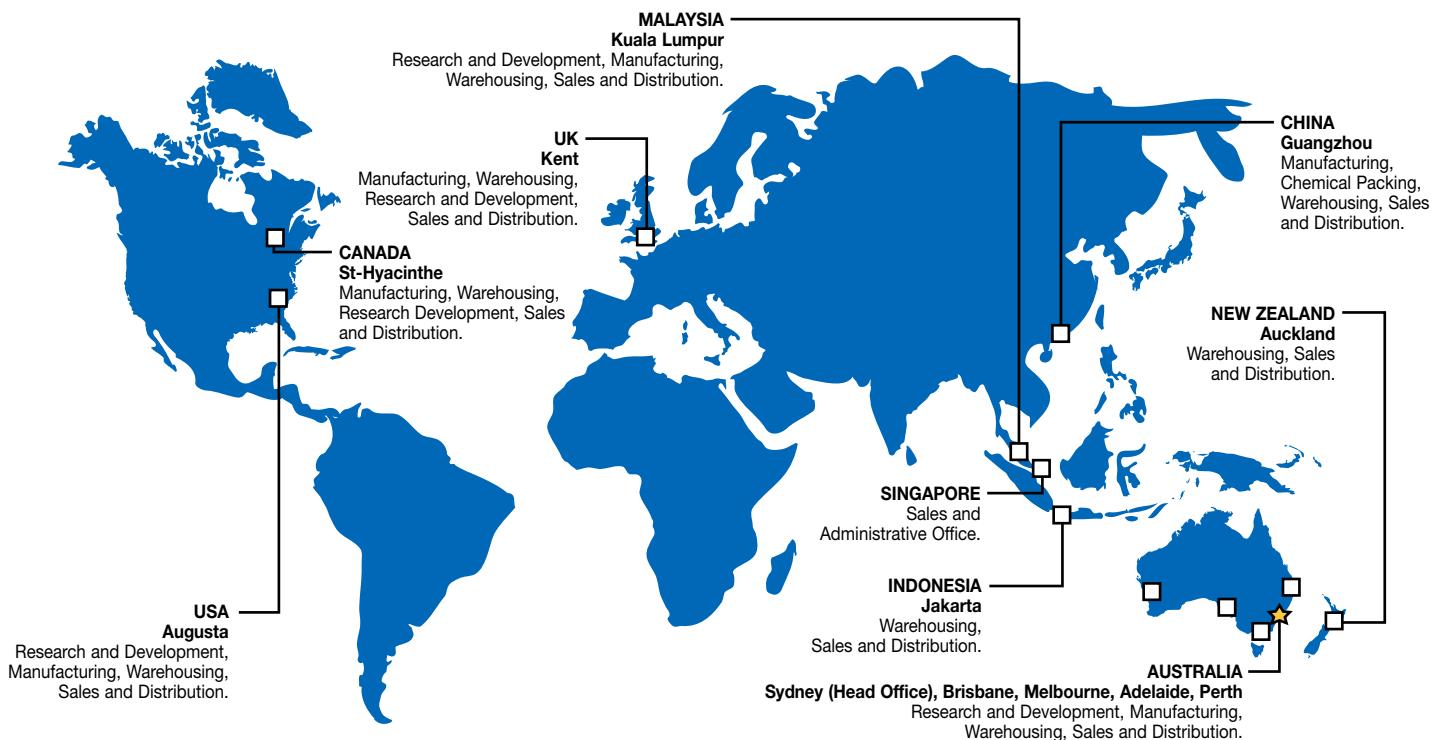


## Research & Development

Waterco's research & development team has created an innovative range of award winning products, meeting the challenges of a 21st century marketplace.

## Manufacturing Powerhouse

The company's advanced fibreglass winding and pioneering plastic moulding techniques have delivered premium quality products to over 40 countries via its branches and international distributors.



## DIRECTORS

**Soon Sinn Goh**  
**Bruce Leitch**  
**Garry Norman**  
**Ben Hunt**  
**Richard Ling**

## SECRETARIES

Bee Hong Leo  
Gerard Doumit

## REGISTERED OFFICE

36 South Street, Rydalmere NSW 2116  
Tel: + 61 2 9898 8600  
Fax: + 61 2 9898 1877  
Website: [www.waterco.com](http://www.waterco.com)  
E-mail: [administration@waterco.com](mailto:administration@waterco.com)

## SHARE REGISTRY

Computershare Investor Services Pty Ltd  
Level 3, 60 Carrington Street  
Sydney NSW 2000  
Tel: 1300 850 505

## AUDITORS

RMS Bird Cameron Partners  
Level 12, 60 Castlereagh St  
Sydney, NSW 2000

## BANKER

HSBC

## Offices - Australia

### NEW SOUTH WALES (Sydney)

(HEAD OFFICE)

36 South Street, Rydalmere,  
NSW 2116, Australia.  
Tel: + 61 2 9898 8686

### QUEENSLAND (Brisbane)

77 Nealdon Drive,  
Meadowbrook,  
QLD 4131, Australia.  
Tel: + 61 7 3299 9900

### VICTORIA (Melbourne)

6 Samantha Court, Knoxfield,  
VIC 3180, Australia.  
Tel: + 61 3 9764 1211

### WESTERN AUSTRALIA (Perth)

Cnr Ledger Road & Stretton Place,  
Balcatta WA 6021, Australia.  
Tel: + 61 8 9273 1900

### SOUTH AUSTRALIA (Adelaide)

580 Torrens Road, Woodville North,  
SA 5012, Australia.  
Tel: + 61 8 8244 6000

## Offices - Overseas

### NEW ZEALAND

7 Industry Road, Penrose,  
Auckland, Private Bag  
99942 Newmarket.  
Tel: + 64 9 525 7570

### MALAYSIA

Lot 832, Jalan Kusta, Kawasan  
Perindustrian SB Jaya,  
47000, Sungai Buloh,  
Selangor, Malaysia.  
Tel: + 60 3 6145 6000

### INDONESIA

Inkopal Plaza Kelapa Gading  
Blok B no. 31-32  
Jl. Raya Boulevard Barat,  
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Tel: +62 21 4585 1481

### UNITED STATES OF AMERICA

AUGUSTA  
1864 Tobacco Road,  
Augusta, GA 30906, USA.  
Tel: + 1 706 793 7291

### CANADA

5460, Martineau,  
St-Hyacinthe, Qc,  
Canada, J2R 1T8.  
Tel: + 1 450 796 1421

### UNITED KINGDOM

Radfield, London Road,  
Teynham, Sittingbourne,  
Kent, ME9 9PS, UK.  
Tel: + 44(0) 1795 521 733

### CHINA

No.132 Buling Road,  
Yonghe District, GETDD,  
Guangzhou 511356, PR China.  
Tel: + 8620 3222 2180

# CONTROLLED ENTITIES

	Country of incorporation	% owned
<b>PARENT ENTITY:</b>		
<b>WATERCO LIMITED</b>	Australia	
<b>SWIMART PTY LTD</b>	Australia	100
<b>WATERCO SALES &amp; MANUFACTURING PTY LTD AUSTRALIA</b>	Australia	100
<b>ZANE SOLAR SYSTEMS AUSTRALIA PTY LTD AUSTRALIA</b>	Australia	100
<b>AQUASWIM AUSTRALIA PTY LTD AUSTRALIA</b>	Australia	100
<b>WATERSHOPPE PTY LTD AUSTRALIA</b>	Australia	100
<b>WATERCO USA INC</b>	USA	100
<b>WATERCO USA INC (BAKER HYDRO)</b>	USA	100
<b>WATERCO ENGINEERING SDN BHD</b>	Malaysia	100
<b>WATERCO (FAR EAST) SDN BHD MALAYSIA</b>	Malaysia	100
<b>WATERSHOPPE (M) SDN BHD MALAYSIA</b>	Malaysia	100
<b>LACRON FILTERS (FAR EAST) SDN BHD MALAYSIA</b>	Malaysia	100
<b>WATERCO (NZ) LTD NEW ZEALAND</b>	New Zealand	100
<b>SWIMART (NZ) LTD NEW ZEALAND</b>	New Zealand	100
<b>WATERSHOPPE (NZ) LTD NEW ZEALAND</b>	New Zealand	100
<b>WATERCO (GUANGZHOU) LTD</b>	China	100
<b>WATERCO (C) LTD</b>	China	100
<b>LACRON (UK) LTD</b>	United Kingdom	100
<b>WATERCO (EUROPE) LTD</b>	United Kingdom	100
<b>WATERCO CANADA (FOCUS TEMP)</b>	Canada	100
<b>GLOBAL LEISURE PRODUCTS</b>	Malaysia Sdn Bhd	51
<b>PT WATERCO INDONESIA</b>	Indonesia	51

**LACRON**

**BAKER HYDRO**



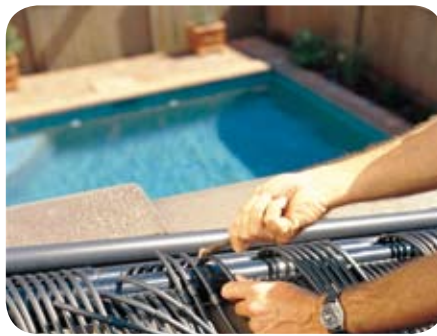
**SWIMART**  
POOL AND SPA SERVICES



**COMMANDOMATIC**

**aqua-health™**





## Swimart Pool and Spa Services – Australia and New Zealand

Swimart Pool and Spa Services is owned and operated by Waterco Ltd. The Swimart stores are owned and operated by individual franchisees.

Swimart Pool and Spa Services is Australia & New Zealand's largest chain of Pool and Spa stores with 56 retail stores and over a hundred Swimart mobile service vans.

Swimart commenced business in Sydney in 1983, and has since grown through the provision of expert friendly advice and superior customer service to be the market leader in the pool and spa service sector.

## Zane Solar Systems - Australia

Zane Solar Systems consists of a 34-strong dealer network throughout Australia. Trained dealers install pool heating systems for both domestic and commercial applications using Zane's award winning, solar absorber to harness the heat from the sun, a very cost effective method of extending the swimming season for pool owners.

Overseas interest in Zane solar pool heating has seen both commercial and domestic systems established in France, New Zealand, South East Asia and India.

## Watershoppe - Malaysia

In certain regions of Malaysia, residents experience water discolouration caused by rust from unlined galvanized pipes. More and more Malaysians are looking towards water filtration products to ensure high quality water for their homes.

To capture this market Waterco has set up a dealer network of Watershoppes selling Waterco's range of "whole of house" water filters and drinking water purifiers. Watershoppe consists of a growing network of 11 dealers.

# NOTABLE ACHIEVEMENTS

**Mar 1983**

## **Commenced business as Swimart.**

Swimart commenced business in Sydney in 1983 and has since grown to be Australia & New Zealand's largest chain of Pool and Spa stores with 56 retail stores and over a hundred Swimart mobile service vans.



**Mar 1989**

## **Waterco listed on the Australian Stock Exchange**

**November 9, 2000**

Waterco Limited is listed 69th on the Deloitte Fast 100 Growth Index for 2000



**September 1, 2000**

## **Acquired the Watercare Division of Asia Pacific Chemicals Limited**

Waterco Chemical division is Australia's largest supplier of dry chlorine, covering more than 50% of the total Australian dry chlorine market.



**December 11, 2002**

## **Waterco Receives TUV Certification for pool and spa pumps.**

The TUV Rheinland Certificates were awarded after assessing Waterco's pumps and its manufacturing processes. TUV Rheinland is respected worldwide for its strict evaluation criteria and high technical standards. TUV marks in general are a sign of documented, objective third-party proof of features or the performance of products, systems, installations and services.



**April 30, 2003**

## **Acquisition of Lacron (UK) Limited**

Lacron Ltd, established in 1971, is Britain's largest and most progressive manufacturer of pressure sand filters, incorporating mass production methods with first class design. Lacron has expanded steadily over the years while maintaining top product quality and reliability. Approximately 80% of Lacron's entire production is exported to established companies in over 40 countries. The acquisition of Lacron is part of Waterco's strategic venture into the European market.



# NOTABLE ACHIEVEMENTS



**March 11, 2005**

## **Acquisition of the business assets of Baker Hydro, Augusta, Georgia**

Baker Hydro Filtrations has more than 50 years' experience in filtration and water treatment, and is well known in the United States and international swimming pool industries. As part of the agreement, Waterco acquired eight acres of land and a 25,200 square feet factory in Augusta, Georgia which includes an assembly plant for pumps and commercial filters, enhancing distribution of Waterco's products along the East Coast.



**March 18, 2005**

## **Acquisition of the business assets of Focus Temp International Inc, St-Hyacinthe, Quebec, Canada**

Focus Temp International is a Quebec-based designer, manufacturer and marketer of high energy-efficient swimming pool heat pumps. The acquisition of this business came with a dominant market share in Canada, and a growing presence in both the United States and international markets, including Europe, for this product. The strong dealer network will help introduce Waterco's products into the Canadian market.



**July 12, 2006**

## **New Waterco plant in Guangzhou, China**

In July 2006, a new sizeable plant of 25,166 square metres was built in Guangzhou, China to cater for the regional and global market



**July 17, 2006**

## **New Waterco plant in Sungai Buloh**

In year 2006, Waterco Far East moved to its new manufacturing and warehousing facility of 18,000 square metres, which can cater to the escalating demand of its products internationally.



**October, 2007**

## **2007 Piscina Barcelona Sustainability Award**

The MultiCyclone was awarded the 2007 Piscina Barcelona Sustainability Award at the prestigious International Swimming Pool Exhibition, Piscina BCN.

Date	Events
March 15, 1981	Dronaco Pty Ltd commenced trading as a distributor of PVC pipes.
Mar 1983	Commenced business as Swimart.
Oct 10, 1986	Acquired Zane Solar Systems Australia Pty Ltd.
June 1987	Dronaco focused on the Swimming Pool Equipment business and changed its name to Waterco Pty Ltd.
Apr 5, 1988	Acquired the business of Aquahealth Pty Ltd and commenced operations of Waterco's WA branch.
June 14, 1988	Acquired the business of Poolquip Pty Ltd comprising of 10 pool shops, manufacturing facilities and wholesale outlets in Gold Coast, Townsville and Cairns and commenced operations of Waterco's QLD branch.
Mar 1989	Waterco was listed on the Australian Stock Exchange.
Apr 7, 1989	Acquired the business of Fulham Equipment Sales Pty Ltd.
July 3, 1989	Formed Selangor Corporation USA, known as Waterco USA Inc.
Feb 15, 1990	Formed Waterco (Far East) Sdn Bhd, Malaysia.
May 22, 1992	Acquired the business of manufacturing, distributing and retailing swimming pool, spa pool and spa bath equipment and related accessories carried on by Filtration and Pumping Industries Ltd of New Zealand. Traded as Waterco (NZ) Limited.
May 4, 1993	Purchased Finsbury Pumps Division of Sabco Ltd (Receivers and Managers appointed).
Sept 13, 1994	Purchased the business of Senex Australia Pty Ltd.
Oct 28, 1994	Acquired the "Commandomatic" business of water filters, purifiers and softeners with domestic and commercial applications from James Hardie Irrigation Pty Ltd.
July 11, 1997	Acquired the Aquaswim Pty Ltd business of chemicals, swimming pool & spa accessories from Managers & Receivers of Aquaswim Pty Ltd.
August 19, 1997	Waterco established an office in Guangzhou, China.
September 20, 1999	Guangzhou Economic & Technological Development District (GETDD) Administrative Committee (on behalf of Guangzhou Municipal Council) granted approval for Waterco to set up a wholly owned entity in the GETDD. The wholly owned entity is permitted to sell the goods it manufactures, assembles or packs directly to the local market.
November 15, 1999	Waterco Limited is listed 89th on the Deloitte Fast 100 Growth Index for 1999.
December 13, 1999	Waterco (Guangzhou) Limited was incorporated.
June 21, 2000	Waterco (UK) Ltd changes its name to Waterco (Europe) Limited.
September 1, 2000	Acquired the Watercare Division of Asia Pacific Chemicals Limited.
November 9, 2000	Waterco Limited is listed 69th on the Deloitte Fast 100 Growth Index for 2000.
November 15, 2001	Waterco Limited is listed 83rd on the Deloitte Fast 100 Growth Index for 2001.
December 11, 2002	Waterco receives TUV Certification for pool and spa pumps.
April 30, 2003	Waterco acquired Lacron Limited, which is Britain's largest and most progressive manufacturer of pressure sand filters.
September 2004	Waterco (Europe) Ltd becomes the wholly owned subsidiary of Waterco Limited.
February 14, 2005	Waterco Canada Inc. was incorporated.
March 11, 2005	Waterco acquired the business assets of Baker Hydro, Augusta, Georgia.
March 18, 2005	Waterco acquired the business assets of Focus Temp International Inc, St-Hyacinthe, Quebec (Canada).
July 12, 2006	Waterco China new plant in Guangzhou, China.
July 17, 2006	Waterco (Far East) new plant in Sungai Buloh, Selangor, Malaysia.
October, 2007	The MultiCyclone, a Australian-designed and patented swimming pool filtration device, was awarded the 2007 Piscina Barcelona Sustainability Award at the International Swimming Pool Exhibition, Piscina BCN.