

A close-up photograph of a person's hands resting on a mossy rock in a stream. The water is clear and flowing over the rock, creating a soft, white foam. The moss is a vibrant green, and the person's skin is wet and glistening. The background is slightly blurred, showing more of the stream and surrounding rocks.

Spadel

Purpose
book

Content

Purpose

Vision

Values

Spadel's purpose in action

Contact



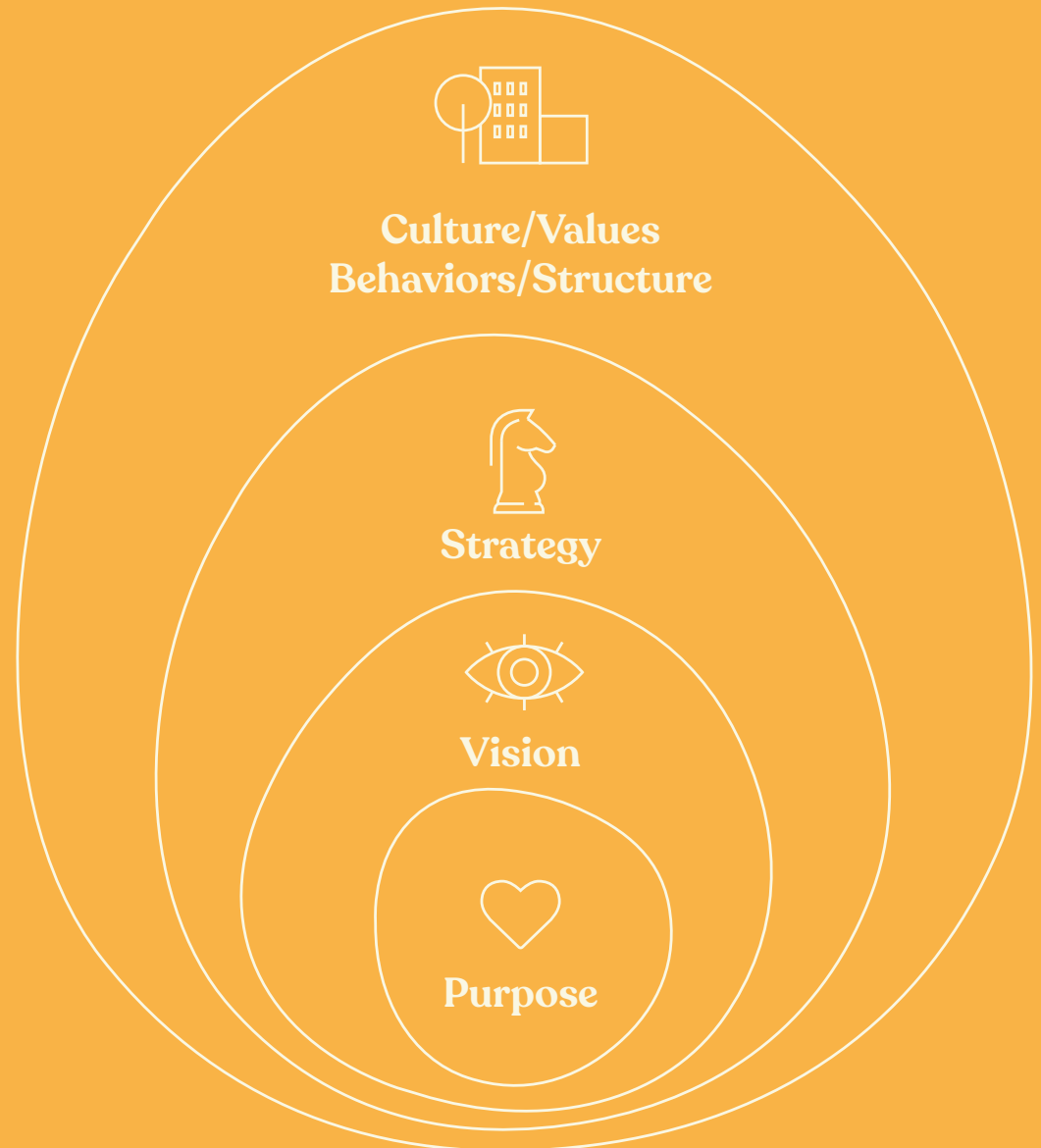
Spadel's purpose



**What is your company's
core reason for being,
and where can you have
a unique, positive
impact on society?
Now more than ever,
you need good answers
to these questions.**

What is a purpose?

Our purpose puts in words why we exist. It captures our greatest possible impact on society, elevating our work above our day-to-day. It gives meaning to our individual and collective work, and it is the one compass for everything we decide and do. It's at the heart of everything we do and it will inspire our growth.



Co-creating Spadel's purpose

With internal and external stakeholders



local
Together
innovation
long term
strong brands
ecological
healthy
caring
beyond
nature
changing
soul
protect
natural
hydration
family
customer needs
wellbeing

Spadel's purpose in one phrase



We connect
people and nature,
for a healthier
life, today and
tomorrow

What does it mean?

Connection

Connection means bringing people together; it's a state of mind pointed towards openness, caring and curiosity. Connection also implies reconnection: healing and closing the distance that has grown over recent years between humans and nature. Spadel wants to be a source of connection - creating an ecosystem where individuals and nature each play a vital role

People

People are at the centre of everything we do. No matter how big we get, Spadel will always be a family business. We care about our employees, consumers and stakeholders, and place their interests at the centre of Spadel's strategy - constantly striving to create an amazing working environment. We define our company the same way we defined our purpose: together, through co-creation and open communication.

Nature

We view nature as a full partner in everything Spadel undertakes. Every part of our products is as pure as possible. We bring nature from the untouched wilds straight into people's everyday lives. This is how we work to close the rift that has grown between humans and nature. Because of how essential nature is to what we do, we go the extra mile to protect the natural areas that we work in all across Europe. The many conservation awards in Spadel's name go to show that safeguarding nature is part of our DNA.

Healthy

Spadel wants to promote healthy living in mind and body. That means giving our bodies the kinds of nourishment they need. This also includes raising awareness about the benefits of healthy consumption. We're striving to become a main reference for people looking for a healthy consumption lifestyle - providing essential, tasty products that are actually good for you!

Today and Tomorrow

We look to the future in everything we do, while remaining conscientious about our impact on society and the environment. Spadel wants to champion the wellbeing of people and nature now, and for all future generations to come. How? By making a series of commitments in our sustainability strategy, aimed towards keeping Spadel green, local and pure.

Manifesto

Nature was once a clear part of our everyday lives: a constant guardian keeping us nurtured, healthy and balanced.

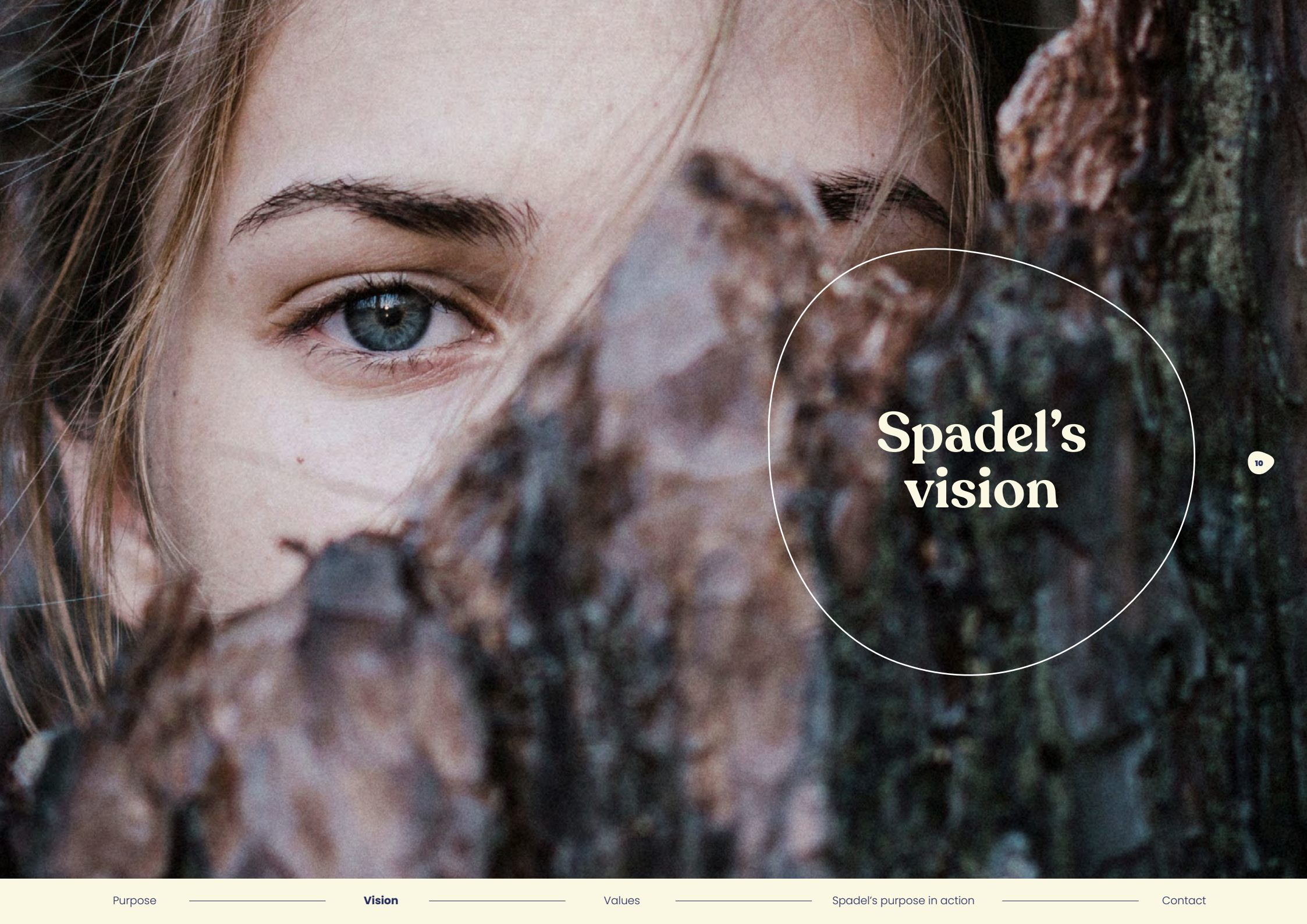
Over time, a rift formed within this natural equilibrium. Today, we have a chance to reconnect with the origins of what we consume.

In many ways, the natural world is still part of our lives. Spadel strives to bring little reminders of this world into people's daily existence: moments, both personal and shared, that inspire healthy living. There, our products become nature's fingerprint - a reminder from planet Earth of where we come from.

Creating these moments has been Spadel's mission for years: driven people, working away in the most untouched places in Europe to bring natural products directly into people's lives. All with the goal of helping them stay healthy in body and mind.

Working so closely with nature means that protecting it is in our DNA. Caring for people and nature is crucial to Spadel's work. As our founder once said: "When people take care of nature, nature will take care of them". This reciprocal relationship of care with the Earth is core to our business and leads us to consistently act in the interests of the planet. Everything we do at Spadel has nature as a starting point. And it's from this starting point that our purpose was born:

**Spadel: we connect people and nature
for a healthier life,
today and tomorrow.**



Spadel's vision

Where do we want to be 5-10 years from now?

Be the trusted reference for consumers looking for healthier and natural choices for every moment of the day.

Focus areas:



Health
purpose linked,
improvement



A broad market
accessible to all,
diversification



Innovation
R&D, unique,
sustainable



Being a leading player
a reference,
a guarantee



Beyond water
solid hydration
solutions, water as an
ingredient



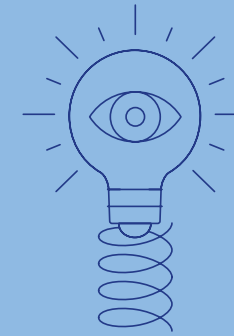
Spadel's values

12



Create positive impact:

- We listen to and engage with our stakeholders
- We take care of our colleagues and help them grow and thrive
- We act for a better environment and society
- We propose qualitative natural products to contribute to a healthier life



Be agile and decisive:

- We decide
- We move fast with foresight
- We are flexible and reconsider in due time
- We sometimes fail but always learn

Spadel's values



Go beyond expectations:

- We set high and inspiring standards
- We go the extra mile
- We continuously improve
- We recommend new solutions and innovative ideas



Move as one team:

- We trust and respect each other
- We connect and make progress together
- We speak with one voice
- We have fun and celebrate our successes



Spadel's purpose in action



Protecting and restoring biodiversity

5%
of our net profits
to support local
partners and local
solidarity actions

Using
exclusively
natural
ingredients



Constantly
striving for
Carbon
Neutrality

**As a
positive
impact
company,
we are**



Following the highest
standards of responsible
water stewardship.

**And much
more
to come!**



Contact

Any question about the purpose,
the vision or the values?
Please contact

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