What we are aiming for
A sustainable improvement in the quality of life brought about by innovative sanitary solutions.
**Market leader in the sanitary technology sector**

The Geberit Group is the European market leader in sanitary technology with global orientation. The company has been numbered among the pioneers in the industry since 1874 and has continuously set new trends with its innovative system solutions in the fields of sanitary and piping systems. Geberit branded products are noted for high quality, longevity and easy installation. They offer solutions for every sanitary technology application.

Each year, the company provides training in Geberit systems and software tools for around 30,000 plumbers and planners, as well as for architects, at the company’s 25 own information centers in Europe and overseas. In addition, another approximately 50,000 customers come into contact with Geberit know-how and products at external events organized by the local sales companies in collaboration with partners.

Sustainability and social responsibility are important considerations. They influence the strategic focus and form the basis for numerous decisions. The company is emphasizing the need for product development to take greater account of such global developments as the increasing shortage of water, the need for clean drinking water and the ensuring of high standards of hygiene. Geberit demonstrates that economic success, environmentally friendly actions and social balance are not conflicting concepts.

Thanks to the economic success of the last years, a very solid financial base could be created. The Group employs some 5,800 employees around the world and is headquartered in Rapperswil-Jona (CH). Geberit shares are listed on the Swiss Stock Exchange SIX in Zurich (CH) since 1999.
Healthy growth
The Geberit Group generated sales of CHF 2,146.9 million in 2010. After currency adjustments, this corresponds to an increase of 5.0% over the prior year. Operating profit (EBIT) was CHF 573.7 million, and the EBIT margin again reached a high level of 26.7%. In contrast to 2009, most of the regions and markets finished the year with increases in sales.

Geberit Key Figures

<table>
<thead>
<tr>
<th></th>
<th>2010</th>
<th>2009</th>
<th>2008</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sales</td>
<td>MCHF</td>
<td>2146.9</td>
<td>2181.2</td>
</tr>
<tr>
<td>Change</td>
<td>%</td>
<td>-1.6</td>
<td>-11.2</td>
</tr>
<tr>
<td>Operating cashflow (EBITDA)</td>
<td>MCHF</td>
<td>573.7</td>
<td>611.0</td>
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<tr>
<td>Change</td>
<td>%</td>
<td>-6.1</td>
<td>-5.9</td>
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<tr>
<td>Margin</td>
<td>%</td>
<td>26.7</td>
<td>28.0</td>
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<tr>
<td>Operating profit (EBIT)</td>
<td>MCHF</td>
<td>486.2</td>
<td>526.7</td>
</tr>
<tr>
<td>Change</td>
<td>%</td>
<td>-7.7</td>
<td>-6.5</td>
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<tr>
<td>Margin</td>
<td>%</td>
<td>22.6</td>
<td>24.1</td>
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<tr>
<td>Net income</td>
<td>MCHF</td>
<td>406.8</td>
<td>397.5</td>
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<tr>
<td>Change</td>
<td>%</td>
<td>+2.3</td>
<td>-14.8</td>
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<tr>
<td>Margin</td>
<td>%</td>
<td>18.9</td>
<td>18.2</td>
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<tr>
<td>Earnings per share</td>
<td>CHF</td>
<td>10.32</td>
<td>10.18</td>
</tr>
<tr>
<td>Change</td>
<td>%</td>
<td>+1.4</td>
<td>-14.5</td>
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<tr>
<td>Equity</td>
<td>MCHF</td>
<td>1520.9</td>
<td>1509.2</td>
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<tr>
<td>Equity ratio</td>
<td>%</td>
<td>70.0</td>
<td>68.2</td>
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<tr>
<td>Net debt</td>
<td>MCHF</td>
<td>73.4</td>
<td>110.9</td>
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<tr>
<td>Number of employees</td>
<td>31.12.</td>
<td>5820</td>
<td>5608</td>
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</table>
Global Presence
Geberit achieves sales in over 100 countries and is represented by around 5,800 employees in 41 countries. The company operates 15 production sites in seven countries.
Management

Board of Directors
Günter F. Kelm 1940, Chairman 1\(^1\)2\(^2\)
Hartmut Reuter 1957, Vice Chairman 1
Randolf Hanslin 1942 2
Dr. Robert Heberlein 1941 1\(^1\)2\(^2\)
Hans Hess 1955 1\(^1\)2\(^2\)
Susanne Ruoff 1958 1\(^1\)2\(^2\)
Robert F. Spoerry 1955 1\(^1\)2\(^2\)

Group Executive Board
Albert M. Baehny 1952, Chief Executive (CEO)
Roland Iff 1961, Finance (CFO)
William J. Christensen 1973, Sales International
Dr. Michael Reinhard 1956, Products

Hans Hess, Günter F. Kelm and Hartmut Reuter’s terms of office will end with the General Meeting of April 19, 2011.

Hans Hess is not available for reelection due to numerous other duties. Having reached the age limit specified in the articles of incorporation, Günter F. Kelm’s tenure as Chairman of the Board of Directors will end at the 2011 General Meeting after 25 years in the Management of the Geberit Group. Subject to the vote on his proposed election to the Board of Directors, current CEO Albert M. Baehny will succeed Günter F. Kelm on the Board. Hartmut Reuter is standing for reelection to another three year term.

1) Member of the Personnel Committee 2) Member of the Audit Committee

How we work

Business model and strategy
The success of Geberit is based on a focused and proven business model. We offer innovative and integrated solutions in the field of sanitary technology, focussing on water systems in buildings while maintaining a limited presence in heating, ventilation, gas and industrial applications.

The Geberit business model is supported by four strategic pillars:

- **Focus on sanitary technology**
- **Commitment to innovation**
- **Selective geographical expansion**
- **Continuous optimization of business processes**
The product range was conceived both for new construction as well as for renovation and modernization. It includes six product lines in the product areas sanitary and piping systems. The sanitary systems product area comprises the four product lines installation systems, cisterns & mechanisms, faucets & flushing systems, as well as waste fittings & traps. The piping systems product area includes the two product lines building drainage systems and supply systems.
Text: Geberit AG, Rapperswil-Jona, Concept
and design: schniecker meier külling AG, Zürich;
Prepress/Press: Linkgroup, Zürich

The statements in this brochure relating to matters
that are not historical facts are forward-looking
statements that are not guarantees of future per-
formance, and involve risks and uncertainties,
including but not limited to future global economic
conditions, foreign exchange rates, statutory
rulings, market conditions, the actions of competi-
tors and other facts beyond the control of the
company.

This Facts & Figures is published in 10 languages
and is also available on the Internet as an online
version.

The German version is binding.