Dopper impact report 2024

A review of 2024

Just refill

dopper.

Dopper Highlights

2024

We sold nearly
1,6 million
bottles in 2024, stopping
828 million
single-use plastic bottles – and
20,7 million kg
of plastic waste – from entering our environment.

We made refilling easier with our
Dopper Water Tap,
stopping the sale of 218.000 single-use plastic water bottles (± 6.000 kg of plastic).

We kicked off the year with the BYOB Challenge to shift behaviour from disposable to reusable, with **94% of participants** saying the challenge made refilling second nature.

90% recycled

We upgraded Dopper Insulated and Steel to 90% recycled steel, cutting CO2 by 1.25 kg per bottle and water use by 130L per kg of material.

We pulled back the curtain with the industry's first **Digital Product Passport**, enabling you to track your product's entire journey and impact.

We established a water testing mini-lab in **Changunarayan's City Hall in Nepal**, providing affordable water testing to all inhabitants of the municipality, including:

71 schools & 15 health centres

For 15 years, we've funded clean water projects and in 2024 we made it official. We joined **1% for the Planet**, committing 1% of every sale to certified projects that drive our mission forward.

1% FOR THE PLANET — MEMBER —

With Green Events, we developed the 'Transition to Tap Water at Clubs and Events' model: a clear, actionable framework to help organisers ditch packaged water for good. The model lays out five practical steps how to make tap water the norm.

A note from our CEO, Virginia Yanquilevich

If I had to sum up 2024 in one word, it would be focus. **This year, we sharpened our focus on our mission to end packaged water** – without distractions and without compromise.

A key shift was in how we scaled our mission. Instead of trying to do everything ourselves, we took a smarter approach: staying laser-focused on what we do best and choosing the right allies to amplify our impact. From operations, sales and customer service to innovation and advocacy, we worked with experts who helped us **move faster and go further.**

And that focus paid off. In 2024, we made major strides in **international expansion** – teaming up with local sales and retail partners in Belgium, France and Germany who understand the unique challenges of their markets.

We entered **high-impact spaces like airports, festivals and nightclubs** – places where single-use packaged water is the norm. And with the introduction of **90% recycled steel**, we continued to push the boundaries of sustainable product innovation.

In November 2024, we travelled to Nepal to see the **Sarwacha Project** in action. Hearing how safe water access is transforming lives - especially for women - was a powerful reminder of why we do what we do. Access to clean water means so much more than just hydration – it's a chance for **education, improved health, and economic opportunity.**

Beyond that, we took a big step forward in public affairs. After testing the waters at COP28 in 2023, we came into 2024 with a clear strategy, knowing exactly what we wanted to achieve and who we needed to reach. The result? **Better conversations, bigger visibility and stronger political influence** in the fight against packaged water.

But progress wasn't without its challenges. This year, we saw **rising public scepticism** around sustainability – people feeling overwhelmed by greenwashing, discouraged by slow-moving policies and losing faith in making a difference.

For Dopper, this meant raising our voice even louder. We needed to show just how easy it is to make an impact, reaffirming that small actions (like refilling your bottle) can drive real change. **We also doubled down on transparency** – launching the **Digital Product Passport** to prove our impact and give consumers the facts they deserve. More than ever, we focused on restoring people's confidence that progress for the planet is possible.

So, what's next? If we fast-forward to 2030, I see a world where carrying a reusable water bottle is second nature. Where people use their Dopper bottle to drink tap water at home and on the go, knowing that **every refill is an act of good** – for themselves and the planet. Where packaged water sales have dropped so significantly that a full ban is within reach.

To make that vision a reality, we're stepping up. With **bigger behavioural shifts, smarter product solutions and greater accountability**. This means improving our take-back program and raising more awareness for our spare parts. It means evolving our designs and expanding our product range to be even more versatile, so people can use the same bottle in more ways, for even longer. It means being exactly where the temptation to buy single-use packaged water is strongest, making refilling the easiest, most natural choice.

2024 was a year of focus and real positive impact. But there's still so much more to do. So, let's just do it.

Warm regards,
Virginia Yanquilevich
CEO, Dopper B.V.

> **It's so incredibly easy to make a difference, so let's just do it.**

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We’re here to end packaged water

With packaged water we created one of the biggest, most complex problems in the world. But the solution to this problem is not complex. Or new. Just refill your water bottle. And drink from the tap.

Our mission is crystal clear: we’re here to end packaged water by getting people to drink tap water. Because it’s absurd that drinking water is still extracted, packaged and sold for profit.

Here in Europe, where 92% of the population can safely drink tap water[1], allowing the sale of packaged water is simply nonsensical. By banning packaged water and promoting tap water and reusable bottles, we can reduce plastic pollution, protect public health, and ensure access to affordable water for future generations.

It’s not just important. It’s essential.

[1] See Appendix B

How do we make change happen?

By shaking up the whole system.

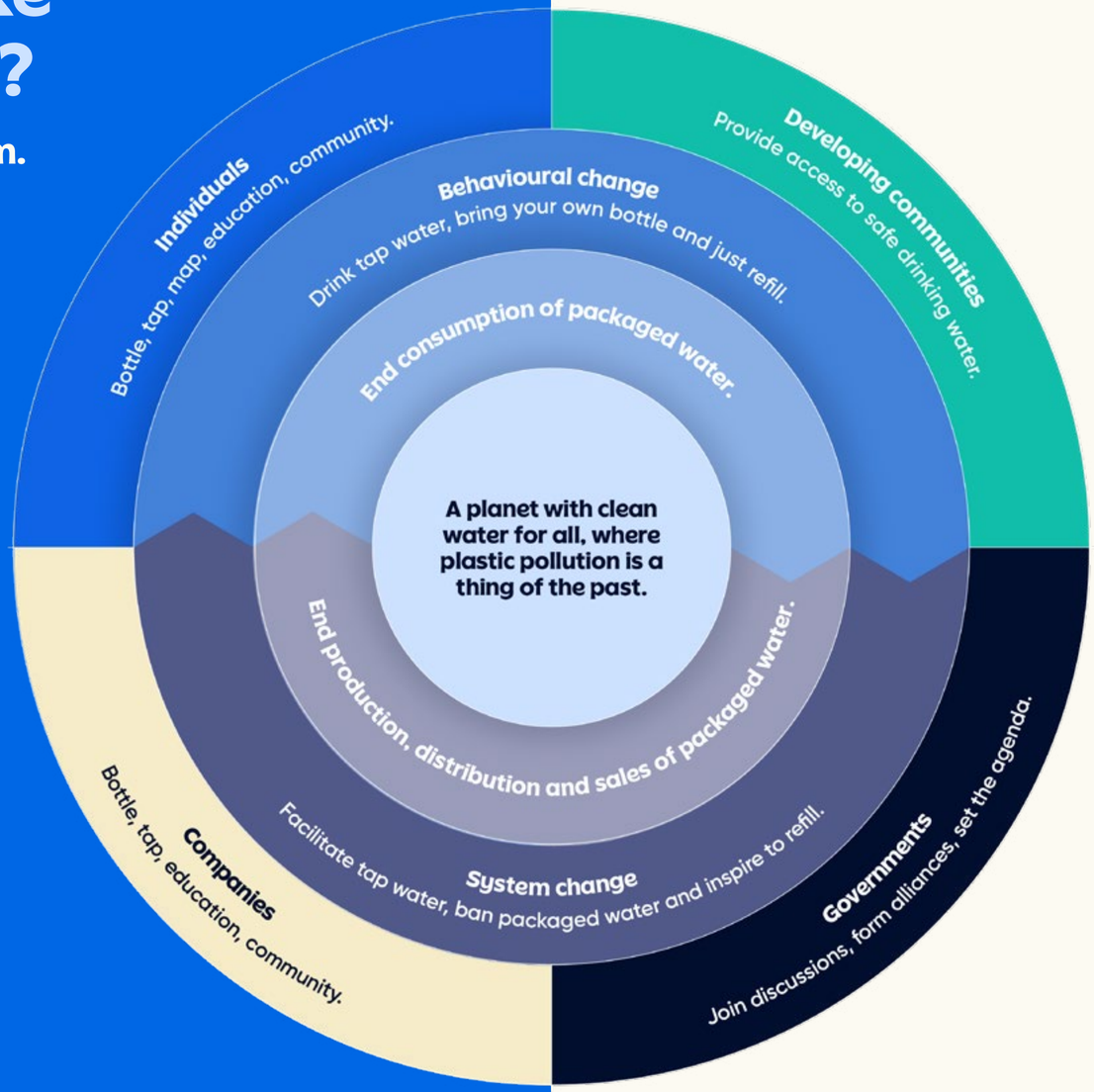
Packaged water isn't just a plastic pollution problem, it's a behaviour problem. A business problem. A policy problem. And that's exactly where we step in.

We challenge individuals to rethink their habits, encouraging them to carry and refill their reusable bottle. We push companies to provide and promote tap water and lobby governments to prioritise and protect tap water access.

Raising the bar in sustainable standards while we're at it.

Our Solutions: Bottle. Tap. Map. Community. Company.

Everything we do is designed to shift behaviour – replacing excuses with solutions. Making drinking tap water the easy, fun and obvious choice. Because we don't exist to sell something. We exist to solve something.



Ending packaged water. Sustainably.

Solving this crisis means coming at it from every angle. We focus our initiatives on three key areas:

Ending single-use (plastic) pollution

The world doesn't need more plastic waste. So, we challenge throwaway culture, promote refilling and repairing over buying, and push for policies that phase out packaged water for good.

Water for all

The right to tap water should never depend on where you are. So, we make refilling easier by expanding public water taps, fund clean water projects where it's needed most, and push governments to prioritise and protect water access.

Sustainable business

Change happens faster when we lead by example. So, we're constantly improving on circular product design, closing the loop with our take-back program, and setting new industry standards in transparency and innovation.

Making real impact takes action, and we're here to make it happen.

Ending single-use (plastic) pollution

Dopper bottles by the numbers:

Sold

1,6 million

bottles globally

Stopped an estimated

828 million

single-use bottles from being purchased

Prevented

20,7 million kg

of plastic waste*

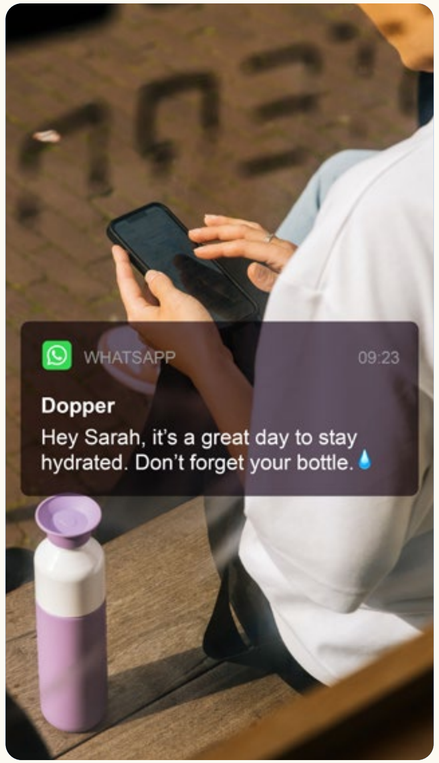
*See Appendix A

It's time we talk about the single-use plastic in the room.

The more people refill, the less we rely on packaged water. So, we're making refilling the easy, obvious choice – from driving behavioural change to installing refill taps where temptation to buy single-use is highest.

1 Bottle. 21 Days. Just refill.

Breaking habits is hard. But making better ones? That's where real change begins. In January 2024, we kicked off the year with the Bring Your Own Bottle (BYOB) Challenge, a simple yet powerful way to shift behaviour. For 21 days, participants received daily WhatsApp reminders to take their reusable bottle with them when leaving the house.



And the results speak for themselves:

67% of participants never forgot their bottle during the challenge (up from just 16% before).

67%

Packaged water purchases dropped by 81%, with only 9,7% of participants buying bottled or boxed water during the challenge.

81%

94% said the challenge helped them make carrying a reusable bottle second nature.

94%

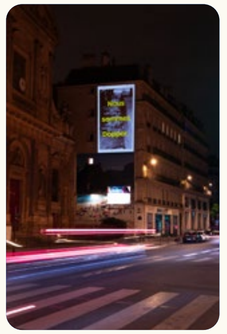
By turning good intentions into lasting habits, the BYOB Challenge proved that the easiest way to stop packaged water is to never need it in the first place.

Champions just refill

We all win when packaged water loses.

In 2023 alone, over **63 billion litres**[2] of packaged water were consumed across Europe. A number that should never make the podium. In March 2024, we introduced the Limited Edition Dopper Steel, available in Gold, Silver, and Bronze. Made from 90% recycled steel, these bottles celebrate everyone who just refills and drinks from the tap. Because we are all winners when packaged water loses.

Lighting up Paris



On World Refill Day (June 16), we took our message to the streets - literally. From the Eiffel Tower to Moulin Rouge, we lit up four Parisian hotspots, making it clear that water should never be thrashed and should always be accessible.

More shelves, more people, more refills

Ending the packaged water industry is not accomplished by changing one individual, it's accomplished by changing the entire system, everywhere. In 2023, we brought Dopper to Poland, Portugal, Czech Republic, and South Africa. In 2024, we continued our European push, partnering with Elements in Belgium, Billiet for Belgium and France, Essential Living in Hungary, and Transfer in Germany.

Every new store, every new country, means more people choosing to refill instead of reaching for packaged water.

[2] See Appendix B

Two masterpieces Born from Blue

We joined forces with Royal Delft to create an artistic Special Edition that encourages a global shift towards sustainable choices. The collection celebrates the idea that big things start small, like drops turning into waves, or ideas travelling the world inspiring millions. The artworks on the bottles symbolise the impact each of us can make, inspiring people to choose tap water over single-use. Because just like waves shape the shore, our everyday choices can shape a plastic-free future.

Big impact needs big voices

To maximise our impact, we entered high-impact spaces like airports, festivals and nightclubs – places where single-use packaged water is the norm.

We teamed up with KLM Cityhopper for the SkyTeam Aviation Challenge, pushing for a more sustainable future in aviation.

Onboard, single-use plastic bottles were replaced with refillable Dopper bottles, cutting plastic waste and reducing fuel consumption by lowering the aircraft's weight. At Schiphol Airport, we installed a Dopper Water Tap at the gate, making it easy for passengers to refill before boarding. Together, we're proving that making tap water the easy choice is possible - even at 30.000 feet.

Every year, millions of single-use water bottles flood festivals and clubs, fuelling pollution and unnecessary emissions. Together with Green Events, we developed the 'Transition to Tap Water at Clubs and Events' model: a clear, actionable framework to help organisers ditch packaged water for good. The model lays out five practical steps how to make tap water the norm:

ade green

We launched the model at ADE Green (NL), the leading event on sustainability in festivals, and was seen in action at We Love Green (FR). Aligned with the European Circular Festivals Model and the Dutch Duurzaamheidsladder Evenementen (DLE), it drives the shift toward fully circular, climate-neutral events.

ByeBye Plastic Foundation

The Zero Plastic Club, launched by Bye Bye Plastic Foundation two years ago, is an alliance of French nightclubs committed to going plastic-free. Their impact so far? 323.983 single-use plastic bottles and 4.86 tonnes of plastic saved every year.

So, in October '24, we joined forces for their #RAMENETAGOURDE, a bold campaign under the Zero Plastic Club initiative. Teaming up with 24 top clubs, we raised awareness about BYOB (Bring Your Own Bottle), making reusable bottles the new norm in nightlife.

The Dopper Water Tap
by the numbers:

96 Taps

active in NL, BE and FR

109.097

litres tapped

15.274 kg

of CO_2e averted

218.194

single-use bottles averted

6.109 kg

of plastic averted

One tap, massive impact

At Schiphol Airport, Europe's third-largest airport, just one Dopper Water Tap is proving that small actions can drive big change. Schiphol Airport Retail committed to stop selling single-use packaged water and encouraged travellers to come and refill their bottles for free.

55.756 liters tapped – That's 111.512 fewer single-use bottles purchased.

3.122 kg of plastic waste avoided

7.806 kg of CO^2e saved

And this is just the beginning. Imagine the impact of 10. Or 100. The future of airport hydration is clear: just refill.

Just refill wherever you go

Van Gogh Museum (NL)
Supporting their sustainability goals and reducing single-use plastic. Plus, our Dopper bottles, featuring Van Gogh's masterpieces are available in the museum shop.

Blijdorp Zoo (NL)
Our high-use taps are a game-changer for primary school children, encouraging reusables over disposables during school trips.

The Social Hub (NL)
No more single-use bottles in hotel rooms. Guests can simply refill their reusable bottles in the lobby, setting a new standard for sustainability in hospitality.

Le Mazette (FR)
With our Dopper Water Taps, we help music lovers and club goers stay hydrated sustainably - making refilling the new norm in nightlife.

Looking to refill your water bottle? We've got you.

During Pride Amsterdam in August 2024, we made refilling as colourful as the celebration itself. With a vibrant, rainbow-coloured map, we highlighted refill spots across the city, helping partygoers ditch single-use and just refill. We repeated the service for the Grachtenfestival Amsterdam.

Diving into the numbers:

1.174 public water taps across the Netherlands, Belgium, France and Germany made searchable on Google Maps

134.458 water taps mapped in our own Tap-locator across Europe

A major win

We travelled to the European Parliament in Strasbourg to push MEPs to vote Yes for the Packaging and Packaging Waste Regulation (PPWR). And it passed! With 476 votes in favour, this milestone will cut packaging, packaging waste and their environmental impact.

We're excited that **tap water, reusables and refilling** are explicitly recognised in the PPWR as powerful solutions. The directive urges member states to "incentivise restaurants, canteens, bars, cafés and catering services to serve their customers, where available, tap water for free or for a low service fee, in a reusable or refillable format." (Article 2a). Simple solutions to a complex problem. Thanks to everyone who joined this vital conversation.

2024

Water for all

Water for all in Nepal

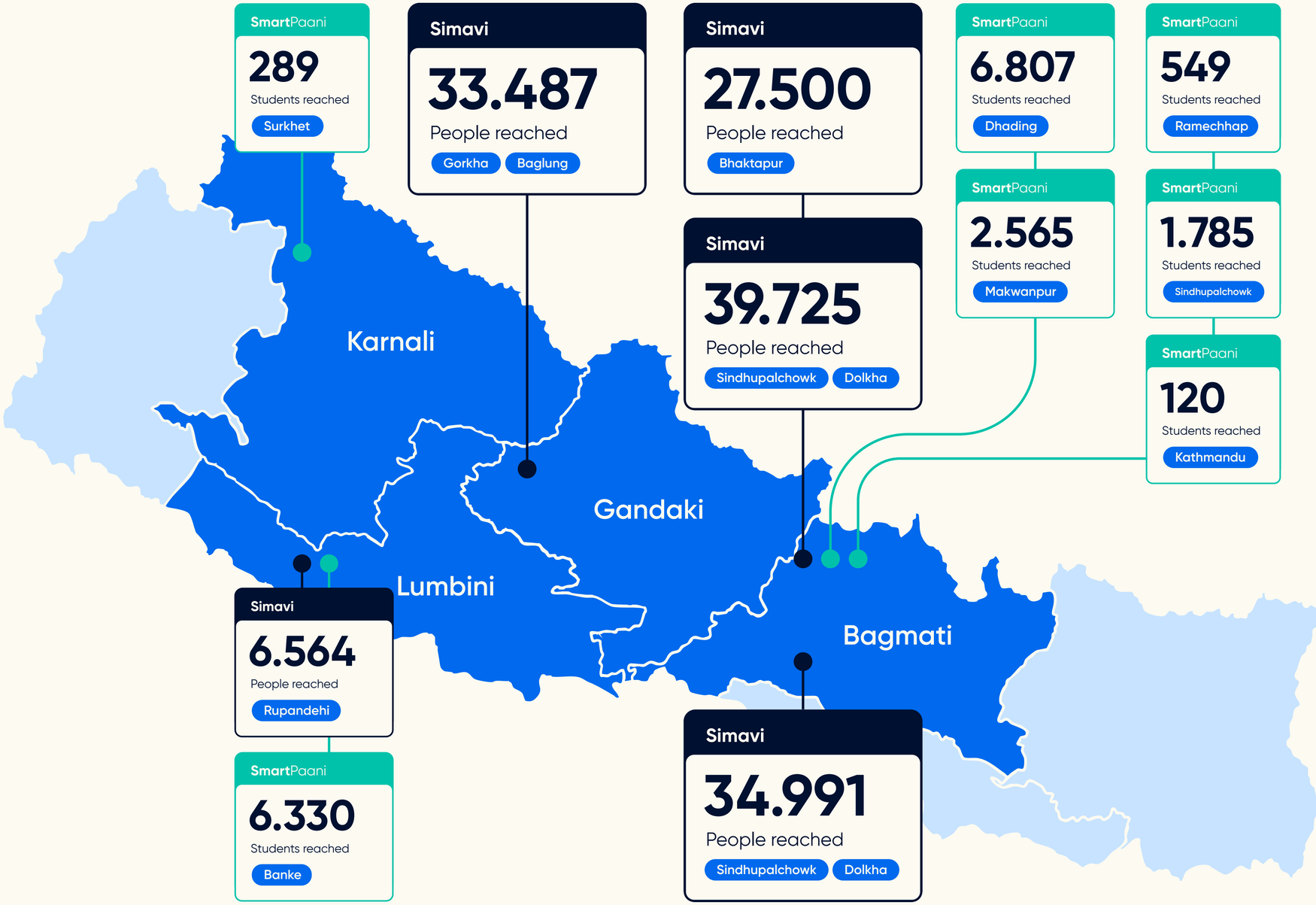
Clean drinking water is a basic human right, yet 1 in every 4 worldwide still lack access.[3]

We're on a mission to change that. Through strategic funding, on-the-ground projects, and global advocacy, we're tackling water inequality from every angle.

In Nepal, the Himalayas offer one of the largest freshwater reservoirs in the world. Yet 81% of Nepalis don't have access to safely managed water sources.[4]

That's why every Dopper bottle sold contributes to the work of our two main partners in Nepal: Dutch NGO Simavi and Kathmandu-based social enterprise SmartPaani. Together we kickstart (drinking) water projects in different areas of the country.

Over the last 15 years, our on-the-ground projects have reached a total of **133.212 people.**



[3,4] See Appendix B

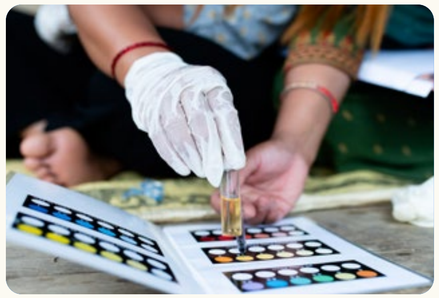
Sarwacha: A blueprint for safe drinking water

In Changunarayan, we're not just improving water access, we're creating a replicable model for long-term, climate-resilient water systems. Through the Sarwacha Project, our 3-year initiative with Simavi, ENPHO, and Biruwa, we're tackling every aspect of water management: testing, financing, governance, maintenance and more. Already, we've reached an estimated 27.000 Nepalis and by 2026 a total of 57.536 people will have benefitted from this initiative.

Because it's about more than just pipes and pumps: it's about building a sustainable solution that can be applied wherever water infrastructure is broken, polluted, or unreliable, ensuring safe drinking water access.

In November 2024, we travelled to Changunarayan to see the progress. Hearing firsthand the transformative impact of getting access to safe drinking water on families - especially for women who traditionally bear the responsibility of fetching water - reminds us why we do this work. With access to clean water, these women can now pursue education and other opportunities, fundamentally changing their lives and those of their children and the society.

2024 Milestones



A water testing mini-lab was established at City Hall - fully financed by the municipality ensuring long-term sustainability. Staffed by a trained female technician, the lab provides affordable water testing to all inhabitants of the municipality, including 71 schools and 15 health centres.

We installed filters and chlorine dosing pumps in Bageshwori, Jitpur, and Patleban WSS, improving water quality for 1.545 households, schools, and health centres.

We empowered women by facilitating the formation of Self-Help Groups (SHGs) in all wards, creating a municipal-wide network of 263 women. These groups meet monthly, providing training in entrepreneurship, income generation, and leadership roles within Water User Committees - giving women a direct voice in managing local water systems.

For over 15 years, we've funded clean water projects - now, we're making it official. In 2024, we joined 1% for the Planet, committing 1% of every Dopper sale to certified environmental projects that drive our mission forward. This year, we proudly supported Bye Bye Plastics Foundation, Plastic Soup Foundation, Simavi, Surfrider Foundation Europe, and Surfrider Foundation Netherlands.

Partnering for progress: water solutions with SmartPaani

Since 2018, we've been working with SmartPaani, a Nepali social enterprise that harnesses local expertise to provide rainwater harvesting, water filtration, recycling, and wastewater treatment solutions.

2024 Milestones

- We organised safe drinking water access for 4 schools, reaching 1.844 students. Alongside hardware, students received WASH behavioural change education on healthy Water, Hygiene And Sanitation Habits.
- We provided seed funding for a pilot on 'Filter as a Service', a subscription-based model that makes clean water more affordable. Instead of a large upfront cost, households pay in monthly instalments, covering both the filter and frequent cartridge replacements. 60 units were sold in this pilot, an encouraging start!

The time for change is now. Big, bold, systemic kind of change.

In times of deep polarisation, when climate change risks slipping down the agenda, global conversations are more critical than ever.

That's why in November 2024, we headed to COP29 Baku, Azerbaijan, to push for system change: making tap water and refilling the global standard. We had the opportunity to address the escalating water crisis, urging policymakers, businesses, and individuals to commit to tangible solutions. We showed up, raised our voices, and ensured water security stayed on the table.

COP29
Baku
Azerbaijan

2024

Sustainable business

Sustainable business

90% recycled steel

We upgraded the body and cap of our Dopper Insulated and Steel models to 90% recycled stainless steel (from 23%). This shift significantly cuts our environmental footprint, reducing water use by 130 litres per kilo of material and lowering CO2 emissions per bottle by 1.25 kg. A small switch, a big impact.

A force for good

Awards aren't why we do this, but they do show we're on the right track. This year, we were recognised for our impact, innovation and inclusivity. We became a finalist for the **Koning Willem I Plaquette for Sustainable Entrepreneurship**, celebrating our disruptive approach to ending packaged water. We took 1st place in the Consumer Goods category of the Sustainable Development 400 (SD400), won the NBCC Sustainability Award, and ranked 3rd in Best Workplace for Women. Each of these wins fuels our mission, proving that businesses can – and should – be a force for good.

Scaling our mission

We changed our approach to scaling our mission – staying laser-focused on what we do best and partnering with experts to amplify our impact. A key move: teaming up with MEO, a social enterprise now managing our entire B2B and B2C customer service and support. From order fulfilment to helpdesk support and complaints, MEO handled 9.746 B2B and 1.233 B2C cases this year - ensuring a seamless experience while reinforcing our commitment to social impact.

A second life

In 2024, we piloted our take-back program with Dutch outdoor retailer Bever, making it easier than ever to recycle old, damaged or unused Dopper bottles and parts. Instead of ending up as waste, we're trying to give Dopper bottles a second life by recycling them into raw materials for new Dopper products.

Digital Product Passport

We created a Digital Product Passport for every Dopper bottle and accessory. Anticipating the ESPR regulations, the Digital Product Passport is an industry first and enables everyone, and anyone, to track a Dopper product's lifecycle: from inception to end-of-life. It shows you the impact your Dopper makes, while allowing us to be transparent about our efforts.

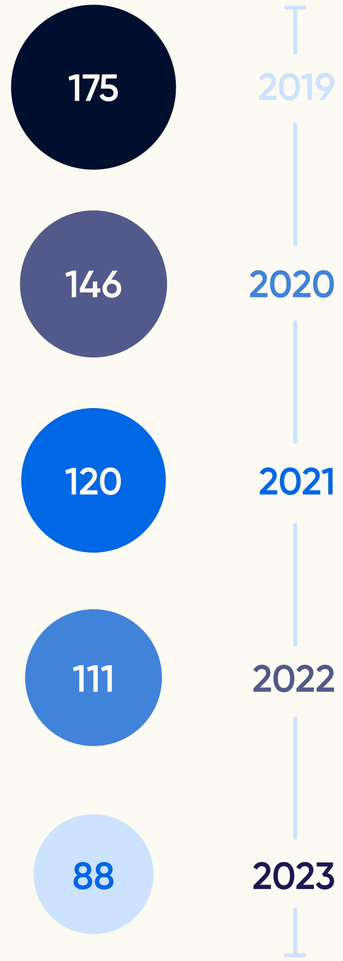
Carbon neutrality & NetZero

Dopper is a Certified CarbonNeutral Company. This means we have reduced our carbon emissions as much as we currently can and that we compensate what we still emit, so the earth is able to absorb it. We do this through afforestation projects in China, where our Steel, Glass and Insulated bottles are produced and via renewable energy projects.

Furthermore, we are committed to become NetZero in 2030. NetZero continues where carbon neutral stops. We report and compensate not only our direct emissions, but also the emissions of companies that supply products and services to us. Our reduction targets are in line with the so-called Science Based Targets, the pathway that limits global warming to 1.5°C. Currently, we are still on track!

Total CO_2e emissions

Emissions intensity



Dopper Team Statistics

Our core values

Our core values sit at the heart of every decision we make and everything we do, and are key drivers behind who we are, who we work with, and the people who join our team. And just like us, they've evolved - because change is part of progress!

Courageous

We embrace challenges and we conquer them

Embracing challenges and taking bold steps in the face of adversity, we are committed to standing up for our beliefs and driving meaningful change. Courageous action involves making tough decisions and advocating for sustainable practices even when it's not the easiest path.

Connected

We are stronger as a team

Building and maintaining strong relationships within the team, across the organization, and with external partners and customers. It's about fostering a sense of community and collaboration, ensuring open communication, and working cohesively towards common goals.

Dynamic

We innovate relentlessly to shape the future

Continuously evolving and adaptable, we are responsive to new opportunities and challenges. Our dynamic nature allows us to innovate and implement effective strategies that drive progress and keep us at the forefront of the sustainability movement.

Unstoppable

We are here for our mission

Determined in our pursuit of our mission, we are dedicated to overcoming obstacles and pushing forward regardless of setbacks. Our unstoppable drive ensures that we remain focused on our goal of ending packaged water and eliminating plastic pollution, making a lasting impact on the world.

Dopper Team Statistics

Age distribution

< 25 years	22%
26-34 years	40%
35-44 years	19%
45-54 years	14%
>55 years	5%

31% Identify Male

69% Identify Female

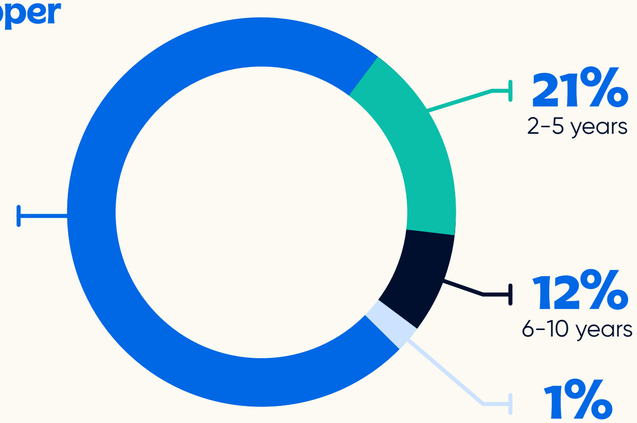
00% Identify as trans or non-binary

85 People worked at Dopper in total, in 2024

58% Permanent employment

42% Fixed-term employment

Number of Years at Dopper



Leadership positions

Employee transport

20 Different nationalities represented

American, Argentinian, Austrian, Belgian, Bulgarian, Colombian, Dutch, French, German, Greek, Irish, Italian, Lithuanian, Luxembourgish, Mexican, New Zealander, Polish, South Korean, Swedish, Syrian and Turkish.

2030 Dopper outlook

If we fast-forward to 2030, we see a world:

- Where carrying a reusable water bottle is second nature.
- Where people use their Dopper bottle to drink tap water at home and on the go, knowing that every refill is an act of good – for themselves and for the planet.
- Where packaged water sales have dropped so significantly that a full ban is within reach.

So, we're stepping up. With bigger behavioural shifts, smarter product solutions and greater accountability.

2024 was a year of focus and real positive impact. But there's still so much more to do.

So, let's just do it.

2024

Appendix

Appendix A:
Impact calculations

Impact: Dopper Bottles.
In 2017, we conducted a behavioural study to discover how bottled water consumption would be impacted if people owned a Dopper bottle. On average, those who received a Dopper bottle purchased 40 fewer single-use plastic water bottles per year compared to the control group.

We multiplied this by the give-year guaranteed lifespan of a Dopper bottle, and the average weight of a single-use plastic bottle: 15 grams for a 0,5 L bottle; 50 grams for a 1,5 L bottle. This averages out at 0,025 kg per user.

With this information, we made calculations to measure the annual impact of our Dopper bottles.

• Saved single-use plastic water bottles: Dopper bottles sold x 40 x 5 years = xyz
• Single-use plastics saved in kg: Dopper bottles sold x 40 x 5 years x 0,025 kg = xyz

Since Q4 2023, we're basing our calculations on a more recent study done in the Netherlands, Belgium and France, that shows an impact number of 104 fewer single-use plastic water bottles per year, per person.

Full calculation:
The median number of saved small SUP bottles is 1,5 per week (in other words: the median difference between t0 and t1 was 1,5), and therefore 78 per year (1,5*52). For large bottles the weekly savings was 0,5, therefore 26 per year (0,5*52). The total number of saved bottles is 78=26=104.

Impact: Dopper Water Tap.
Currently, we rely on theoretical data for our impact calculations.

To estimate their impact per litre tapped, we make a few assumptions.
1. We only avoid single-use plastic bottles of 0,5 L.
2. We ignore bottles of another volume (e.g. 1 L).
3. We ignore bottles made from other materials (e.g. glass bottles).
4. Every second bottle is refilled 1 time.
5. We assume that 66% is recycled, the rest is incinerated.
6. We assume that the bottle is sold in a store in Utrecht.
7. We assume that all material of the plastic bottle is counted as waste.
8. We assume that the bottle was originally wrapped in a 24 pcs LDPE transportation wrap
9. Avoided GHG emissions do not consider the carbon footprint of the Dopper Water Tap and the reusable bottle

Based on these assumptions, we calculated that every litre of water dispensed from the Dopper Water Tap avoids 2 0,5 L single-use plastic bottles.

So, to calculate our total impact: litres tapped water x 2 bottles = xyz

To calculate the plastic waste in kg saved for every litre tapped, we took the weight of a 0,5 L bottle, weighing 15 grams (including a 1% production loss) and added to this the weight of the plastic wrapping for a 24-pack of single-use plastic bottles. Weighing an average of 13 grams/bottle, the average 0,5 L bottle of water weighs 28 grams, or 56 grams per litre.

So: litres of water tapped x 0,056 kg plastic waste = xyz

Based on an internal fast-track Lifecycle Analysis (LCA), we calculated a reduction of 140 grams of CO2e per litre of water tapped. Please note that this calculation has not yet been reviewed, but will be in the near future.

So: litres tapped water x 0,140kg CO2e = xyz

Appendix B: **Sources**

1 WHO/UNICEF Joint Monitoring Program for Water Supply, Sanitation and Hygiene (JMP) –Progress on household drinking water, sanitation and hygiene 2000 –2020, https://washdata.org/data

2 UNESDA, https://unesda.eu/our-industry/sales-and-consumption/

3 Joint Monitoring Program for Water Supply, Sanitation and Hygiene (JMP) –Progress on household drinking water, sanitation and hygiene 2000 –2020, https://washdata.org/data

4 UNICEF, https://www.unicef.org/nepal/media/16261/file/Nepal%20MICS%20Statistical%20Snapshot%20-%20%20Water,%20Sanitation%20and%20Hygiene.pdf

Appendix C:
Financial Statement

Gross revenue decreased by 9,5% in 2024, from € 17.1 million to € 15.4 million. This reduction was driven, among other factors, by entering new markets, including international ones.

Our gross margin decreased by 11,1% from €9.5 million to €8.5 million. The absolute decrease of the gross margin was the result of the decline in revenue. The gross margin in general remained stable compared to the previous year.

The sum of costs compared to the previous year has decreased due to optimization and externalization of internal business processes. This means a decrease in the sum of costs from €10 million in 2023 to €9.1 million in 2024.

In total, this contributed to a €0.5 million loss in 2024.

2.1 Balance 31 December 2024

	31.12.2024	31.12.2023
Assets		
Fixed assets		
Intangible assets	€ 65,053	€ 123,913
Fixed assets	€ 55,164	€ 62,352
Financial assets	€ 233,336	€ 115,029
Current assets		
Stock	€ 2,807,429	€ 2,609,314
Accounts receivable	€ 1,531,955	€ 1407,863
Liquid assets	€ 1,104,488	€ 3,407,325
		€ 7,725,796
Liabilities		
Equity		
Share capital	€ 100	€ 100
General reserves	€ 3,924,307	€ 5,867,900
Current liabilities	€ 1,872,018	€ 1,857,796
		€ 7,725,796

2.2 Profit and loss account 2024

	2024		2023	
Turnover		€ 15,431,713		€ 17,060,239
Cost of good sold	€ 6,986,464		€ 7,555,088	
Personnel cost	€ 2,880,356		€ 4,047,493	
Depreciation	€ 80,874		€ 63,475	
Other expenses	€ 6,176,051		€ 5,916,603	
Total expenses		€ 16,123,745		€ 17,582,659
Total operating income		€ -692,032		€ -522,420
Interest and other	€ 30,132		€ 13,237	
Interest and other expenses	€ -		€ -	
Financial income and expenses		€ 30,132		€ 13,237
Net income before taxes		€ -661,900		€ -509,183
Taxes		€ 118,307		€ 126,878
Net profit		€ -543,593		€ -382,305

Just refill.