

Press release

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The Saur group enters the French property sector and revolutionises water management in buildings

The Saur group is reinventing the water market in France by targeting a new market segment: property. Faced with the urgent need to tackle climate change and water stress, which are affecting more and more municipalities, Saur is positioning itself as the first major French water company to make a full commitment to the responsible management of this resource in buildings.

With its brand new Odalie joint venture, the fruit of a partnership with the Impact40 start-up InovaYa, the Saur Group is providing property developers with a concrete and innovative solution. This commitment marks a decisive turning point for the Group, which is now making its expertise available to the property sector, which is particularly affected by the challenges of water availability. This pioneering initiative in the French water sector will take on a new dimension on 8 October 2024, with the signing of a framework contract with Bouygues Immobilier at the Salon de l'Immobilier Bas Carbone (SIBCA), formalising a strategic collaboration focused on sustainable solutions.

Our unique solution, the Aquapod, enables the construction industry to obtain building permits from and residents to save on their water bills.

The Aquapod solution enables grey water to be treated for reuse. New buildings such as residences and hotels can now recover and reuse up to 45% of their grey water¹. Once treated, this water can then be reinjected into the building for domestic uses, such as supplying sanitary facilities, watering green spaces or cleaning communal areas.

Patrick Blethon, Executive Chairman of the Saur Group, said:

"Odalie and its Aquapod solution are paving the way for a new era in which sustainable water management becomes an essential pillar of tomorrow's real estate. The next step for the Saur group is crucial: meeting the growing demand from the sector. As real estate players become more aware of this vital issue, Saur is now positioning itself as a key partner, ready to take up this challenge."

¹ Grey water: water from showers, baths, washbasins and washing machines.



Marie Francolin, Senior Executive Vice-President in charge of Strategy, Sustainable Development, Innovation and Services:

"With Odalie and our Aquapod solution, we are providing a sustainable solution, designed and manufactured in France, that not only guarantees a water supply in areas subject to high water stress, helping property professionals to obtain planning permission, but also enables private individuals to make savings on their water bills. With Odalie, we want to be the property sector's exclusive partner in its water transition."

About Saur:

A pure player in water and essential services, the Saur group works to protect the environment in the areas it serves. Saur has always acted to offer the same quality of service to small towns, major cities and industrial companies, guided by its raison d'être: to give water back the value it deserves. Saur is present throughout the world: Saudi Arabia, Cyprus, Spain, the United States and Finland, France, Italy, Netherlands, Poland, Portugal, United Kingdom. Key figures for 2023: net sales of €2.1 billion, 9,200 local authority and industrial customers under contract, 12,000 employees and 20 million consumers served worldwide.

www.saur.com

About Odalie:

Odalie, the result of a partnership between Saur, a major player in water management for 90 years, and InovaYa, an innovative company specialising in water treatment technologies, is reinventing a new water model for buildings.

Its aim is to reuse water as close as possible to its intended use, to make cities more resilient. With its Aquapod product, Odalie is committed to reusing up to 45% of water in buildings, by treating and recycling grey water (water from showers, baths, washbasins and washing machines).

Odalie provides a concrete, innovative response to the crucial challenges faced by its stakeholders: by reducing the water footprint of buildings, and therefore of local areas, by 45%, it enables property developers to succeed in obtaining planning permission; and it enables residents to reduce their water bills.

<https://odalie.eu/>

#missionwater

