



Impact progress 2025

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Introductory

While we strive to develop sustainable systems that minimize harm to nature, we recognize that every product has an environmental footprint. This short summary offers a transparent overview of the environmental impacts associated with our operations, from water production and energy use to packaging choices and transport emissions.

We benchmark our systems and operations to fossil-fuel-driven desalination and conventional bottled water practices, which often rely on plastic, scarce freshwater, and long-haul transport. Through this comparison, we aim to highlight both our progress and the challenges we face as we continue to improve.

Sustainability is not just a goal, it's our responsibility. This progress report is part of our ongoing commitment to honest communication and continuous improvement.

Message from the founders

At SEA Water, our journey has always been about more than providing drinking water. It is about challenging the status quo and reimagining how we treat our planet's most vital resource. What began as an ambitious idea has grown into a tangible, renewable-powered solution that is disrupting two of the world's most resource-intensive industries: bottled water and desalination.

This progress report is a reflection of that journey, of the milestones we've achieved and the lessons we've learned. By examining our approach in the context of conventional practices, we've uncovered not only how far we've come, but where we must go.

As we scale, we are continuously learning about our systems, our impact, and the complexities of doing things differently. We do not claim to have it all figured out, but we are committed to improving, and to being transparent about both our progress and the gaps that remain.

Tammo & Jort Wildschut





Mission

By shifting the narrative around desalination, we're showing the world that great-tasting, sustainable hydration starts with the sea.

We are committed to turning seawater into a force for good by minimizing freshwater extraction, promoting equitable access, and proving that clean drinking water can be produced sustainably, anywhere in the world.

Our impact so far



Up to 75% more energy efficient compared to other conventional and fossil-fuel driven desalination methods.¹



In 2024, our solar panels generated almost 6000 kWh of clean, green energy while our system only used around 3000 kWh to produce water.



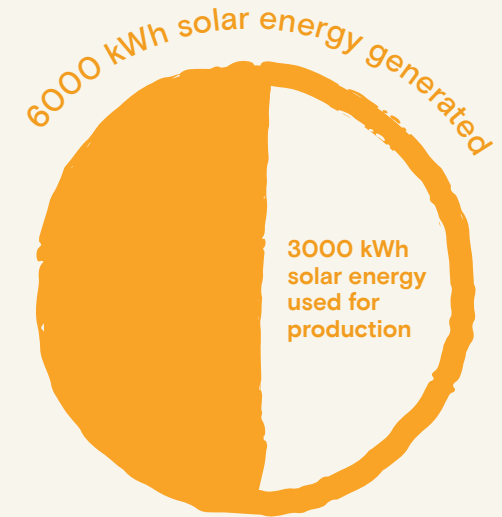
Our impact partner ReefSystem designs, installs, and monitors modular reef and nature-inclusive systems, both underwater and onshore, around the globe. Their mission is to build biodiversity into our built environment.



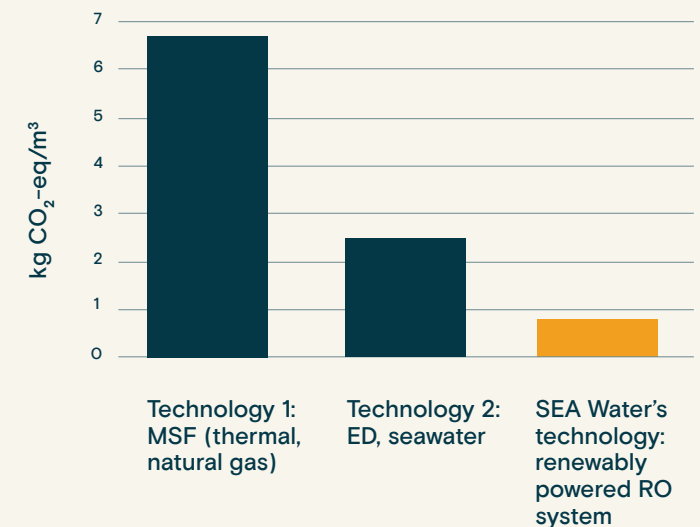
We saved 530 000 liters of freshwater from being extracted in the Netherlands while saving almost 2 cubic tonnes of plastic waste from ending up in landfills or the ocean.²

1. Calculations are based on an ISO 14040/44-compliant life cycle assessment (LCA), performed using SimaPro with Ecoinvent datasets, conducted in collaboration with Utrecht University. Data about the system is provided by SEA Water's technical suppliers.

2. Based on number of cans sold by SEA Water in 2024. We assume 65% of plastic is not recycled (incl. incinerated and uncollected, OECD 2023). Of collected plastic, ~55% is incinerated and <45% recycled. Plastic bottle weights: 8–10g (still), 20–25g (carbonated), an average of 15g is used for calculations. Waste generated by SEA Water is not included.



Type of technology vs. GWP (kg CO₂-eq/m³)

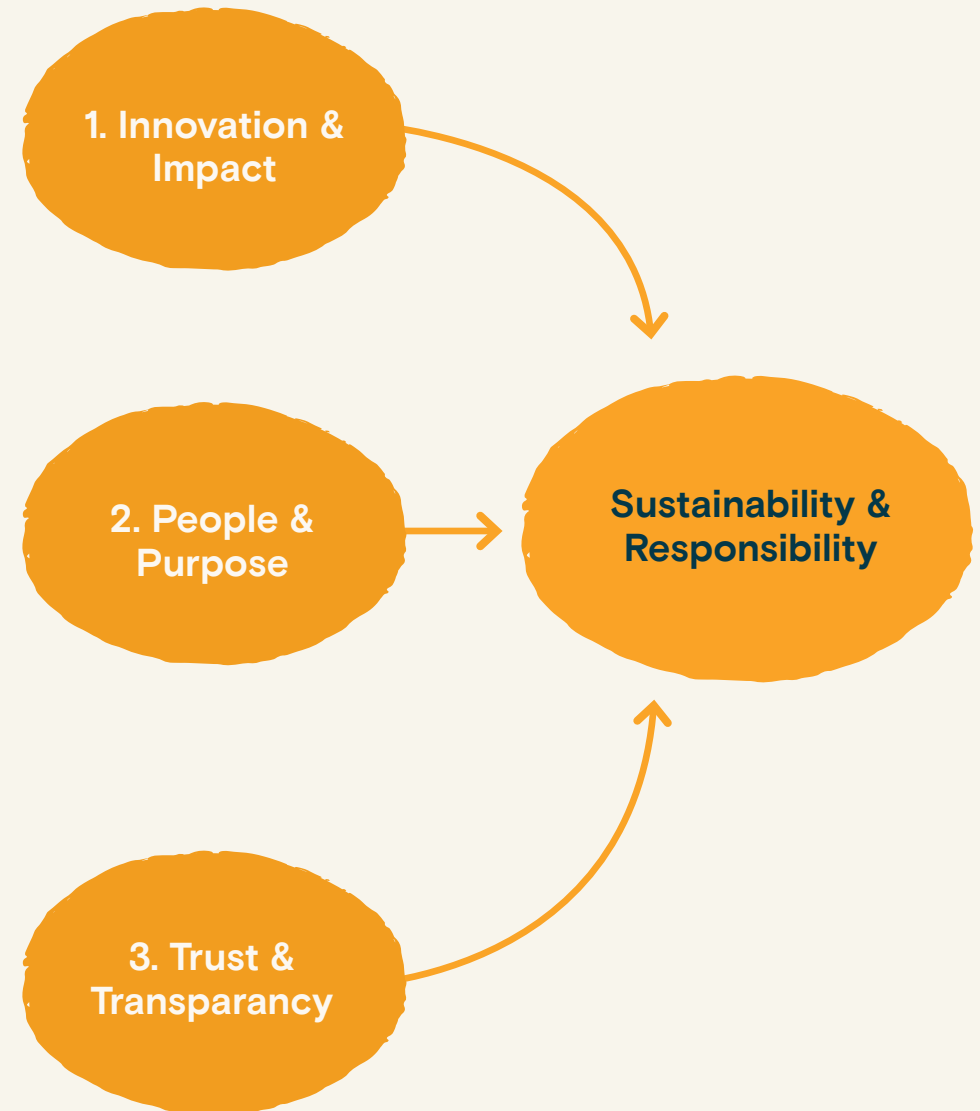


Impact pillars

To turn our mission into reality, we've developed three guiding pillars. These pillars shape the decisions we make and form the foundation for a future that's innovative, sustainable, and responsible.

Each of these pillars ensures SEA Water remains committed to sustainability and responsible stewardship for all stakeholders, including our planet.

More specifically, they guide us to develop smarter, more sustainable water solutions and push us to stay curious, to keep improving our efficiency and impact. They remind us to keep both people and the planet at the heart of every decision, incorporating stakeholder perspectives and focus on where we can make the most lasting difference. Equally important, they shape how we govern our company. With a team fully dedicated to an impact-driven culture.



1. Innovation & Impact

At SEA Water, we are committed to continuous innovation to enhance the sustainability and efficiency of our desalinated water. Over the past year, we've conducted extensive data collection to map and understand our resource use and to calculate the GHG emissions within Scope 1 and 2, as well as completed a Life Cycle Assessment (LCA) to better understand our environmental footprint. Moving forward, we will focus on key improvement areas, such as reducing energy consumption, minimising marine ecosystem impact, and improving operational performance.

Strategic partnerships will play a vital role in helping us address these goals. For example, we aim to collaborate with industry partners to reduce virgin materials in our production even further and explore innovative circular solutions for our brine discharge.

We are actively working to develop operational KPIs and action plans for managing challenges like brine discharge. These efforts will help us reduce our footprint while improving quality and long-term impact.



2. People & Purpose

We believe water is not just a commodity, it's a platform for positive impact. Our mission is to expand localized water production to better serve communities, businesses, and the environment. We are building strong partnerships with hotels, local organizations, and businesses to ensure our impact is aligned with real, local needs, because our vision is to be local, everywhere.

To empower our team and community, we have several targeted training sessions planned over the next year. Each session will focus on relevant topics that support our purpose, such as green claims, ocean conservation, and fair access to water. The goal is to build a shared understanding across our different areas of expertise, so we can collaborate more effectively toward a common purpose.

We are also planning storytelling and branding campaigns that inspire customers and stakeholders to join our mission, making clean water more accessible, ethical, and future-proof.



3. Trust & Transparency

To lead with integrity, we are committed to clear and honest communication, ethical business practices, and inclusive decision-making. We are currently working closely with our suppliers to better understand our value chain and improve transparency throughout our operations.

One of our long-term commitments is to certify as a B Corp, a globally recognized standard for businesses that meet the highest social and environmental performance. At the same time, we are strengthening our internal governance framework to ensure ESG topics are integrated into daily operations and decisions.

We have also initiated supplier assessments and a code of conduct rollout, aiming for full compliance among all significant partners. Internally, we're developing clear decision-making guidelines to clarify what we do, and don't do, as a company. This approach, combined with employee feedback and satisfaction surveys, ensures we grow responsibly and inclusively.



Circular packaging for a circular future



A reusable glass bottle that is reused 20 times has a footprint of ~1.47 kg CO₂e per 28 liters of drinking water, compared to an average of ~3.78 kg CO₂e for a single-use PET bottle, making SEA Water's glass bottles approximately 2.5 times less impactful to the environment.

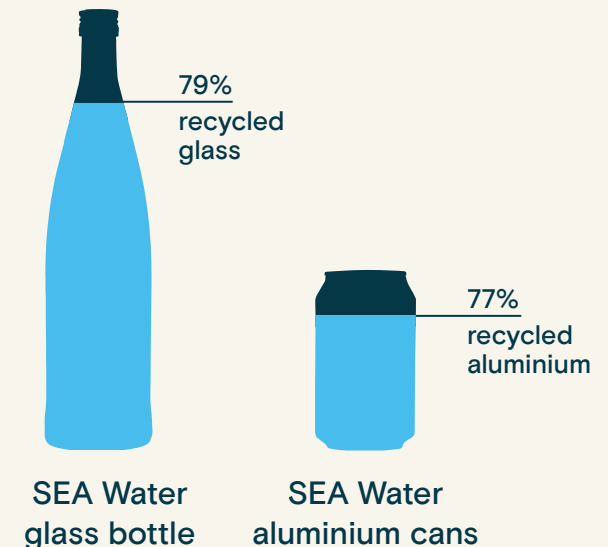


Production is the main contributor to total environmental impact, but reusing the glass bottles 20 times leads to a 5× reduction in kg CO₂-eq impact, resulting in an 80% lower carbon footprint compared to single-use bottles.



SEA Water's glass bottles are made from 79% recycled glass and are recyclable after use. Our aluminium cans contain around 77% recycled aluminium and are 100% recyclable.³

3. Calculations are based on an ISO 14040/44-compliant life cycle assessment (LCA), performed using SimaPro with Ecoinvent datasets, conducted in collaboration with Utrecht University. The calculations use a cradle-to-grave approach, including energy use from bottle production, the washing process, transport and return transport for cleaning, as well as end-of-life recycling of the bottle. A breakage rate of 4% per year due to washing of the bottles is accounted for.



Desalination and distribution

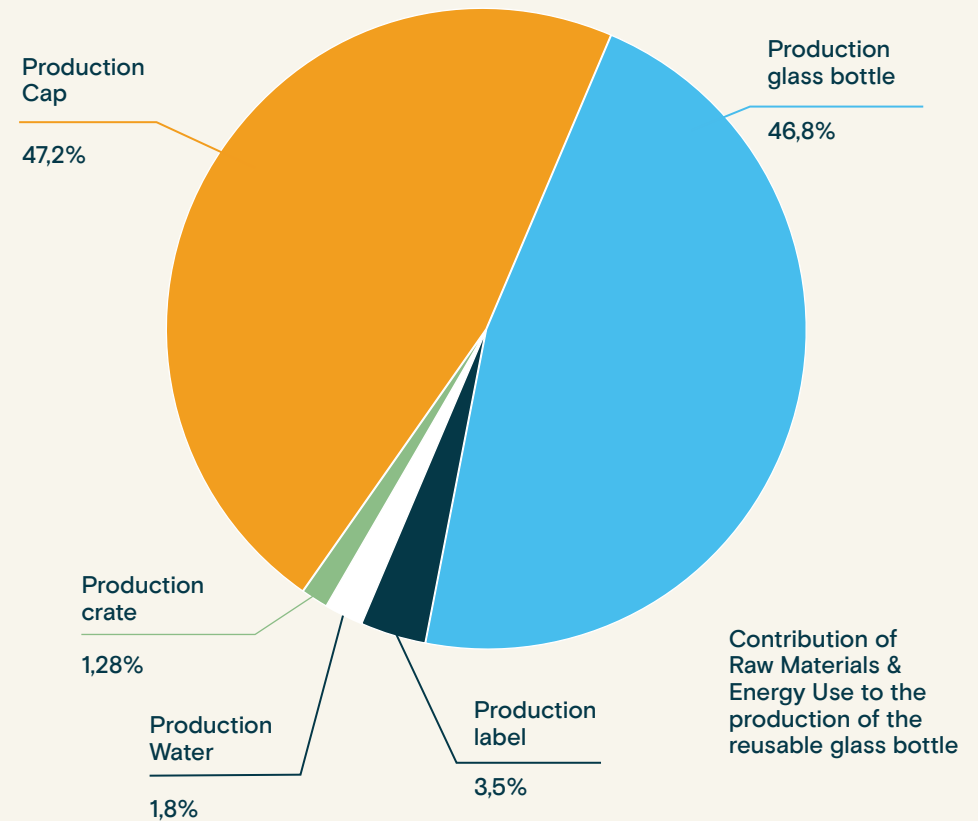


Desalination contributes to less than 2% of the total environmental impact of the production of each SEA Water bottle. Our current system, producing 11 m³ of water per day, operates at a scale that poses minimal brine-related risk. Powered by renewable energy, the system keeps emissions low, with 87% less impacts compared to the average Dutch electricity mix (LCA).⁴



Distribution is the hidden giant of emissions in the bottled water industry. At SEA Water, we cut that impact at the source. By producing and distributing locally within the Netherlands, we eliminate the need for long-haul transport and drastically reduce our footprint.

4. Calculations are based on an ISO 14040/44-compliant life cycle assessment (LCA), performed using SimaPro with Ecoinvent datasets, conducted in collaboration with Utrecht University. The desalination process uses reverse osmosis. The “<2% impact” refers to the total environmental impact of one SEA Water bottle, assessed across multiple categories, including climate change, eutrophication, land use, etc., using midpoint indicators within SimaPro.



Here is what we are aiming for

Net zero by 2030

Our business idea is a clear demonstration of our commitment to avoid unnecessary emissions. We prioritize reducing emissions at the source, never putting them into the atmosphere to begin with.

Progress: While we are still in the process of fully calculating our Scope 3 emissions, we believe in being transparent: net zero currently applies to what we can directly control (Scope 1 and 2). As we gain a clearer picture of our full value chain, we'll expand our targets accordingly. For the emissions we can't yet eliminate, we're actively exploring partnerships with like-minded organizations to responsibly offset and reduce our footprint.

50/50 gender balance

Diversity fuels innovation, promotes creative problem-solving and drives success. We aim for equal representation of men and women across all levels of our company, including management, ensuring an inclusive, balanced workplace where everyone is heard and equally valued.

Progress: We're proud to report that we've reached a 50/50 gender balance across our overall workforce. Representation in management is also moving in the right direction, with steady progress toward full parity. We remain committed to closing the gap through inclusive hiring, internal growth opportunities, and a workplace culture that empowers every voice.

100% of strategic decisions are sustainability-aligned

Every strategic decision at SEA Water will reflect our commitment to sustainability. We want all our stakeholders to rest easy on the fact that SEA Water moves with purpose and integrity.

Progress: From day one, sustainability has shaped every major decision, from product design and packaging to partnerships. As we scale, we will formalize this commitment and will continue to embed these values into our processes to ensure every step forward is aligned with our long-term impact goals. This includes designated checkpoints, internal checklists, and multi-level review processes to ensure that environmental and social impact are consistently evaluated.

100% employee completion of ESG, DEI and cross-skill training

To build and maintain a unified, value-driven team, we want all of our employees to complete training in topics important to us. Learning from each other helps us grow stronger and improve continuously.

Progress: We've kicked off the training program with strong engagement across teams. Four core sessions are already underway, while 100% of all employees have already been a huge part in developing our ESG strategy. Full participation in our first training session is expected by the last quarter of 2025.



Beyond these targets, we strive to be a genuine, trusted brand. We support a circular economy through recyclable and refillable packaging, and we're actively collaborating with partners to increase the recycled content in our materials.



Ethical business practices across our entire supply chain are non-negotiable. That's why we work closely with our partners to ensure every step reflects our commitment to healthy oceans, hydrated people, and a thriving planet.



A couple of words from our partners

ReefSystems:

At ReefSystems, we believe that protecting the ocean is one of the most urgent and important challenges of our time.

Partnering with SEA Water is a natural fit as we share the same values and passion for sustainability, innovation, and ocean protection. The ocean covers over 70% of the planet's surface, which means it plays an important role in regulating climate change, storing carbon, and supporting biodiversity. If we don't act now, the damage to marine ecosystems could become irreversible.

We are working on solutions that preserve the health of our oceans, through restoring reefs and protecting marine biodiversity all over the world. Together with the support from SEA Water, innovation and nature can be combined to protect life on Earth.

Univé:

Through our partnership with SEA Water, we are taking concrete steps toward a more resilient and inclusive future. One example is our joint initiative Water om samen te winnen, where we support local sports events and active lifestyle programs by providing renewable-powered drinking water, promoting hydration, wellbeing, and awareness around water scarcity at the same time.

At Univé, we believe in working together for impact, and access to clean, reliable drinking water is a foundation for healthy communities. In many regions, especially during the dry season, water scarcity puts pressure on people and ecosystems alike, even here in the Netherlands. That's why we are proud to provide SEA Water with a platform, helping them reach more people and spread the word of their innovative approach: producing drinking water locally, powered by renewable energy, not fossil fuels, and without depleting groundwater sources.

This collaboration shows what is possible when we combine innovation with shared values. Together, we're not just addressing today's challenges but we're building a scalable solution for long-term water security in the places that need it most.

