ESG report 2024-2025

Contents

The Green Gazelle is our proof

We are living in a time when people are seeking the most sustainable solutions possible. There is increasing focus on addressing the challenges caused by limescale, along with a growing awareness that limescale in water affects energy consumption, water heating, pipe blockages, poor cooling, increased operation and maintenance requirements, and so on. In other words, changes in the impact of limescale in our water also have an impact on CO2 emissions

There are other solutions that soften water, but which also add salt to both the water and the surrounding environment. Our solution is based on electromagnetism and leaves no footprint on the environment or nature.

LAGUR has a climate footprint related to the materials used in and the production of the systems, but beyond that only a limited electricity consumption during operation. We see this approach gaining increasing traction.

We have reduced our own CO2 emissions in Scope 1 and 2 by 54%, while at the same time increasing our growth by a minimum of 100% over the past four years. At the time of writing, this has resulted not only in becoming a Gazelle company, but also in winning Børsen [the largest Danish business newspaper] and NRGi [a Danish energy company]'s nationwide Green Gazelle award[1] in November 2025. We are very proud of this, and it confirms that our initiatives have been the right ones.

It is with great pleasure that we this year present our third ESG report in accordance with EU guidelines. We were early adopters with the first report, and this is now the third time.

Kind regards,
Simon Sørensen
Chief Executive Officer

In Denmark, we have some of the best and healthiest drinking water in the world. Let us take good care of it - even when we want to be free from limescale problems.

[1]The Gazelle award, presented by Børsen, recognises Danish companies with exceptional growth over a four-year period (2,953 companies qualified in 2025). The Green Gazelle award, presented by Børsen and NRGi, recognises companies in high climate-impact sectors that combine growth with documented reductions in their climate footprint; one national winner is selected each year.

"HusCompagniet has chosen to enter into a partnership with LAGUR because we can minimise our customers' limescale problems in a very environmentally responsible way, meaning they do not need to use as many chemicals when cleaning their homes."

Majbrit Klausen, Building Consultant, HusCompagniet [one of the largest suppliers of residential homes to private individuals in the Nordic region]

1. Background and methodology of the report

We are proud to state that this is our third ESG report. Since our last report, the EU has adopted VSME, the voluntary reporting standard for SMEs, which we have chosen to follow. Over the past year, we have made further progress both in terms of data documentation and reporting, as well as in the substance of our work. This is demonstrated in the present report.

We continue to work on integrating sustainability into everything we do. This does not mean that we are sustainable, as we will always leave a footprint on our planet, but we strive, to the best of our ability, to conserve the planet's resources, limit our CO2 emissions and work closely with our suppliers. In other words, we focus on sustainability where we can and where we have influence.

We want our customers to be able to use our products to reduce their own resource consumption and climate impact.

LAGUR is not subject to a statutory requirement for auditor assurance of our ESG report; however, we are able to provide documentation for all information contained in the report.

Methodology

The ESG report covers the financial year from 1 July 2024 to 30 June 2025. It follows VSME, the EU standard adopted by the Commission in July 2025, basic module. Last year, we conducted a double materiality assessment to select reporting topics through a workshop involving the Chair of the Board and executive management.

Once again, we have prepared a climate account for LAGUR's CO2 emissions in Scope 1, 2 and 3. BeWo is our platform for these calculations, and this ESG report is partly based on data derived from that platform. See Appendix 1, Climate account for LAGUR A/S.

2. Target achievement

Target 2023–2025	Result 2024–2025	Result 2023–2024
Prepare an LCA for the PRO and HOME products, involving all suppliers, corresponding to approx. 80% of our procurement.	An EPD has been completed for both the PRO and HOME models.	An EPD is under preparation for each of the products PRO and HOME and is expected to be completed by the end of 2024.
Identify new packaging solutions using cardboard as a replacement for EPS.	As we have chosen this year to slim down the HOME model to reduce material consumption, we have had to postpone the cardboard solution for the packaging. Cardboard must be fitted with complete precision, unlike EPE foam. We are continuing to work on finding a pure cardboard solution for the PRO model.	Postponed to the next reporting period.
Develop a take-back scheme for LAGUR systems.	A take-back scheme with refurbishment and resale is in operation. With refurbishment, the products have no defined end of life, as components can be replaced and the product resold with the same warranty as a new product.	We have developed a business plan and initiated a take-back scheme.
Increase recyclability of HOME from 95% to 99.95%.	Rubber gaskets are now manufactured from EPDM (natural rubber), which has a longer lifespan and can be recycled. The remaining 0.2% by weight is due to encapsulation for safety reasons. We are developing a method to avoid encapsulation.	

3. Our business

LAGUR was founded to provide all private and professional water users with an easier everyday life without limescale problems – and without compromising the water's natural, healthy and pleasant properties.

We supply chemical-free, Danish-produced water technology that minimises limescale problems without altering the composition of the water chemistry.

This results in:

- Fewer deposits in installations
- Reduced consumption of cleaning agents
- No discharge of harmful substances into the environment

LAGUR has developed a process that changes the physical structure of limescale using electromagnetism. LAGUR's patented technology is reliable in operation and maintenance-free. It is robust as well as dustproof and waterproof. Our products are manufactured in Denmark.

At the same time, LAGUR is developed to support the green transition and directly supports several of the UN Sustainable Development Goals. LAGUR prevents many of the damages caused by limescale in water and thereby reduces the need to replace products such as pipes, heating elements and household appliances. Operation of a PRO system consumes 1 kWh per day, while the HOME model consumes less than 0.3 kWh per day.

Warranty of 10–30 years

Water treatment systems from LAGUR are supplied with a 10-year warranty for the PRO model and a 5-year warranty for HOME. An extended warranty of up to 20 years can be purchased for the PRO model. As part of this extension, we replace the electronics and, where relevant, other components with the latest solutions, so that the system corresponds to a completely new LAGUR system. We continuously extend warranties as products demonstrate their quality and durability over time.

We develop and sell the products ourselves, while manufacturing takes place at local companies in Djursland. Our products are designed so that all components can be disassembled and repaired or replaced, and all materials – with the exception of a small part of the HOME control unit corresponding to 0.2% – can be recycled after use.

Our products are primarily sold in Denmark, and we are in the process of expanding exports to several European countries. LAGUR holds patents in all major EU countries.

We are working towards ensuring that our packaging consists exclusively of recycled and recyclable materials, and that the amount of packaging material is minimised compared to current solutions.

Entire production in Denmark

The entire LAGUR production process takes place in Denmark through two main suppliers with whom we have close cooperation. We source raw materials as locally as possible, so that everything, where feasible, comes from the EU, such as steel and copper from Germany. Certain electronic subcomponents are sourced from Asia and subsequently processed, soldered and assembled in Denmark.

LAGUR's purpose is that our product contributes to lower resource consumption and reduced environmental impact compared to traditional water softening systems. We integrate resource efficiency and optimised material use into all processes. Our products and packaging solutions are continuously developed with the same objective.

One of our goals is for all new construction and renovation projects with a focus on sustainability to consider LAGUR as the right solution for reducing energy, water and chemical consumption in everyday use.

LAGUR HOME is supplied as a complete solution that can be installed quickly and easily by a plumbing installer.

4. The UN Sustainable Development Goals

In 2015, the UN's 193 member states established the 17 Sustainable Development Goals to ensure sustainable development towards 2030. At LAGUR, we work purposefully with the UN Sustainable Development Goals. We consider them a sound and practical framework for making products and companies more responsible.

The UN Sustainable Development Goals provide a clear overview of what can and should be done to create a more sustainable world – economically, socially and environmentally.

We particularly support Goal No. 6 on clean water and sanitation, where we have the greatest opportunity to make a positive impact. In addition, we influence Goal No. 12 on responsible consumption and production, Goal No. 13 on climate action, and Goal No. 14 on life below water.

Our concrete actions are outlined briefly here. Further details can be found in Chapter 5, VSME Environmental data, sections B1 and B5.

Goal No. 6: Clean water and sanitation

A LAGUR system helps reduce the user's water consumption and water pollution. When limescale does not adhere to surfaces, the need for water, soap and chemicals for cleaning is reduced. This has been documented several times, and although analyses do not always agree on the exact scale of the reduction, there is no doubt that water consumption is reduced. A more in-depth analysis of electromagnetic water treatment compared to other limescale treatment methods is still lacking, and we are working to obtain this.

Unlike traditional water softening systems, a LAGUR system does not discharge wastewater containing salt or other foreign chemicals, but retains the water's natural mineral content. At the same time, the discharged water is cleaner due to the reduced use of cleaning agents.

Goal No. 12: Responsible consumption and production

In a LAGUR HOME system, all components can be disassembled and repaired or replaced and recycled, with the exception of the encapsulation material in the control unit (SMPS, Switch Mode Power Supply), which is encapsulated to prevent electrical hazards in the event of contact. The systems contain no wearing parts and require no maintenance. Only the electronics in the HOME model are subject to ageing over a period of approximately 20 years and can be replaced. The PRO model has no ageing components.

A LAGUR system extends the lifespan of plumbing installations, pipes, heating elements, nozzles, shower heads and similar components, as limescale does not adhere to surfaces. However, it has not yet been possible to document the exact extent of this effect due to uncertainty in input data. No chemicals or other foreign substances are used in the LAGUR system's water treatment.

The environment is therefore not impacted during use beyond the electricity consumed by the system.

Through our product, we encourage companies, housing associations and private users to reduce their own resource consumption by lowering water and electricity use and by extending the lifespan of fixtures and household appliances. See also section B3 under VSME Environmental data.

Goal No. 13: Climate action

Our climate accounts for 2024–2025 show that LAGUR, as a company, emits 206 kg CO2e per produced water treatment system, and that this figure has decreased. The largest share of emissions is associated with the materials used.

In 2024, we obtained Environmental Product Declarations (EPDs) for both the LAGUR HOME and LAGUR PRO models. The EPDs include life cycle-based CO2 analyses, bringing us one step closer to our goal of demonstrating that, over its lifetime, the product saves more CO2 than is emitted during production. However, this analysis is not yet available.

LAGUR systems are produced in Denmark using a high share of green electricity, amounting to 88% in 2024–2025. As a result, no additional transport is required beyond delivery from the manufacturer to the installation site. Many of our plumbing partners keep systems in stock, thereby reducing transport associated with individual deliveries.

Goal No. 14: Life below water

A LAGUR system in operation does not discharge wastewater containing salts or other chemical residues, benefiting the global water cycle and marine ecosystems. The problem of salt and chemicals in freshwater is illustrated by the fact that a number of cities in the United States have banned or regulate the use of conventional water softening systems, which damage freshwater ecosystems and marine life. Several other countries are moving in the same direction.

5. Double materiality assessment

In 2024, we conducted a double materiality assessment inspired by the EU standard CSRD in order to gain a better understanding of where we have the most significant negative and positive impacts on our surroundings, and where society places requirements and expectations on our business. The areas on which we report are highlighted in the figure.

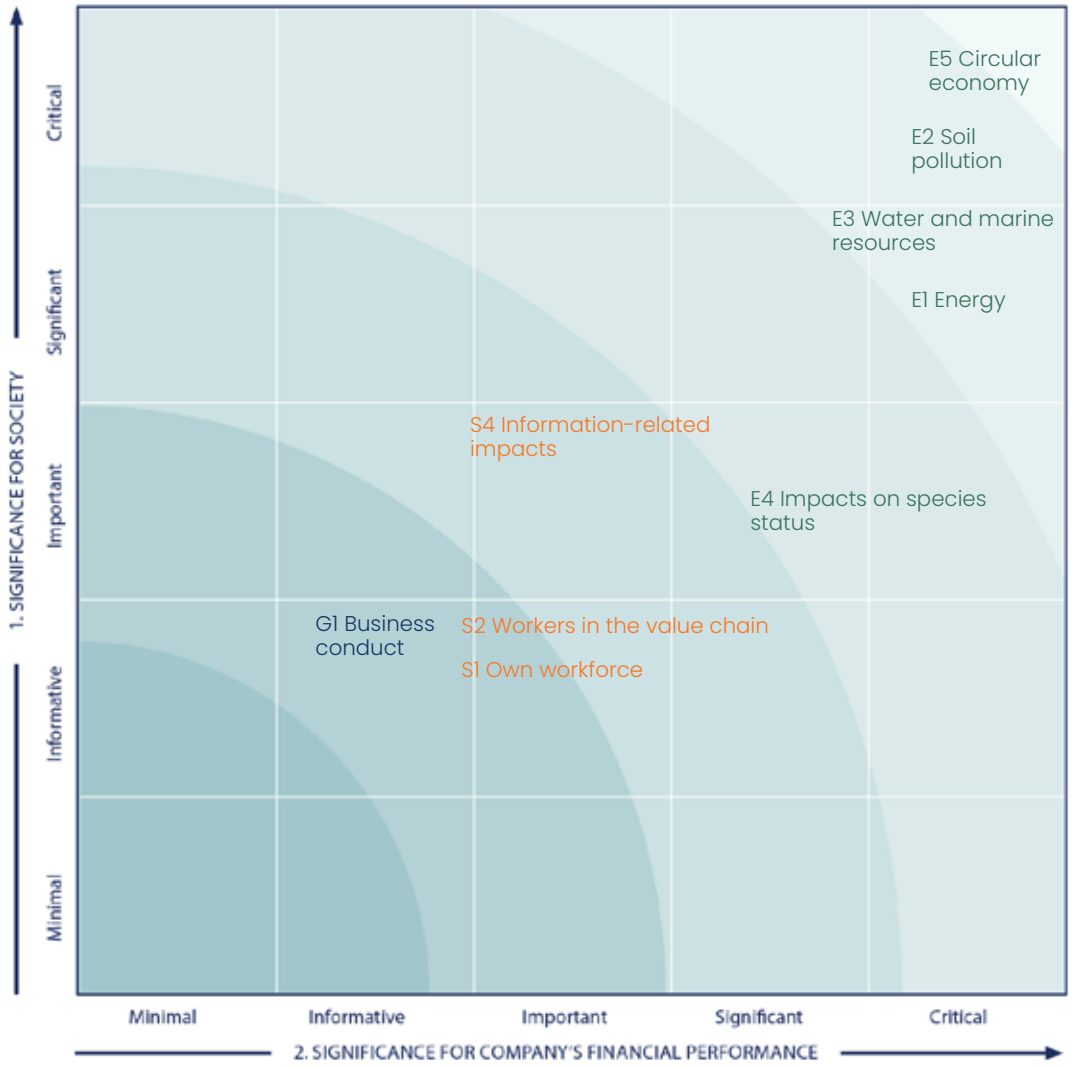
EU reporting topics

Environmental matters
E1 Climate change
E2 Pollution
E3 Water and marine resources
E4 Biodiversity and ecosystems
E5 Resource use and circular economy

Social matters
S1 Own workforce
S2 Workers in the value chain
S3 Affected communities
S4 Consumers and end users

Governance matters
G1 Business conduct

In the figure, relevant subtopics are listed under each reporting topic in order to provide a more precise description..



"The positive thing about LAGUR is that it has become much easier to clean the house – including, for example, the shower area. We can basically just wipe it over, and then it looks clean. It doesn't take very long, and when you have two children and a busy everyday life, you already have plenty to do."

Cecilie Lybecker
After installation of a
LAGUR HOME system.

6. Environmental data

LAGUR's technology alters the structure of limescale so that it does not adhere to surfaces – without adding salt or chemicals and without changing the water's mineral composition. We work systematically to improve the environmental impact and energy consumption of our products, and we aim for this to be reflected in our environmental data.

As a supplier to large companies, we prioritise being able to contribute to the reporting requirements they are subject to.

Below, we report on topics B3 to B7 in accordance with the VSME basic module. Topic B5, Biodiversity, has been excluded, as we do not consider our impact in this area to be material.

We describe the impacts of our products and our business, both negative and positive, within the areas identified as material in the double materiality assessment.

B3 Climate

Climate change mitigation

The production and transport of LAGUR systems are the two areas where we have the highest CO2e emissions.

LAGUR A/S

At LAGUR A/S, we work to limit our energy consumption as much as possible. The Board of Directors meets physically only once a year for a strategy day; all other meetings are held online. We encourage our sales representatives to conduct follow-up meetings with customers online, and we operate only one company vehicle, which is an electric car. We lease our premises and therefore have no influence over where electricity is purchased, but we make use of the energy-efficient solutions available on the market. For example, the printer shuts down automatically, and lighting in the office environment is LED-based.

In November 2023, we moved to larger but significantly more energy-efficient premises, which

reduced our CO2 emissions in Scope 1 and 2 by 54%. We have calculated our CO2e emissions in Scope 1 and 2 for the financial years 2023–24 and 2024–25 with the aim of qualifying for the Green Gazelle award, even though these figures are normally included in rent and therefore not reported separately. As such, they are not a standard part of our climate accounts but have been calculated separately based on floor area as well as heating and electricity consumption for the entire leased premises, including shared facilities.

To be eligible for the Børsen Green Gazelle award, a company must be a Børsen Gazelle in the current year, operate in High Climate Impact Sectors, have prepared two climate accounts, and have achieved an absolute reduction in CO2 emissions in Scope 1 and 2 of at least 5.25% from 2023 to 2024, measured using the SBTi Target Setting Tool.

We are pleased to confirm that we fully met the criteria and therefore won the Børsen Green Gazelle award at national level in November 2025. The award is presented jointly by Børsen and NRGi for the second year in a row.

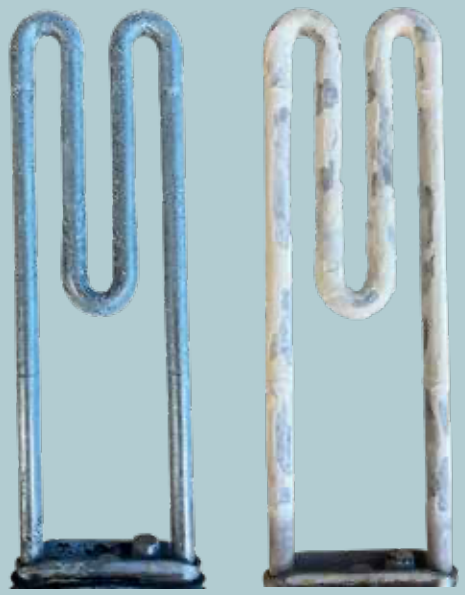
EPD, Environmental Product Declaration

As the first manufacturer of water treatment systems on the Danish market, LAGUR has had an Environmental Product Declaration (EPD) prepared.

An EPD is a third-party verified environmental product declaration that documents a product's environmental impact throughout its entire life cycle – from raw material extraction and production to use and end-of-life disposal. The Life Cycle Assessment (LCA), which documents a product's climate impact by recording CO2e emissions across the entire life cycle of the product, is included in the EPD. This enables us to provide precise product data for use by our customers.

With an EPD, we contribute to the data required by the construction industry to achieve DGNB certification.

In November 2025, LAGUR was named Green Gazelle of the Year [a Danish growth award recognising sustainable business development]. The award is presented by Børsen [the largest Danish business newspaper] in cooperation with NRGi [a Danish energy company] in recognition of a special effort to reduce the company's CO2 emissions. This is an acknowledgement that we are both pleased and deeply moved by.



Heating elements from washing machines after 11 months of use, with and without LAGUR's limescale treatment unit.

"It has an effect. We have seen this in our laundry facilities, with completely clean heating elements after 11 months. That is not normal. It works."

Mathias Lundin, Facilities Manager, AKB Taastrupgaard [a Danish non-profit housing association].

Product

LAGUR systems are produced, assembled and shipped from a defined area in Denmark, namely Djursland, which minimises transport as much as possible. Almost all materials are sourced from the EU; only the electronic components are manufactured in Asia, while processing into the finished control unit takes place in Denmark. In addition, the systems require no transport other than from the production site to the end user. We are working to reduce the weight of both the HOME and PRO models by modifying the design and replacing materials. This is expected to result in CO2 savings in materials and transport, and all materials, with the exception of the encapsulated electronics, will still be able to be disassembled and recycled.

Lifespan and energy consumption

Our products are durable and have no defined end of life. The seals are also long-lasting, using EPDM natural rubber, which we now have them manufactured from. The electronics can advantageously be replaced after 10–15 years of use in order to maintain optimal performance, and we can now offer the customer a replacement system that has undergone inspection, thereby extending the warranty by a further 10 years.

A new design of the copper winding will reduce the ongoing energy consumption of the products, and a standby function will be able to reduce energy consumption further. Both are expected to be implemented in the 2025–26 financial year.

Fewer limescale deposits

The greatest potential for LAGUR's impact on global energy consumption lies in the widespread adoption of the product in all areas where the water hardness exceeds 8°dH, i.e. from moderately hard water and upwards. This applies to 93 out of Denmark's 98 municipalities, as well as large parts of Europe, and significant parts of the rest of the world. There is therefore substantial future business potential for LAGUR.

Limescale deposits on heating elements reduce their efficiency and increase electricity consumption in order to maintain temperature. Limescale in pipes likewise restricts water flow and therefore requires increased energy consumption to move the water through the system. LAGUR prevents limescale from adhering to heating elements and pipes and thereby prevents increased energy consumption.

Our objective is to be able to document how much CO2 emissions a LAGUR system saves by mitigating limescale deposits compared to the emissions associated with production and transport of the system.

We have commissioned a report from the Danish Technological Institute to clarify the precise savings in electricity and heating achieved by installing a system that prevents limescale from adhering. However, variations in water quality, usage patterns and the extension of product lifespans are so significant that precise calculations have been difficult to validate. The EPD represents a step in this direction.

We are still seeking the appropriate method and must, until then, rely on our customers' positive and diverse experiences with using the systems. These can be found on our website.

Climate accounts, key figures

The calculation of LAGUR's CO2e emissions has been carried out using BeWo's platform and is based on activity-based and cost-based data, applying national averages where specific data were not available.

Environmental data		2024-25		2023-24		2022-23	
LAGUR's CO2 emissions	Unit	Amount	%	Amount	%	Amount	%
CO2e, Scope 1	Tonnes	0.30	0.12	0.55	0.18	0	0
CO2e, Scope 2	Tonnes	2.391	0.91	1.339	0.43	3.445	1.5
CO2e, Scope 3	Tonnes	261.04	99	312.0	99.4	219.875	99.9

To assess LAGUR's future impact, the following measurement methods have been applied, taking into account emissions in relation to the company's business activities:

KPI	Description	2025	2024	2023
CO2e intensity per employee	CO2e in relation to the number of full-time employees.	23.787 tonnes	44.841 tonnes	31.451 tonnes
CO2e intensity per water treatment system	CO2e in relation to the number of systems sold, average.	0.206 tonnes	0.257 tonnes	0.239 tonnes

LAGUR has had EPDs prepared for the two product categories HOME and PRO. Together with the above climate calculations, this enables our customers to include the CO2e emissions of LAGUR products in their own climate calculations.

The climate accounts are based on accounting data at posting line level, which is sufficient to provide a fair representation. However, the climate accounts could be improved by obtaining quantity data for Scope 3 vouchers, which would enable more activity-based calculations instead of the current cost-based calculations.

Fluctuations in CO2 emissions per product sold, from 239 kg CO2e to 257 kg CO2e in 2024 and now 206 kg, can be explained partly by LAGUR's relocation to new premises in 2023, where heating is billed separately and therefore now included in Scope 2, and partly by the cost-based CO2e calculations.

LAGUR's climate accounts report for 2022–25 can be provided upon request.

"I was sceptical at first, as we had previously tried other magnetic solutions for water treatment without success. Today, I can confirm that these solutions cannot be compared to LAGUR in any way, as it has made a significant difference in our housing association with 133 apartments."

Lars Locht Petersen, Caretaker, A/B Amagerparkgaard [a Danish housing cooperative]

B4 Pollution

Pollution of water

Traditional water softening systems add 1 kg of salt per 1,000 litres of water to the aquatic environment, and at the same time sodium in wastewater makes treatment processes more difficult. In certain areas, such as counties in California, water softening systems are now being banned because they disrupt the salt balance in rivers.

A LAGUR system adds no foreign substances or chemicals to the aquatic environment and does not discharge wastewater. LAGUR therefore constitutes a good alternative to water softening systems.

Cleaning agents contribute to water pollution in the surrounding environment. LAGUR reduces the need for cleaning agents containing environmentally harmful chemicals that are discharged into freshwater and marine environments, as limescale is easier to remove. The extent of this reduction has not been documented, and we therefore rely solely on user statements to validate the reduction.

Pollution of living organisms and food resources

Humans and animals need calcium and magnesium, and unlike traditional water softening systems, a LAGUR system does not remove these elements from drinking water. Nor does it add salt to the drinking water. LAGUR A/S is approved in accordance with the Danish drinking water standard GDV.

For the above reasons, LAGUR A/S sees significant potential as a sound investment compared to traditional water softening systems.

B6 Water

Water is increasingly becoming a natural resource under pressure. In many parts of the world, water is overexploited to such an extent that the resource is depleted, and the struggle for access to clean water is intensifying. LAGUR cannot solve this problem, but:

A LAGUR system saves approximately 5% of water consumption, depending on water hardness, compared to conventional water softening systems, as no backwashing is required (normally 50 litres per 1,000 litres of water consumption).

A LAGUR system saves water at taps and toilets that run due to limescale deposits.

B7 Resource use, circular economy and waste management

Recycled

LAGUR's products have no wearing parts and require no maintenance. Today, 99.8% of the materials in the HOME model can be recycled; only the encapsulated electronics cannot be recycled for safety reasons. In the PRO model, everything (99.9%) can be recycled. Control units for PRO systems used in residential buildings and commercial properties are made from recycled and recyclable aluminium, and the control units for the HOME model are manufactured from 100% recycled and recyclable plastic.

We have postponed the use of cardboard for packaging in the HOME units, as we have instead focused on slimming down the model and thereby reducing material use. Cardboard must be fitted with complete precision, and we will create the new packaging once the model is fully finalised. We are working on finding a method to make this possible for the heavier PRO model as well.

Long-lasting and refurbished

In 2024, we launched the LAGUR Refurbish concept, under which we take back LAGUR products if, for any reason, the user no longer wishes to keep a LAGUR system. The product is disassembled, serviced, reassembled and resold with a refurbishment discount.

We offer companies and housing associations servicing of the system within the initial 10-year warranty period and thereby provide a new 10-year warranty with the same rights as during the first 10 years. And so on.

A LAGUR system is expected to extend the lifespan of plumbing installations, pipes, heating elements, nozzles, shower heads and similar components by preventing limescale from adhering. A report from the Danish Technological Institute, commissioned by LAGUR in 2020, documents the specific effect on a heating element, for example in a washing machine.

Waste

As we do not carry out the production of LAGUR systems ourselves, our volume of waste is very limited.

Our supplier, which produces and ships the systems, recycles surplus materials from the production process. We cooperate with our suppliers on production processes and waste management, which is facilitated by the fact that production takes place in Denmark.

"LAGUR is a good solution because it is green, chemical-free, and does not require much supervision or maintenance. I have already recommended LAGUR to several other owners' associations, both here in Aarhus Ø and elsewhere."

Leif Vestergaard, Chair of the building committee for Lighthouse [a Danish high-rise residential development in Aarhus].

7. Social data

The double materiality assessment shows that there are no significant risks to the company in the social area, not least because processes take place under controlled conditions in close cooperation with our suppliers in Denmark. We visit our Danish suppliers at least once a year. Nevertheless, we have chosen to report on the areas below for the sake of completeness.

Here, we report on VSME topics B8–B10, and we include the double materiality assessment topics S2 and S4 as a supplement within the social area.

B8 Own employees; general data

All LAGUR employees are permanently employed under the Danish Salaried Employees Act or a collective agreement. They choose their own fixed weekly working hours, and any overtime is compensated with time off shortly thereafter. Employees choose their own pension provider.

We conduct annual employee development interviews, and the workplace assessment (APV) has not given rise to any special initiatives. There is no pay difference between men and women for comparable work. An electronic employee handbook clearly defines rights and obligations in the workplace.

General data	Unit	2024-25	2023-24	2022-23
Workforce, permanent employment	Amount	11	10	11
Gender distribution, women	%	18	30	30
Gender pay gap	Times	0	0	0
Customer retention	%	99	99	99

B9 Own employees; health and safety

We are a small workplace consisting of salaried employees, office staff and sales personnel. The risk of accidents and fatalities is therefore low, and we have had neither accidents nor fatalities during the reporting period.

Health and safety	Unit	2024-25	2023-24	2022-23
Accidents	Amount	0	0	0
Fatalities and injuries	Amount	0	0	0

B10 Own employees; pay conditions, collective bargaining and training

All our employees are remunerated in accordance with the applicable collective agreements, and there is no difference between the pay of male and female employees for the same work tasks.

The employee handbook sets guidelines for sustainable behaviour, such as recommending online meetings to avoid unnecessary transport and the sensible use of mobile phones and notifications to ensure calm during the working day and prevent stress-related illnesses. All employees are introduced to the employee handbook upon employment.

Pay conditions, etc.	Unit	2024-25	2023-24	2022-23
Employees paid at least according to collective agreements	%	100	100	100
Gender pay gap	Times	0	0	0
Share of employees covered by collective agreement / company agreement	%	100	100	100
Skills development, men	Average number of days	1	0	0
Skills development, women	Average number of days	1	0	0

"The limescale still occurs, but it is much easier to remove. Whether I clean the shower regularly or leave it for a week, I can simply wipe the limescale away with a sponge."

Louise Thusgaard after installation of a LAGUR HOME system.

"Before LAGUR, all shower heads had to be descaled around once or twice a month. After installing LAGUR, this has changed to only once or twice a year. We also no longer experience toilets running due to limescale deposits, so even though it may seem a bit like 'hocus pocus' what LAGUR does, I can confirm that it works."

Niels Lauritsen, Technical Manager,
Hotel Vejlefjord [a Danish conference and hotel facility]

Workers in the value chain (S2)

LAGUR's manufacturers are not merely our suppliers; they are cooperation partners. LAGUR systems are produced and assembled in Denmark in accordance with Danish labour standards and safety measures. Only raw materials and certain electronic components are produced abroad and supplied to LAGUR via our two main cooperation partners.

Consumers and end users (S4)

LAGUR complies with GDPR regulations in relation to customers and partners. And we never promise more than we can deliver.

This year, we have expanded the information provided to customers and users regarding durability, recyclability of materials and the option of the refurbish scheme, both to inform them and to contribute to their own sustainability initiatives. This also includes the option of continuously extending the warranty by a further 10 years following a service inspection.

8. Business conduct

G1 Business conduct

LAGUR A/S has never been convicted of or received fines for corruption. We place great emphasis on preventing corruption, and our anti-corruption policy is therefore an integrated part of the employee handbook. This also describes how employees can make use of our whistleblower scheme.

Our Board of Directors consists of three of the company's four owners, all of whom are men. The Board, including the Chair, therefore consists of men. There are currently no plans to change the composition of the Board.

We always pay our suppliers within a maximum of 30 days, preferably earlier.

Governance data	Unit	2024-25	2023-24	2022-23
Board gender diversity	Number of women	0	0	0
Attendance at board meetings	%	100	100	100
Pay gap between CEO and employees	Times	1	1	1
Whistleblower scheme	Yes/No	Yes	Yes	Yes
Payment practices, max	Number of days	30	30	30
Convictions and fines for corruption	Number	0	0	0

"We have chosen LAGUR based on an operational approach to ensure the longest possible lifespan of heating elements, toilet cisterns and other installations. We also hope that this will result in fewer limescale deposits in the shower areas when our tenants move out."

Lars Zülau Henriksen, Property Director at KD Selskaberne / Gartnerbyen [a Danish urban development project with 252 apartments]

9. Targets

Long-term targets

LAGUR's products, production, transport and operation have the lowest possible impact on climate and the environment, including through optimisation of energy and material consumption.

LAGUR grows and is deployed globally, thereby making a measurable difference for the environment and the climate compared to traditional water softening systems or no water treatment at all.

Targets 2026–2031

New packaging made of cardboard replaces EPS.

We have documentation of the effect of frequency-based electromagnetic water treatment compared to other methods, both regarding the physical effect on limescale in the water and the effect for the user.

We measure and set concrete targets for the difference LAGUR makes in operation in terms of climate and environmental impact.

In cooperation with our suppliers, we will obtain activity-based rather than cost-based invoices with the aim of achieving more precise climate accounts.

Target 2025-2026

LAGUR PRO and HOME both have a built-in standby function, which is expected to deliver up to 80% energy savings during operation.

Improved design and material selection significantly and measurably reduce material consumption and CO2e emissions from LAGUR systems.

The packing density of the copper has been increased, thereby reducing the amount of copper used and thus lowering environmental and climate impact.

We will obtain CO2 data for the copper used.

We have begun exploring new export markets with a view to growth and wider deployment of our products.

LAGUR

Made in Denmark

LAGUR® is the chemical-free and environmentally friendly alternative to water softening systems, preserving the good taste of the water and making cleaning easier.

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