



FOR IMMEDIATE RELEASE

Hayward Celebrates the Opening of a New Facility in Barcelona

Key investment in new European center of excellence expands manufacturing capacity, new product development and customer support for IoT-enabled automation and water sanitizer control systems

BERKELEY HEIGHTS, N.J. – March 21, 2022, – Hayward Holdings, Inc. (NYSE: HAYW) (“Hayward”), a global designer, manufacturer, and marketer of a broad portfolio of pool equipment and technology, has opened a new manufacturing facility in El Prat de Llobregat, Barcelona, Spain. Hayward will manufacture advanced IoT-enabled automation and water sanitizer control systems at the new facility. This key investment both expands production capacity and serves as an engineering and innovation center for future new products.

Hayward CEO Kevin Holleran recently visited the plant to greet employees ahead of its official opening.

“Our company is successful because of the hard work and dedication of our employees around the world, from Barcelona; to North Kingstown, Rhode Island; and to Clemmons, North Carolina. It is so exciting to see our team in Spain growing and expanding,” Holleran said. “Opening this facility is a huge milestone for us. This new facility will help position Hayward as the leader in connected products and water care. Our team is dedicated to the design and development of new innovative technologies to enhance our global offerings. I am looking forward to this state-of-the-art facility becoming fully operational in the next few months.”

The facility spans more than 43,000 square feet comprising assembly operations, quality control and a distribution center. It also hosts engineering, product management, technical and customer service groups as well as a showroom and state-of-the-art training center.

The majority of products to be developed and produced at the new facility are key to Hayward’s SmartPad™ system, which allows pool owners to access and control their pool and backyard features over the internet through their smart devices and, in some cases, by providing voice commands.

The opening of the Barcelona facility is the latest development in a series of strategic moves to expand Hayward’s position in delivering advanced, easy-to-use internet-connected products.

In January, the company [announced a series of strategic acquisitions](#) including Water Works Technologies Group LLC, a water feature and LED lighting business; SmartPower™, a proprietary communication and LED lighting control technology; and SmartValve, an IP-rich valve and fluid control technology.

Consumer preferences are shifting towards the types of internet-connected systems to be developed and produced at the facility as more millennials become homebuyers. According to 2021 data from the National Association of Realtors Research Group in the United States, 37 percent of U.S homebuyers are millennials. They are driving a shift in demand for app-controlled devices in the home. U.S. data collected by Statista indicates that while just 40 percent of homes in 2020 came with a smart home system, an estimated 60 percent will include them by 2025.

About Hayward Holdings, Inc.

Hayward Holdings, Inc. (NYSE:HAYW) is a leading global designer and manufacturer of pool equipment and technology all key to the SmartPad™ conversion strategy designed to provide a superior outdoor living experience. Hayward offers a full line of innovative, energy-efficient and sustainable residential and commercial pool equipment, including a complete line of advanced pumps, filters, heaters, automatic pool cleaners, LED lighting, internet of things (IoT) enabled controls, alternate sanitizers and water features.

This press release contains certain statements that are “forward-looking statements” as that term is defined under the Private Securities Litigation Reform Act of 1995 and releases issued by the Securities and Exchange Commission. Such forward-looking statements relating to Hayward are based on the beliefs of Hayward’s management as well as assumptions made by, and information currently available to, us. These forward-looking statements include, but are not limited to, statements about Hayward’s strategies, plans, objectives, expectations, intentions, expenditures and assumptions and other statements contained in or incorporated by reference in this release that are not historical facts. When used in this document, words such as “guidance,” “may,” “will,” “should,” “could,” “intend,” “potential,” “continue,” “anticipate,” “believe,” “estimate,” “expect,” “plan,” “target,” “look forward,” “predict,” “project,” “seek” and similar expressions as they relate to Hayward are intended to identify forward-looking statements. Important factors that could affect Hayward’s future results and could cause those results or other outcomes to differ materially from those indicated in its forward-looking statements include the following: its ability to execute on its growth strategies and expansion opportunities; its ability to maintain favorable relationships with suppliers and manage disruptions to its global supply chain and the availability of raw materials; its relationships with and the performance of distributors, builders, buying groups, retailers and servicers who sell Hayward’s products to pool owners; competition from national and global companies, as well as lower-cost manufacturers; impacts on Hayward’s business from the sensitivity of its business to seasonality and unfavorable economic and business conditions; Hayward’s ability to identify emerging technological and other trends in its target end markets; Hayward’s ability to develop, manufacture and effectively and profitably market and sell its new planned and future products; failure of markets to accept new product introductions and enhancements; the ability to successfully identify, finance, complete and integrate acquisitions; Hayward’s ability to attract and retain senior management and other qualified personnel; regulatory changes and developments affecting Hayward’s current and future products; volatility in currency exchange rates; Hayward’s ability to service its existing indebtedness and obtain additional capital to finance operations and its growth opportunities; impacts on Hayward’s business from political, regulatory, economic, trade, and other risks associated with operating foreign businesses; Hayward’s ability to establish and maintain intellectual property protection for its products, as well as its ability to operate its business without infringing, misappropriating or otherwise violating the intellectual property rights of others; the impact of material cost and other inflation; the impact of changes in laws, regulations and administrative policy, including those that limit U.S. tax benefits, impact trade agreements and tariffs, or address the impacts of climate change; the outcome of litigation and governmental proceedings; impacts on Hayward’s business from the COVID-19 pandemic; and other factors set forth in “Risk Factors” in Hayward’s annual report on Form 10-K. The forward-looking statements included in this press release are made only as of the date of this report. Unless required by United States federal securities laws, Hayward neither intends nor assumes any obligation to update these forward-looking statements for any reason after the date of this release to conform these statements to actual results or to changes in Hayward’s expectations.

Source: Hayward Holdings, Inc.

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FILE PHOTO:



Photo: Hayward CEO Kevin Holleran, left, shakes hands with Fernando Blasco, Vice President and General Manager for Europe & Rest of World, at a ceremony celebrating the opening of the company's new facility in Barcelona, Spain.