

# What do we want to be known for?

Whether they're customers, employees or stakeholders, our three brand genes highlight the three things we want everyone to know about Affinity Water

## Stewards of the local environment

Our region is like nowhere else in the world. It's home to some of the world's most endangered chalk streams. They're rarer than the Bengal Tiger and they're in danger of drying up, because we rely on chalk groundwater for the water we all use.

But, too much is being wasted. To save our streams from the brink means we need change. It's why we've committed to ending unsustainable abstraction from chalk groundwater and working to restore rivers. We're driving down leakage and working with customers to reduce water waste. Because our rivers and streams belong to all of us and it's our job to help look after them.

### Our aspiration

- To provide a long-term sustainable supply of water through reducing leakage, reducing demand and bringing online new sources of water
- To take care of the environment through ending unsustainable abstraction from chalk groundwater sources, working with our communities to restore rivers and improve biodiversity in our supply area.
- Achieve net zero carbon from operations by 2030

## Helping customers use water better

Water is everywhere in our lives and it's easy to take it for granted. But if we don't all pay attention to our water use, it means our bills go up and our local streams dry up.

We know looking after our streams for the future, means doing our part to protect them today.

So with over a century's worth of expertise and a commitment to innovation, we're modernising our local infrastructure and giving customers the tools and information they need, so that every single one of us can use water better.

### Our aspiration

- We aim to reduce individual daily water use by 12.5% by 2025 through metering and inspiring our customers to use less through our award winning 'Save Our Streams' campaign
- We'll continue to work with government, regulators and across sectors to campaign for the changes we need to make saving water simpler

## Giving customers an exceptional experience

We're a local company, which means we don't just serve our customers. We live with them.

They're our friends, families and our neighbours, which means good enough is never enough.

We do our job, and we do it well. But we're always asking how we can do more to give our customers an exceptional experience and be a part of local life.

### Our aspiration

- We'll continue to produce high-quality affordable water
- We will improve our customer experience through investing in digitisation and customer service
- We'll continue to drive down disruption for our communities by using the latest methods and technology to keep water flowing
- We'll support more customers who are struggling to pay, and provide extra support to vulnerable customers through our Priority Services Register.
- We'll continue to invest in building our brand to increase awareness of who we are and what we do.

## Our principles are fundamental values that underpin everything we do

Each person at Affinity Water is guided by our principles – doing the right things for customers and delivering against our commitments and promises. .



### Be proactive

We want to exceed expectations. We continue to build relationships, learn from others and innovate to find solutions.



### Make it easy

We want to keep it simple for customers, and be agile to their needs.



### Show you understand

We aim to communicate with authenticity, clarity and passion.



### Show you care

We want to engage the hearts and minds of customers, and take care of the environment – for our communities now and in the future.



### Do what you say you will

We aim to deliver on our commitments and promises to customers.



See how our principles align with our purpose, values and strategy on pages 12 and 13