Badger Meter, Inc.

the greener side of blue

SUSTAINABILITY

the **greener** side of **blue**.

Badger Meter's business is helping our customers to measure, monitor, control, and ultimately, manage water consumption. While our products have evolved dramatically since the company's founding in 1905, our commitment to bringing new technologies to the growing water market has never changed.

Today, we live in an era where the increasing demand and the scarcity of fresh, clean water in many regions make conservation a top-of-mind issue. In response, more and more communities are turning to water metering as an effective solution for managing water use. Our meters and meter reading systems enable utilities and municipalities to charge consumers for the amount of water they actually use. And as we know, when people pay for water, they use less – up to 30% less. But even today, there are millions of homes in the U.S. that still pay a flat rate for their water service, representing a huge conservation opportunity.

Helping people use water more efficiently is one way that Badger Meter supports water conservation. We take sustainability a step further through our constant focus on improving our technology and product offerings to be more accurate, more efficient and more effective at measuring and tracking water flow. We work one-on-one with our customers to develop advanced metering solutions for water conservation that meet their most pressing water challenges. And we continue our decades-old practice of using scrap metals and other recycled materials in our manufacturing processes.

The next few pages highlight how Badger Meter helps communities all across the country to conserve their precious water resources, and how we practice sustainability in our business. Together, this is what we call "the **greener** side of **blue**."

Richard A. Meeusen
Chairman, President & Chief Executive Officer

we count every drop. and every drop counts.

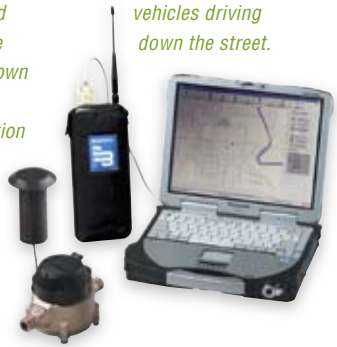
To sustain our planet's fresh water resources, we must use less water. But if you can't measure water consumption, you can't manage how it's used. Our meters set the standard for accuracy in water-usage measurement and control. And our industry-leading Badger ORION® and Badger GALAXY® advanced meter reading technologies help our customers to reliably and efficiently manage their water usage, monitor consumption and streamline the meter-reading process.

Badger Meter also offers expanded conservation tools for our customers. Our leak detection and data profiling features help utilities determine usage patterns, isolate water-wasting leaks and establish water conservation expectations. Our Badger ORION Water Meter Monitor engages consumers in conservation by tracking water usage in real time.

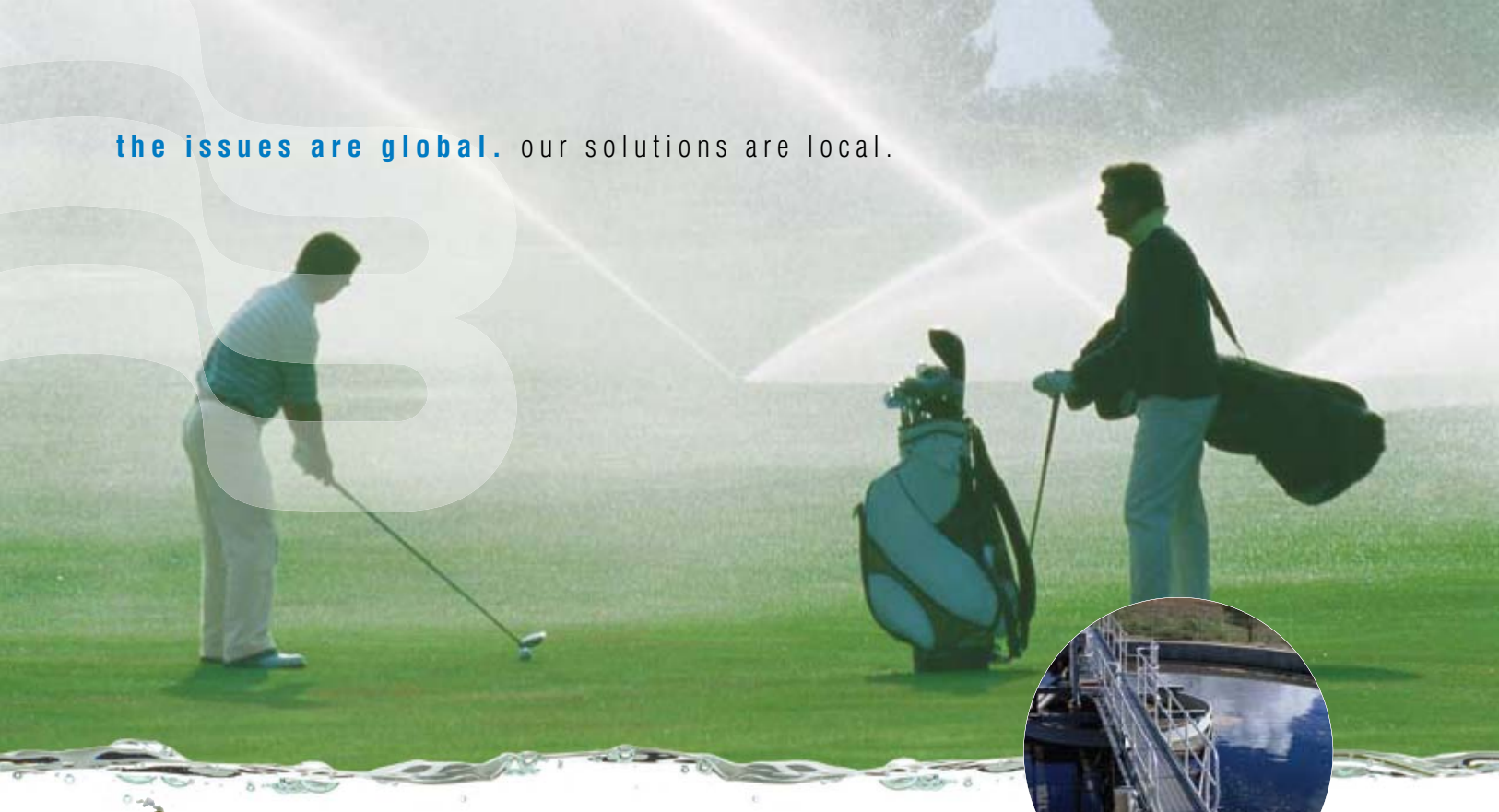
A drop here, a drop there. It all adds up. That's why measuring and controlling water usage is a key driver behind water conservation.

The Badger GALAXY fixed network advanced metering infrastructure (AMI) system uses its own network of devices to forward meter information to utilities as needed, making data capture easier than ever.

The Badger ORION automatic meter reading (AMR) mobile radio system helps utilities streamline meter reading and billing operations by transmitting water usage data to vehicles driving down the street.



the issues are global. our solutions are local.



As fresh water resources become more scarce, communities and industries are seeking new ways to do more with less. One conservation strategy is the use of reclaimed water for irrigation. Reclaimed water is only partially treated and not suitable for drinking, cooking or bathing. But it provides water for irrigation, with substantially reduced energy and treatment costs. In addition, our reclaimed water meters are an ideal solution for communities that mandate the installation of separate meters for potable and reclaimed water.

Municipalities across the U.S. rely on Badger Meter to support their wastewater treatment plants. Our mag meters help to sustain municipal wells, and our Permalog+ leak detection system for water mains helps improve the overall efficiency of the water supply system.

For all types of metering, Badger Meter has a solution that helps both our customers and the environment.

Badger Meter's line of impeller meters and flow sensors is used in a wide variety of industrial and commercial markets.

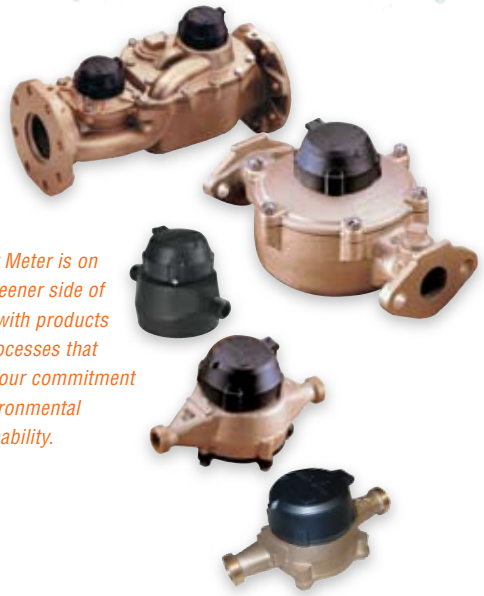
Meters for the reclaimed market help communities conserve water.

Badger Meter offers a complete line of large meters with flow sensors, including turbo, impeller and electromagnetic, for the industrial, commercial and municipal markets.

Many of the meters in our product portfolio are made of brass. But before this brass was used in our meters, it was a pile of scrap metal. We also recycle old meters and meter reading systems when customers upgrade their systems. Our new Recordall® LP Lo-Profile meters use fewer raw materials than our standard meter products. And our line of engineered polymer meters are made from reground waste plastic.

Green practices extend to our facilities with improvements that reduce electricity, natural gas and water consumption. At our headquarters in Milwaukee, Wisconsin, water usage has decreased over 50% in the past 10 years, and our world-class flow lab utilizes a closed-loop system that recycles the water used in the testing process.

For Badger Meter, "the **greener** side of **blue**" is company-wide – from products and facilities to our actions every day.



Badger Meter is on "the greener side of blue," with products and processes that reflect our commitment to environmental sustainability.

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