

WATER IN A BOX

Better Water • Better World

“We don't need a handful of people being perfectly sustainable.

We need millions of people doing it imperfectly.”





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Why Water in a Box?

Sustainability and recyclability

Driving Brand Awareness

The Opportunity

- **The UK bottled water market is valued at £1.6bn. (Source BSDA/Global data)**
- **Plastic containers dominate the sector**
- **There is significant customer pressure to find alternative packaging solutions**
- **WATER IN A BOX has been sourced and developed to improve the sustainability of packaged water**
- **Lower carbon emissions, at least a 59% reduction in plastic materials and cheaper transport costs**



Our Range



Why Water in a Box?

- ✓ **Healthy**
 - ✓ Natural Spring water
 - ✓ Natural flavours
 - ✓ Low calorie
 - ✓ Flavours contain sucralose
- ✓ Sustainable packaging with the lowest CO2 impact
- ✓ No Sugar tax liability
- ✓ Cartons are predominantly plant based
- ✓ Products are distributed ambient and have guaranteed min 12 month shelf life (in reality closer to 18 months)
- ✓ All products are Vegan
- ✓ All natural flavours
- ✓ School compliance
 - ✓ Natural Spring 330ml and 500ml are compliant
 - ✓ Flavours are non state school compliant
 - ✓ We supply whole range to Independent schools
- ✓ Growing brand awareness through PR & Social media

Sustainable Packaging with the Lowest Impact



100% Recyclable

Sourced with care, our packaging is 100% recyclable with a sustainable spring source.

Lightweight Packaging

Lightweight compared to the alternatives with a shape and weight that delivers transport efficiency.

Recycled and renewable materials

Packaged responsibly with over 90% paperboard as well as other renewable materials.



FSC Certified Cardboard

The cardboard sourced for our packaging is responsibly managed at every stage of the supply chain.

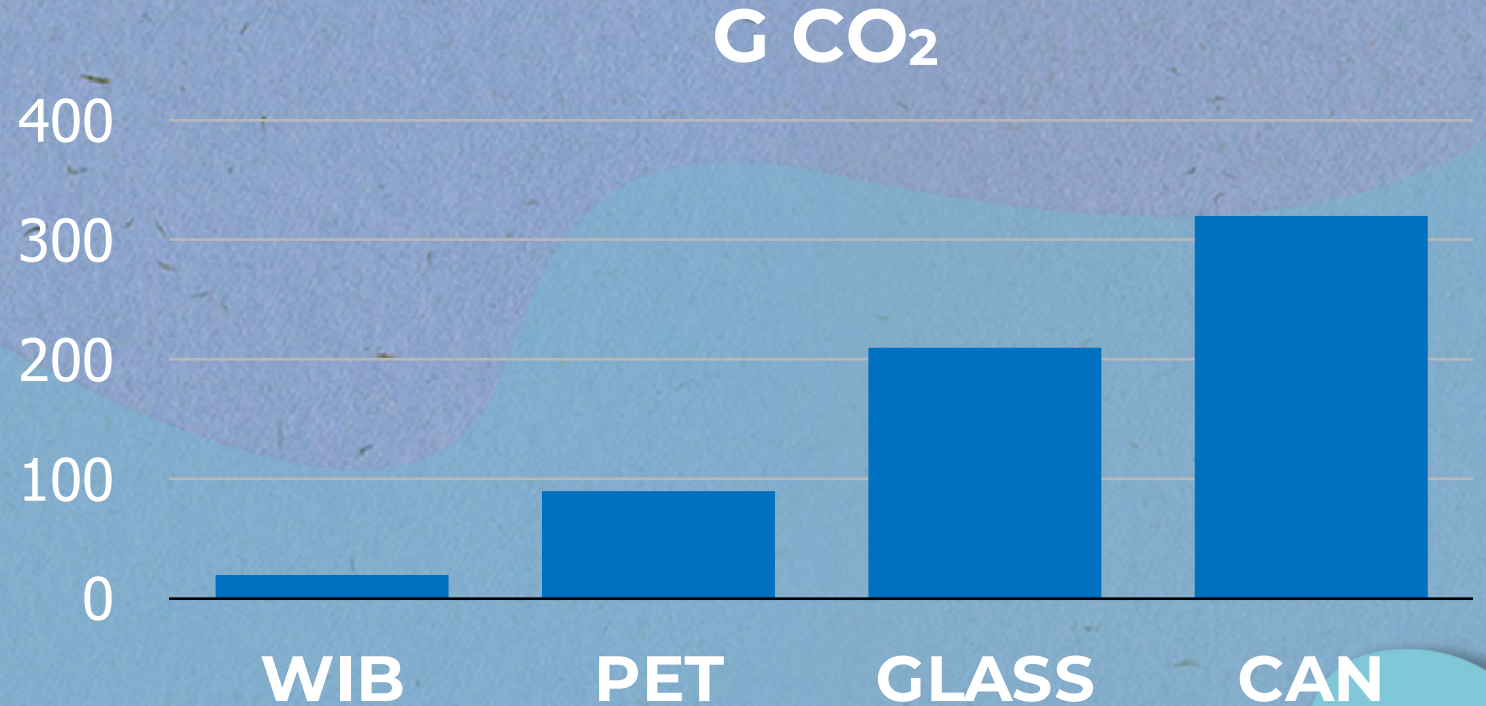
Sourced in the Mendip Hills, Somerset

The underground springs flow directly into our packing site allowing for less carbon emissions and a more eco-friendly process.



Sustainable Packaging with the Lowest Impact

- The sustainable benefits of WATER IN A BOX demonstrate its significantly lower carbon footprint
- Carton has the lowest environmental impact compared to all others



(Source – Tetra Pak)



WATER IN A BOX

Driving Brand Awareness

Target Consumers & Markets

PR & Social Media

Run for All/UK Athletics Sponsorship

POS

Customer Base

Target Market/Consumers

- Product has generic appeal but 16 to 40 would be main target group
- Primary target markets are
 - Schools & Universities
 - Stadia & Events
 - Tourist Attractions
 - Farm Shop Deli & Cafes
- All customers looking to reduce use of single use plastics are a potential opportunity

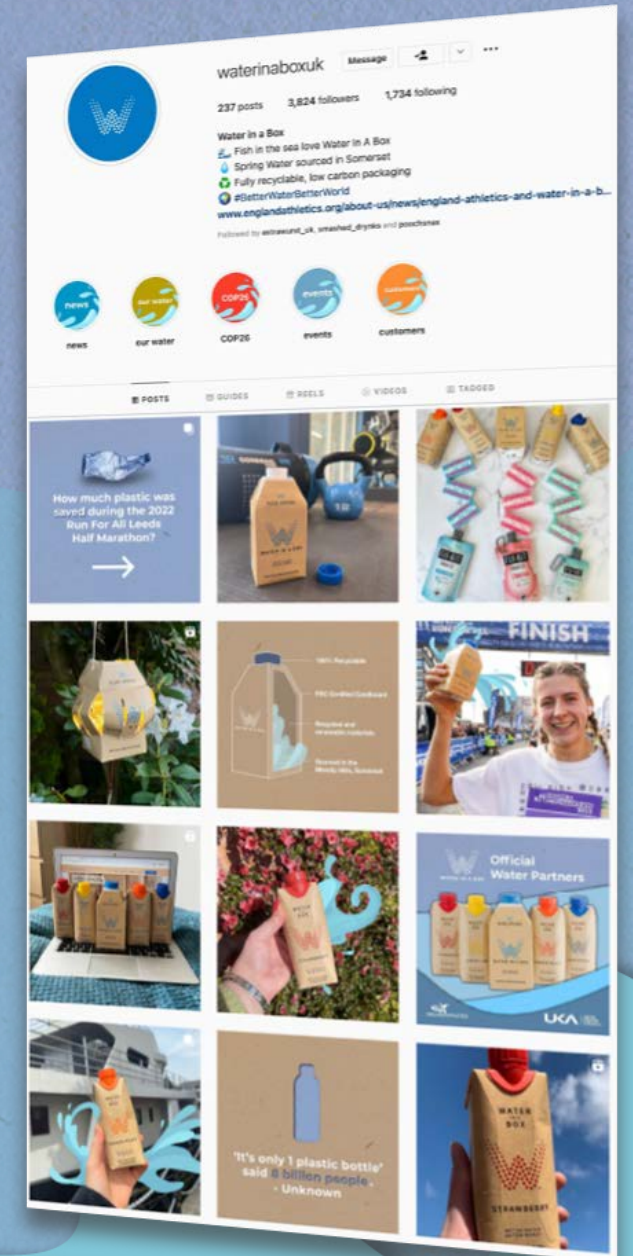
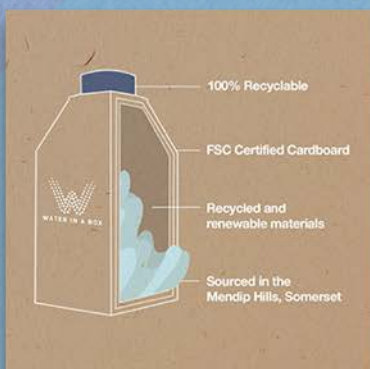


PR & Social Media

- Strategic brand presence on social media with channels growing by 443% in last 7 months
- Exposure in National and Regional news
- Launch of educative campaigns like 'Water Miles'
- Featured on International Platforms like CL Semi-Finals (Etihad listing)
- For more PR coverage see separate attached presentation



PR & Social Media





Run For All | UK Athletics | England Athletics Sponsorships



- Finish line water partner of Run for All - 70k cartons given to runners at end of 16 high profile events
- Official water partner of UK Athletics who hosts all the major Diamond League events
- Official water partner of England Athletics who are responsible for grassroots athletics



POS Examples



Key Customers



O₂



YORKSHIRE DALES
National Park Authority



CRIMPLE



Developments

- Growing awareness of the ability to recycle cartons
- Water in a Box developing strategies to further increase recycling of cartons through partnerships with packaging manufacturers, Local authorities, ACE UK.
- Continuing developments in biopolymer materials to improve sustainability
- Opportunity to develop 750ml and 1-litre formats
- Work underway to remove sucralose from flavoured products

