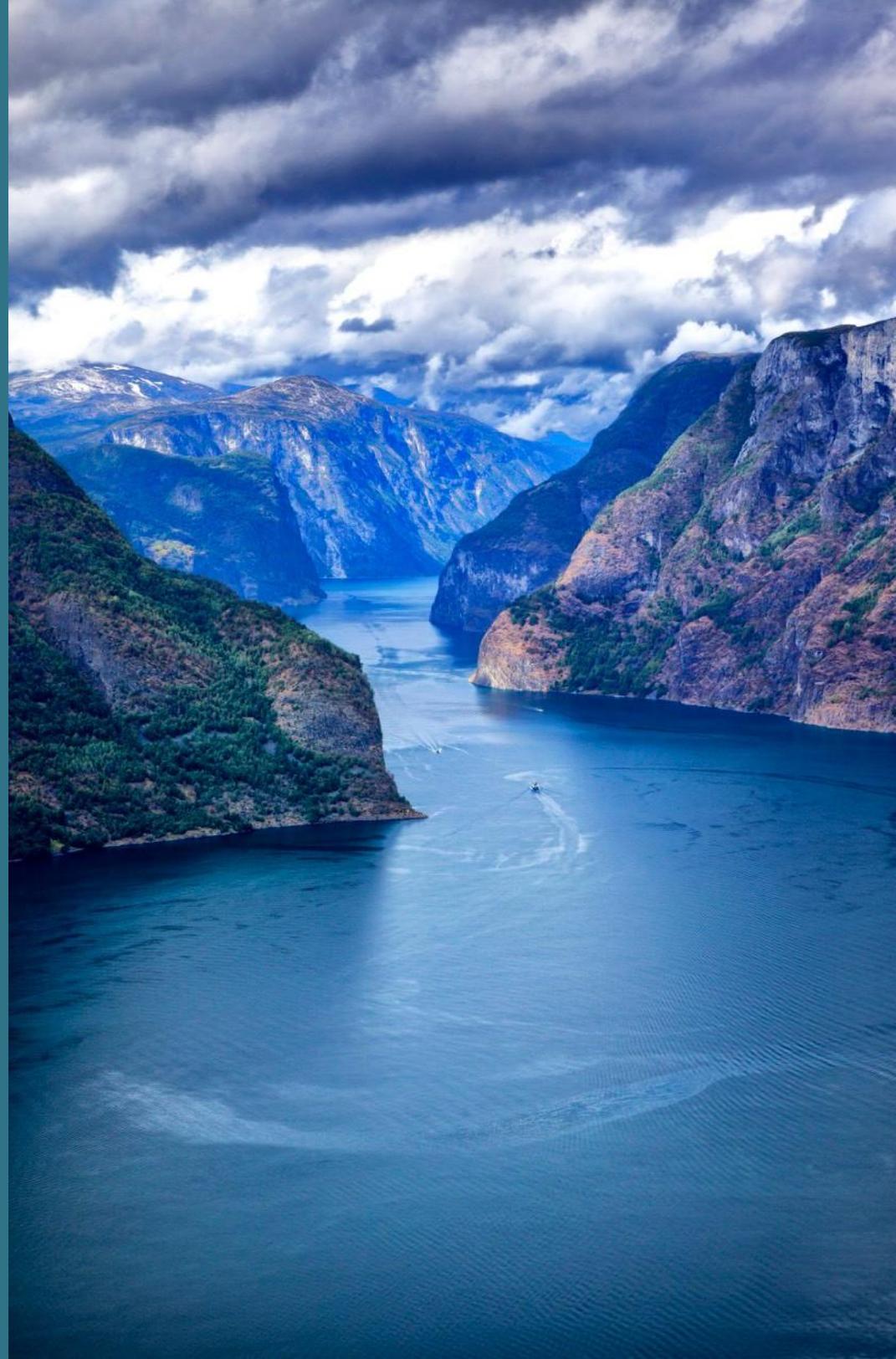


**PURENorway<sup>®</sup>** 

PURITY. RESPONSIBILITY.





PURE**Norway**<sup>®</sup>  
W A T E R

## About PURENorway Water From Concept to Product Design

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Norwegians have a strong tradition of caring and living in harmony with nature. The resources given to the nation are carefully being preserved for future generations.

SUSTAINABILITY TRULY MATTERS



### High Quality

We are set to offer the highest quality of products to a reasonable price.

### Nordic Design

Our products are developed and designed in Norway and Scandinavia, inspired by the Norwegian nature and lifestyle.

### Environmentally Friendly

Only natural ingredients with recyclable packaging

### Philanthropic

1% of income is donated to PURENorway Foundation, working to clean up plastic in rivers and waters.



## Why PURENorway Water?

PURENorway's water is amongst the cleanest in the world, with perfect, NATURALLY aligned PH value between 7,2 - 7,5. The water is filtered through pure marble, low in mineral content (TDS) and has a crispy and remarkably fresh taste.

PURENorway's quality water is captured in a light aluminium can, environmentally friendly, recycled and recyclable.

**0%**  
calories

**0%**  
sugar

**0**  
carbon footprint

**100%**  
pure

**7,2-7,5**  
PH value

**TDS**  
very low

## Why Marble Filtration?

Marble is a rock that forms when limestone is subjected to heat and pressure. Natural minerals in marble make it one of the best "natural filtration" systems for water in existence.



# No More Plastic Bottles Please!

One plastic bottle of water takes

**450 YEARS**  
to decompose

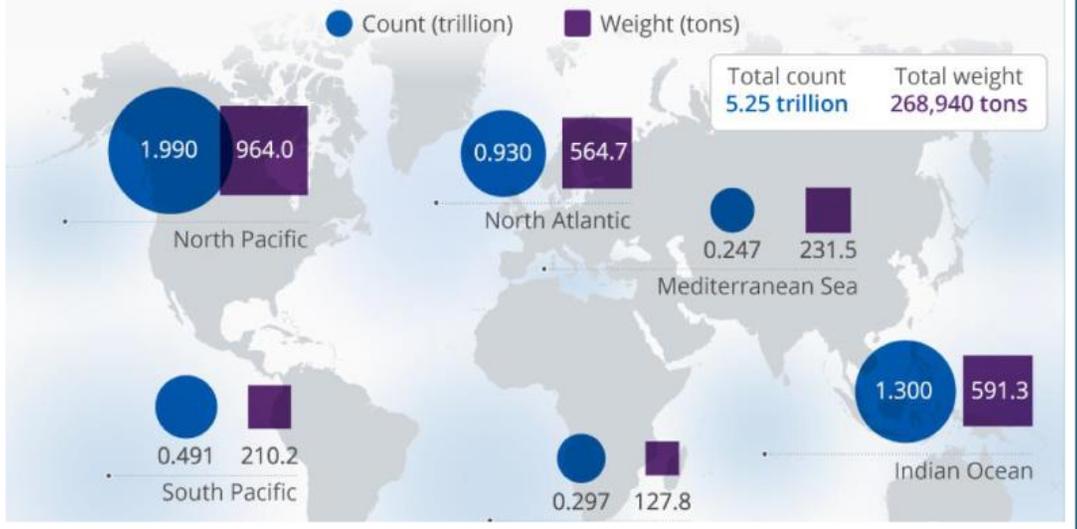
The North Pacific has the highest level of plastic pollution across the world's oceans with nearly

**2 TRILLION**  
pieces of plastic

The world's top-6 water companies sell plastic bottles weighing over 2 million tons every year

## The World's Oceans Are Infested With Plastic

Number and weight of plastic pieces afloat at sea



# Better Packaging

There are health concerns with the plastics used in packaging bottled water. They are found to leach toxic chemicals into the water when bottled water is stored for a long time or at high temperatures.

Bottled water companies are searching for better packaging materials to overcome these constraints in the bottled water market.

The solution: **ALUMINUM CANS**



Stays cold for longer



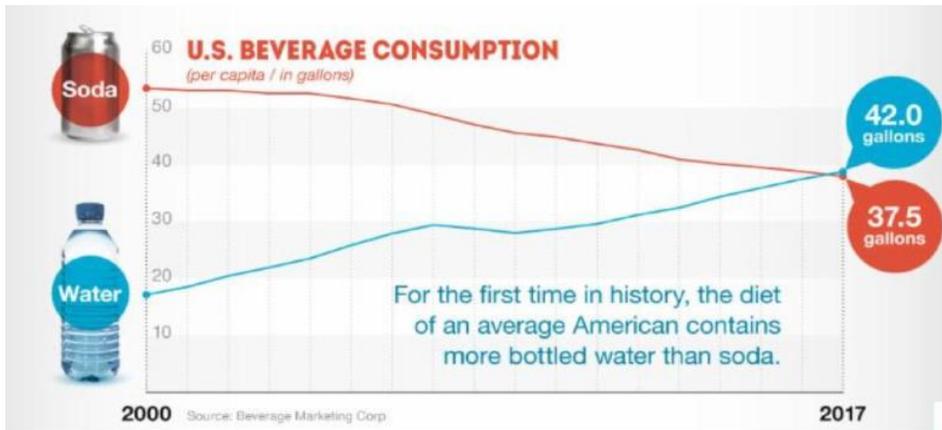
Long durability, increased shelf life



Stackable, efficient for logistics



Easy to carry  
Easy to use



# Pre-Packaged Water

## A Culture Phenomena

Millions of consumers are forgoing sugar- filled drinks, instead choosing quality bottled water brands. It is unfashionable to be unhealthy and that starts with what we drink.

From carbonated to premium, artesian and alkaline – **water is the new cool. It's the new fit.**

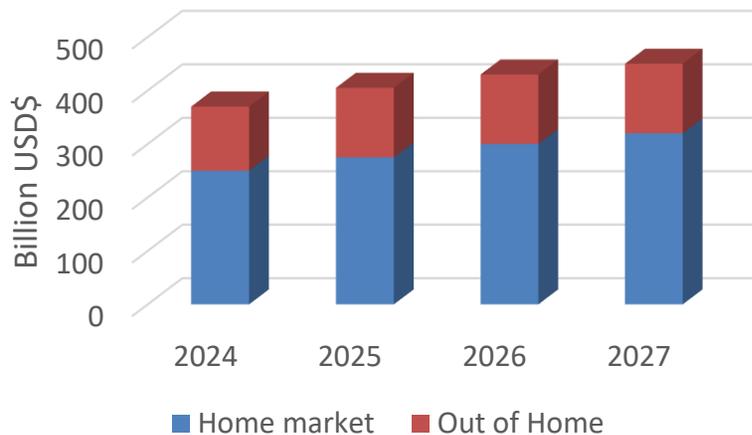
This cultural shift in buying patterns is creating an opportunity the beverage industry has not seen in decades...

Bottled water consumption is essentially **guaranteed** to increase. Consumption is increasing by billions of gallons each year.

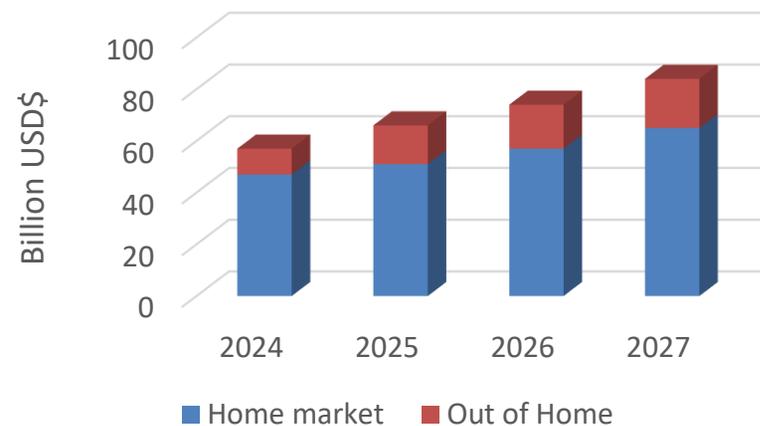
## The Global Market

Dramatic increase driven by lack of clean water and a more health-conscious population (CAGR 8%)

Global Market Size in \$



China Market



# Partners

“We’ve been working together with the best, to find the most accurate solution and design for Changing the drinking water industry”

FROM SMALL STARTUP TO BECOME WORLD-WIDE PROVIDER OF WATER



# PURENorway Marketing

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## PURE NORWAY



PURENorway  
WATER

Still

Capturing the essence of Norway,  
the sustainable way

## REFRESHINGLY NORWAY



PURENorway  
WATER

Sparkling

Cleaning the sea has never been so refreshing

## DRINK IT ALL IN



PURENorway  
WATER

Sparkling  
Green Tea

Enjoy the natural beauty of our world and water

# PURENorway Social Messaging

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