

# THE ALKALINE WATERCO.™

TSX.V Stock Quote as of 09/13/18

Stock Symbol: TSX.V:WTER | OTCQB:WTER

Price:	\$2.42 USD
3-Month Trading Range:	\$0.95-\$2.46 USD
Avg. Daily Volume:	61,956
Shares Outstanding:	30.99M
Market Cap:	\$75.359M USD
Float:	27.18M



Alkaline88® 3-liter SKU is the No. 1 best-selling alkaline water in all of Southern California<sup>6</sup>

Alkaline88® has achieved 75% compounded growth over the last 3 years.

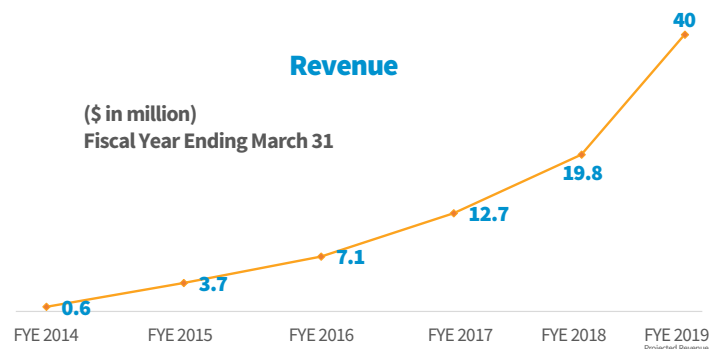
Alkaline88® is the #18 brand in the bottled water still/non-carbonated

## The Alkaline Water Company Inc.

is a leading producer of premium bottled alkaline drinking water sold under the brand name Alkaline88.® The Company's proprietary electrolysis process enhances its product with trace minerals and electrolytes to produces a water high in alkalinity with an 8.8-pH balance.

The Alkaline88® brand has averaged double digit annual sales growth over the last three years and on target to double its FY 2019 sales by March 31, 2019.

**\$40M**  
in projected revenue  
ending in 03/31/2019



## Overview

- Growth leader among enhanced waters, the fastest growing segment of the bottled water industry
- A uniquely valuable brand name with trademark possession of "Alkaline"
- Proprietary technology
- Strong multi-year sales gains
- Alkaline 88 is now the #18 still water brand in the US

## Projected Goals & Objectives

- Management expects to turn cash flow positive during FY 2019.
- Revenue growth up over **435%** since fiscal 2015
- Sales revenue were over **\$19.8 million** for fiscal year 2018
- **\$40 million projected** revenue fiscal 2019
- Projected over **102% year-over-year** sales increase

ALKALINE88® IS NOW AVAILABLE IN 47 OF  
THE **Top 75 Food Retailers**  
and Wholesalers in the U.S.



# Investment Summary

The Alkaline Water Company Inc.'s 8 Key Advantages

01

## THE CONSUMER TREND

The 13-year decline in soda sales and the growing trend for healthier choices is driving consumer demand for premium water—with “alkaline” waters leading the trend.

02

## THE BUSINESS TREND

To combat declining sales, BIG SODA is actively acquiring premium water brands to recover its lost market share—with alkaline brands an attractive target.

03

## FIRM MARKET POSITIONING

The Alkaline88® brand has established a leading position in the soaring consumer-driven market trend to alkaline water. The brand is currently the #2 fastest growing enhanced bottled water brand in the U.S.

04

## THE POWER OF THE BRAND

Alkaline88 is carried in 39 of the Super 50 Progressive Grocers of 2018.

05

## PROPRIETARY TECHNOLOGY

Alkaline88® water can only be produced with The Alkaline Water Company Inc.'s exclusive ECA technology for an optimal 8.8 pH balance.

06

## EXPANDING DISTRIBUTION NETWORK

Alkaline88® is available in over 40,000 top-tiered grocery retailers across all 50 states.

07

## STRONG MULTI-YEAR SALES GAINS

Over the last 4 years Alkaline88's revenue growth has exceeded 435%

08

## PREPARED FOR OUTSIZED GROWTH

The Company's current production capacity well exceeds its mid-term volume projections. Should demand exceed projections, The Alkaline Water Company Inc. is ready to meet that demand with little or no shortfall in product supply.

## Management Team

### RICHARD WRIGHT, **President & CEO**

Mr. Wright is a founder of The Alkaline Water Company Inc. and responsible for its fast and massive growth. He is a former Regional Director of Tax and Financial Planning with one of the “Big Four” accounting firms. He brings over 38 years of experience as a CFO, CPA, and entrepreneur. Mr. Wright has extensive knowledge of finance, with a strong emphasis on closely held companies, M&A, transaction planning and international operations and has participated in over 100 mergers and acquisitions. He is a Magnum Cum Laude graduate of Mount Union University in Alliance, OH, with graduatelevel MBA courses at Case Western Reserve College in Cleveland, OH.

### DAVID GUARINO, **CFO | Secretary | Treasurer**

Mr. Guarino currently holds a bachelor of science in accounting and a masters of accountancy from the University of Denver. From 2008 to 2013, Mr. Guarino was President and a Director of Kahala Corp, a worldwide franchisor of multiple quick service restaurant brands with locations in 49 states and over 25 countries. From 2014 to 2015, Mr. Guarino was President of HTI International Holdings, Inc., a technology company focused on forward osmosis water filtration technology. From 2015 until April, 2017, Mr. Guarino has been a consultant to our company.

### FRANK CHESSMAN, **Director of National Sales**

Mr. Chessman is a graduate of the University of Southern California's Marshall School of Business, and spent 25 years with Ralph's Grocery, Kroger's largest division. He is a former COO at Nationwide Beverage Bottling Corp. At Ralph's, Frank was VP of Advertising & Marketing and went on to spend 14 years at Simon Marketing at EVP. He has over 10 years of beverage manufacturing experience. He is also the former EVP and General Manager of Aspen Marketing. Mr. Chessman also completed a graduate program at the Anderson School of Management at UCLA.

## Contact Us

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