

BE FRESH
with American Artesian Water



refreshing **H2O**



Be Water Attributes, Bottled Water Industry

• HEALTHY MINERALS

Rich concentration of positive minerals (magnesium, calcium) for bodily support and soft, refreshing taste

• LOCALLY DEVELOPED

Made in the U.S.A. Be Water is premium artesian water sourced and manufactured in Marion, North Carolina's Blue Ridge Mountains

• BOTTLED WATER MARKET

Global bottled water market size \$303.9 billion in 2022 and growing at 6.7% CAGR 2022 – 2030 and is most popular drink in the U.S.

• NOBLE VALUES (DEPICTED ON LABEL)

Be Generous, Be Kind, Be Strong, Be Good, Be Courageous, Be Aware, Be Patient

Be Water™ Background Information

- Currently available in six-packs and 24-packs.
- Proudly manufactured in the U.S.A. from Marion, North Carolina.
- Bottle sizes are 16.9 fluid ounces (500 ML).
- The brand seeks to invoke mindfulness, strength, kindness, integrity, peace, adaptability, and caring for others from the virtues of water deeply rooted in Taoism.
- Sourced from an aquifer born from the Ice Age 500 million years ago.
- Originates from the same aquifer as its neighboring business, Baxter Labs, which manufactures 90% of the world's supply of saline IV bags. The same high-quality water used to service hospital patients is also used in Be Water.
- Be Water has been proudly donated to provide relief during multiple natural disasters in the U.S. since 2021 to include hurricanes, floods, wildfires, and freezes.
- More people are choosing bottled water and shifting away from unhealthy drinks.
- Since 2016 bottled water has been the #1 U.S. beverage according to the Beverage Marketing Corporation with 9/10 Americans wanting it sold in their local stores.**

**See Harris Poll national survey on behalf of the International Bottled Water Association (IBWA)