



• *MORE THAN WATER.* •

Outline



- Category Growth
- Consumer Penetration
- Consumption Occasions
- The Brand (and SKU, Line Up)
- Marketing
 - Leverage Demo- Drive Trial (IRC's)
 - Brand Ambassadors
 - Social Media
- Distribution- Direct Warehouse
- 2018 Growth Opportunities

Consumer Penetration

The Water category has a 68% consumer penetration, which means there is a ton of room for growth compared to CSD at 76%.

% OF CONSUMERS WHO DRINK THIS CATEGORY



76%



68%



56%



45%



36%



24%



16%

Expanding Usage Occasions

The Water category has a 68% consumer penetration, which means there is a ton of room for growth compared to CSD at 76%.

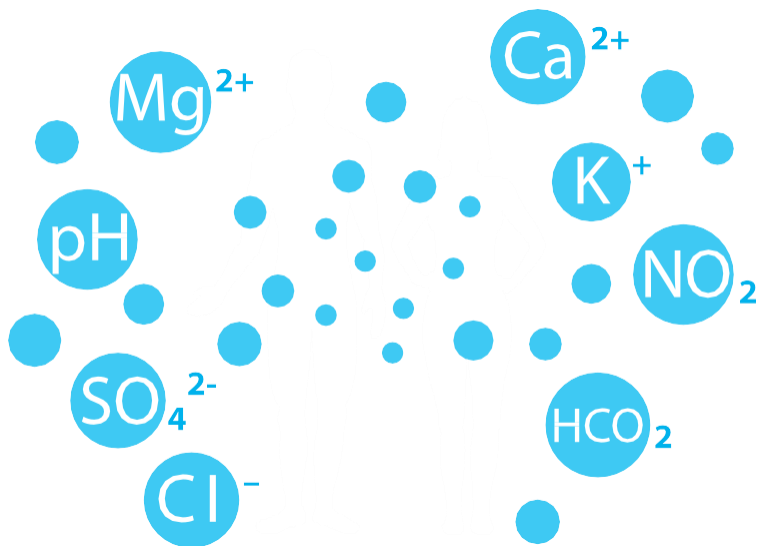


The Well





Ararat- Natural Mineral Sparkling Water



ARARAT — NATURAL MINERAL SPARKLING WATER

Due to its natural composition, the «**ARARAT**» *water* stimulates digestive system, eases digestion, improves metabolism and *speeds up calories burning off*.

The «**ARARAT**» *water* consumption will help you normalize water and mineral metabolism, will *stimulate digestive system* due to its balanced natural mineral composition.



Bottled in the territory of mineral springs
ARARAT well No. B2-11, Borot-Akhbyur Gorge,
Armenia
General analysis was executed by SGS INSTITUT
FRESENIUS GMBH, GERMANY Sample No.
8195784/20.05. 2008
Hydrocarbonate sodium and calcium

2 400 - 2 800 mg/l — at 180 °C; pH 20° — 6,6
Ca²⁺ 250 - 350 • Na⁺ 70 - 110 • Mg²⁺ 70 - 170 • K⁺ 80 - 150

Total Mineralization
Typical chemical composition, mg/l

HCO⁻ 1600 - 1800 • SO²⁻ 250 - 300 • Cl⁻ 80 - 120 • NO⁻ < 0, 33

12 bottles
in package

14 packages
in batch

70 packages
on pallet

UPC# 004 85000 63102 5

The Well- Natural Spring Water



THE WELL — NATURAL MINERAL STILL WATER

«THE WELL» & HYDRATION, the water *deficit in our body causes* skin dryness and premature ageing in all people, irrespective of their age.

Regular drinking of “*The Well*” water provides necessary *everyday hydration* to you body.



Bottled in the territory of mineral springs ARARAT
well No. B1-1, Armenia
General analysis was executed by SGS INSTITUT
FRESENIUS GMBH, GERMANY Sample No.
8195784/20.05. 2008
Hydrocarbonate sodium and calcium

Total Mineralization 191 mg/l — at 180 °C; pH 20° — 7
Typical chemical $\text{Ca}^{2+}13 \cdot \text{Na}^{+}21 \cdot \text{Mg}^{2+}15 \cdot \text{K}^{+}10 \cdot \text{HCO}_3^-$
composition, mg/l $109 \cdot \text{SO}_4^{2-}3 \cdot \text{Cl}^-20$

12 bottles
in package

14 packages
in batch

70 packages
on pallet

UPC# 004 85000 63102 5



The Well- Sparkling Natural Mineral Water



THE WELL — NATURAL MINERAL SPARKLING WATER

«THE WELL» & HARMONY *harmonizes our body*, revitalizes and beautifies us.

Natural water «The Well» is *perfect for rehydration* and keeps us fit.



Bottled in the territory of mineral springs ARARAT
well No. B3-1, Armenia
General analysis was executed by SGS INSTITUT
FRESENIUS GMBH, GERMANY Sample No.
8195784/20.05. 2008

Hydrocarbonate sodium and calcium
Total Mineralization 475 mg/l —at 180 °C; pH 20° — 6,0
Typical chemical composition, mg/l
Ca²⁺·32·Na·28·Mg²⁺·18,9·K·15
HCO⁻·305·SO²⁻·36,5·Cl·39

12 bottles
in package

14 packages
in batch

70 packages
on pallet

UPC# 004 85000 63101 8



The Well GO- Natural Spring Water



WELL GO — NATURAL MINERAL STILL WATER

People leading an *active lifestyle* need motion *freedom*.
You can open the bottle on the move with just one of your fingers;
click and enjoy the *freshness of WellGo*.



Bottled in the territory of mineral springs ARARAT
well No. B1-1, Armenia
General analysis was executed by SGS INSTITUT
FRESENIUS GMBH, GERMANY Sample No.
8195784/20.05. 2008
Hydrocarbonate sodium and calcium

Total Mineralization 191 mg/l — at 180 °C; pH 20° — 7
Typical chemical composition, mg/l $\text{Ca}^{2+} \cdot 13 \cdot \text{Na}^{+} \cdot 21 \cdot \text{Mg}^{2+} \cdot 15 \cdot \text{K}^{+} \cdot 10 \cdot \text{HCO}_3^{-}$
 $109 \cdot \text{SO}_4^{2-} \cdot 3 \cdot \text{Cl}^{-} \cdot 20$

12 bottles in package | 14 packages in batch | 70 packages on pallet

UPC# 004 8500063103 2



“Plus A Little”

Social

Contesting



Digital

Strategic Ads



PR

National Media & Targeted Influencer Outreach



0.33 ml Packages



JOSO



**PINAPPLE AND
COCONUT**



LIME AND MINT



**LIME AND
TARRAGON**



APPLE AND PEAR



MONGO



**LIME, MINT
AND STRAWBERRY**



**ORANGE AND
CRANBERRY**



**RASPBERRY
AND LIME**



**BLUEBERRY, ORANGE
AND VANILLA**



MALTZ

Natural Properties



Dr. Pickel



WELL RECOVERY WITHOUT LOSS OF NATURAL PROPERTIES

The wells were restored by German company *HPC AG The Engineering* Company with personal attendance of its owner *Dr. Pickel*.

HPC is one of the *leading engineering companies* in the area of environmental safety all over the world. In most cases it deals with *large scale projects* targeted towards infrastructure recovery of the *whole regions*.



WATER TREATMENT IS CONTROLLED BY SCADA SYSTEMS PROCESS

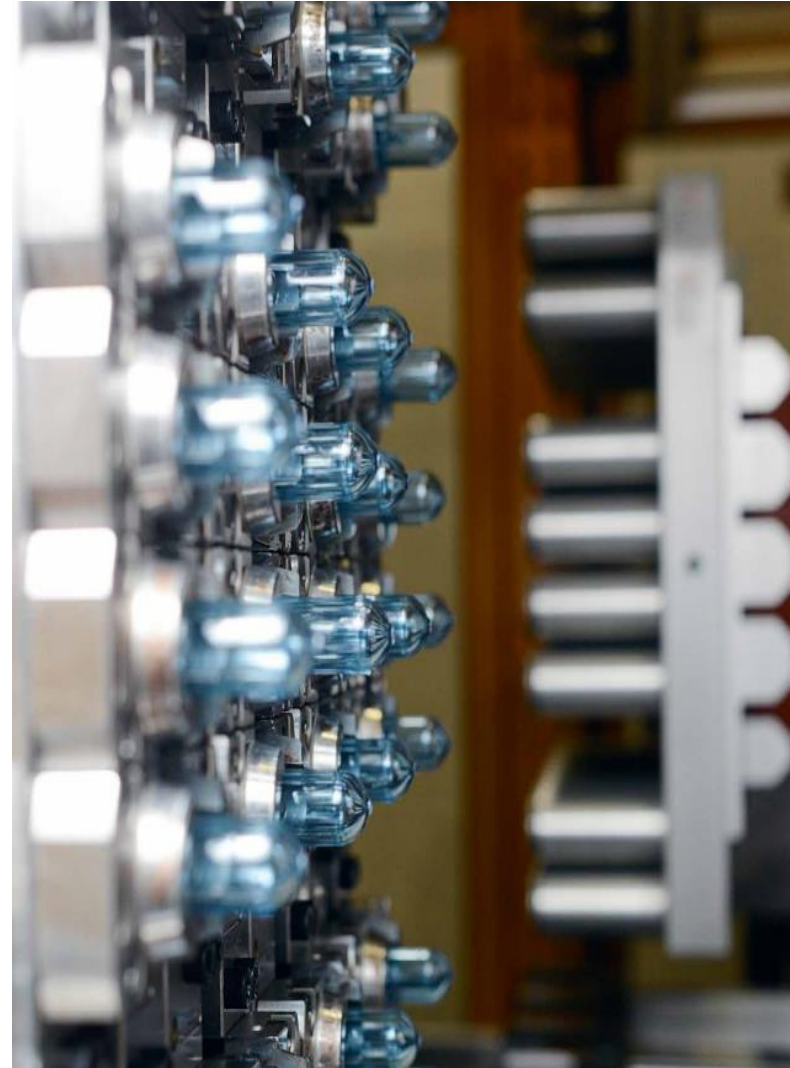
ARARAT GROUP uses equipment of Chriwa Wasseraufbereitungstechnik GmbH, Germany for water treatment.

Chriwa is the *leading manufacturer* of equipment and integrated solutions for production of soft drinks, *mineral waters*, brewing production, water development facilities.



OWN PRODUCTION OF PET PREFORMS AND PLASTIC CAPS

Equipment of *Husky Injection Molding Systems*, Canada; Husky Injection Molding Systems is the creator and the *world's largest supplier* of technologies for injection molding.



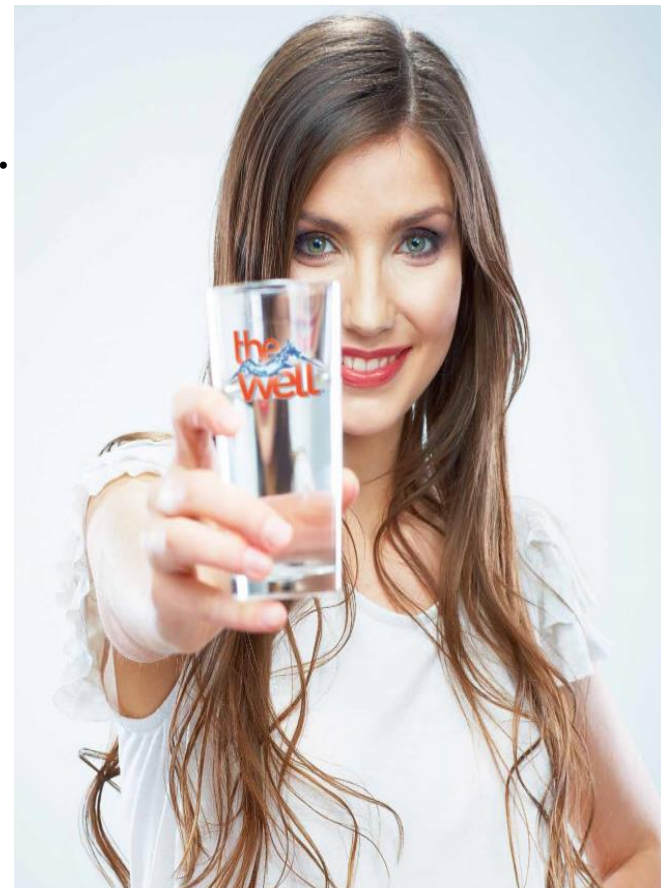
THE PACKAGING OF ARARAT GROUP PRODUCTS
DOES NOT CONTAIN HEAVY METALS AND PHENOL.
THE MINERAL WATER IS NOT EXPOSED TO ANY
FOREIGN SMELL AND FLAVOUR

ARARAT GROUP uses for production of PET preforms and plastic caps raw materials of *manufacturers*, whose products meet the *global quality* standards:

PET granulate made by *KP Chemical Corporation*, Lotte Group, South Korea;

HDPE granulate made by *LG Chem*, LG Group, South Korea;

Coloring agents for preforms *ColorMatrix Group*, PolyOne, USA; Coloring agents for caps *GABRIEL-CHEMIE Group*, Austria.





Production- Oil Free Air Compressing

OIL-FREE AIR COMPRESSING TECHNOLOGY
THE COMPRESSED AIR USED IN THE PET
BOTTLES BLOWING PROCESS, IS FREE OF ANY
OIL VAPORS WHICH CAN INFLUENCE WATER
QUALITY AND FLAVOR

ARARAT GROUP production uses oil-free
compressors manufactured by *Atlas Copco*, the
leading global solutions provider for *high-*
performance industry.



Production- Power of Plant

THE ELECTRIC POWER OF THE PLANT
IS SUPPLIED BY HIGH AND LOW DISTRIBUTION
SYSTEMS MADE BY SIEMENS AG, GERMANY

Siemens AG is a *worldwide* leader for automation systems
development and production in *all fields of industry*.



FOASC & ARARAT GROUP

It's Your World.

Special for



Timing:

February 2018 — March 31, 2018

Deal Price:

Case Cost:

Unit Cost:

SRP:

SRP:

Buy 5 get 2 Free

\$6.43

\$0.53

\$2/\$2.00 = 47% GP

\$2/\$3.00 = 65% GP

Place your Order Today

Call or Email your Rep

Richard Laitinen — So Cal

661-674-5756

richlaitinen@yahoo.com

J Erle Hoffman — So Cal

562-922-2217

jerlehoffman@outlook.com



FOASC & ARARAT GROUP

It's Your World.

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Timing:

February 2018 — March 31, 2018

Deal Price:

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Unit Cost:

SRP:

SRP:

Buy 5 get 2 Free

\$5.14

\$0.43

\$2/\$2.00 = 57% GP

\$2/\$3.00 = 71% GP

Place your Order Today

Call or Email your Rep

Richard Laitinen — So Cal

661-674-5756

richlaitinen@yahoo.com

J Erle Hoffman — So Cal

562-922-2217

jerlehoffman@outlook.com



Case Cost: \$7.20 from case one

Unit Cost: \$0.60

SRP: \$1.09 = 45% GP

SRP: \$1.49 = 60% GP





HOPING FOR A LONG PARTNERSHIP

