

*Norwegian Glacier Spring Water*

**ISBRE**  
**THE WORLD'S BEST DRINKING WATER®**

*IMPORTED FROM NORWAY*



# Unique Attributes

- “Purest Natural Water on the Planet”
- Long-term, exclusive control of water rights
- Unique ability to transport water in bulk

**NORWEGIAN GLACIER SPRING WATER**  
The Purest Natural Water Ever Tested!!

**NEW!**

**ISBRE**  
THE WORLD'S BEST DRINKING WATER®

**LOW TDS = PURE WATER**

Brand	TDS (ppm)
ISBRE	4
Redwood Spring	54
Danvers	160
Fiji	230
Evian	310

Tests for TDS (Total Dissolved Solids) measure the quantity of salt, mineral and metal compounds found in water.

ISBRE's purity is measurable.  
**No more than 4 parts per million of TDS.**

 **IMPORTED FROM NORWAY**  
**WWW.ISBRE.COM**

# Purity

- Microbiological Testing: Isbre is 100% free of bacterial matter.
- Testing for Total Dissolved Solids (TDS) measures the concentration of metal ions, minerals and salt compounds. Isbre has less than 4 ppm (parts per million) TDS, the lowest TDS ever measured for natural (untreated) water.

**TDS COMPARISON CHART (ppm)**

<b>Isbre</b>	<b>4</b>
Deja Blue	28
Iceland Spring	42
Crystal Springs	44
Poland Spring	64
Voss	64
Deer Park	72
Vermont Pure	72
Icelandic Glacial	74
Trump Ice	74
Ice Mountain	76
Saratoga	90
Sparkletts	120
Crystal Geyser - CA	120
Panna	130
Volvic	140
Crystal Geyser - Tenn.	150
Dannon	160
Tynant	180
Zephyr Hills	200
Tynant Carb	200
Fiji	230
Arrowhead	270
Evian	310
Vittel	400
Perrier	480
San Pelligrino	990
San Faustino	1200
Gerolsteiner	1500
Appolinaris	1800

*\*ppm - parts per million*

**\*\* Lab Tested by Groundwater Analytical, Inc. and Eurofins Norge**

## Purity – The Glacial Process

- Glacier melt, rainfall, and snow melt
- Virtually no organic contaminants
- Natural sand and gravel filters
- Virtually no mineral infiltration
- “Encapsulated” artesian aquifer
- Glacier is growing!



## Why Purity Matters

- More effective in bringing nutrients to the cells
- More efficient in eliminating toxins from the body
- Minerals in water are inorganic, cannot be processed, and must be removed
- Natural deterrent to contamination

## Exclusive Rights

- Private 99-year exclusive water rights agreement
- Norwegian Government permit to extract 5 million gallons per day
- Control of all water resources in Osa Valley



# Global Bulk Water Opportunity

- **Water Bottlers**
  - Pricing Advantage
  - Packaging Advantage
- **Other Beverage Companies**
  - RTD Teas
  - Functional Beverages
- **Bulk Users**
  - Pharmaceuticals
  - Technology Companies
- **Governments**
  - Military
  - Disaster Response
- **Humanitarian Groups**



# Global Bulk Water Opportunity

Per Capita Consumption by Leading Countries 2002-2007<sup>1</sup>

2007 Rank	Countries	Gallons Per Capita	
		2002	2007
1	United Arab Emirates	35.2	68.6
2	Mexico	37.7	54.1
3	Italy	44.2	53.3
4	Belgium-Luxembourg	32.7	39.5
5	France	37.1	35.8
6	Germany	27.8	33.3
7	Spain	29.7	31.7
8	Lebanon	24.9	29.3
<b>9</b>	<b>United States</b>	<b>20.1</b>	<b>29.3</b>
10	Hungary	13.5	28.5

**“In 2012, the Global bottled water market is forecast to have a volume of 165.5 billion liters, an increase of 38.6% since 2007”<sup>2</sup>**

1. Source: Beverage Marketing Corp.

2. Source: Bottled Water: Global Industry Guide – MarketLine International

## Bulk Water Sales Margins

- Cost: NOK 20 per m<sup>3</sup> = \$0.012 per gallon
- Cost: NOK 800,000 per 40,000 tonne vessel = \$122,865 per 10,568,032 gallon vessel
- Sale: \$0.075 per gallon = \$792,602 per vessel
- Profit: \$669,737 = 85% Margin
- NOK 10,000,000 Annual Maximum = \$1,535,815 Annual Maximum



## Landed Cost Differential

	<b>Norway Bottling</b>	<b>Flexitank Shipping</b>	<b>Tanker Shipping</b>
<b>Price to Distributor</b>	\$12.25	\$12.25	\$12.25
<b>Transportation Cost</b>	\$3.44	\$2.25	\$0.51
<b>Packaging &amp; Bottling Cost</b>	\$7.79	\$4.87	\$3.78
<b>Total Case Cost</b>	\$11.23	\$7.12	\$4.29
<b>Producer Gross Margin</b>	<b>\$1.02 (8.3%)</b>	<b>\$5.13 (42.0%)</b>	<b>\$7.96 (64.9%)</b>
Note: Estimate of landed cost of 0.5 liter case.			

## Impact of Landed Cost Differential

**42-65% Profit Margins**

- Unmatched pricing flexibility
- Unmatched price promotion ability
- Unmatched profit margins to fuel growth

# Packaging

- “The World’s Best Drinking Water®” – Trademark in U.S. and E.C.
- Proprietary bottle design with Glacier cut inside, Isbre won the International Best Label Award in 2002



## U.S. Market Roll-Out

**Stage 1: Establish an all-channel distribution network across the greater New York/Philadelphia Metropolitan Markets (having a combined population of over 25 million people). ACCOMPLISHED.** Isbre has assembled a network of leading distributors.

**Stage 2: Achieve widespread, multi-channel retail placement in the Northeast Market. ACCOMPLISHED.** Isbre is now available in over 2,000 supermarkets (over 60% of the supermarkets in the region), 3,000 street accounts, and over 300 restaurants, hotels, etc.

**Stage 3: Drive case sales** through chain or location specific price promotions and other promotional events.

**Stage 4: Launch a highly focused PR campaign,** targeting the most likely Isbre consumer audiences. This effort will be supported with cost efficient, “rifle shot” specific media spend.

# Distribution

## New York/Long Island

- Oak & Boening

## New Jersey

- Peerless/Crescent

## Connecticut

- Davidson
- Haddon House
- Tree of Life

## Philadelphia, PA

- Penn. Dist.
- Gretz Beer Co.

## Delaware

- [REDACTED]

## Maryland/Wash. [REDACTED]

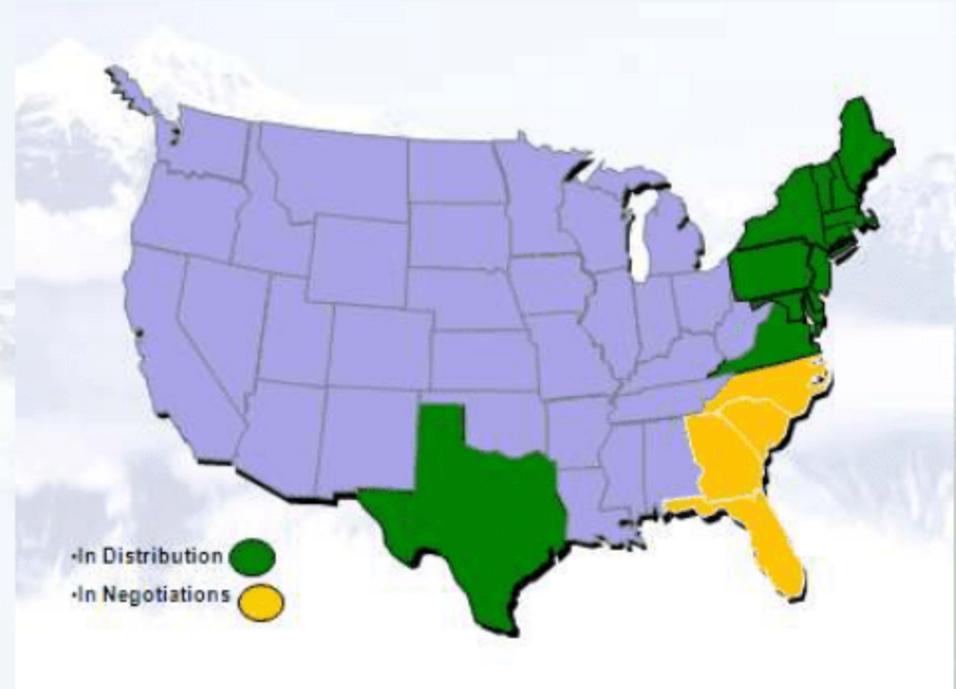
- C.B.G.

## Mid-Atlantic

- DPI
- Haddon House

## Texas

- Texas-Premium Dist.



# Placement

	1-1-2008	6-1-2008	8-1-2008	11-15-2008	6-1-2009
<b>Supermarkets</b>	50	700	1500	1850	2000
<b>Restaurants</b>	50	200	220	230	250
<b>Street</b>	600	2000	2200	2250	2500
<b>Convenience</b>	50	200	200	215	215
<b>Specialty Food Stores</b>	20	50	60	70	110
<b>Hotels</b>	2	20	20	20	30
<b>Golf Clubs</b>	0	8	8	8	8

# Bristol, PA

- The Bristol site is located on the Delaware River just north of Philadelphia, PA. Water will be unloaded into stainless steel storage tanks at the Bristol site.



## Bristol, PA

- Bristol facility is an excellent logistics location. Areas from southern Massachusetts to northern Virginia within a 200-mile radius.



## Future of the Bottled Water Industry

**Kim Jeffery – CEO Nestle Waters N.A.:**

- **“Bottled water is perfect due to the absence of negatives.”**
- **“In North America YTD, only bottled water and RTD teas have seen positive growth in volumes in the beverage category.”**
- **“Bottled water will win within the beverage industry.”**
- **“With increasing health issues (obesity, diabetes), bottled water offers a healthy beverage to help battle many of these conditions.”**
- **“Bottled water is the #2 beverage consumed by people in America and is growing dramatically and will actually gain share this year.”**
- **“Water is big...it will continue to be big.”**

Bernstein Research – October 2, 2009

## Future of the Bulk Water Industry

- **“Less than 0.007% of all the water in the world is potable.”**  
(World Health Organization)
- **“More than 1.5 billion people lack access to adequate water.”**  
(Rohini Nilekani, Yale University, Global Policy Forum)
- **“The pain caused by high oil prices is nothing like what looms as an even more basic and essential natural commodity – water – faces dwindling supplies and growing demand.”**  
(Sarah Slaughter, MIT Sloan School of Management)
- **“Our continued security and competitiveness depend on sustainable supplies of energy and water.”**  
(Regional Plan Association)

## Future of the Bulk Water Industry

- **“Water is the petroleum for the next century.”**  
(Goldman Sachs, Top Five Risks Conference Report)
- **“Water, not petroleum, may emerge as this century’s most essential – and contested – product.”**  
(Harvard Business School – “Is Water the Next Oil?”)
- **“Fresh water will become, after oil, the next great growth commodity.”**  
(Aqua America, Water Utility)
- **“In the beginning of the twenty-first century, clean water will start to become a major regional and inter-regional commodity, being produced and traded in volumes undreamt of today.”**  
(Blue Gold – The Global Water Crisis and the Commodification of the World’s Water Supply, A Special Report Issued by the International Forum on Globalization)

# Osa Valley

