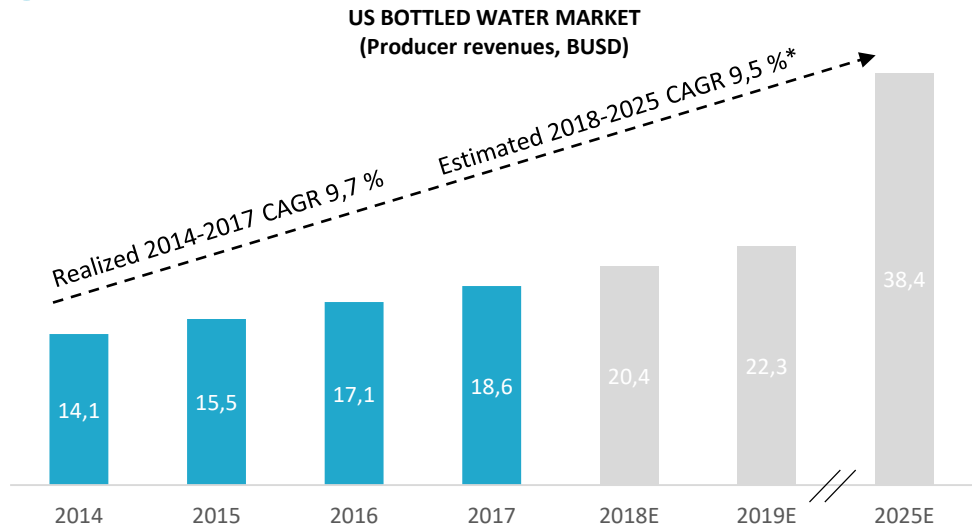




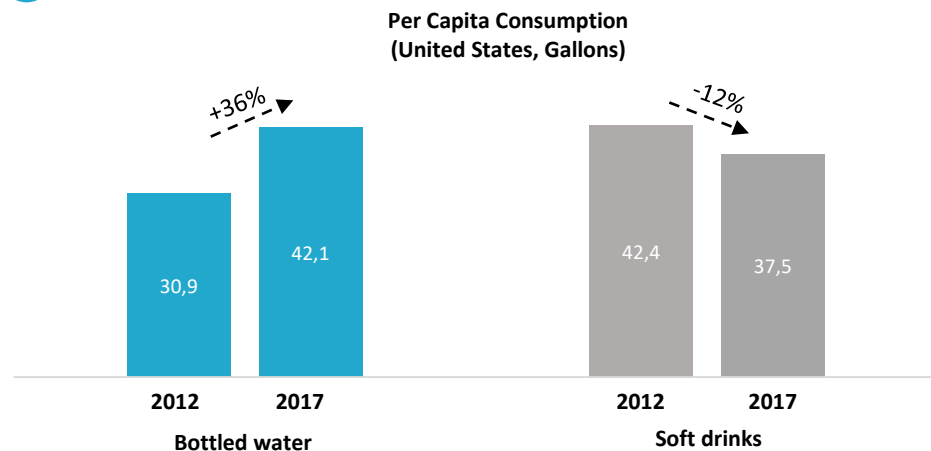
VELLAMO®

Fast growing bottled water market big opportunity for globally competitive startup brands

1 Bottled water one of the fast-growing segments in beverage industry

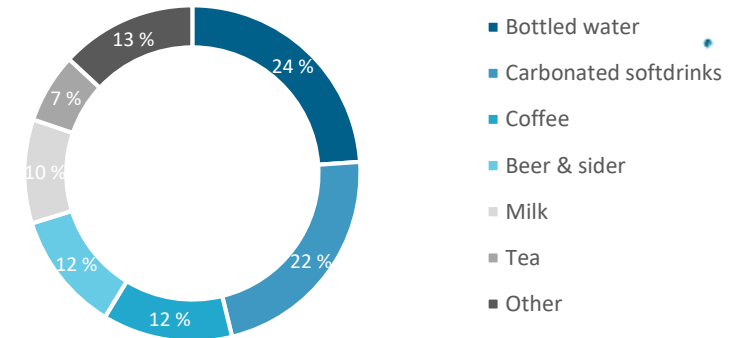


3 Beverage industry needs replacement for declining soft drinks category



2 Bottled water become largest beverage segment in United States

US 2017 VOLUME SHARE OF STOMACH BY U.S. BEVERAGE SEGMENT (% of gallons)



4 Big market opportunity to globally competitive startup brands

- ✓ Typically big beverage companies do not invent new brands and categories
- ✓ They typically focus more on brand extensions (different subcategories of existing categories e.g. Coca-Cola Zero, Diet Cola, different tastes)
- ✓ Thus, they tend to expand to new categories and promising brands mainly through acquisitions → They essentially replace part of their R&D-budgets with M&A
- ✓ With traditional soft drinks market in decline, they are looking for new brands in the fast-growing bottled water category with sustainability and naturality tilt
- **Vellamo is extremely well positioned with its high-end, clean and natural, globally appealing start-up brand to grow in the market and in the future make exit to big international beverage companies**

Super-premium bottled water brand with iconic design



- ✓ Vellamo brand is positioned to demanding millennials, Gen Z and people seeking premium experiences
- ✓ The product is packaged in iconic, award winning design bottle made from glass
- ✓ Brand is built around unique sustainability, naturality, Nordic, Finland and natural flavor attributes
- ✓ Brand is extremely appealing especially in the United States target market where competing brands are often superficial and taste “industrial”
- ✓ **Brand strategically well positioned in the fast-growing segment as both customers and global beverage companies increasingly seek sustainable natural products**



Power of design



- In customer tests Vellamo’s iconic award-winning design bottle builds same brand experience with ONE encounter as the competing products with TEN brand encounters*
- Extremely attractive and unique value proposition that competitors cannot match
- Global beverage companies shown high interest towards Vellamo’s brand

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* Management estimate

VELLAMO® Vellamo's natural and design focused premium brand has unique position in the market

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Premium+ segment
High prices
Mainly glass bottle
Still and sparkling water
(Also PET bottle available)
Distribution in fine dining,
premium hotel and
hospitality channels
Natural water

VOSS



Premium segment
High prices
8 SKUS
Still water, sparkling water,
different tastes
Glass & PET bottles, cans
Found everywhere

S.PELLEGRINO



Premium/mass market
segment
Wide assortment of different
products
Still water, sparkling water,
different tastes
Glass & PET bottles, cans
Found everywhere

evian



Mass market product
Wide assortment of different products
Still water, sparkling water, different tastes
Many different packages
Industrially processed water
Found everywhere

What

Brand

VELLAMO®

Products

Super Premium Mineral Water

Premium product
(On current production)

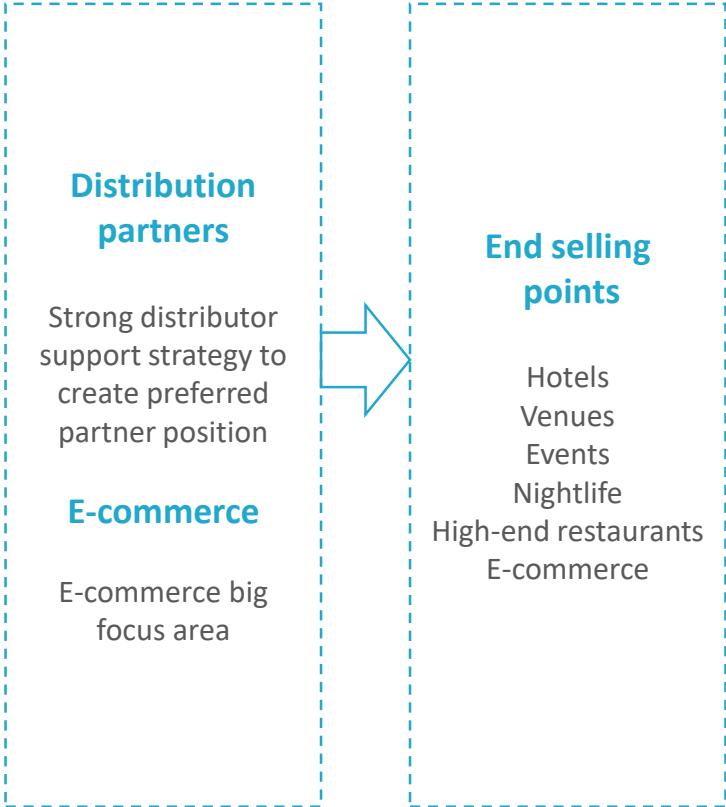


Premium Spring water

Volume product
(Coming late 2020-early 2021)

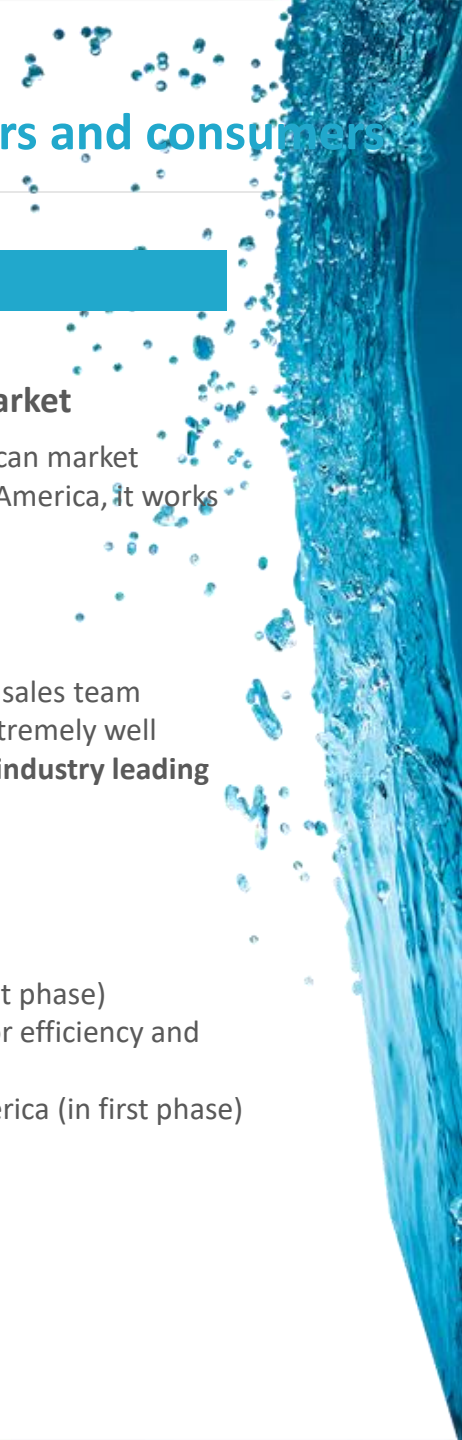


Who



How

- 1 **North America market**
 - First penetrate North American market
 - If the brand works In North America, it works everywhere
- 2 **Sales team**
 - Experienced North-America sales team
 - Knows beverage industry extremely well
 - **Can sell and open doors to industry leading customers**
- 3 **Production**
 - Do bottling in Finland (in first phase)
 - State-of-the-art facility for efficiency and high quality
 - Export bottles to North America (in first phase)
 - Own mineral water source
 - Outsourced bottling partner



Vellamo's target markets are high-end hotels, restaurants, night life, events and venues

High-end hotels



Nightlife



Venues



High-end restaurants



Events



Distributor partners



E-commerce



- ✓ Vellamo's products will always be delivered through distribution partners
- ✓ Vellamo will work with a few major and number of smaller reseller / distributors to secure relevant distribution cover

Distribution strategy highlights

- 1 Penetrate the fast-growing North American market while proving the viability of Vellamo brand for further expansion
- 2 Target primarily Ontario, Florida, California and New York markets in the first phase
- 3 Provide always a premium experience of Vellamo brand to partners and consumers
- 4 Seek high-end hotel and event references for high visibility to confirm the brand position
- 5 Create a strong distributor support strategy to create and maintain a preferred partner position
- 6 Big push to e-commerce

E-commerce and social media marketing is major strategic focus area for Vellamo

E-commerce-site



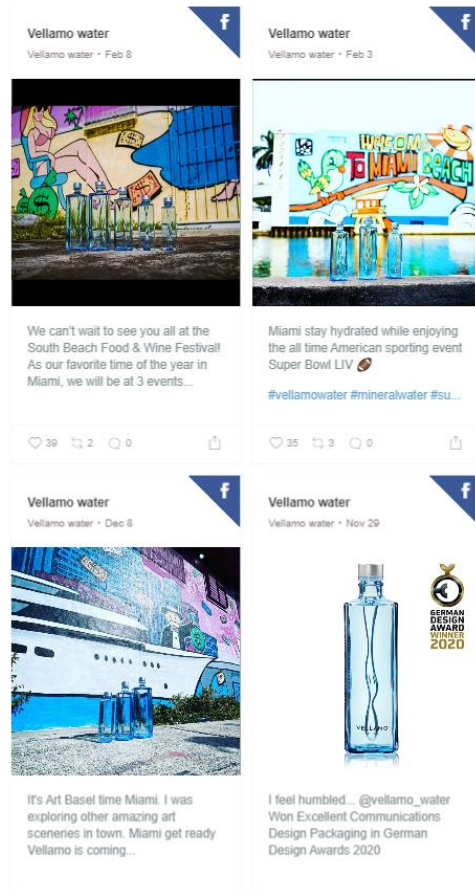
Vellamo Water Cases



Vellamo Water GiftBox



Advance social media marketing



- Vellamo sees big potential in e-commerce, where the market is gradually moving
 - In North America, big package sizes and monthly subscriptions in the bottled water market is big trend
- Currently, strategy is to push data partnerships with distribution partners
 - Major programs starting where Vellamo collects customer databases and targets marketing for them to drive customers to e-commerce channel
- Clever retargeting of core audience space with top tools available in the industry
 - For example when customer visits event or hotel where Vellamo's water is offered, social media marketing is targeted to that group
- Social media cost effective way to reach relevant customers

Sustainability is key component of Vellamo brand

- ✓ Vellamo's goal is to be the world's most sustainable bottled water company by reducing each kg of CO2 generated within the lifecycle of the product and processes to zero.
- ✓ Vellamo will not sell in countries that do not have an established recycling program.
- ✓ Vellamo has recently partnered with UPM to create a fully biodegradable label that is not plastic but made from a paper-pulp product to resemble the look of a clear label.
- ✓ All manufacturing and sub-supply chain is integrated into the full sustainability process.
- ✓ The Vellamo bottling operations only use renewable energy including solar and geothermal technology.
- ✓ By Q2 2020, Vellamo will be one of the only water companies announcing their real time carbon footprint Live via their website.
- ✓ Vellamo launched new bottling process in 2018 to improve production efficiencies and reduce energy consumption.
- ✓ Our new production facility is powered by geothermal and solar energy to reach carbon neutrality.
- ✓ Vellamo only partner with companies that have industry leading sustainability programs, which we openly share with our customers.



We are committed to compensating each kg of CO2 generated within the lifecycle of our product.

Vellamo - Water nurtured by Nordic
nature for 10,000 years.

