

aQuality

It is a new
technology that is
changing the soft
drink market

aQuality
system





aQuality
system



Key facts:



The project introduces a **new way of producing and distributing** mineral water and soft drinks that does not require their transport and storage;



We solve the problem of **plastic waste** (single-use bottles) while keeping our customers' access to a diverse range of mineral waters and drinks;



The projected valuation of the company after 3 years of EUR ~ 700M with the initial financial interest of EUR 2M.



aQuality
system



The aQuality system is:



High-tech, vending machines that **produce mineral water and drinks from tap water** both carbonated and non-carbonated (aQuality is NOT a water dispenser or tap water purifier);



The technology of extracting minerals from attractive sources that allows the aQuality machine to create **real mineral water** (more on slides 13-14);



The advanced **SaaS, IT and IoT system** that supervises aQuality machines, whereby the service and sales process have been automated to reduce ongoing costs;



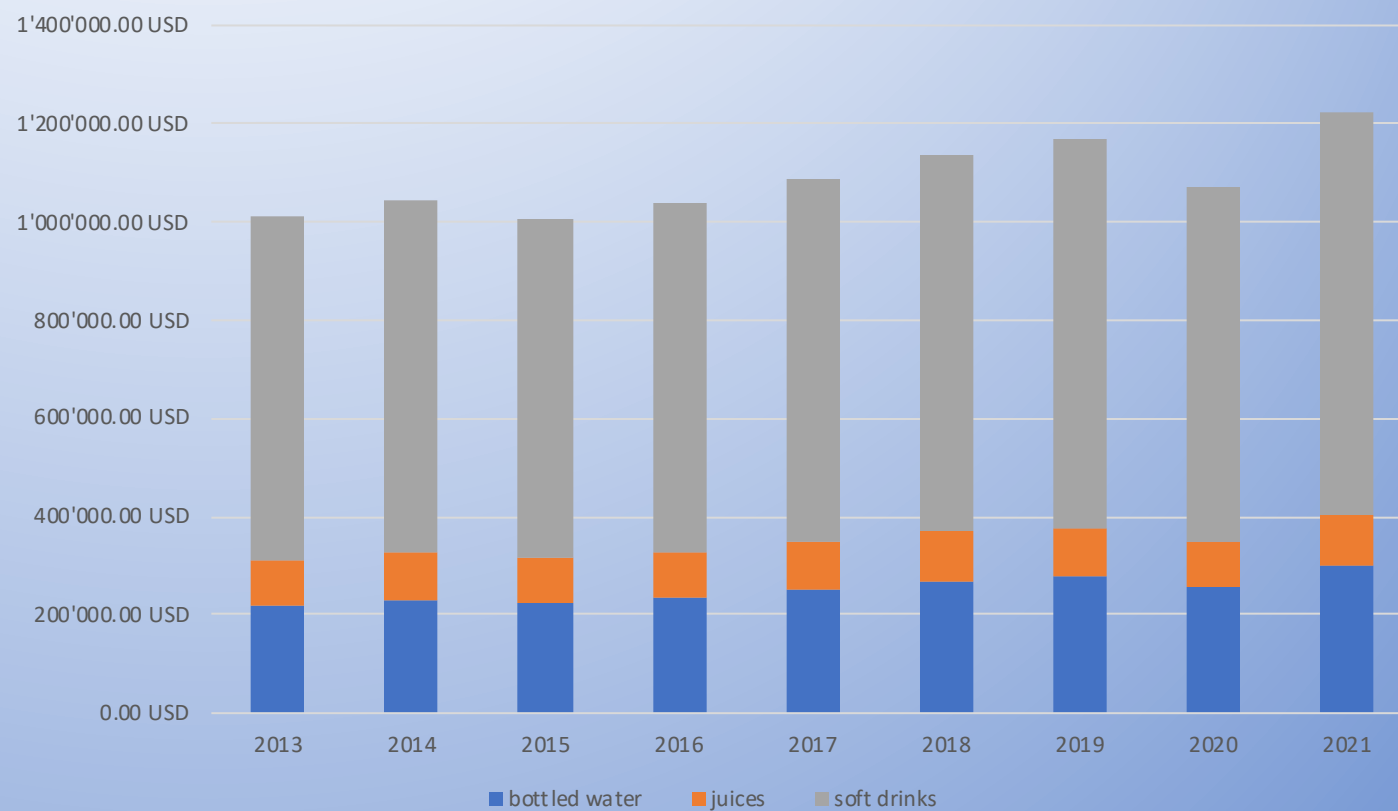
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Market environment

aQuality enters the steadily growing soft drink market

non-alkoholic drinks worldwide (in million USD)



Problems in the soft drink market



- The steadily growing soft drink market generates **huge amounts of plastic waste**;
- **Transport of these products = environmental pollution**, road wear, use of storage space;

Consumers want to go green and do not accept the above problems, but they do not want to give up their favourite drinks and bottled waters

The aQuality system is an answer to these problems:

- It provides **quality drinks** expected by consumers;
- Drinks are poured into **reusable containers** - no waste;
- We provide mineral water and drink concentrates to machines, not finished products - **one 5 l container of mineral concentrate equals to min. 1400 l of mineral water.**



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Project status

The completed research and development - ready and market-tested prototypes of equipment;

The completed development of **the information system**;

The agreed production of machines **by a specialised factory**;

The secured legal issues: non-disclosure agreements with contractors, invention patent, registered trademarks and industrial design;

The assembled team to begin the market expansion

At present, the project only needs funds to start serial production and enter the market



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Business model

- We want to build **our company value** by making money from selling aQuality machine products, not from selling machines;
- Three basic business models:
 - **Income share agreement** – a contractor (fitness club, hotel, shop, etc.) provides its space for the machine - we share the machine's revenue with this contractor;
 - **Renting space** - we rent space for the machine and get all the revenue from sales - this model is the same as in vending machines;
 - **Subscription model** - a customer purchases a subscription for water and drinks which is added to a membership card, benefit system, etc. The most profitable model.
- You can offer your own drinks or **global or local brand drinks**.



aQuality
system

aQuality is a mission-driven project



- Great potential for community building (**ECO, ZERO WASTE lifestyle**);
- The advantages of community building:
 - Project support;
 - Product promotion;
 - People identify with the idea of aQuality;
 - Community investing;
- Integration dates, e.g.:
 - 22nd March - World Water Day
 - 23rd January - Plastic Free Day

SWOT ANALYSIS

STRENGTHS

- Business based on growing consumer trends (healthy living and environmental protection)
- Finished and tested product, in series production.
- Professional team
- Reliable component suppliers
- Prepared production process
- Product innovation

WEAKNESSES

- Product innovation makes it necessary to train staff from scratch
- Necessity of continuous monitoring of production at the initial stage

OPPORTUNITIES

- Ability to present a product at an extremely competitive price
- Stabilised and growing soft drink market
- Product patent protection
- Protection rights for trade marks
- Industrial design protection (external shape of a machine)

RISKS

- Customers are too accustomed to bottled mineral water
- Necessity to change the habits of consumers to use reusable packaging when buying water
- The risk of changes in component prices and hence an increase in the cost of producing machines.

History of aQuality project 2017-2018 project launch

(developed by Prus Consulting & Production Sp. z o.o.)

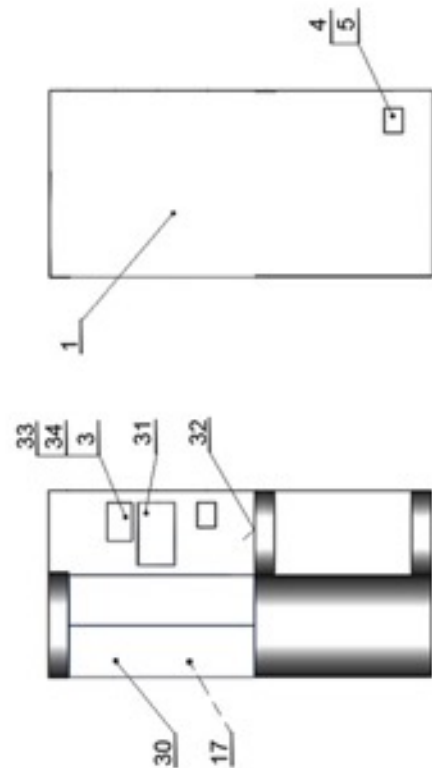


Fig. 2

Fig. 1



Key facts (2017-2018):

- Project developed by Prus Consulting & Production Sp. z o.o.
- Development of technology
- Development of machine design
- Development of automation
- Production of the first machines in the Minimum Viable Product (MVP) version:
 - the machine had no product cooling system
 - no carbonated water
 - mineral water only (no drinks)

History of aQuality project 2018-2019 market tests of MVP version

(developed by Prus Consulting & Production Sp. z o.o.)



Key facts (2018-2019):

Conclusions from MVP market tests:

- Customers accept this distribution channel
- ECO-friendly customers are delighted with the product
- Customers enjoy mineral waters from aQuality
- Customers expect fast interface, product cooling and sparkling
- Customers want fast payment methods (not only cash)
- The device must be close to customers

History of aQuality project 2020 - present

(the project is acquired by aQuality S.A.)



Key facts (2020-present):

- Establishing the aQuality S.A. company to commercialise the project
- Implementation:
 - sale of drinks
 - cooling of products
 - sparkling of products
- Launching development of a scaled-down version of the machine for workplaces
- Preparing the project for serial production.
- Seeking strategic business partners and funding.

Waters aQuality



PREMIUM WATERS

aQuality-available waters and waters under preparation

DEADSEA

Magnesium-potassium water with **Dead Sea** minerals for active people.

Available product

HUNZA

Water with minerals from the glacier of **the Himalayan Hunza Valley** - a cancer, diabetes and obesity-free region.

Planned product

SANGO

Water with minerals from **Okinawa** – an island of longevity, containing minerals from Sango coral, rich in elements that build the human skeleton.

Highly-developed product

Waters aQuality

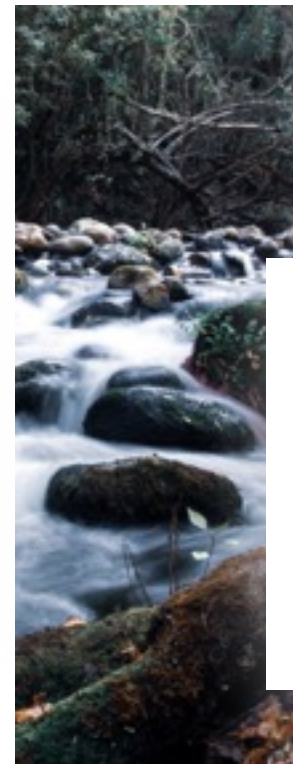


WATER FOR **ACTIVE PEOPLE**

HIMALAY

Isotonic calcium and magnesium water for active people requiring effective hydration.

Available product



STANDARD WATER

SPRING

Calcium-magnesium water in the most popular flavour and at an economical price.

Available product

aQuality devices - additional revenues bottles with the aQuality logo



Business is scalable replicable in any country



First results:

- Poland
- Malta
- Spain
- Belgium / Holland
- Croatia
- Germany
- France

We look forward
to working with
you



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