



INVESTOR PRESENTATION

Icelandic water. A built facility. A global, asset-light network.

Series A growth capital. Global water infrastructure and distribution.

Investor overview | October 2026 | www.purewater.is | Hafnarfjörður, Iceland

We own the source and the facility. Partners fill and sell near the buyer.

17,000+

sq ft facility in Iceland.
Built.

4.5M

Litres per day capacity

71,272

Cans filled from one
24,000 L container

~\$1M

Founder capital invested
to date

1

A real asset

17,000+ sq ft facility in
Hafnarfjörður, Iceland.
Built and operational.

2

Best margin in cans

One 24,000 L container
becomes up to 71,272
premium cans.

3

No factory capex

Local co-packers fill in
market. We ship bulk
water, not packaging.

4

Built to scale

3,000+ co-packers
worldwide. Each one
can open a new market.

Demand for safe, premium water keeps rising. Supply sits in the wrong places.

2 billion+

People without safely managed drinking water at home (WHO / UNICEF JMP, 2023)

Desalination

A main source of drinking water across the Gulf. Energy-heavy and costly.

Wasted freight

Premium water crosses oceans as finished bottles. Buyers pay to ship glass, aluminium and air.

What this means: Iceland has abundant, naturally pure water. The winning model ships it in bulk and fills close to the buyer.



We sell Icelandic water through partners already on the shelf.

1

Source

Icelandic water drawn at our Hafnarfjörður facility. 10-year renewable source agreement.

2

Ship in bulk

Up to 24,000 L per flexitank container. Only clean water crosses the ocean.

3

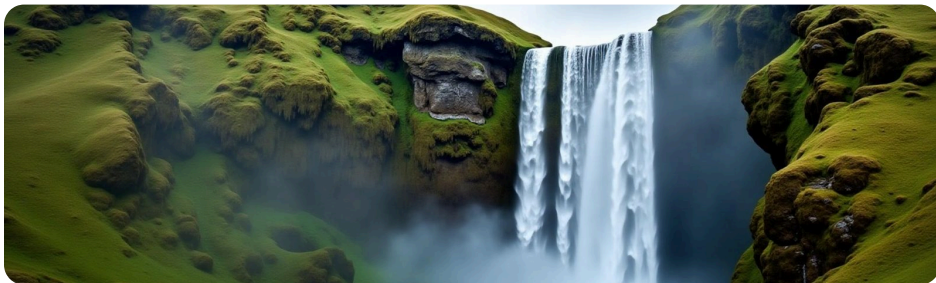
Fill locally

Regional co-packers fill cans, glass and PET in market. No factory for us to build.

4

Distribute

Partners keep their buyers and shelf. Their brand, a private label, or ours.



Every pack is 100% Icelandic water. Never blended.

FACILITY AND INFRASTRUCTURE

Borgarhella 33, Hafnarfjörður, Iceland. Built and ready.

17,000+

sq ft facility

4.5M

Litres per day capacity

8 min

To the export harbour

pH 8.9

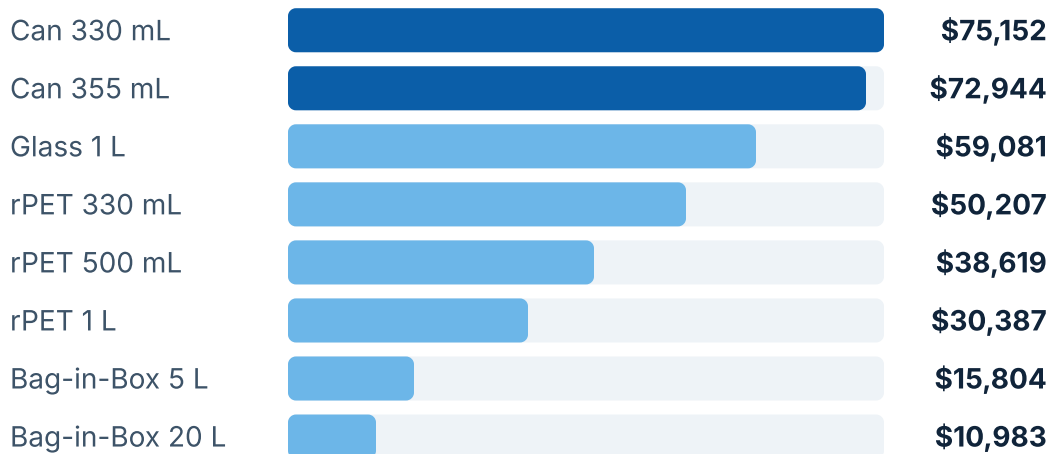
Naturally alkaline, very soft water

Water analysis: ÍSOR (Iceland GeoSurvey), 2023. Capacity: up to 180 flexitanks per day.



One container. Every format. Cans carry the margin.

Upper-range gross profit per 24,000 L container, by product (USD)



Gross profit before overhead and distribution. Source: AFW Container Value by Product model.

\$3,247

All-in cost to land one 24,000 L container of bulk water

71,272

330 mL cans filled from one container

\$36K to \$75K

Gross profit per container of cans. Landed cost about \$0.35 per can. Wholesale \$0.85 to \$1.40.

We use proven filling capacity. We never pour concrete.

1

Source in
Iceland

0

Factories
to build

3,000+

Co-packers
worldwide

The network effect

- Add a co-packer. A new market goes live.
- More volume. Better freight rates.
- Lower landed cost across the network.
- More shelves. More pricing power.

Arctic Freshwater brings

Icelandic source water

Bulk logistics from Iceland

Brand and private-label
options

PureFlow coordination
platform

Supply chain management

The partner brings

Proven filling lines

Cans, glass and PET
formats

Food-safety licences and
QA

Buyers and shelf space

An in-market site near port

Every partner gains from the deal. No one fights for the same shelf.

PRODUCT AND BRAND

KALDÁ. Premium Icelandic water, can-first.

KALDÁ is named for the cold-river spring above Hafnarfjörður. It launches in a 355 mL sleek can for premium retail, hotels, airline lounges and fine dining.

- Private label open to hotel groups, airlines and corporate brands.
- Premium bottled water is about a \$23.5B category (2025), growing about 7% to 8% a year.
- Canned water has proven demand. Liquid Death reached \$263M in retail sales in 2023.
- Most origin brands sell plastic first. KALDÁ starts in the can.

Market: Grand View Research, IMARC, Precedence Research (2025). Estimates vary.
Liquid Death: Forbes, Mar 2024.



Premium markets with no local Icelandic water.

Gulf and GCC

Luxury hotels, resorts and airlines want a water with a real origin story. Desalination sets a high cost base.

North America

Large co-packer base and premium retail. Private label and white label for groups already on shelf.

Caribbean

Tourism demand and island water stress. Regional fill cuts freight and lead time.

Ingredient buyers

Skincare, craft spirits and beverage makers that want 100% Icelandic water in their product.

Phase 1

Import premium cans. Prove demand and price.

Phase 2

Regional co-packer fill. Fresh product, lower freight.

Phase 3

Regional distribution partners and JVs.

Multiple revenue engines. One source. Low overhead.

Premium cans and glass

Highest margin per container.
Hotels, events, retail.

Private and white label

Partner brands filled with 100% Icelandic water.

Ingredient water

Bulk supply to beverage makers and co-packers.

Bulk and institutional

Governments, utilities and large buyers.

CSR and impact programs

Corporate-funded water for communities.

Emergency response

Rapid water supply for disasters.

~40%

Target gross margin

>28%

Target EBITDA margin

\$3,247

All-in landed cost per container

Asset-light

Low inventory, low staff

Built step by step. Founder-funded to date.

2021-22

- Company founded
- Icelandic source secured
- Early R&D and testing

2023-24

- Business plan complete
- Partnerships developed
- PureFlow platform designed

2025

- 17,000+ sq ft facility secured
- Water pipe installed
- Team built out

2026

- Facility operational
- Co-packing strategy launched
- Friends and family round

~\$1,000,000

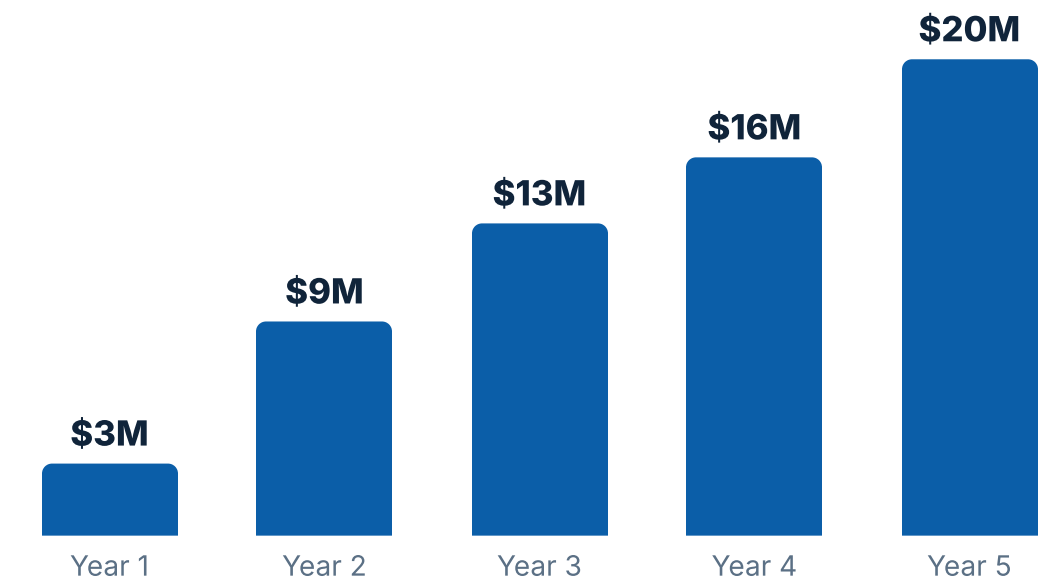
Invested by the founder before outside capital

Next 12 months

First co-packer production runs. First premium can orders. Gulf and North America market entry.

Base case: CAD \$20M revenue by Year 5.

Base case revenue, CAD millions



Scenario	Year 5 revenue
Conservative	CAD \$11.2M
Base case	CAD \$20.0M
Optimistic	CAD \$27.5M

~40%

Target gross margin

>28%

Target EBITDA margin

Projections from the AFW business model. Forward-looking estimates. Not a guarantee.

Arctic Freshwater is raising Series A growth capital.

Use of capital

Co-packer network and first runs, facility operations, brand and market entry, logistics and PureFlow.

Milestone-based

Capital deploys in stages, tied to production and market milestones.

Family office fit

Long-horizon real asset. Co-investment access to regional JVs and project SPVs.

Terms, financial model and data room are shared privately with qualified investors on request.

Operators in Iceland. Builders in Canada.

Brad Loiselle

Founder and CEO

Serial founder. Built Skills Council of Canada (\$9.4M+ in government programs). King Charles III Coronation Medal.

Birgir Loftsson

Director of Operations

Runs facility operations in Iceland. Water production and cold-climate expertise.

Rick Leach

Chief Financial Officer

Financial planning, capital management and investor relations.

Kate O'Neil

VP Global Partnerships

Leads partnership development and market expansion.

Mark Cairns

Head of Technology

Leads the PureFlow platform. Real-time tracking and logistics tools.

Lucy Squance

Head of CSR Programs

CSR and impact programs. Indigenous community partnerships.

A clear, standard Series A process.

1

Intro call

Walk through the model and the fit.

2

Meet the team

Meet the decision-makers on both sides.

3

Term sheet

Sign terms. 60-day exclusivity starts.

4

Due diligence

Data room, facility visit and references.

5

First close

Definitive agreements. First tranche lands.

We welcome a facility visit in Hafnarfjörður, about 30 minutes from Keflavík International Airport.



Thank you.

Brad Loiselle, Founder and CEO

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Pure Water ehf., Hafnarfjörður, Iceland

Important notice

This presentation is for information only. It is not an offer to sell or a solicitation to buy securities.

Any offering will be made only under definitive agreements and applicable prospectus exemptions, including National Instrument 45-106 in Canada, to eligible investors.

Projections are forward-looking estimates. Actual results will vary.

Investing in a private company carries risk, including loss of capital and limited liquidity.

Please get independent legal, tax and financial advice before investing.