



RAIN[®]

PURE MOUNTAIN SPRING WATER

Better For You, Better For The Planet

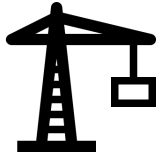


FOR THE
PLANET



MADE IN
THE USA

The Plastic Problem



Plastic is down-cycled only

Virgin plastics are added to recycled material to produce new bottles.



No cash incentive to recycle

Plastics have little inherent value and are recycled <10% of the time



Leaches into drinking water

93% of bottled water sold today contain plastic microparticles



Slow cooling

Plastic has low thermal conductivity

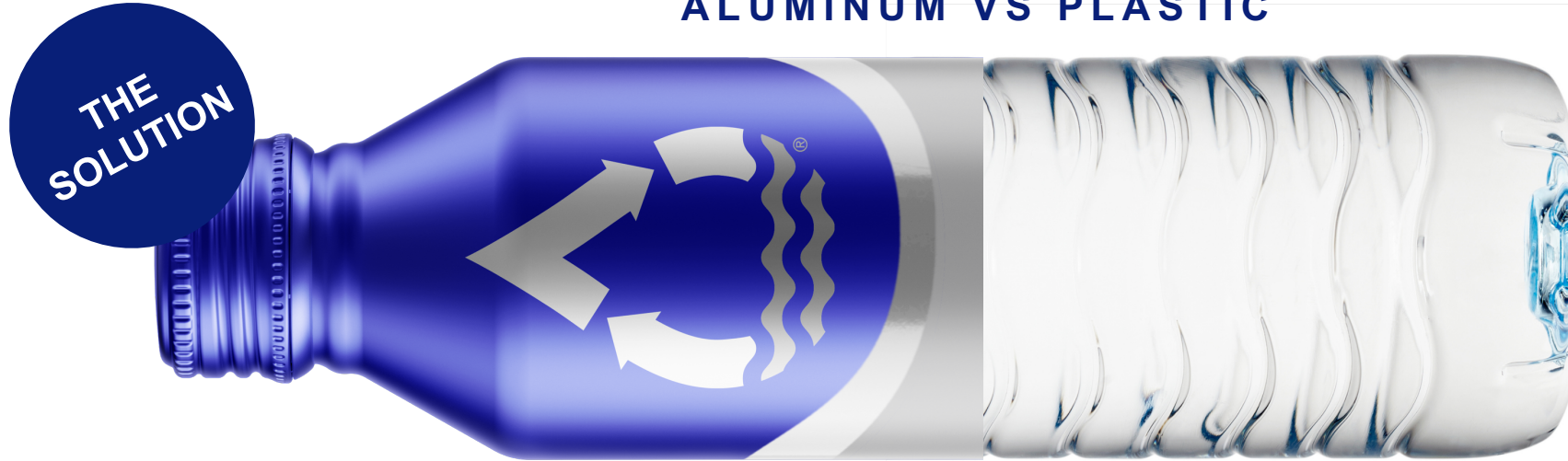


Leads to Ocean and Land Pollution

The Great Pacific Garbage Patch is now twice the size of Texas



ALUMINUM VS PLASTIC



RECYCLED 70+%

Aluminum has inherent cash value, meaning it is actually recycled. "Recyclable \neq recycled."

INFINITELY RECYCLABLE

Aluminum maintains its quality when recycled.
Bottle after bottle after bottle...

COOLS IN 20 MINUTES

NO MICRO-PARTICLES

...because it's not plastic

RECYCLED 9% OF THE TIME

Single use plastics are only recycled 9% of the time and made from only 3% recycled material.

DOWN-CYCLED ONLY

Recycled plastic must be mixed with virgin plastic to make bottles. That means more oil and polluted planet.

COOLS IN 2 HOURS

MICRO-PARTICLES

93% of bottle water contains micro-particles.
Read as "you are drinking plastic."



Why now?

7 out of 10 US consumers think it's important that a brand is sustainable or eco-friendly.

4 out of 5 US consumers want to know the origin of the products they buy.

7 out of 10 US consumers would pay a premium for brands that share this information.



Introducing **RAIN**

**Natural spring water
bottled at the source
in infinitely recyclable
packaging.**



RESPONSIBLY SOURCED

Natural spring water within a true temperate rainforest



Taste

"Light, crisp, and easy-to-drink"



Colder, faster

Aluminum gets colder faster and stays colder longer



Aesthetic

Clean, modern design and artwork



REALITY VS MARKETING



Raw Materials

ALUMINUM

ALUMINUM
+ PET

POLYETHYLENE
TEREPHTHALATE
(PET)

POLYETHYLENE,
PAPERBOARD,
WAX, ALUMINUM

ALUMINUM

Realistically Recycled

YES
Infinitely Recyclable

NO

NO

NO

YES

Micro-Particle Free

YES

NO

NO

NO

YES

Plastic-Free Secondary Packaging

YES

NO

NO

MAYBE

MAYBE

Water Source Sustainability

Natural spring water
harvested using no
mechanical means
(zero carbon emissions)

Purified water using
reverse osmosis.

Often of reverse
osmosis and municipal
water sources. Spring
water often obtained
by digging.

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TRUE COALITION BUILDING

RAIN is an independently owned and operated business disrupting the plastic status quo. We bottle from an ultra-sustainable spring source in Northern Georgia. Current plant staff and additions are local to Rabun County, keeping jobs available to the local community.

We've already helped hundreds of partners build their reputation on sustainability.



A COMPANY FOCUSED ON HELPING THE COMMUNITY AND THE PLANET



**FOR THE
PLANET.**

Through our 1% For the Planet Commitment, a percentage of every sale will support the non-profit work that matters to you.



NBC News · 2/19/21

Replying to @NBCNews

Mark Majkrzak gives out bottles of Rain Pure Mountain Spring Water to people in need in Austin, Texas, on Friday.

Majkrzak, the founder of the company, said he drove from Georgia to deliver the water.

Joe Raedle / Getty



Why Consumers Want **RAIN**

1. **PREMIUMNESS**

High-quality mountain spring water, elevated packaging aesthetic, colder faster.

2. **SUSTAINABILITY**

Single-sourced spring water in plastic-free primary and secondary packaging.

3. **FUNCTIONALITY**

Resealable, grab-on-the-go format makes going eco-friendly an easy transition for the consumer.



BETTER
FOR YOU



BETTER
FOR THE
PLANET



Sustainability

From Cloud to Can

All Aluminum Primary Packaging

- Made from up to 100% post-consumer aluminum
- Cap, bottle, threads 100% aluminum
- Recycled most often and most realistically recycled

Source

- Harvested with zero mechanical means or energy
- Naturally occurring electrolytes and minerals
- Abundant spring source producing > 250gpm
- “Negligible” impact on local water table
- True temperate rainforest
- One of the rainiest counties in the US, 100”+ rainfall in 2020

Secondary Packaging

- 6-sided corrugated cardboard packaging
- Uses zero tape, plastic or shrink film
- Easily collapsible and recyclable secondary packaging
- Transit tested to use minimal pallet stretch film

Sustainability Partnerships

- Waste Management- local, on-premise recycling partner
- 1% For The Planet
- Carbon offsets for freight shipments



Why Now?

Single-Use” is the 2018 Word of The Year

Consumers are taking notice of the impact and toll single-use plastics have and are seeking alternative options that offer the same convenience they are accustomed to.

Interest over time

Google Trends

● single use plastic



United States. 3/1/17 - 2/29/20. Web Search.

Global brands and governments are reacting:

- **American Airlines, Disney, Hyatt, Starbucks, United, Alaska Airlines** and countless states and/or cities phase out plastic straws and other single-use plastics.
- **SUNY** finds 90% of bottled water contain microplastics (Mar 2018)
- **EU** announces single-use plastic ban by 2021 (Mar 2018) Canada follows (Jun 2019)
- **PepsiCo** announces 50% recycled content in its plastics by 2030 (Sep 2018)
- **Live Nation Entertainment** (largest American global entertainment company) announces single-use plastic ban by 2021 (May 2019)
- **San Francisco International Airport** bans sale of plastic bottled water (Aug 2019)
- **Atlanta International Airport** to follow SFO (Aug 2019)
- **US Congress** introduces H.R.4236 – Reducing Waste in National Parks Act (Sep 2019)
- **New Jersey** passes strongest single-use ban on plastics in the country (Sep 2020)
- **Cape Cod, MA** enforces single-use plastic bottle ban (Sep 2021)