

LUDLOW RESEARCH

Market Research Report

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AMERICAN PREMIUM WATER (OTC:HIPH)

(NEW YORK)–Ludlow Research issues opinion on American Premium Water Corporation (OTC: HIPH) , with a short-term speculative target of \$0.15 to \$0.20 per share.

On Jan. 15, 2019, the Company announced that it has entered into a financing agreement with an institutional investor at a \$0.40 valuation. As part of the agreement, a substantial portion of the Company's convertible debt will be retired. The retirement will be reflected in the Company's 1st quarter 2019 financials. Per terms of the agreement, the investor shall remain anonymous.

This news sent HIPH stock surging up over 100% to around \$0.08 before pulling back down to \$0.05 as market digested what is the potential upside of the security.

In short, if all things come together, HIPH funder would clear the way for the stock to potentially rise to \$0.40 a share range, which would be a major gain from its current price of just around \$0.05 per share.

Risks to Consider

This news caught the interest of retail traders, but there could also be risks investors should to consider.

The extreme premium giving for funding is well out of the norm for most institutional investors, which usually structure funding through convertible notes at discounts to current market bid. Since HIPH is not fully reporting with SEC the market really has no exact structure of this funding commitment, and thus details on what is behind this deal remain cloudy.

But, if HIPH does have a white knight investor backing up the company then the long-term prospects for the stock could end up becoming one of the best trades in all of 2019.

It is in Ludlow Research opinion that there remains risk on how exactly this funding deal is structured, but at same time the upside could be a lock for any buyers under \$0.08 per share. For this reason Ludlow Research recommends HIPH for a trade to \$0.15 to \$0.20, with traders only reserving portion of portfolio towards this play until more details are provided. In short there may be questions regarding funding at \$0.40 per share, but also to much potential not to have some position in HIPH for possible rise to new highs.

Watch \$0.08 and \$0.09 as possible breakout triggers to \$0.15 to \$0.20 range.

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About American Premium Water Corp.

American Premium Water (OTC: HIPH) is a diversified luxury consumer products company focused on businesses in the health and beauty and biotech sectors. The company is focused on harnessing the powers of hydrogen and Nano technologies paired with cannabidiol (CBD) to treat health disorders and enhance quality of life. This business model aims to market emerging fashion brands by leveraging classic retail partners and incorporating disruptive blockchain technologies to expand the retail footprint. The company's portfolio includes the LALPINA Hydro and LALPINA Hydro CBD brands (www.Lalpinalnc.com), Gents, Worthy, and blockchain platform FashionCoinX (www.FashionCoinX.com)

About Ludlow Research

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