



Funded by the European Union



Watefy Ltd

WE MAKE HEALTHY WATER



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Company Purpose

Our mission

To provide affordable, healthy and clean drinking water to all by exploiting our unique scientific and technical knowledge in advanced hydrodynamics.



Our company

- Israeli cleantech company founded in 2017
- Team : 4 founders
- Self-funded to semi-industrial scale

We are winners of the prestigious European Union' Framework Program for Research and Technological Development **Horizon 2020**, Small and Medium Entities Instrument Program, Phase1 and Phase 2. Awarded the Seal Of Excellence from European Commission.



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Company Purpose

SEAL OF EXCELLENCE
Granted by European Commission
With recommendations for funding



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Global problem:
Magnesium
deficiency

The Problem and its severity

70-80% of population in developed countries is in magnesium deficiency state that causes high illness and severe chronic diseases, which impact people negatively at both, personal, and the community level as well.

Why is that?

- Modern diets do not supply adequate intake (AI) levels for magnesium and calcium; in the last century, the average US diet contained 2.5 times more magnesium, than today.
- Drinking water containing magnesium and calcium is available from underground water sources only, and those sources are limited and over extracted.
- Drinking water for the majority of population is supplied from surface water bodies – rivers, lakes, etc., which actually do not contain calcium, nor magnesium.



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Drinking water availability and quality - Future Scenario

Drinking water Demand vs availability

- Pure and healthy drinking water that contains good for human body minerals, is mainly available from underground sources, which number is limited, and they are over extracted.
- Drinking water for the majority of population is supplied from surface water bodies – rivers, lakes, etc., which are acidic and poor in vital minerals.
- Demand for drinking water rises at the rate which is x2 higher of the population growth.

Drinking water quality prospective

- The quality of drinking water public wells continuously deteriorates due to industrial, agricultural and other contamination sources, the known, and the emerging as well.
- Alternative water sources being presently developed will provide more clean water, but not healthy yet, if it will not be mineralized to contain such vital nutrients as calcium and magnesium bicarbonates in adequate quantities.



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Drinking water
availability and
quality - Future
Scenario

Why drinking water is not mineralized to adequate level?

- Desalinated seawater around the world, and some surface water in Europe are been enriched just partially (added calcium only).
- That improves the situation to some extent, but the huge problem remains unsolved – magnesium is not added to water.
- Why? Because of absence of feasible technology able to supply the magnesium in it's health form, demanded quantities and at acceptable costs.

"It is clear that very large numbers of people consume levels of vital minerals that are insufficient to support even the most conservative estimates of their physiological needs."

World Health Organization

In EU28 only the magnesium deficiency-related illness costs more than €300B/Year.

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The best brands and Watefy mineral water

Gerolstein(high-concentration) mineral water, and San Benedetto mineral water are the best quality waters among long list of top brands

Top Mineral Wa.
Content of Vital Mine

Very good → Recommended

Minerals content	Gerolstein Sprudel/ Medium	S. Pellegrino	San Benedetto	San Benedetto
Calcium	348mg/44	179mg/22	50mg/6	171mg/21
Magnesium	108mg/29	52mg/14	30mg/8	27mg/7
Bicarbonate	1.816mg/-	239mg/-	313mg/-	574mg/
Potassium	11mg/1	0mg/-	0mg/-	7mg/0
Sodium	118mg/8	33mg/2	6mg/0	74mg/5
Chloride	40mg/5	54mg/7	2mg/0	78mg/1r
Sulphate	38mg/-	445mg/-	3mg/-	104m
Total mineral	2.479mg	1.002mg	404mg	1

Values: Concentration (mg/l)
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WATEFY can produce mineral water of both types at any site, and at low cost

Mineral water - Best brands

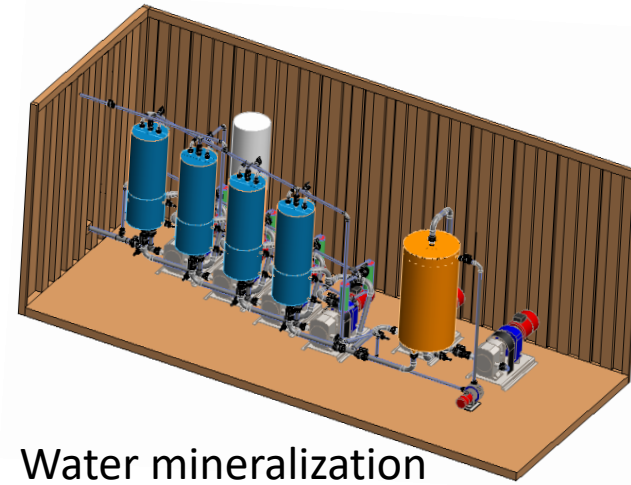


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Healthy water
for many market
niches

Solution from WATEFY

Our core technology provides solutions for many drinking water – related applications and makes healthy drinking water affordable and available for millions.



Water mineralization
at public utilities



Water appliance
making healthy water
on demand 24/7

Man-made Mineral Bottled
water of the quality of the
best brands, but much
cheaper



Concentrated
mineral water



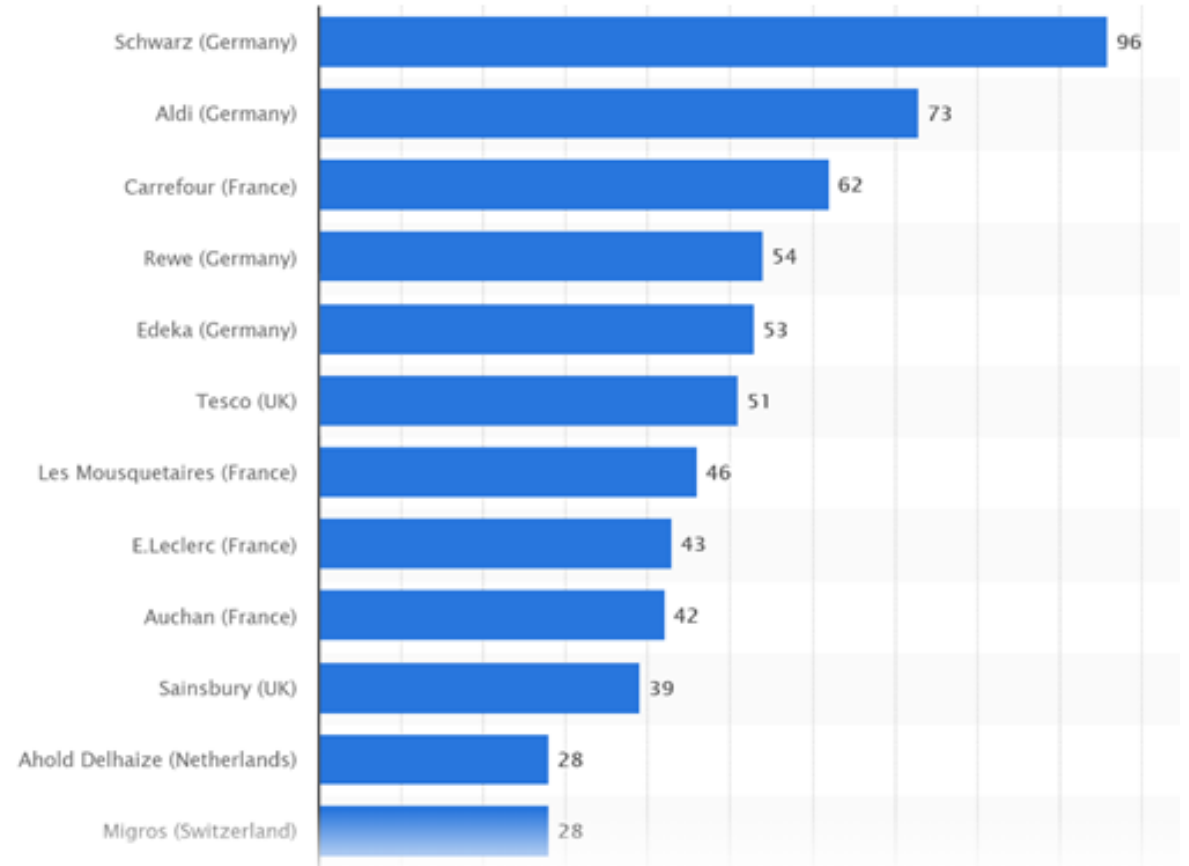
Prospective Licensees for mineral water production and marketing

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Prospective Licensees

To penetrate the bottled water market, we will look to partner through licensing agreements with supermarket chains that do not have their own brand water. Mineral water is 18% of their sales basket.

Chains do not own mineral water wells, nor sell mineral water under their own labels.



European supermarket chains' revenue

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Value
Proposition

Benefits for the customer/user & willingness to pay

- Improving water access and quality
- Manmade mineral water for the first time ever opening up new markets
- Reduced operational and capital costs in desalination plants
- For the first time adding healthy form of magnesium to water becomes viable at any scale.
- Home appliance can produce on demand healthy mineral water 7/24

A novel, highly scalable, adaptable mineralization technology that can cost-effectively mineralize water with calcium and magnesium.

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Market Opportunity

Market opportunity

Our innovatory technology can be utilized in several different use cases, namely: utilities for water treatment, bottled water and point of use appliance technologies.



Bottled water

€152.9 billion in 2015 and is expected to hit €288 billion in 2022, growing at a CAGR of 9.5%

- **Functional bottled water market:** €9.1 billion in 2017 and is projected to reach €16.43 billion by the end of 2025 exhibiting at a CAGR of 7.4%.
- **Concentrated mineral water market:** new market assessed at €10billion within 5 years



Point of use home appliances

€17.9 Billion in 2018 and is expected to reach €31.2 Billion by 2026, at a CAGR of 10.5%

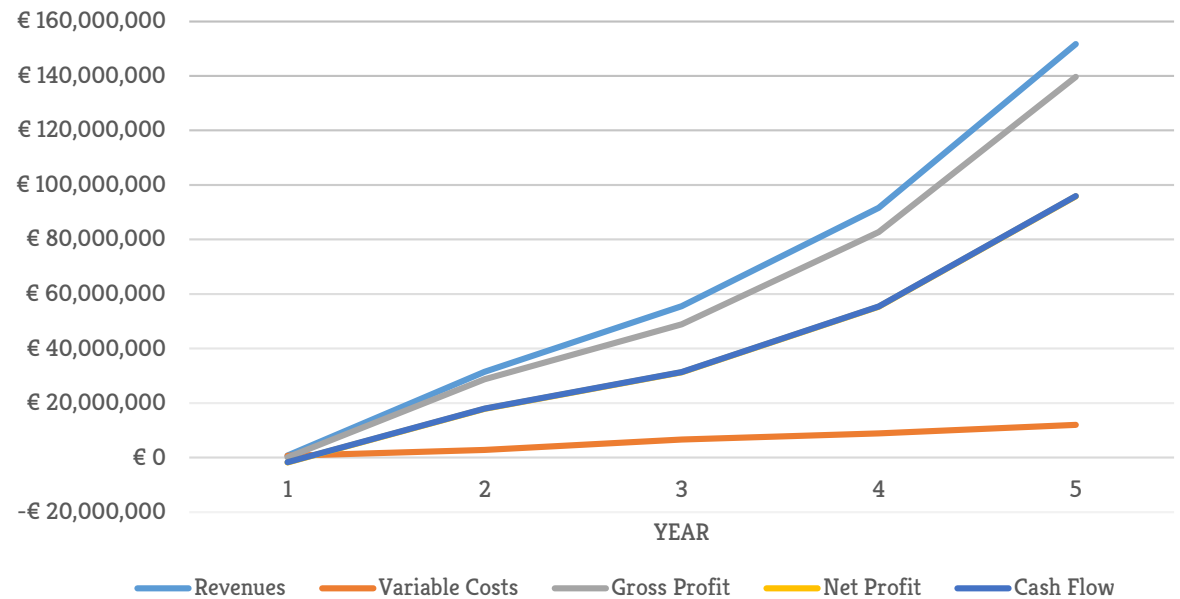
No competition in any market niche

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Financial Projections

5 year projections

	2023	2024	2025	2026	2027
Revenues	750,000	31,526,000	55,552,000	91,604,000	151,656,000
Variable Costs	660,000	2,820,000	6,660,000	8,880,000	12,000,000
Gross Profit	90,000	28,706,000	48,892,000	82,724,000	139,656,000
Net Profit	-1,731,000	17,917,513	31,295,547	55,383,621	95,866,260
Cash Flow	-1,681,000	17,967,513	31,345,547	55,433,621	95,916,260



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Conclusion

**Watefy Ltd
invented and developed
Revolutionary Technology
making the best healthy
drinking water
at any location
and at dramatically low cost
for US\$B400 market**

Key takeaways

- Huge market potential due to multiple applications of the technology
 - Unique solution to add minerals to water
 - Experienced team