

Funded by the European Union



WE MAKE HEALTHY WATER



Company Purpose



4/1 HaAhim Joffe.St., Petah Tikva, ISRAEL www.watefy.com

Our mission

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

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Certificate delivered by the European Commission,	Certificate delivered by the European Commission,		
as the institution managing Horizon 2020,	us the institution managing Horizon 2020,		
the EU Framework Programme for Research and Innovation 2014-2020	the EU Framework Programme for Research and Innovation 2014-202		
The project proposal \$32197, WMT	The project proposal 101009573, WMT		
A scalable, low-cost solution for mineralisation of drinking water.	10100957, N. Nil. Water miteralization (chooling) (WMT) - scalable, low cost solution for healthy mineralization of water solumited under the locizon 2005 NSI: Insurrament (grave and y and Mendel finance) cell H2026-EIC-SMIEnez-2018-2020 (H2026-EIC-SMIEnez-3018-2026-4) of 19 May 2020 in the area of R2026-EIC-SMIEnez-2018-2020-4		
Submitted under the Henzizon 7200's SME instrument phase 1 call H2020-EIC-SMEInst-2018-2020 (G1202-SMEInst-2018-2020) of 5 September 2018 in the ures of EIC-SMEInst-2018-2020			
SME instrument by	H2020-EIC Accelerator pilot -SME Instrument - Green Deal		
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following evaluation by an international panel of independent experts	Tend		
WAS SCORED AS A HIGH-QUALITY PROJECT PROPOSAL IN A HIGHLY COMPETITIVE EVALUATION PROCESS*	following evaluation by an international panel of independent experts		
This proposal is recommended for funding by other sources since Horizon 2020 resources	WAS SCORED AS A HIGH-QUALITY PROJECT PROPOSAL IN A HIGHLY COMPETITIVE EVALUATION PROCESS*		
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Commissioner for Commissioner for Research Regional Policy Science and Innovation	Elisa Ferreira, Martya Gabriel, Commissioner for Commissioner for Innovation, Research, Cohesio and Reforms Culture, Education and Youth		
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Brussels, 23/10/2016	Brusseis, 28/06/2020 - 9		

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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SEAL OF EXCELLENCE

Granted by European Commission

With recommendations for

funding

Company Purpose



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• SEAL OF • EXCELLENCE

Commission

Certificate delivered by the European Commission, as the institution managing Horizon 2020, the EU Framework Programme for Research and Innovation 2014-2020

> The project proposal 101009573, WMT Water mineralization technology (WMT) - scalable, low cost solution for healthy mineralization of water

submitted under the Horizon 2020's SME Instrument (grant only and blended finance) call H2020-EIC-SMEInst-2018-2020 (H2020-EIC-SMEInst-2018-2020-4) of 19 May 2020 in the area of H2020-EIC-SMEInst-2020-4

H2020-EIC Accelerator pilot -SME Instrument - Green Deal

by WATEFY LTD 4/1 HAAHIM JOFFE ST. 4940304 PETAH TIKVA Israel

following evaluation by an international panel of independent experts

WAS SCORED AS A HIGH-QUALITY PROJECT PROPOSAL IN A HIGHLY COMPETITIVE EVALUATION PROCESS*

This proposal is recommended for funding by other sources, since Horizon 2020 resources available for this specific Call were already allocated following a competitive ranking.

> * This means passing all stringent Horizon 2020 assessment thresholds for the 3 award criteria (excellence, impact, quality and efficiency of implementation) required to receive funding from the EU budget Horizon 2020.

Elisa Ferreira, Commissioner for Cohesion and Reforms Mariya Gabriel, Commissioner for Innovation, Research, Culture, Education and Youth

Brussels, 29/06/2020



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.



4/1 HaAhim Joffe.St., Petah Tikva, ISRAEL www.watefy.com 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 extend, 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 deficiencyrelated 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

Mineral water -Best brands



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to	ation	>	Content of	f Vital Mi	ne
y /	Concentration Content of Vital I Concentrater Very good → Recommended Serolstein Recommended				T
Minerals Mir content	concent Nater Egerolstein er Sprudel/ Medium	S. Pellegrino	San Rec Benedetto	ommenae Incentration Ineral Wat	er
Calcium	348mg/44	179mg/22	50mg/6	171mg/2	1
Magnesium	108mg/29	52mg/14	30mg/8	27mg/7	T
Bicarbonate	1.816mg/-	239mg/-	313mg/-	574mg/	
Potassium	11mg/1	0mg/-	0mg/-	7mg/0	
Sodium	118mg/8	33mg/2	6mg/0	74r/g/5	_
Chloride	40mg/5	54mg/7	2mg/0	75mg/10	WATE
Sulphate	38mg/-	445mg/-	3mg/-	104m	VVAIC
Total mineral	2.479mg	1.002mg	404mg	1 1	produ
	\bigcirc	Values: Co	ncentration (m	ş.	-
		WATEFY Ltd	4/1 н		water
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WATEFY can produce mineral water of both types at any site, and at low cost

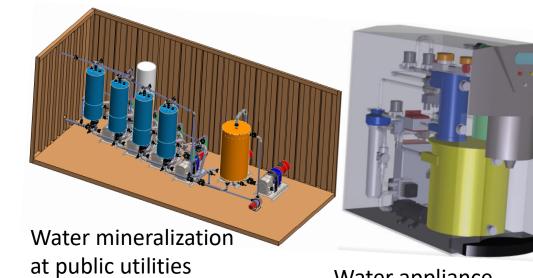


Healthy water for many market niches

Watefy Ltd

Solution from WATEFY

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

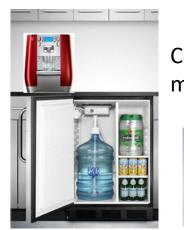


Water appliance making healthy water on demand 24/7

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







Concentrated mineral water

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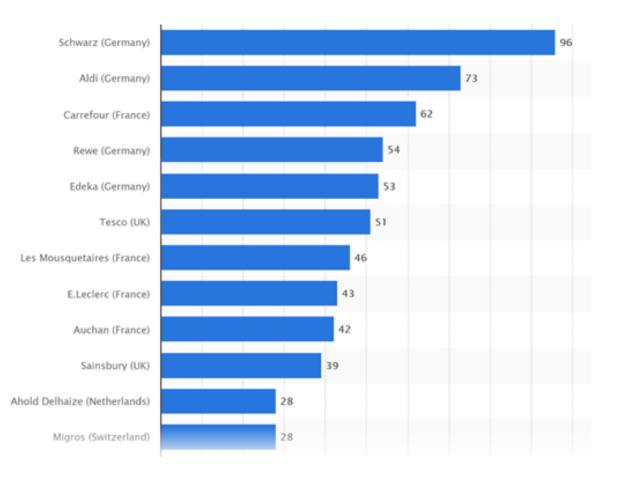


Prospective Licensees for mineral water production and marketing

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

9

Prospective Licensees



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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Value Proposition

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.

Market Opportunity

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%

Watefy Ltd

No competition in any market niche

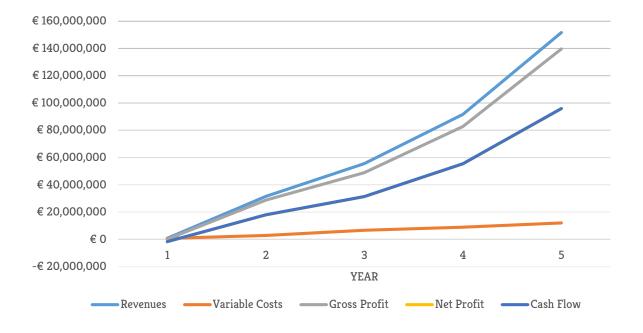
	2023	2024	2025	2026	2027
Revenues	750,000	31,526,000	55,552,000	91,604,000	151,656,000
Variable Costs	660,000	2,820,000	6,660,000	8,880,000	12,000,000
Gross Profit	90,000	28,706,000	48,892,000	82,724,000	139,656,000
Net Profit	-1,731,000	17,917,513	31,295,547	55,383,621	95,866,260
Cash Flow	-1,681,000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

Financial Projections

12

5 year projections





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

