NEWS | GLOBAL

The Alkaline Water Company buys AQUAhydrate

US based Alkaline Water Company, producer of premium bottled alkaline drinking water sold under the brand name Alkaline88, and AQUAhydrate, manufactures and distributes premium bottled water have announced that they have entered into a definitive agreemen

By **Kalyani Sharma** | September 11, 2019



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Unparalleled transaction delivers shareholder value with clear synergies in operations, R&D, distribution, and sales

US based Alkaline Water Company, producer of premium bottled alkaline drinking water sold under the brand name Alkaline88, and AQUAhydrate, manufactures and distributes premium bottled water have announced that they have entered into a definitive agreement and plan of merger under which Alkaline will acquire all of the issued and outstanding shares of common stock and preferred stock of AQUAhydrate in an all-stock transaction.

The Transaction is expected to provide significant strategic and financial benefits to Alkaline, AQUAhydrate and their shareholders, including High Profile Investors and Board Members, Unique Positioning in the Capital Markets, Brand Extension and Cross Selling, Partnership to Dominate National Rollout to Key Retail Customers, Strong Revenues, Retail Buyer Synergies, Production and Logistical Advantages.

Aaron Keay, The Alkaline Water Company's Chairman said, "This is an extremely exciting time for all The Alkaline Water Company stakeholders as we welcome a new shareholder base that includes significant celebrity investors, partners, brand ambassadors and board members, to create a leading national presence in the premium water category with two powerful brands: Alkaline88 and AQUAhydrate. Alkaline88 recently reported a fifth consecutive year of 50% year-over-year growth, additions to its product portfolio of flavored-infused waters and additional sizes to its water portfolio with a modest marketing budget."

"Our CBD-infused health drinks will place us on the map within the rapidly growing market, and through education and our ambassador program, will make us a strong competitor for this $22 billion category by 2021. We view the acquisition of AQUAhydrate as extremely synergistic and accretive, and look forward to working closely with new director nominees Ira Tochner from leading investment firm Yucaipa who invested over $27 million in AQUAhydrate and investor Matthew Howison of Emerald Partners; as well as investors Sean 'Diddy' Combs and Mark Wahlberg, who have personally invested over $20 million into the development and growth of AQUAhydrate and brand ambassador Jillian Michaels. We believe that collectively, the board of directors, management teams and ambassador strength of the combined company has the opportunity to be the market leader in the premium water category and in the new platforms of products we will be rolling out under both brands."

Alkaline will acquire all of the shares of AQUAhydrate by way a triangular merger with a new wholly-owned subsidiary of Alkaline. At the Closing, the holders of shares of common stock of AQUAhydrate.

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