

Confidential

Altered

—

The simplest way to have a huge impact  
on water stress and climate change.

Today.



**ALTERED:**



SITUATION

# 40% gap between demand and availability by 2030\*\*

1,9 BILLION PEOPLE ARE LIVING IN AREAS WITH EXTREME WATER STRESS.

75% OF GLOBAL POPULATION MAY FACE WATER SHORTAGE BY 2025\*

\*\*

ALTERED:™

\* WWF, World Wildlife Foundation, Global threats 2019

\*\* 2030 WRG (2030 World Resources Group), 2009.



SITUATION

# Waters carbon footprint

Energy use associated with the public water supply for  
Residential, Commercial & Municipality users in US:

4.1% of the nation's annual primary energy consumption

6.1% of national electricity consumption,

\*Excluding agriculture, industrial and self-supplied sectors (e.g. agriculture, thermoelectric and Mining).  
Kelly M. Twomey and Michael E. Webber, "Evaluating the Energy Intensity of the US Public Water Supply,"  
Proceedings of the ASME 2011 5th International Conference on Energy Sustainability, August 2011.

ALTERED:<sup>TM</sup>





Within years the effects  
will be irreversible.\*

Saving water is critical for  
battling climate change.

The window of opportunity is now.

Future technologies will help  
solve the problem.

But it will take time.  
Time we do not have.



# Simple and beautiful solutions so everyone can make an impact. Today!

Our solutions offer the perfect balance between experience, functionality and sheer good looks. Always with world leading water savings.



# Altered shapes water to maximize savings without losing functionality.

Our technology separates the water into thousands of droplets. Thereby maximizing the water's surface area and increasing its speed. The result is that you get in contact with, and use, every single drop of water coming out.





SOLUTION

The result is incredible  
Same Tap. 98% less water.

**SIMPLE  
INSTALLATION**  
ANYONE IN  
LESS 1 MIN

**WORLD  
STANDARD**  
FITS MOST  
EXISTING TAPS

**SMALL  
SOLUTION**  
HUGE IMPACT

**ALTERED:**<sup>TM</sup>

Altered  
2019.01



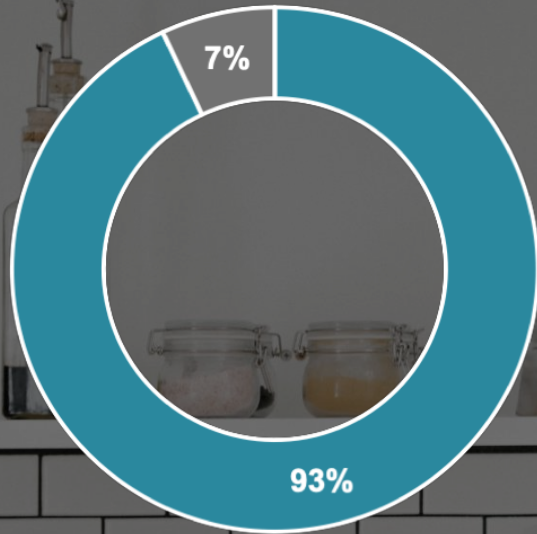
HAND WASH EFFICIENCY TEST

Yes. It works.

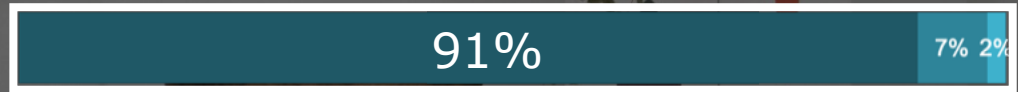
Altered:Nozzle  
Mist Mode 0,2 l/min

Standard Faucet  
Regular Flow 12 l/min

People like it.



**Net Promoter Score 93%**  
"I would recommend others to buy this product"



**Would buy 91%**  
"I would like to buy this product."

\*TNS Home tester club Report, June 2018, 100 households



# It makes sense for businesses.



NORDIC CHOICE HOTELS™

Savings per Year - Hotel of 100 rooms - Tap retrofit only

900.000  
Liter Water

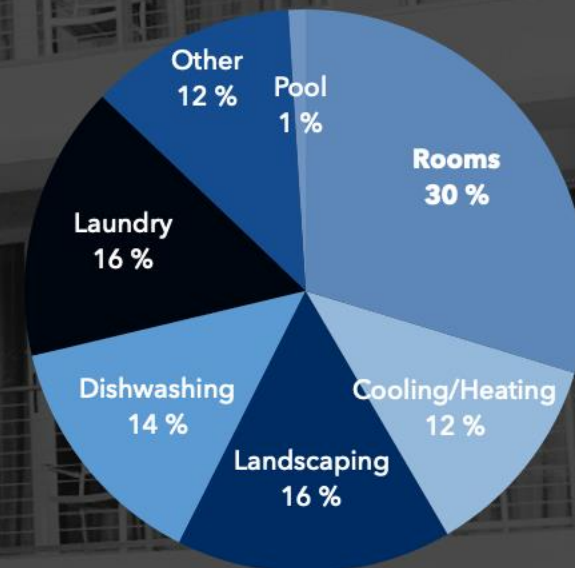
Every Year

26.000  
Kg CO<sub>2</sub>

Reduced Carbon  
Footprint

\$45.000  
USD/Year

Financial ROI  
in 2 Months



Water use in Hotels



# 100-billion euro global market. Sustainability as mega trend.

## +8 Billion

Total amount of Taps and Mixers possible for retrofit.

## 600 Million

Global Annual New sales of Taps & Mixers. CAGR 6,6%

## 160 Million

### Americas Annual Sales Taps & Mixers

- Washbasin 40 million
- Kitchen 20 million
- Showers 20 million

## 175 Million

### EMEA Annual Sales Taps & Mixers

- Washbasin 60 million
- Kitchen 30 million
- Showers. 15 million

## 250 Million

### ASIA Annual Sales Taps & Mixers

- Washbasin 75 million
- Kitchen 35 million
- Showers 40 million

## Largest companies

Lixil Group: 9 BEUR  
Kohler: 7 BUSD  
HansGrohe: 1 BEUR

Roca: 1,5 BEUR  
Oras: 250 MEUR  
Neoperl: 200 MUSD

ALTERED™



ALTERED - STATUS

# Global Recognition



m nationalmuseum



STORA DESIGNPRISET



IMAGINE |  | H<sub>2</sub>O



ALTERED - STATUS

# Proof of market and customer adoption



IMPRESARIO  
*handmade restaurants*



TAJ



ROYAL  
ENFIELD





# Patents

Dual Flow, Granted 532.1600

Dome, PCT phase 532.1636

Plastic Dual Flow, Utility Models, Germany, China

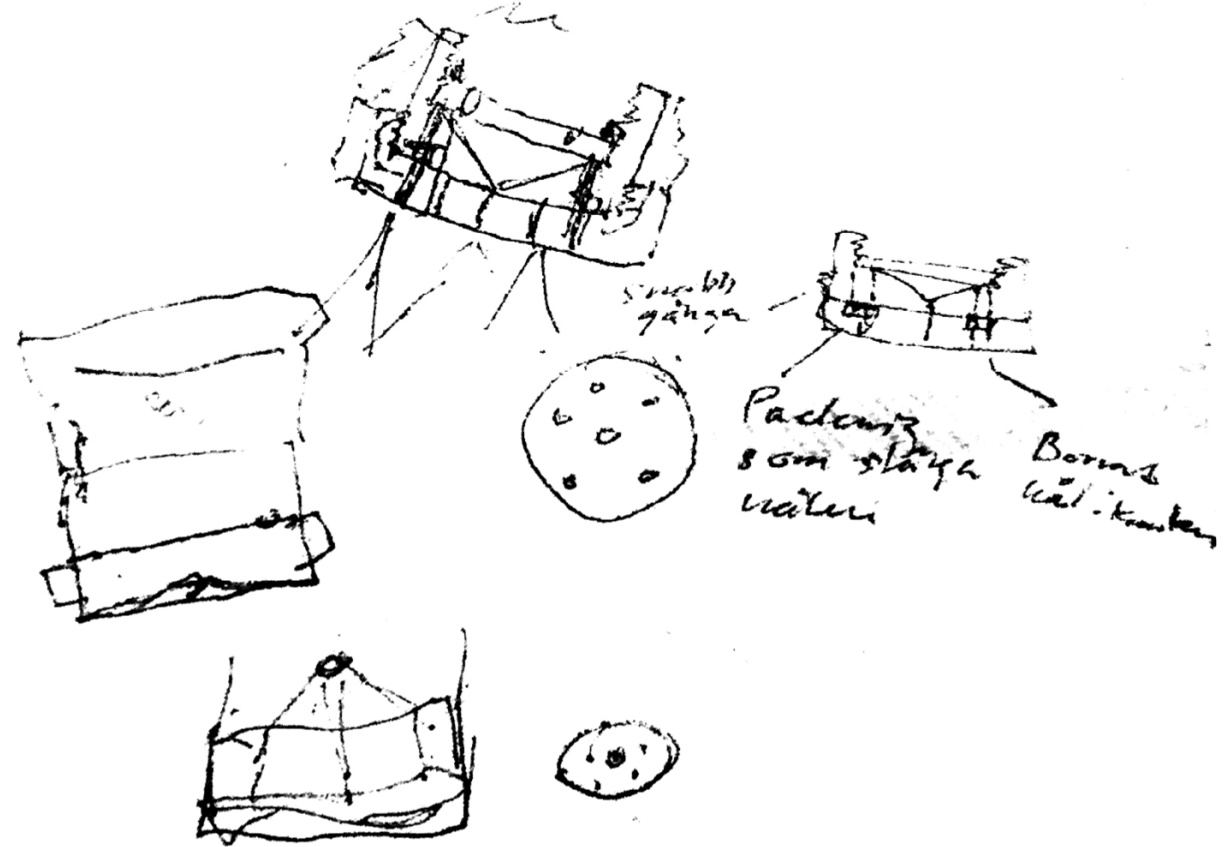
# Registered Trademarks

ALTERED:<sup>®</sup>  "ALTERED" "DOME"

Patent Attorney  
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1206 Stanridge Drive  
Raleigh, North Carolina 27613

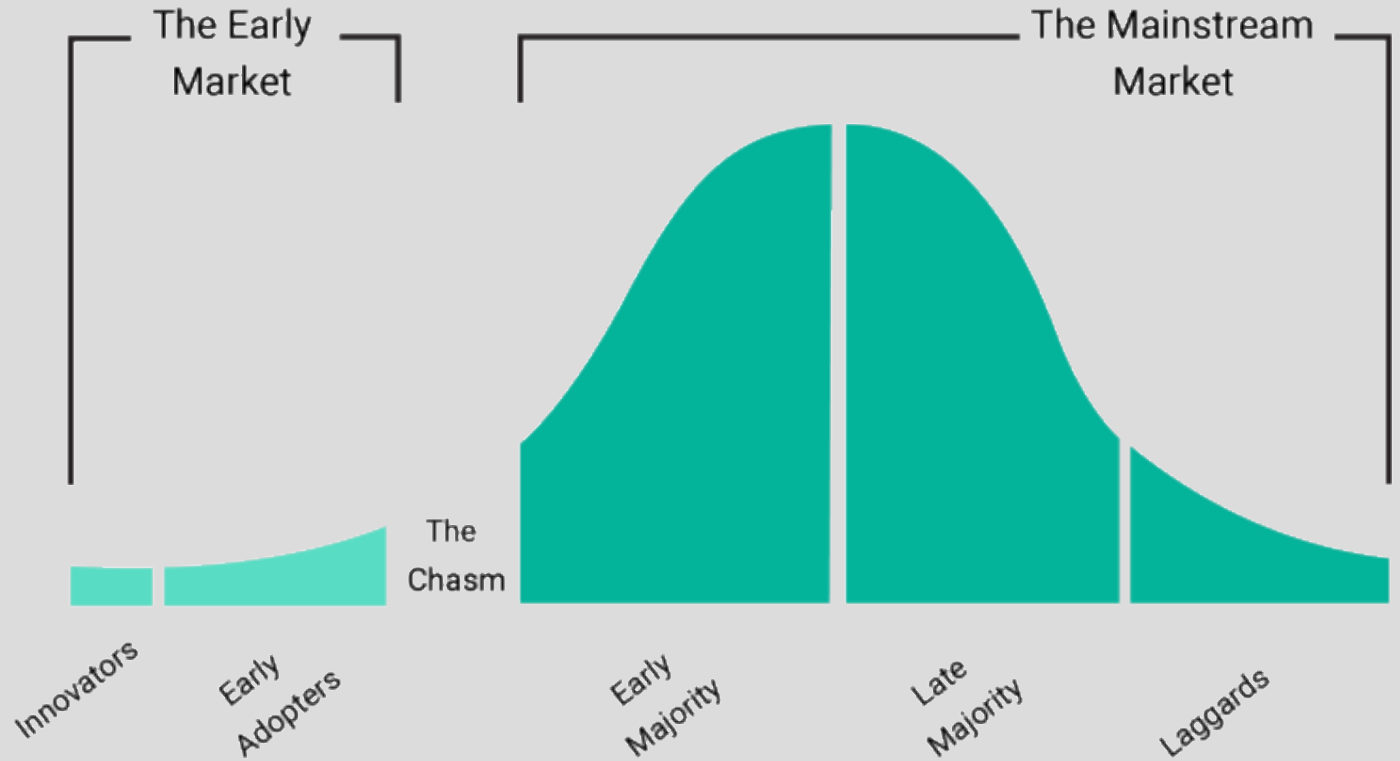
Trademark Lawyer  
Beatum, Liselott Enström  
Holländargatan 23  
111 60 Stockholm

ALTERED:<sup>®</sup>



# Challenge - Mass market penetration

- **MAKING A DIFFERENCE**  
To make an impact we need to reach millions of people.
- **AWARENESS**  
Established business provide visibility and validation to the business case.
- **RANGE (INTERMEDIARIES)**  
Part of a larger offering for tenders, B2B clients and intermediaries.
- **DISTRIBUTION & SALES**  
Sales and supply chain opportunities that can be utilized to scale up faster





# Large brands dominate the market



## BARRIERS FOR MASS MARKET PENETRATION:

- Strong buyer brand loyalty
- Structural barriers to entry
- Distributor, Sales and Influencer network

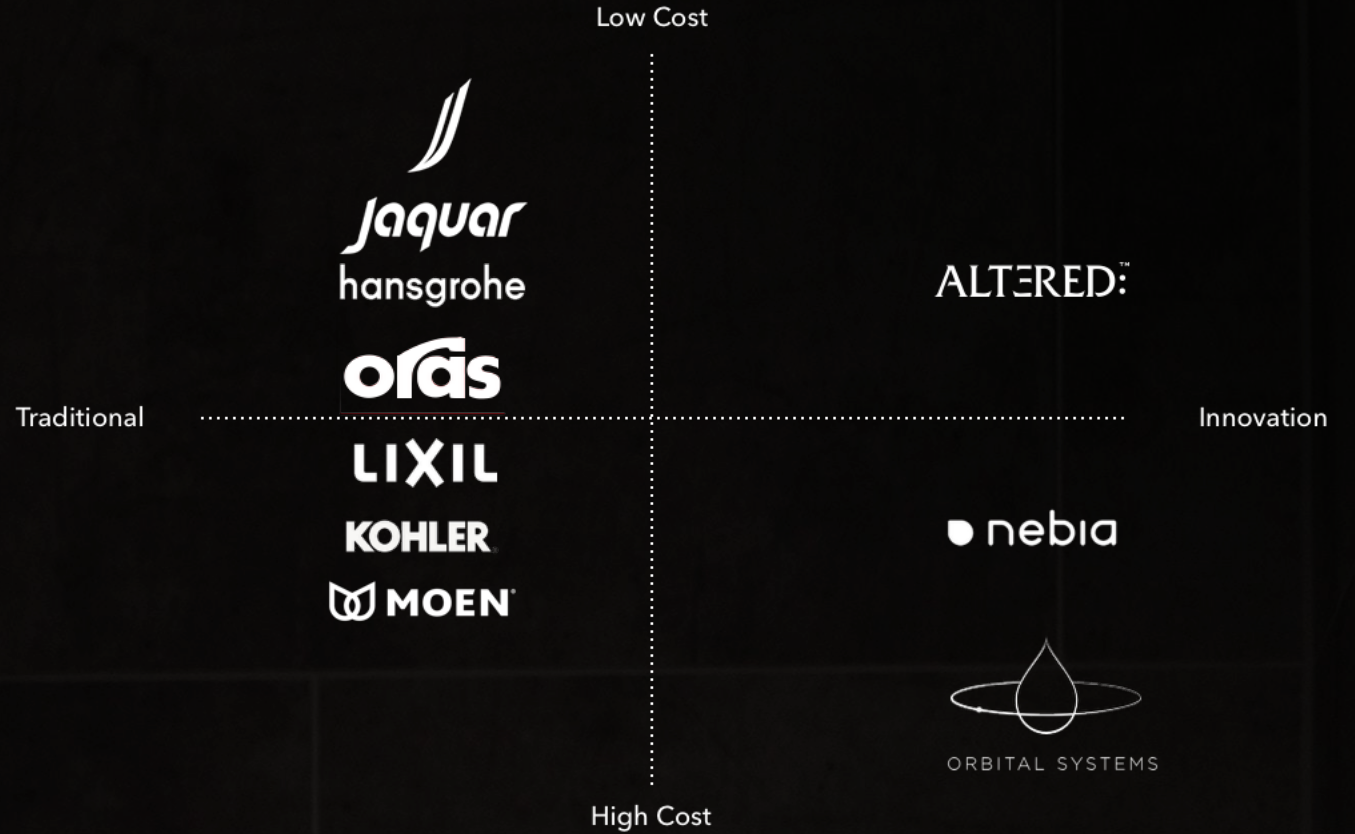
# Looking at start-ups for fast innovation

Focus on new product sales rather than upgrades.

Historically low innovation -dipping down to start-ups for fast innovation.

Collaborations like Moen and Nebia are happening now.

Potential for future collaborations or exits.





A portfolio of current and future  
world leading sustainability technology.

Proven on market.

Establishing Partnerships with  
leading brands for mass market penetration

# Existing Partnerships will reach more than 1 billion people in 2022.



Launching first joint product end of 2021 - "Misteln".



Signed licensing agreement for production and integration with Brilloca brand Pan-India.

Confidential - shared under NDA  
In discussions with:

Global US Brand

Leading MX Brand

Global EU Brand

Leading Scandinavian Brand

Global Retailer



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# The difference we can make

Water: 9 Billion m<sup>3</sup>  
Energy: 107.000 GWh  
CO<sub>2</sub>: 72 million tons  
Utility Cost: 50 Billion EUR

Based on:

Units: 100 million

Water Cost: 1,40 EUR/M<sup>3</sup>.

Energy Cost: 0,11 Eur/kWh

Emissions: 450 grams CO<sub>2</sub>/kWh





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on water stress and climate change.

Today.

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