



CHARGE UP

Drink **ACTIPH**. Be active

ACTIPH - THE STORY



This story began in 2014 when Jamie Douglas-Hamilton set two Guinness World records rowing 5,000 miles from Australia to Africa across the gruelling Indian Ocean for Save the Elephants.

On this unsupported expedition, the crew of six pulled more than a million strokes, battling the ocean's currents, enormous seas, three major storms and were even hit by a hurricane. With the rowing broken into two hourly shifts, 24 hours a day, physical demands were so extreme that the rowers were burning between 8-10,000 calories a day and drinking 9-13 litres of water. Crew members would often pass out or have vivid hallucinations.

However, this dramatically changed when one member of the crew mixed his fresh water with sea water; the effect was so profound the crew started to mix every second bottle of drinking water with one third sea water, instantly increasing power, energy levels and reducing hallucinations.

This was when Jamie realised just how important hydration is for performance and thought about what else was possible with water. This led to a quest to produce the healthiest and most effective water possible, and so the Actiph Water journey began.





INTRODUCING ACTIPH

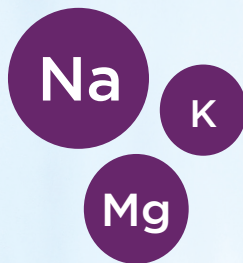
Europe's first alkaline ionised water

- ◆ Ionised water is proven in clinical trials to hydrate faster than ordinary water
- ◆ At pH 9 or higher, Actiph is by far the most alkaline water in Europe
- ◆ Zero calories, zero sugar, zero sweeteners, zero caffeine

HOW WE CHARGE UP ACTIPH



**PURIFIED
SPRING
WATER**



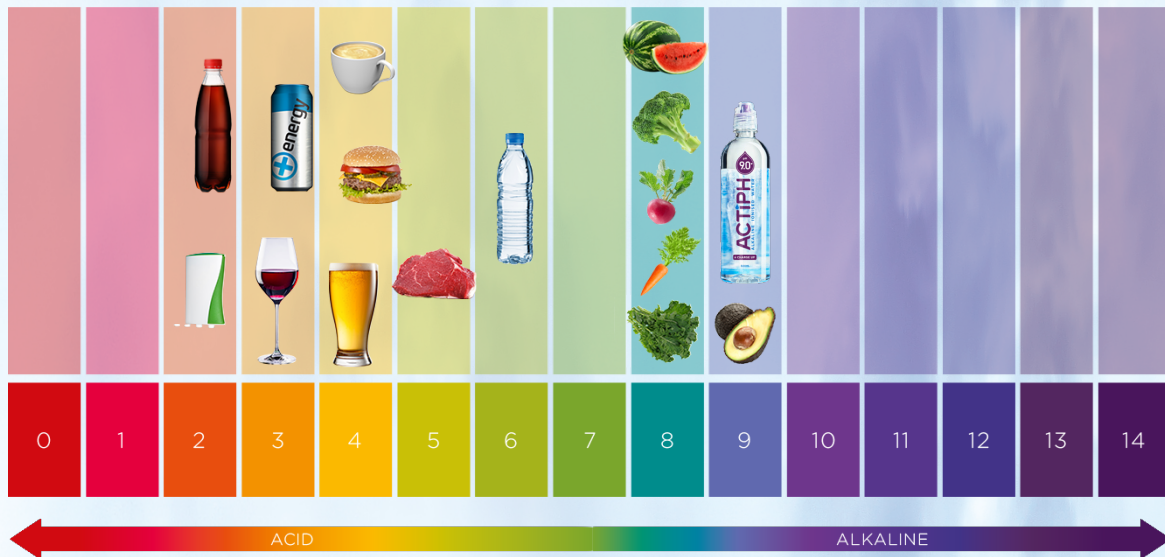
**UNIQUE
BLEND OF
ELECTROLYTES**



**IONISED
TO A HIGH
pH 9.0⁺**

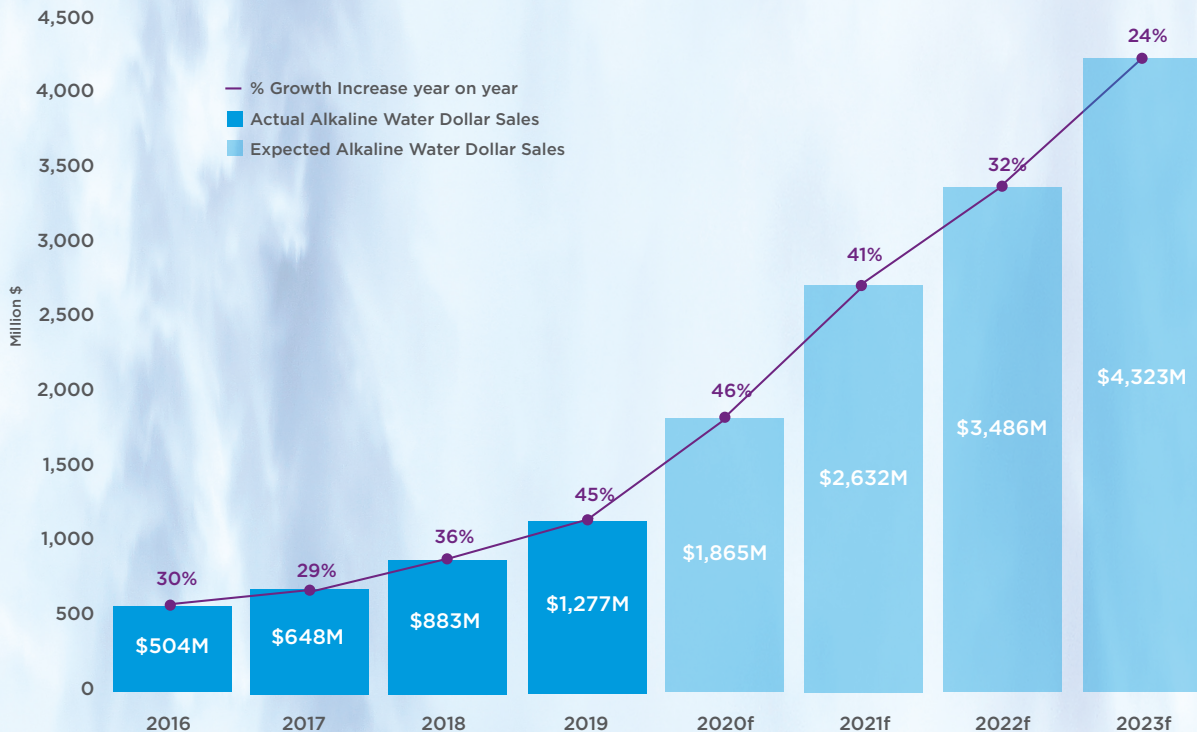
Actiph is ionised spring water, supercharged to pH9 or higher to give it a clean, smooth alkaline taste. Find your balance and energy to achieve more every day.

pH BALANCING



The pH scale is logarithmic, so with every change in the pH number the alkalinity changes tenfold. This means leading colas, sports drinks and energy drinks are over 100,000 times more acidic than Actiph Water.

GLOBAL GROWTH OF ALKALINE WATER



Source: Zenith Global Ltd 2019

NEW BEVERAGE CATEGORY

HYDRATION /
REHYDRATION



2.3 billion
litre market

ENERGY



600 million
litre market



170 million
litre market

PERFORMANCE /
RECOVERY



RECOMMENDED RETAIL PRICE

£1.39



600ml

£1.99



1 litre

£1.49



330ml

£2.19



750ml

BRANDED MULTIPACKS

£6.99



6 x 600ml

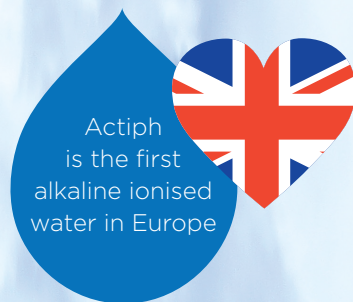
£19.99



12 x 1 Litre

WHY STOCK ACTIPH?

ACTIPH is a lifestyle brand designed to energise and inspire people to live an active balanced life



No.1 selling water in the natural channel in UK



Alkaline water is the fastest growing beverage category globally



ACTIPH is a high value and high frequency of purchase product

ONE DEFINING NON-ALCOHOLIC BRAND EACH DECADE



1970s
Colas



1980s
Diet



1990s
Sports



2000s
Energy



2010s
Coconut water



TOMORROW
Alkaline water

CHARGE UP YOUR SALES

Please contact us at
hello@actiphwater.com



actiphwater.com | Actiph Water Ltd, 107 George Street, Edinburgh, EH2 3ES