



JUST[®]
WATER

Partnership. Sustainability.

JUST[®] Origins

Started with a boy's questions
which turned into his passion.

Passion for making things
cleaner, safer, better.

For everyone.
We started with water.

I saw what happens when plastic goes to waste in our environment and how it affects us... I needed to do something and make a difference. So, we're trying to eliminate as much plastic as possible. I want to make it easier [for people] to be part of the solution.

– Jaden Smith



The time is now



“A CONSUMER BACKLASH against disposable plastic plus new government mandates and **BANS** in places such as zoos and department stores have the world’s biggest bottled-water makers scrambling to find alternatives...

THERE’S A BIG PROBLEM. The industry has tried and failed for years to make a better bottle.”

THE WALL STREET JOURNAL.

DECEMBER 13, 2018





JUST in Australia

100% Australian
spring water

A plant-based carton

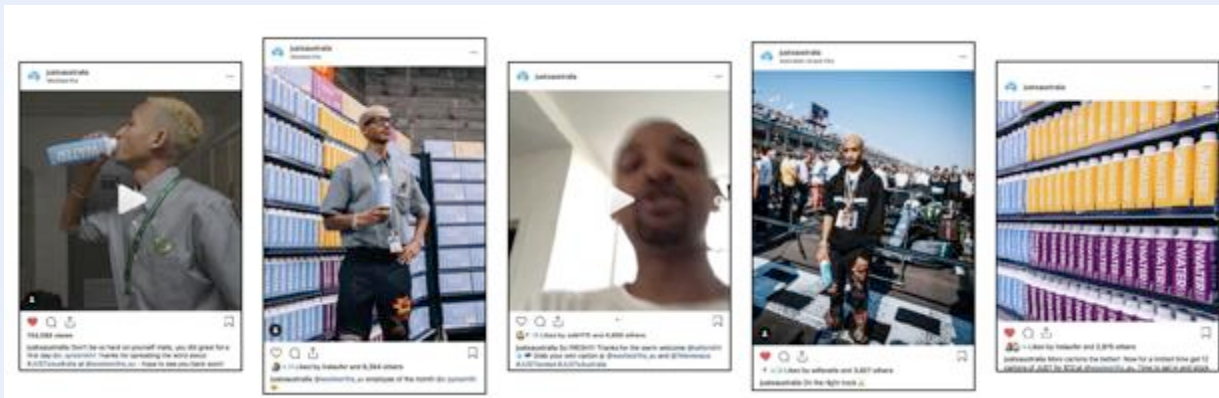
Belief in a better
solution



in Australia: The Launch March 2019

In a total over 4-days, JUST Water garnered:

- 84 pieces of media coverage
- 82M+ social media impressions
- 1.2 Million digital Impressions
- 352+ Instagram profile page visits



JUST Australia



500ml and 330ml Spring



500ml Lemon Infused



500ml Berry Infused



500ml Lime Infused



100% Australian spring water



Flavours made with real fruit



100% Recyclable

Source story



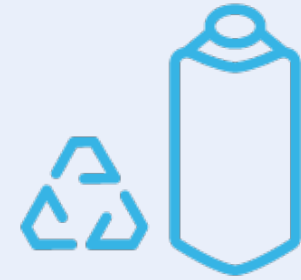
SUSTAINABLY SOURCED

- Spring water sourced from Cottonwood Springs, at the base of Mount Warrenheip, VIC
- Water is pumped through a sealed delivery system free of human contact.
- The spring water is abundant and filtered through the extinct volcano's basalt and scoria rocks to form the best tasting water in Australia.



RENEWABLE PACKAGING

- 82% plant based packaging.
- Plastic made from sugarcane.
- Carton made from trees.
- Leading to a significant reduction in carbon emissions compared to a similarly sized plastic bottle



RECYCLABLE

- Cartons are recyclable in over 90% of communities in Australia
- Recycled cartons are converted into various products like tissues and toilet paper, yoga mats and children's toys.

JUST[®] Infused

- Made with essences from distilled water with actual fruits and herbs.
- Zero sugar, calories or artificial flavouring.
- Packaged in the same carton as JUST spring water.



JUST[®] is a movement





action

In the U.S.

17,209,781

JUST bottles produced since inception

THAT'S EQUIVELANT TO...

531,175

Pounds of plastic not created

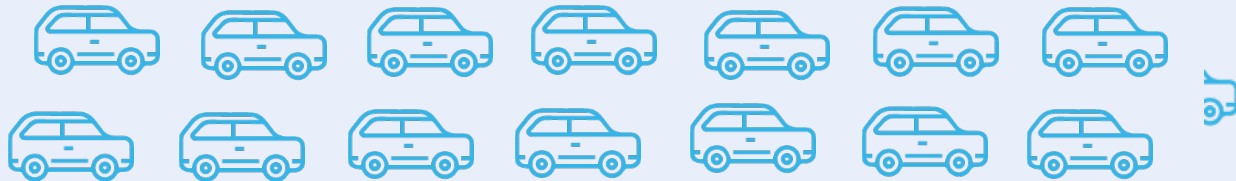
585,133

Kilograms of CO2 not emitted*

THAT'S THE SAME POSITIVE EFFECT AS...

Not driving an average passenger car for **1,434,150 miles.**

1 car = 100,000 miles



WE GET LOUD ABOUT PLASTIC

Our Tetra Top carton means

Unique bottle design

- Globally the only water brand using Tetra Top
- Domestically the only brand using Tetra Top in any category

Safety & quality

- Ensures food safety
- Prevents ambient flavour contamination

Sustainability

- 82% plant based packaging.
- Plastic made from sugarcane.
- Carton made from trees.

International capabilities

- JUST Australia launch in February 2019, enabled by Tetra Pak production support
- Result: capacity to support customers in Asia Pacific

JUST®

+



JUST Water 500ml
Spring Water



JUST Water 330ml
Spring Water

JUST® Stacks up



100% Spring water	✓	Varies	Varies
Domestically sourced	✓	Varies	Varies
Renewable packaging content	82%	✗	✗
Recyclable	✓	Petrol-based PET – Yes Bio-based PET - Creates challenges in the recycling system	✓
CO ₂ emissions from product + distribution	22.3 gr CO₂ per carton Source: Tetra Top Lifecycle Analysis	84.8 gr CO₂ per bottle Source: Tetra Top Lifecycle Analysis	98-296 gr CO₂ per can Source: Tetra Pak modeling + The Aluminum association
Drinking experience	Wide mouth, easy to drink, easily refillable	Various	Various

JUST WATER
Marketing Activations
March – November 2019





JUST WATER WINS 'Best Marketing/Social Media' Campaign at the Zenith Global Bottled Water Awards.

<https://www.instagram.com/p/B3cuQqRHIWA/>



- October 10th, 2019, JUST WATER won 'Best Marketing/Social Campaign' for the Australia Launch with Jaden Smith activation with WOOLWORTHS.
- The winning campaign was tied to JUST's launch into the Australian market in March of this year. The Australia launch coincided with a national rollout in Woolworths Supermarkets of JUST's three locally produced items: 100% spring water and two JUST Infused flavours, Lemon and Berry.
- JUST Co-Founder Jaden Smith supported the campaign dressing up as a Woolworths' store associate helping shoppers find JUST.



JUST Crew Sampling Activation Sydney, Melbourne Brisbane

March – June 2019



The JUST Crew travelled between Sydney, Melbourne and Brisbane conducting weekend sampling and educating the public on JUST, our sustainability story and where to purchase.





#JUSTAnotherUse Social Media Competition

May 2019

In May we launched [#JUSTAnotherUse](#) competition on social media.

We challenged entrants to create another use out of JUST cartons to win a VIP concert experience with Jaden Smith at his Sydney concert.

The winner created a Herbal Garden that made from used JUST Cartons!





BRENE BROWN LIVE Sydney and Melbourne Gold Sponsor

31st July and 2nd August 2019



8000 delegates across Sydney and Melbourne

- JUST Water was an official sponsor with our logo on the event website and event communications.
- Branding and acknowledgement of Just Water support at the event on event slides and in opening and closing address.

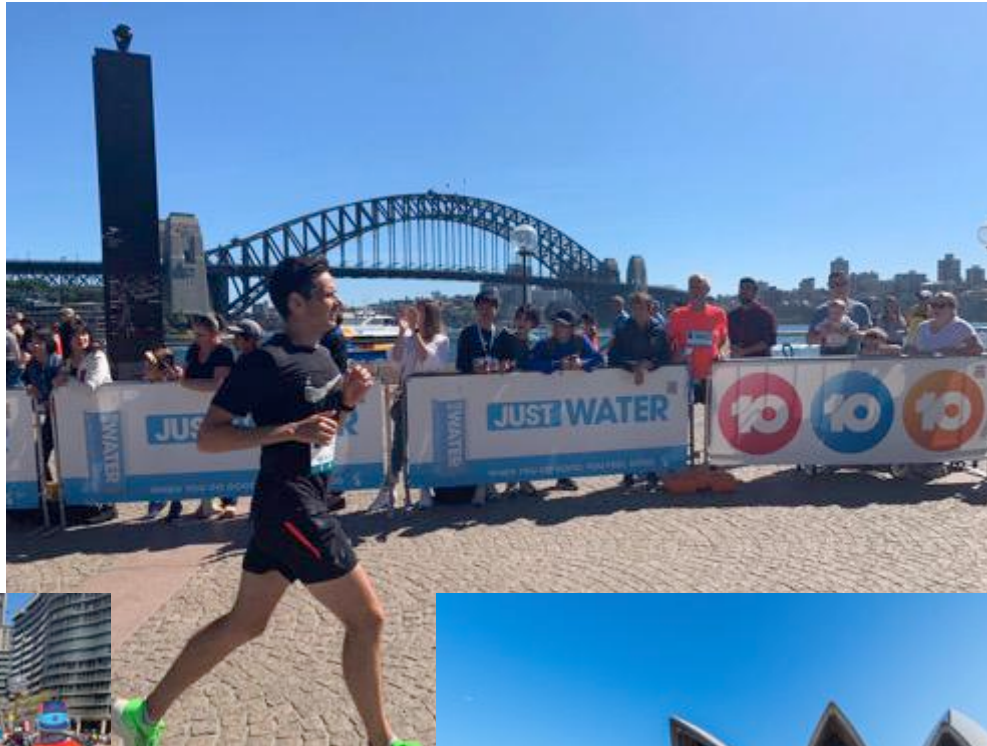
- Just Water carton in each of the delegate packs.
- Just Water samples in Brené Brown's arrival care package placed in her room.





BLACKMORES SYDNEY RUNNING FESTIVAL

Sunday 14th September 2019



- The Blackmores Sydney Running Festival is one of the world's most scenic running events, taking in Sydney's most spectacular and iconic landmarks including the Sydney Harbour Bridge and the Sydney Opera House.
- Launched in 2001 as a legacy of the 2000 Olympic Games. The Sydney Running Festival remains the largest Running Festival in Australia
- With 40,000 participants, 20,000 spectators and a live Broadcast to 100,00,000 people in 150 countries, JUST Water was the exclusive water sponsor for the event with every participant receiving a carton of JUST at the finish line.



NORWEGIAN CRUISE LINES PARTNERSHIP INTERNATIONAL LAUNCH

25th September 2019

- JUST Water partnered with Norwegian Cruise Lines as they eliminate single-use plastic bottles across their entire fleet.
- Starting in November 2019 with the launch of NCL's newest ship NorwegianEncore, JUST will be on every Norwegian Cruise line Ship
- This major announcement garnered significant international media

The New York Times

Major Cruise Line to Abandon Plastic Water Bottles

Norwegian Cruise Line, the world's third-biggest cruise company, aims to switch its fleet to paper-based water cartons by 2020.



USA TODAY

Norwegian Cruise Line eliminating single-use plastic bottles on ships by 2020



Norwegian Cruise Line to scrap single-use plastic bottles, eliminating 6 million per year

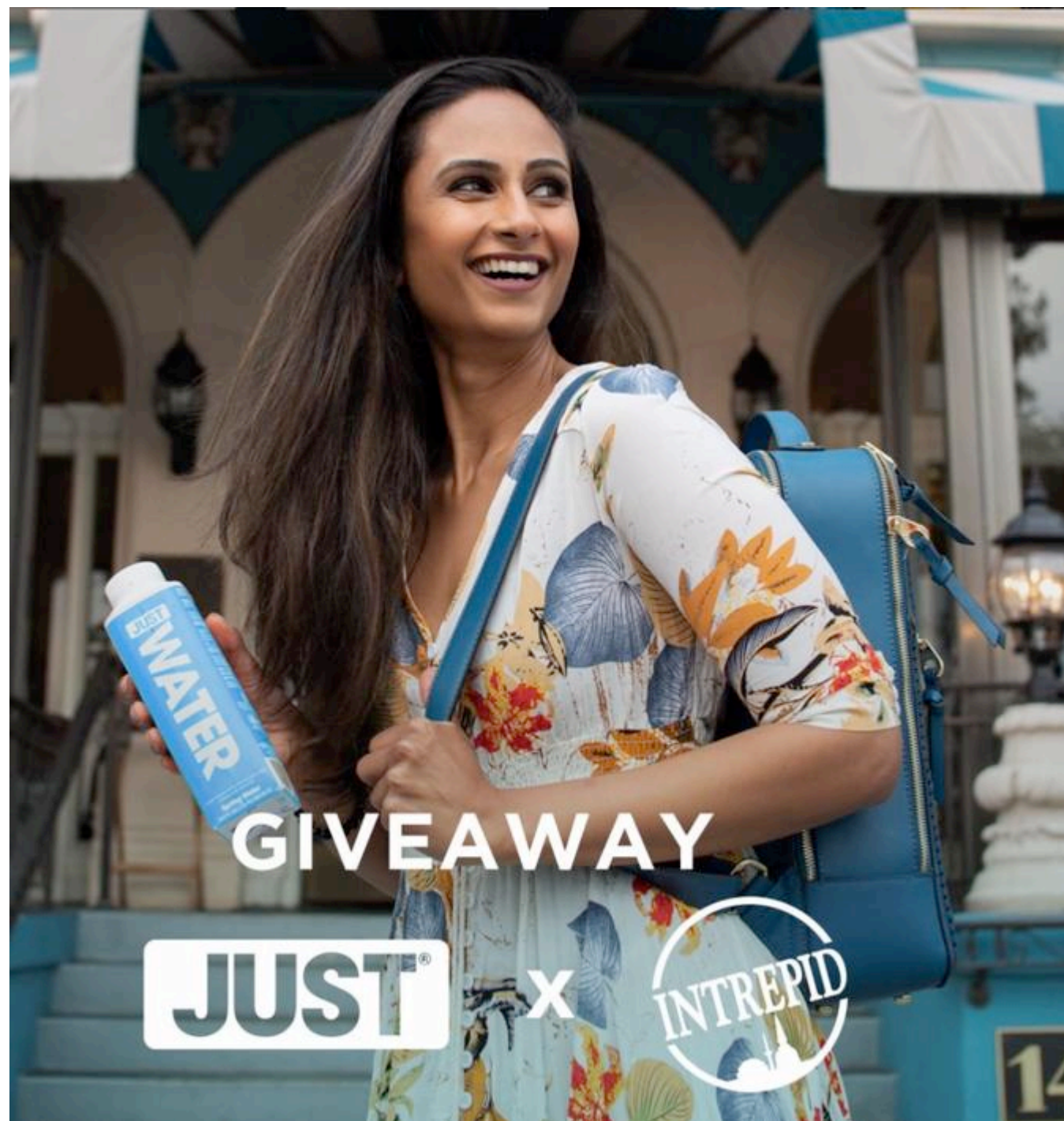


INTREPID TRAVEL Giveaway

October 2019

JUST Water partnered with Intrepid Travel for their Better for the World giveaway. They gave away a 10-day Darwin to Alice Springs Overland trip and as well as a year's supply of JUST Water.

JUST





THE COLOR RUN MELBOURNE

Sunday 24th November 2019

THE COLOR RUN™

Love Your



- The Color Run is five- kilometer, untimed event. At each kilometer mark, Color Runners are doused from head to toe in a different coloured powder. Participants wear white at the starting line and finish the race plastered in colour! The Color Run is proud to be a catalyst that inspires the participants to live a more active lifestyle.



- JUST Water is an official sponsor of the 2019 Melbourne Color Run with every participant receiving a 500ml carton of JUST Spring Water at the finish line!

JUST



Global brand

Meeting Global Demand

North America Since 2015

Servicing

- USA
- Caribbean Islands

Launching soon

- South America
- Chile



UK Launched 2018

Servicing

- UK
- Europe

Launching soon

- Netherlands
- France

Australia Launched 2019

Servicing

- Australia
- New Zealand

Launching soon

- Singapore
- Hong Kong





Thank you



For more information please contact
australia@justwater.com