

Alkaline88[®]

CORPORATE FACT SHEET

Fiscal Third Quarter 2020



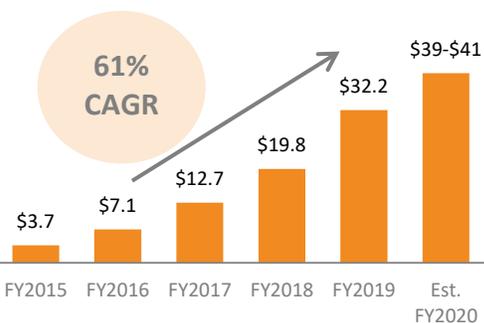
The Alkaline Water Company, Inc., (NASDAQ and CSE: WTER) is a leading producer of premium bottled alkaline and flavored water sold under the brand names Alkaline88[®] and A88 Infused[™], respectively. With its innovative, state-of-the-art proprietary electrolysis process, Alkaline88[®] delivers perfect 8.8 pH balanced alkaline drinking water with trace minerals and electrolytes.

The Company recently announced a broad line of CBD infused products, which includes ingestibles and topical products. For its topicals line, A88 Infused[™] Products Inc. produces salves, balms, hand and foot lotions, essential oils, bath bombs, and bath salts. For its ingestibles line, the A88 Infused[™] Beverage Division Inc. intends to produce CBD-infused drinks, CBD-infused water, beverage shots, tinctures, capsules, gummies, and powder packs all made with lab-tested full-spectrum hemp.

The Company is pursuing an aggressive growth strategy with numerous organic initiatives focused on a national multi-channel, mass-market expansion with a direct-to-warehouse model and co-packing facilities that are strategically located within 600 miles of 95% of the U.S. population. The overall brick-and-mortar strategy is complemented by a recently launched B2C E-commerce platform (A88CBD.com) and aggressive digital marketing campaigns.

CORPORATE HIGHLIGHTS

Revenue (In \$ Millions)



- ✔ Alkaline88[®], #1 Bulk Alkaline Water Brand in the U.S.
- ✔ Alkaline 88[®], 10th Largest Enhanced Water Brand in the U.S.
- ✔ Growing National Footprint, Alkaline88[®] Available in 60,000 Stores Across All Major Retail Trade Channels.
- ✔ Innovative and Expanding Product Portfolio and SKUs.

- ✔ Positioned for Success in the ~\$20+ Billion CBD Industry.
- ✔ Launched a B2C E-Commerce Platform for CBD Portfolio.
- ✔ Up to \$160 Million in Annual Wholesale Production Capacity.
- ✔ Reported Record Revenue in Fiscal 2019, Representing Year-over-Year Growth of 63%.
- ✔ Reported Record March & April 2020 Sales of \$6.2M & \$7.1M; Exceeding Prior Year Months by 114% and 171%, respectively.

KEY GROWTH DRIVERS

Brand

Alkaline88[®] is a trusted brand with proprietary technology, strategically placed co-packing facilities, a seasoned management team, and a loyal customer base. According to Nielson Data, Alkaline88[®] was ranked the 10th largest water in the enhanced (value-added) water segment in dollar sales in the U.S. in 2019. The Company's A88 Infused Division's will act as an incubator for new ideas and technologies that will bring new product development under the A88CBD[™] brand. New product pipeline will include CBD-infused drinks, CBD-infused water, and a comprehensive line of A88CBD[™] infused topical and ingestible products.

Competitive Advantages

1) Marketing—Inclusion of "Alkaline" in product name; 2) Grocery Channels — Excellent relationships, nationwide broker network, strategically placed co-packing facilities across the U.S. to efficiently supply all markets; 3) Branding—Superior look, memorable messaging, Clean Beverage Label; 4) Technology—Great taste, chemical-free, ECA system provides the best quality water; and 5) Price—Competitively priced in all formats; bulk bottles to single-serve.

Growth

The Company has experienced hyper growth year-over-year and reached \$32.2 million in revenue for its fiscal year 2019. It is a growth leader among functional (value-added) waters, the fastest growing segment of the bottle water industry. The Company continues to expand its retail presence and is now available in all 50 states.

Market Snapshot NASDAQ WTER

Price (6/12/2020)	\$1.27
Average Volume	923K
52-Wk Range	\$0.40 - \$2.80
Shares Outstanding	85.5 M
Market Cap	\$76 M
Total Liquidity (Cash & Credit)	\$4.2M

*CAGR based on mid-point of fiscal 2020 guidance

Brand Extension

Leveraging the Alkaline88® brand, the Company recently announced a comprehensive line of CBD infused topical products and expects to introduce ingestible products in the future.

Market Opportunity

Annual bottled water sales have now surpassed soda consumption and soda sales in the US declined by \$1.2 billion over the past 5 years. Transparency Market Research projects the global bottled water market to reach approximately \$280 billion by 2020 from \$157 billion in 2013. According to Beverage Marketing Corporation, US bottle water sales were almost \$18.5 billion in 2018. BDS Analytics projects the CBD market to reach over \$20 billion by 2024 from an estimated \$4.1 billion in 2019.



Strength

Proven Management Team with a Strong Foundation

ESTABLISHED BRAND WITH A NATIONAL FOOTPRINT

- Seasoned management team with beverage industry veterans
- Alkaline88® available in over 70,000 retail outlets across the U.S. (Walmart, CVS, Albertson/Safeway)
- Servicing all major trade channels (drug stores, grocery stores, c-stores, and big-box retailers)
- Direct-to-warehouse distribution
- Eight strategically placed co-packing facilities
- Strong alliances with leading brokers and distributors: E.A. Berg, Impact Group, Advantage Solutions, CA Fortune, Crossmark, Core-Mark, Archpoint Group, and Carlin Group
- Best-in-class and trusted CBD partners
 - Centuria – Largest CBD importer, FDA registered facility, HEMP Farm Bill compliant
 - IPG – world-class technology with 400,000 sq. ft. manufacturing facility



Performance

Clear Plans for Meaningful Growth

BRAND EXTENSION AND PRODUCT INNOVATION

- SKU expansion from bulk to single serve (1 GL, 3 ltr, 1.5 ltr, 1 ltr, 700 ml, and 500 ml)
- Eco-friendly aluminum bottles in 500-ml single-serve packaging.
- A88™ flavor-infused water in six unique flavors and CBD-infused waters (coming soon).
 - Flavors now available through KeHE, UNFI, Amazon.com, select Kroger and other retail outlets
- A88CBD™ infused topical product line (salves, bath salts, essential oil rollers, lotions, and lip balms)
- A88CBD™ infused ingestible future product line (energy shots, powder packs, gummies, and tinctures)
 - Highest quality and lab-tested full-spectrum hemp
 - Water-soluble and powder product with clinical pharmacokinetic studies in U.S.
 - Efficacious products with R&D driven formulation of highly bioavailable CBD
 - Use of entourage cannabinoids
 - A88CBD™ topical products available at Amazon, CBD.co, select Vitamin Plus, and all Pure CBD retail locations.



Opportunity

Large and Growing TAM with Fragmented Competitors in the CBD Space

STRONG EXECUTION WITH MULTIPLE GROWTH CATALYSTS

- Low market penetration in convenience-store channel = meaningful opportunity for core and emerging products
- Innovative products and packaging providing access to new retail trade channels (health and beauty, hospitality, MSO's, specialty retailer, etc.)
- The global bottled water market is expected to reach approximately \$280 billion by 2020, a five year CAGR of 8.6% according to Transparency Market Research
- US bottle water sales were almost \$18.5 billion in 2018, according to BMC
- Hemp-derived CBD industry is expected to grow to over \$20 billion by 2024, according to BDS Analytics

MANAGEMENT TEAM

Ricky Wright – President and CEO

Mr. Wright co-founded The Alkaline Water Company Inc. in 2012 as a premium water brand. As the president and CEO, he oversees all aspects of the business and is successfully guiding the company through its hyper-growth phase, delivering greater than 50% growth since the company's inception. Mr. Wright is a serial entrepreneur with over 41 years of experience. He is a passionate and versatile leader with a strong track record of innovation, collaboration, and achieving goal-driven results. As a former CFO, CPA, and entrepreneur, Mr. Wright has extensive knowledge of finance, operations, sales and marketing and has participated in 100's of M&A transactions throughout his career.

David Guarino – CFO/Secretary/Treasurer

Mr. Guarino currently holds a Bachelor of Science in Accounting and a Masters of Accountancy from the University of Denver. From 2008 to 2013, Mr. Guarino was President and a Director of Kahala Corp, a worldwide franchisor of multiple quick service restaurant brands with locations in 49 states and over 25 countries. From 2014 to 2015, Mr. Guarino was President of HTI International Holdings, Inc., a technology company focused on forward osmosis water filtration technology.

Frank Chessman – Director of National Sales

Mr. Chessman is a graduate of the University of Southern California's Marshall School of Business, and spent 25 years with Ralph's Grocery, Kroger's largest division. He is a former COO at Nationwide Beverage Bottling Corp. At Ralph's, Frank was VP of Advertising & Marketing and went on to spend 14 years at Simon Marketing at EVP. He has over 10 years of beverage manufacturing experience. He is also the former EVP and General Manager of Aspen Marketing. Mr. Chessman also completed a graduate program at the Anderson School of Management at UCLA.

Cautionary Note Regarding Forward-Looking Statements and Health Claims

This presentation contains forward-looking statements relating The Alkaline Water Company Inc. (the “Company”). Statements in this presentation that are not purely historical are forward-looking statements and include any statements regarding beliefs, plans, expectations or intentions regarding the future. Such forward-looking statements include, among other things, the following: the Company being expected to achieve 61% CAGR over the 5 years ending at the completion of fiscal 2020 which is based on the Company’s guidance of estimated revenue \$39 million to \$41 million in fiscal 2020; low familiarity of alkaline water providing an opportunity for continued growth; the Company’s plans for brick and mortar expansion; the statements regarding continued geographical expansion; the statements regarding the value of the Alkaline water category; the statements relating to the Company’s growth potential and growing national footprint; the statements regarding the Company’s plan to enter new category of product, the statements regarding the large opportunity to penetrate new channels; the Company’s plans for product and category expansion, including the expansion into CBD product lines such as CBD extract-infused water, ingestible CBD products and topical CBD products; the Greenfield market opportunities for ingestible CBD products in wellness retailers such as GNC and Vitamin Shoppe; the Greenfield market opportunities for topical CBD products in beauty retailers such as Ultra, Sephora and Neiman Marcus and apparel retailers such as Designer Brands, Urban Outfitters and Hot Topic; the direct to consumer and E-Commerce opportunities with Amazon and Peapod; full spectrum hemp extract-infused water; and the statements regarding the growth potential of US CBD drinks market.

The material assumptions supporting these forward-looking statements include, among others, that the demand for the Company’s products will continue to significantly grow; that the past production capacity of the Company’s co-packing facilities can be maintained or increased; that there will be increased production capacity through implementation of new production facilities, new co-packers and new technology; that there will be an increase in number of products available for sale to retailers and consumers; that there will be an expansion in geographical areas by national retailers carrying the Company’s products; that there will be an expansion into new national and regional grocery retailers; that there will be an expansion into new E-Commerce, home delivery, convenience, and healthy food channels; that there will not be interruptions on production of the Company’s products; that there will not be a recall of products due to unintended contamination or other adverse events relating to the Company’s products; and that the Company will be able to obtain additional capital to meet the Company’s growing demand and satisfy the capital expenditure requirements needed to increase production and support sales activity. In addition, the Company’s forecasted revenue is based on the Company’s expectation that revenue growth will remain consistent for fiscal year 2020, significant sales growth will continue in Southern California, and significant orders will be received from the national-retailers and east coast grocery chains, which have only recently started selling the Company’s products. In addition, the Company assumes that it will continue to be able to add co-packing plants and production capacity to satisfy customer demand. As the Company’s sale cycle is an average of 14 days, a slowdown of the growth in any of the areas set forth above during fiscal 2020 or other events could cause actual results to vary materially from this forecast. In addition, sales growth, which may have a significant impact on quarterly and annual revenue, is difficult to predict.

Actual results could differ from those projected in any forward-looking statements due to numerous factors. Such factors include, among others, governmental regulations being implemented regarding the production and sale of alkaline water or any other products, including products containing hemp; the fact that consumers may not embrace and purchase any of the Company’s infused water products; additional competitors selling alkaline water and enhanced water products in bulk containers reducing the Company’s sales; the fact that the Company does not own or operate any of its production facilities and that co-packers may not renew current agreements and/or not satisfy increased production quotas; the fact that the Company has a limited number of suppliers of its unique bulk bottles; the potential for supply chain interruption due to factors beyond the Company’s control; the fact that there may be a recall of products due to unintended contamination; the inherent uncertainties associated with operating as an early stage company; changes in customer demand and the fact that consumers may not embrace enhanced water products as expected or at all; the extent to which the Company is successful in gaining new long-term relationships with new retailers and retaining existing relationships with retailers; the Company’s ability to raise the additional funding that it will need to continue to pursue its business, planned capital expansion and sales activity; and competition in the industry in which the Company operates and market conditions. These forward-looking statements are made as of the date of this presentation, and the Company assumes no obligation to update the forward-looking statements, or to update the reasons why actual results could differ from those projected in the forward-looking statements, except as required by applicable law, including the securities laws of the United States and Canada. Although the Company believes that any beliefs, plans, expectations and intentions contained in this presentation are reasonable, there can be no assurance that any such beliefs, plans, expectations or intentions will prove to be accurate. Readers should consult all of the information set forth herein and should also refer to the risk factors disclosure outlined in the reports and other documents the Company files with the SEC,, available at www.sec.gov, and on the SEDAR, available at www.sedar.com.

The Company has not conducted any clinical studies regarding the health benefits of alkaline water and accordingly makes no claims as to the benefits of alkaline water. The Company has not conducted any clinical studies regarding the health benefits of alkaline water and accordingly makes no claims as to the benefits of alkaline water.