

zeroeau  
drinks



a better world with every sip

powered by **kriwtr+**



# Single-use bottles pose a gigantic global pollution problem

Today **1.000.000+** plastic bottles are wasted **every minute!**

All these bottles are **unnecessarily produced** and then **transported** around the globe



Manufacturing



Bottling



Packaging



Transportation



Pollution

# Now, there is a waste free solution

## It makes water taste perfect, everywhere

- Filters out any impurities found in tap water globally
- Option for chilled and carbonized water and even soft drinks!
- Tastes like perfect water, no imaginary mountain creek needed

## Waste free and less carbon footprint

- No single-use plastic bottles
- No need for overland, sea or air transportation
- No waste of money. Up to 1000x cheaper than single-use bottled water

## Unique Dutch Design

- Made of CO2 neutral bamboo and steel
- Locally produced in the Netherlands



# Our product guarantees impact

We are on a mission to reduce the waste  
of **30 million bottles** before 2030

Zereau Drinks addresses  
**7 of the 17 SDGs**



Save up to  
**30 million bottles**



also means reducing  
**2,484,000,000.00 gram CO2**



which is  
**608X** flying around the world!

# We offer great value to our B2B target groups and our clients

## Target group



Hospitality



Offices



Education

## Clients



MERCURE  
HOTELS

ARTIS

vermaat



Xebia

sas

KLM

tomtom

pwc



Erasmus  
ERASMUS  
UNIVERSITEIT  
ROTTERDAM

TU Delft

Maastricht  
University

roc  
van amsterdam

## Value

Waste free, less handling,  
cost reduction

Waste free,  
increased vitality

Waste free,  
increased vitality

# The origin and the highlights that shaped the success



2010: Start of social movement

Social enterprise Zereau Drinks (KRNWTR+) was founded in 2010 by two friends. Inspired by the documentary 'Tapped'. They created a **movement** against bottled water.



2010: Carafes in restaurants

It all started with carafes and sustainable water bottles.



2017: Intro Water dispenser

With the introduction of our dispensers, our movement became a B2B company.



2021: Intro Syrup dispenser

Meanwhile, many organisations **drink sustainably** with the products of Zereau Drinks. At least as tasty but without the unnecessary waste.

# Our market, a huge opportunity and growing

This is just the potential in the Netherlands.  
Imagine the impact in less mature tap water  
drinking countries!

€710  
Million  
**Water market NL**

€3.5  
Million

KRNWTR+ Dutch  
market opportunity

€11.8  
Million

€8.36  
Billion  
**Soft drink market NL**

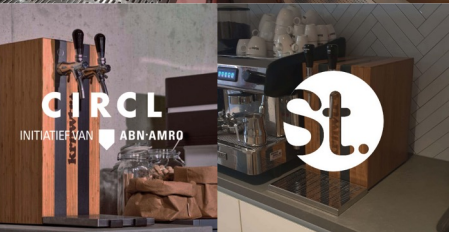
€8.3  
Million

We could easily grow  
to 0.5% (water) and  
0.1% (soft drinks)  
market share in the  
Netherlands



\* Numbers 2022

\*\* <https://www.statista.com/outlook/cmo/non-alcoholic-drinks/bottled-water/netherlands>



# The way we operate and add value

Zereau Drinks helps people and our home planet with our sustainable drinking solutions, one sip at the time

## PaaS

Product as a  
Service

## Product

Water dispensers  
Syrups, glass, bottles

## Service

Customer  
Experience 8.5+  
Service reps

## Solution

## No waste

And cheaper than  
bottled drinks

## Revenue

## Recurring

Rental model  
unburdens clients

## Remaining

Recurring Revenues  
during contract time  
3-5 years



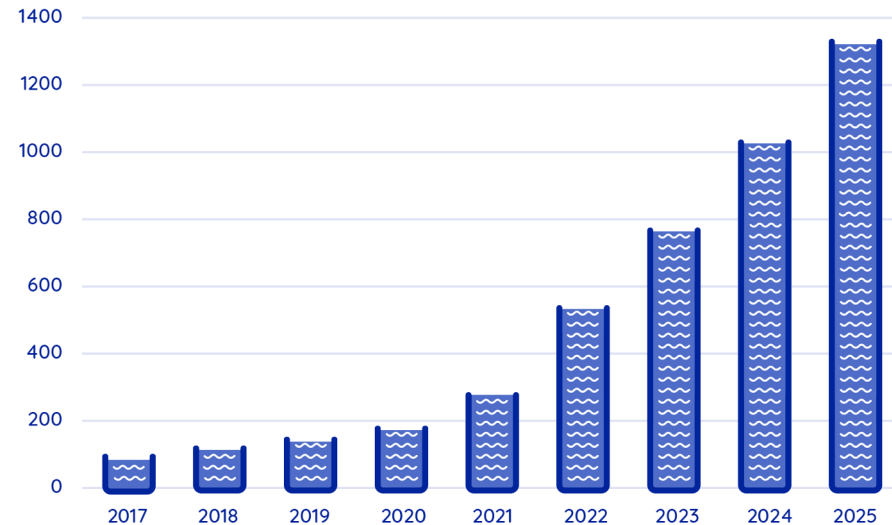
# The value is reflected in our strong growth

even during difficult covid lockdowns

we  
are a  
social  
enterprise

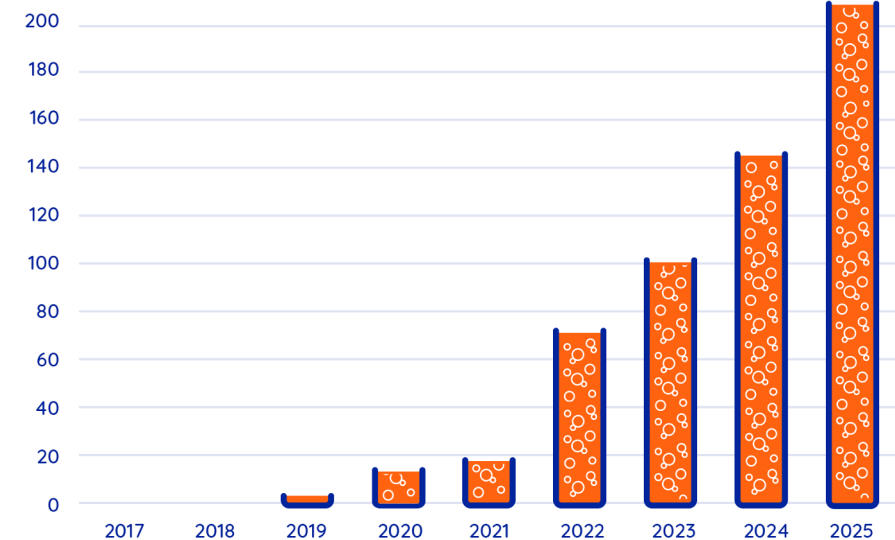


amount of dispensers



sales natural syrups

x €1000;



# Projections

Scenario		Management case	31-dec-22	31-dec-23	30-dec-24	30-dec-25	31-dec-26	31-dec-27	30-dec-28
<b>KPIs</b>									
Rented Dispensers	units		379	748	1.262	2.069	3.288	5.098	7.837
Sold Dispensers	units		158	240	366	556	847	1.288	1.960
Total Dispensers	units		537	988	1.628	2.626	4.135	6.386	9.797
Natural sirups	units		1.200	1.509	1.898	2.387	3.003	3.777	4.750
<b>RRR</b>	<b>KEUR</b>		<b>1.913</b>	<b>3.622</b>	<b>6.629</b>	<b>10.501</b>	<b>16.310</b>	<b>25.115</b>	<b>38.035</b>
<b>Revenues</b>	<b>KEUR</b>		<b>930</b>	<b>1.741</b>	<b>3.134</b>	<b>5.544</b>	<b>9.440</b>	<b>16.263</b>	<b>32.552</b>
<b>Gross Profit</b>	<b>KEUR</b>		<b>521</b>	<b>998</b>	<b>1.788</b>	<b>3.156</b>	<b>5.317</b>	<b>9.001</b>	<b>17.027</b>
	%		56%	57%	57%	57%	56%	55%	52%
<b>EBITDA</b>	<b>KEUR</b>		<b>-161</b>	<b>206</b>	<b>866</b>	<b>2.080</b>	<b>4.057</b>	<b>7.526</b>	<b>15.295</b>
	%		-17%	12%	28%	38%	43%	46%	47%
<b>Net Profit</b>	<b>KEUR</b>		<b>-212</b>	<b>79</b>	<b>666</b>	<b>1.760</b>	<b>3.568</b>	<b>6.766</b>	<b>14.109</b>
	%		-23%	5%	21%	32%	38%	42%	43%

*Projections based on past results, market developments, management assumptions and effectiveness of executing the plans.  
Actual results can and will differ in practice*

# Our team ensures we deliver promised impact and value

we  
are a  
social  
enterprise

Board



**Babs van de Voort**  
CEO



**Tom Niekamp**  
Founder



**Daf Dubbelman**  
Partner



**Roger Oliver**  
Investor

**Education:** Harvard Business School, Insead, Maastricht University, Universidad del Pacifico, Bristol University, Henley Business School, University of California Santa Barbara, Hong Kong University of Science and Technology

Management Team



**Danielle van Wensen**  
COO & Marketing



**Tino de Vries**  
Product & Service  
Manager



**Joop Damhuis**  
Customer Success  
Manager

**Work Experience:** Citibank, ABN AMRO, ING, Adecco Group, start-up, scale-up, successful exit company (600 FTE)

# Our way forward with innovation and development

We will continue to improve our products in order to increase customer experience

## Data Insights lead to more impact

Showcase sustainability metrics with IoT

## Syrup product development

New product development to replace vending machine

## Digital payments with chip on reusable bottle

Pay per use, easy for self-service locations



# Awards

Our sustainable drinking solutions have won various prizes such as the most recent UEFA, KNVB, Manchester City FC Football Innovation Challenge, see below.



2nd prize for most sustainable  
brand of the Netherlands  
2012



Nomination 'Most sustainable  
company' for the Green Quest  
of BNR 2020



Winner of the 'Why waste'  
category at Reimagine  
Football in 2022



# Join us in our mission and make **impact!**

Together, we make a difference with  
every sip!

5%

of our margin goes  
towards initiatives  
to reduce the  
plastic soup

**zero**eau  
drinks  
powered by **krmwtr+**

# Contact details



**Babs van de Voort**  
CEO

Zereaudrinks.com

Keizersgracht 433A  
1017 DJ Amsterdam

[babs@krnwtr.nl](mailto:babs@krnwtr.nl)  
+31 6 38021888