



- [HOME](#)
- [WHO WE ARE](#)
- [SERVICES](#)
- [CONTACT](#)

How to Get Your Share of the \$70 Billion Bottled Water Boom

FEATURED STOCK **ALKM**

Industry: Beverages
 Alkame Holdings, Inc.
 OTCQB: ALKM
 Shares Outstanding: 69,878,939
 Public Float: 26,686,674
 Fiscal Year Ends: December
 Risk Level: Speculative
 WSG Rating: Overweight
 Website: www.alkamewater.com
 See Report
[Where to trade ALKM](#)
[IR Contact Info](#)

Dear Investor,
 You've heard the stock market saying, "The Trend is your Friend."

In any market -- up, down or sideways -- fortunes can be made by getting in early on unstoppable trends.

But as an investor, you also know this: The key to true portfolio outperformance -- which can mean the difference between modest gains and early retirement -- is to find that one stock that's positioned to benefit above all the others.

It's in the right place, at the right time, with the right product.

The stock we're about to discuss fits that description to a "T". The industry is bottled water, something you and your family probably enjoy every day without thinking much about it.

But believe me when I say that the investment community and media are taking notice of where and how beverage manufacturers are shifting their focus.

The trends indicate that the right time is now.

And in the next few moments, I'll give you the stock ticker and name of the company that's got the right product to literally flood the market...and to take advantage of bottled water's surging popularity.

But first, you need to understand the magnitude of the societal shift taking place.



"The hottest new beverage is water... one of the fastest-growing segments of the beverage industry" [4]



**Download FREE
Research Report on
Alkame Holdings, Inc.**



* Alkame distributes to certain 7-Eleven Franchisees in Southern California.

* Alkame is not a party to any agreement with 7-Eleven, Inc. based in Dallas, Texas.

*All information in this video and/or this report is qualified in its entirety by this information.



Just how hot is bottled water?

According to a new report by Research and Markets, the world bottled water market is expected to reach an astonishing \$70 billion in value by 2017.[5]

We're in an era of rising global population, so the simple math is that more people equals more demand for clean water.

But you also have to look at factors such as consumer spending patterns and growing levels of health consciousness and sports performance.

So the question is...how can you capitalize on this monster trend?

If you buy shares in a Big Soda conglomerate such as Coca-Cola, Pepsi, or Nestle, your profits from bottled water are diluted amongst their many other products, many of which contain sugar, chemicals, and artificial flavors that health-conscious consumers won't touch.

Coke, for example, generates 70 percent of its profits from soft drinks [7] while Pepsi makes 30 percent of its sales in drinks, and the rest in brands like Frito-Lay, Tropicana, and Cap'n Crunch.[8] With annual U.S. soft drink sales at \$127 billion,[9] they're scrambling for alternative revenue streams.

But there's a better answer...

The New York Times

"Bottled Water Sales Rising
as Soda Ebbs"^[1]



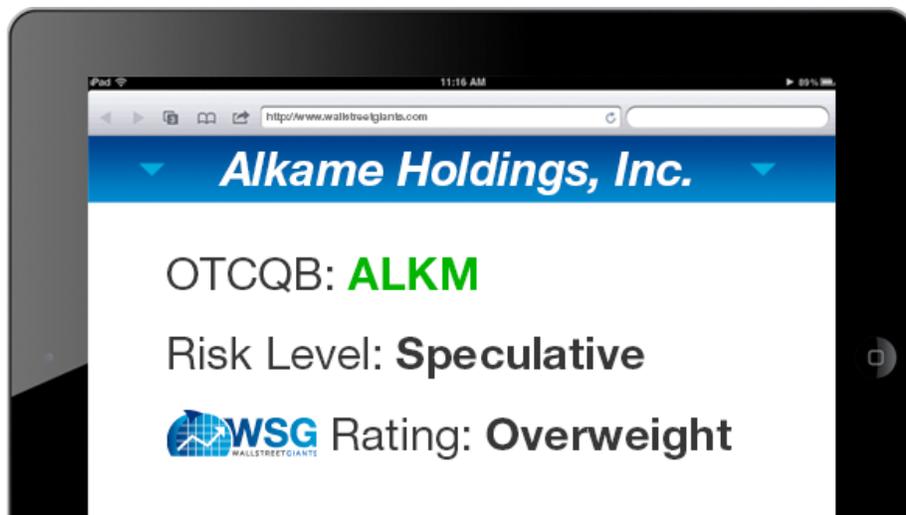
"Water Becomes America's
Favorite Drink Again"^[2]



"Bottled Water Demand
Overflowing"^[3]

Ride the Bottled Water Boom with Alkame

OTCQB: **ALKM**



The emerging bottled water company we've identified is **Alkame Holdings, Inc.** traded on the over-the-counter securities market known as the OTCQB, under the ticker **ALKM**.

Their innovative Alkame Water is a patented, scientifically engineered product called FUNCTIONAL WATER which stands to become the go-to choice any time someone reaches for a bottle.

It's a breakthrough product with a wide range of clinically proven health benefits, plus a savvy national advertising, marketing, and distribution plan.

DAILY NEWS

NYDailyNews.com

"Move Over, Soda -
The Bottled Water
Business Is Booming"^[6]

What Pro Athletes Are Saying about Alkame Water



"Most people don't realize how important it is to properly hydrate early. I used to have problems with cramping. Now I drink Alkame because what you drink early in the day is what will carry you through practice and keep you from cramping after practice. I got lucky that I started drinking Alkame: I have not had an issue with cramping all year."

—**Darrell Stuckey, San Diego Chargers**



"I like Alkame's special properties—the way it is micro-clustered for better hydration. I had soft tissue issues last year, and a lot that comes from lack of hydration. Alkame gives you hydration and added oxygen, which is very beneficial for athletes."

—Walter Thurmond, Seattle Seahawks [12]

Bottled Water: An Unstoppable Trend



Major demographic undercurrents are driving the bottled water trend. In the U.S., we now drink more than 50 percent more bottled water than we did in 2001.[13]

According to the International Bottled Water Association, American consumers drank an average of 30.8 gallons of bottled water in 2012, with per-capita consumption up 5.3 percent.[14]

Zenith International researchers say that global sales of functional and flavored waters sales -- Alkame's sub-segment of the overall bottled water market -- reached \$17 billion in 2012 and should grow to \$29 billion by 2017.[16]

Yet, amazingly enough, the U.S. ranks only 11th in global per capita consumption of bottled water.

That provides an opportunity for growth, according to Forbes, which projects that bottled water will become the largest segment of the U.S. liquid refreshment beverage market by the end of this decade.[17]

As people shift their lifestyles toward health and wellness, as well as improvements in athletic performance, they are embracing water as a healthful alternative to other beverages.

And, as recent disasters such as Hurricane Sandy on the East Coast and the chemical spill in West Virginia have illustrated, bottled water demand can also surge when emergencies strike on a large scale.



"Bottled water and energy drinks are the fastest-growing drinks in the developed world"[10]

CHICAGO SUN-TIMES

"Analysts expect water to hold onto its top spot for years to come"[11]

So, what is causing this paradigm shift away from sodas and toward bottled water? Here are a few of the top-line reasons:



"Drop in Soda Sales Accelerates Health problems

as Healthier Options Grow" [20] Just like your mom told you, consumption of sugary soft drinks can lead to a variety of ailments, such as weight gain, poor dental hygiene, diabetes and cardiovascular disease. Taken to the extreme, those factors add up to heart attacks, stroke and premature death.[21]

Cancer concerns

Soda's "caramel coloring" sounds innocent enough on the label, but the reality is that it comes from the chemical 4-methylimidazole -- which is a potential carcinogen, according to the World Health Organization's International Agency for Research on Cancer and the state of California.[22]

Diet soda isn't an answer

If you think "diet equals safe" when it comes to soda, you need to revisit your assumptions. Sure, saccharin got taken off the market years ago, but the long-term effects of today's artificial sweeteners are unknown, and recent studies have implicated diet sodas in negative health outcomes such as weight gain, Type 2 diabetes.[23]

"Water and Wine Surge, Cheap Beer and Soda Crash"

-The Atlantic

Growth/Decline of Drinks Sales - U.S. 2001 to 2011

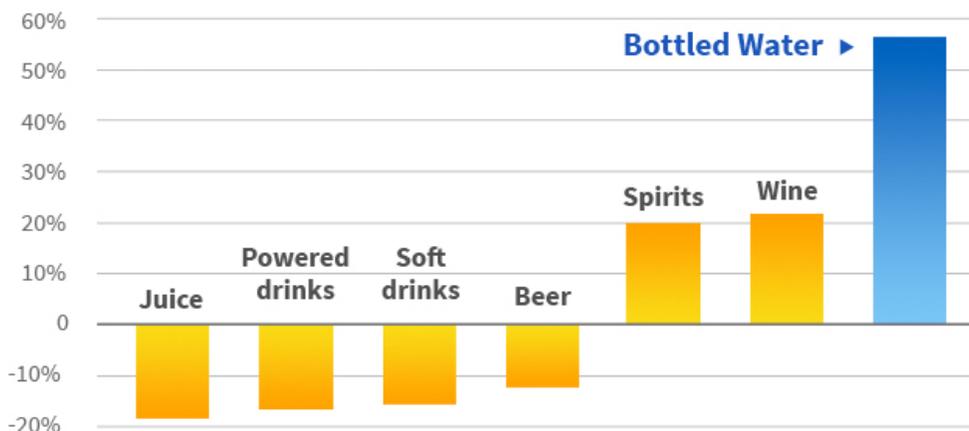


Chart source: The Atlantic [25]

Newsmax
Independent Americans

"Water Overtakes Soda as the Most Popular Drink" [15]

Daily Mail

"Trouble is brewing for America's beer industry, as more drinkers turn to wine and BOTTLED WATER" [18]

BusinessWeek

"West Virginians Stock Up on Bottled Water After Chemical Spill" [24]

As a result, the consumer market's increasing rejection of sugary sodas, diet sodas, and other soft drinks has one main beneficiary.

You guessed it: **Bottled water.**

"Among 13 to 24 year olds, water is the first choice of drinks" noted The Financial Times. "Millennials have grown up with water." [26]

The leading consulting firm Beverage Marketing Corporation projects that bottled water is poised for future consumption increases, continuing to grow the U.S. market well beyond its current \$11.4 billion. [27]



Bottled Water's Popularity Is Splashed
All Over the News

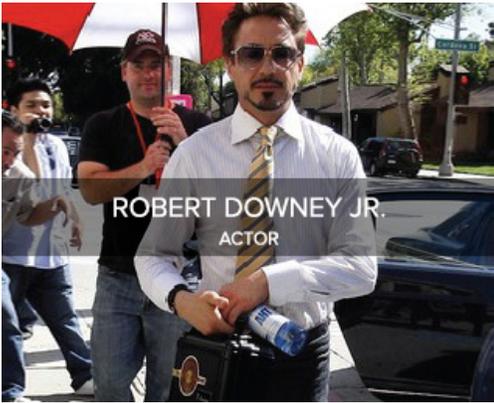
With so many media outlets pumping water (and slamming soft drinks) it's almost like they're doing free marketing and publicity for the industry.

Consider, too, U.S. First Lady Michelle Obama's highly visible "Drink Up" campaign, which encourages consumers to consume more water.[28]

Meanwhile, Alkame is driving major endorsement promotions of their own.

As you can see from the adjacent list, their roster of Ambassadors includes NBA star Danny Green of the San Antonio Spurs and Walter Thurmond of the Super Bowl Champion Seattle Seahawks, as well as famous pros in skateboarding, snowboarding, surfing and red-hot sports like Mixed Martial Arts.

And while they're not official ambassadors, big-name celebrities who've been seen drinking Alkame include **Robert Downey Jr.** and **Patrick Dempsey**.



The company continues to add a steady flow of high-profile names, and you can view updates in their news feed and website: www.alkamewater.com/whos-drinking-alkame-water

Alkame Water Ambassadors



Danny Green
San Antonio Spurs



Walter Thurmond
Seattle Seahawks



Darrell Stuckey
San Diego Chargers



Robbie Gould
Chicago Bears



Rachel Elizabeth
Fitness Model/Actress



Cory Cronk
Professional Snowboarder



Julz Lynn
World Champion Skateboarder



Christian Hosoi
Skateboarding Legend



Ray Bones Rodriguez
Skateboarding Legend



Christian Comet
Professional Surfer



Lisa G
Fitness Trainer to the Stars



Pamela Jean Noble
Fitness Model

Source: Alkame Water [29]

Making a Full-Court Press on National Broadcast and Social Media

Alkame is also taking aggressive positioning in social media and national broadcast media. The company's social media channels on Facebook, Twitter, Instagram and other platforms, reach an eye-popping 50 million unique visitors each month.

They've also targeted national reach through more than 200 radio stations, which amounts to about 2 million listeners per week. In February 2014, Alkame announced a Marketing and Media Agreement with Soy Sauce Media (SSM), a California-based entertainment company, through which Alkame will become the exclusive water advertiser on three of the company's nationally syndicated radio shows and also retained first right of refusal on their other productions.

The agreement gives Alkame an inside line on SSM's industry expertise and well-established sports, health, and fitness-focused audiences through three national syndicated radio shows: "All Action Sports Radio," which offers national coverage of the action sports industry; "Blueprint Champ Radio," focused on educating student athletes, parents & coaches about goal setting, leadership, time management, health/nutrition; and "Life in the Groove," a diet, exercise, health & wellness show heard across the country in more than 50 markets, hosted by fitness guru Tina Anderson.

In addition to the considerable reach from the radio shows, Alkame will have the opportunity to participate in Soy Sauce Media videos, Alkame-sponsored athlete interviews, along with banner and product onsite and product-placement services for "live" broadcast TV and film projects.[31]

Smart Strategy: Celebrity Advertising Works

"Pepsi, the world's No. 2 beverage company, plans to gauge response to its first premium bottled water brand at the Golden Globes...

a way for the company to introduce it to the Hollywood types who appeal to its target audience."

—NBC News: "Pepsi's First Premium Water to Hit Red Carpet"[30]

Alkame: The Most Innovative Bottled Water Formulation on the Market

If you took high school chemistry, you may think that all water molecules are alike.

But that's actually not the case.

Alkame water is produced with a patented process which alters the molecular structure of water, producing a combination of characteristics that are unique in the beverage industry.

This "reconstructed" water—and Alkame's revolutionary packaging—offers EIGHT key advantages:

1) Better absorption

Without getting too technical, these smaller, "micro-clustered" molecules allow the cells of your body to absorb water more quickly and efficiently. That improved hydration translates into improved digestion, metabolic function and elimination of waste.

2) Optimal pH

Alkame water is also mildly alkaline, supporting an optimal pH which athletes and doctors worldwide recommend for more effective hydration.

3) Source of antioxidants

Alkame is a powerful source of antioxidants, which fight oxidative stress and free radicals, and boost immune systems -- particularly important as we age!

4) Oxygenated

Alkame is unique in the sense that its patented process provides high levels of stabilized dissolved oxygen -- in fact, it's the only company that can currently make that claim. That helps improve aerobic capacity, is good for overall health, and enhances energy and overall vitality.

5) Shelf life

Tests have shown that Alkame Water retains its beneficial properties for a full two-year shelf life -- which the company says leaves the pack in the dust.

6) Recyclable, biodegradable bottles

As you may have heard in the news in national publications such as Time Magazine, some cities such as San Francisco are considering banning bottled water in plastic containers.[32] Here, Alkame is ahead of the curve, with 100% recyclable bottles, which are manufactured using the leading innovative technology, BioSphere -- offering the perfect answer to environmentalists who otherwise shun plastic packaging.

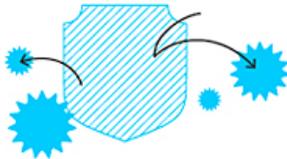
7) BPA-free

In addition, Alkame's BPA-free (Bisphenol A free) plastic helps prevent BPA leaching into the water. This is something that today's health-conscious consumers demand from their bottled water.

8) Kosher certified

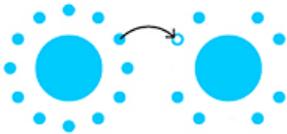
Alkame has successfully completed the kosher certification process by the Kosher Division of the Orthodox Union (OU), the world's largest kosher certification agency. Using the OU kosher logo on all Alkame product packaging can be an advantage for favorable shelf placement and sales.[33]

New Eco-Friendly
bottle by
BiSphere
changing the way we live



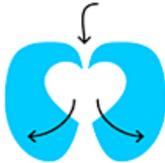
**Our patented water has been clinically
proven to boost the immune system!**

Baylor University



**Alkame has "negative redox potential"
and believed to offer protection from
free radical damage.**

Accurate Testing Labs



**This Patented Water has been clinically
proven to improve cardio-respiratory
functioning!**

Kern Rehab

Plus, When It Comes to Science,
Alkame Is Way Ahead of the Pack



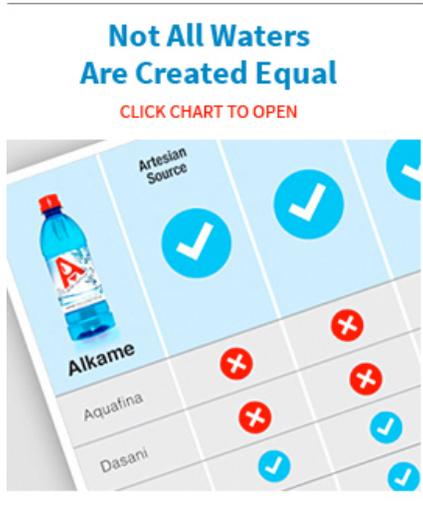
The major challenge for most companies selling bottled water is product innovation and differentiation, as there's often a perception that "water is still just water."

As you now understand, Alkame isn't just water, and it offers far more advantages than its peers in the functional beverage sector.

But more important, it's proven to get results: Clinical studies have shown Alkame Water can offer an amazing array of health benefits [34], including boosting the immune system [Baylor University] possible protection from free radical damage [Accurate Testing Labs] and improvement in cardio-respiratory function [Kern Rehab].

Each new clinical study could reveal something exciting about the potential health and wellness properties of Alkame -- so you'll definitely want to keep an eye on the company's news page!:

www.alkamewater.com/investors



 Alkame	Artesian Source	Alkaline	Micro-Clustered	Antioxidant	Oxygenated	Enhanced Biodegradation	Patented Formula and System	Two Year Shelf Life on Properties
Aquafina	✗	✗	✗	✗	✗	✗	✗	✗
Dasani	✗	✗	✗	✗	✗	✗	✗	✗
Eternal	✓	✓	✗	✗	✗	✗	✗	✗
Evian	✓	✓	✗	✗	✗	✗	✗	✗
Fiji	✓	✓	✗	✗	✗	✗	✗	✗
Smart Water	✗	✗	✗	✗	✗	✗	✗	✗
Voss	✓	✗	✗	✗	✗	✗	✗	✗
Alkaline88	✓	✓	✗	✗	✗	✗	✗	✗
Avita	✓	✓	✗	✗	✗	✗	✗	✗

CLOSE

Why Big Soda Might Want to Drink Up **ALKM**

All of the big manufacturers are well aware how important water is to their bottom line. Coca-Cola's SmartWater, an electrolyte-fortified functional water, has grown over \$400 million since 2008, in large part a result of their premium positioning. [35]

Seeking Alpha recently published an article titled "Big Beverage Companies Eye Small Water Players," which discussed how Coca-Cola, Pepsi, and others have begun acquiring up-and-comers in the beverage sector.[36]

Their conclusion?

"It seems like the timing just might be right for investors interested in catching the wave of the bottled water sector."

You might ask, of course, why those companies don't just create their own functional water.

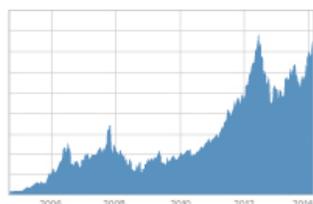
Well, that's why Alkame recognizes the value in acquiring the rights to the patent – it is vital to their business plans and future. The big beverage companies can't imitate or copy the formulation process that makes Alkame unique.

The only options are to try to compete against it, or acquire the company and its patents.

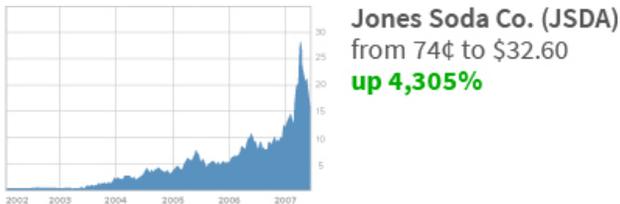
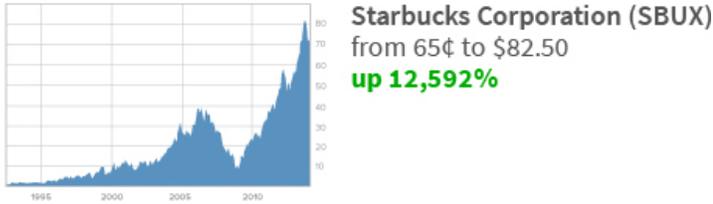
But if Alkame closes on its pending acquisition of the rights to the patent, then they will hold all rights to the patent themselves and own this unique formulation process!

Specialty Beverage Stocks Boom

[CLICK CHARTS TO EXPAND](#)



Monster Beverage Corporation (MNST)
 from 9¢ to \$73.30
up 81,344%





Note: Stock prices adjusted for dividends and splits. Source: Yahoo!Finance [42]

Beverage Industry Acquisitions Heating Up...



*Coca-Cola Acquires Outstanding
Ownership Stake in ZICO Beverages [37]*



*Coke Swallows Most of Innocent Drinks
[38]*

THE WALL STREET JOURNAL.

*Danone in Talks to Sell Bottled-Water
Unit to Japanese Suitors. "Evian
brand...could fetch up to \$7 billion if
sold in its entirety" [39]*



*Eden Springs sold to private-equity firm
for \$93 million [40]*

THE WALL STREET JOURNAL.

*Suntory Beverage Sets Sights on
Overseas Acquisitions "...preparing to
spend at least \$4.9 billion on
acquisitions globally" [41]*

The specialty beverage sector can command some hefty price tags...with stock performances to match.

Coca-Cola's purchases in recent years have included Glaceau Vitaminwater, their largest acquisition ever, which was bought for \$4.1 billion. [43]

For FUZE, they paid about \$250 million. [44]

Meanwhile, Pepsi's acquisition of SOBE raked in about \$370 million for the owners. [45]

According to FoodBev.com, bottled water mergers and acquisitions heated up last year, doubling from 8 in 2012 to 16 in 2013. [46]

Obviously, this is a trend and opportunity with significant upside potential.

ALKM's New Agreements Driving Distribution

As mentioned earlier, the entire bottled water industry is going to need to address the risks of plastic bottle bans. Alkame's BioSphere packaging, of course, provides a key marketing advantage in that respect.

But there's another important aspect you need to understand: Alkame, as a new entrant in the industry, must address marketing factors such as the challenges of getting shelf space.

Distribution channels are the key to getting product into consumers' hands, and at the time this report was produced, the company had secured important distribution agreements with:

AMAZON

The online giant's fulfillment center will handle all online orders, shipping (including free Amazon Prime two-day shipping and on orders over \$35), and customer service. "Fulfillment by Amazon" services will help the company efficiently boost direct sales across the country and provide it with instant access to a large community of potential online shoppers that are already loyal Amazon customers. [47]

7-ELEVEN

In January 2014, Alkame began distribution to more than 100 7-Eleven (the world's largest convenience store chain) franchisees stores in Southern California, with hopes to expand throughout all 1,200 7-Eleven stores in California. With 10,200 stores in North America and nearly 51,600 around the world, this is a relationship with major long-term potential. [48]

NATURE'S BEST

Distribution with the largest privately owned wholesaler-distributor of health and natural food products in the U.S. gives Alkame significant reach into an important market. Their portfolio includes natural food stores, grocery stores, and restaurants in Arizona, California, Colorado, Idaho, Montana, Nevada, New Mexico, Oregon, Utah, Washington, Wyoming, Alaska, Hawaii, and select markets in Asia. Plus, Alkame can tap into their retail expertise, such as merchandising, promotions and field sales. [49]

AVANZAR SALES AND DISTRIBUTION

This distribution and consulting company's 7,000 retail clients include big names like Kroger, Walgreens, Kmart, Albertsons, Whole Foods and Safeway. They're also a brand incubation and distribution organization that specializes in working with early stage consumer brand companies and high-end brands such as Voss and Volvic waters. Their regional in-house Direct Store Delivery (DSD) operation in Southern California means improved access to retail shelf placement, expanded in-store merchandising option. [50]

URM STORES

URM Stores, Inc., is a Washington State-based retailer-owned grocery cooperative business. This deal gives Alkame distribution within URM's five-state area, which includes Washington, Oregon, Idaho, Montana, and Wyoming. URM currently distributes a wide variety of grocery products to retail, convenience store, and food service locations within these five states. [51]

Clearly, Alkame is proceeding aggressively on growing its distribution channels, and you'll want to check company news regularly for the latest update: www.alkamewater.com/investors

Partners & Distributors



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* Alkame is not a party to any agreement with 7-Eleven, Inc. based in Dallas, Texas.

*All information in this video and/or this report is qualified in its entirety by this information.



The Alkame Team

Alkame CEO Robert Eakle fell in love with water as a life-long surfer -- and has put significant education, development, and research into bringing Alkame to reality. He has assembled a world-class team of experts who've successfully launched, marketed, distributed and sold beverage properties:

John C. Taylor, Chief Operating Advisor, brings over 30 years of executive management experience in Operations, Marketing and Financials with industry leaders in both public and private corporations, including Recreation and Entertainment, Food & Beverage, Property Management, Turnaround Management, Executive Recruitment and other industries.

Rick Bierwiler, Vice President of Sales, has launched and run his own company, working directly in all facets of the water process, from blow molding and designing his own bottle to working directly with the distributors. He introduced Dodger Water, USC Water, and UCLA Water to Southern California,

and has worked with over 30 colleges across the country with licensing and selling school-branded water in retail chains nationwide.

Erwin Vahlsing, Jr., Chief Financial Advisor, has extensive international experience in leading, building, and managing finance departments in the manufacturing, service, and construction industries. Proficient in strategic planning, organizational development, critical decision making, cost-effective solutions and crisis management that consistently drives increased profitability.

Eric McClure, Director of Cause Marketing & Creative Director, has more than 25 years in the entertainment industry, bringing together national corporations, federal agencies, and youth organizations with socially active organizations and campaigns such as NOYS, DARE, and Heal The World.

Ray Ibe, Senior Social Media and Marketing Advisor, is a marketing specialist with over 15 years of experience in the youth marketing, sports, and online markets. His past and current client lists include ESPN X Games, Logitech, and Live Nation.

Robert Ramsey, Advisor to the Board of Directors, has held top positions with several public companies including Dart Group, a multibillion-dollar public entity incubator/holding company, and was co-founder of Total Beverage, the first lifestyle concept beverage superstore, which was acquired by Total Wines. His accomplishments include water manufacturing acquisitions, launching new water brands, developing specialty waters, water production and sales to major retailers such as Costco, Albertsons, Krogers and a variety of distribution channels.[52]

Alkame Launches Science and Technology

Advisory Group

In March, Alkame announced the formation of a Science and Technology Advisory Group consisting of leading health, nutrition, medical, and scientific experts, with the goal to "study, improve and advance Alkame Water as a nationally recognized leader in superior hydration, health and wellness, and sports performance." The founding members are:

Tammy Schaible Miller brings over 15 years of science, biology, nutrition, chemistry, sports management, teaching, and coaching experience to the Alkame team. She is a Certified Personal Trainer and has coached collegiate level volleyball for 5 years. She holds an Associates of Science (AS) degree from Trinidad State Junior College in Colorado, a Bachelor's Degree in Biology with a minor in Chemistry from Metropolitan State College of Denver, and a Master's Degree in Sports Management with an emphasis in coaching.

Dr. Pietro Baio is a certified chiropractor who practices in Brooklyn, New York, where he owns and operates "Performance Edge Chiropractic PC," with a focus on sport chiropractic and a client list that includes mixed martial artists and professional boxers. In addition to graduating from New York Chiropractic College (NYCC), Dr. Baio also holds both a BS and MA in Exercise Physiology from Adelphi University and is an ACSM Certified Exercise Specialist. While attending NYCC and Adelphi University, Dr. Baio designed, executed, and took part in several research studies at the Human Performance Lab of both schools.

Andrea Visak, RDN, CSSD, LDN, is a sports and wellness dietitian and founder of H2O Nutrition, LLC, a San Diego-based company providing nutrition counseling and education to enhance the performance of competitive and recreational athletes. Visak is a Registered Dietitian Nutritionist, a Certified Specialist in Sports Dietetics (CSSD), and has served as a leader in sports and life performance through innovative fueling strategies for more than 10 years. [53]



Get Into ALKM...

Before the Revenue Stream Turns into a Gusher!

Alkame clearly sits in the sweet spot of a major trend that shows no sign of stopping -- a society that's turning away from sugary sodas and soft drinks toward health, wellness, and athletic performance.

The company is arriving at the right time and place with a bottled water that's easily differentiated from the pack in what could become a \$70 billion market in the next 3 years. Their internal team, Ambassadors, advertising and marketing approach, and distribution strategies are rock-solid.

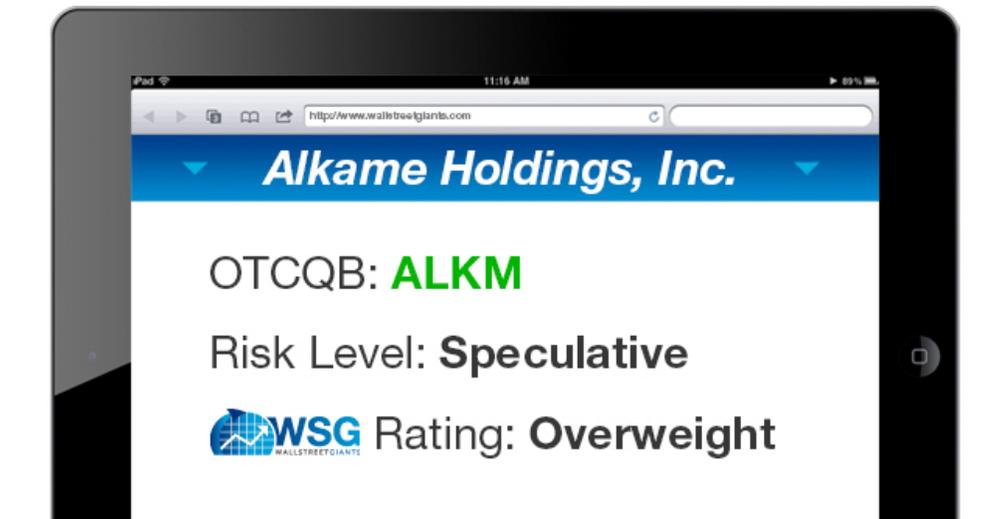
Add it all up, and Alkame is a classic example of a small company trading at a low price, with all indications pointing toward it hitting the big time.

Keep in mind, investing in OTC stocks involves risk and it is strongly recommended that you do your own due diligence and research before making any investment decision. By nature OTC stocks are volatile. And you should never trade more than you can afford to lose.

But, if you are considering an investment in an innovative company -- one that's taking strategic steps to capitalize on a fast-growing industry, with a

product offering more than its run-of-the-mill competitors -- Alkame Water could be your opportunity to pour on the profits.

Once you've done your due diligence, log in to your online brokerage account, or contact your full-service broker.



FEATURED STOCK **ALKM**

Industry: Beverages

Alkame Holdings, Inc.

OTCQB: ALKM

Shares Outstanding: 69,878,939

Public Float: 26,686,674

Fiscal Year Ends: December

Risk Level: Speculative

WSG Rating: Overweight

INVESTOR RELATIONS CONTACT

Phone: (888) 391-9990 (Toll-free)

E-mail: investor@alkamewater.com

Website: AlkameWater.com



RISK FACTORS

Investments in OTCQB securities can be highly risky, their prices may be volatile, and you should be prepared to lose your entire investment. In addition, investors should be aware of the following risks specific to Alkame Water (OTCQB:ALKM):

Financing. With the company just beginning operations, it requires more financing in order to continue as a going concern. If it does not secure additional

financing, the company's financial future may be in jeopardy.

Volatility. Because Alkame Water trades on the OTCQB—and at very low volume—its stock price may be highly volatile; clear and transparent pricing may be difficult to obtain.

Acquisition of Xtreme Technologies. The owner of the technology underlying Alkame's proprietary water technology is a key to the company's product and marketing plans. Should the acquisition fail to happen, the company's plans will be substantially effected. The terms of the acquisition may also be detrimental to Alkame's financial position.

Competition. The global and U.S. bottled water markets are large, robust, and populated with many strong players. While these markets present opportunity, the sheer size and breadth of the competitors represents a significant task for Alkame management.

Economic factors. Unemployment rates, slow income growth, and fickle tastes of consumers could have a negative effect on the outlook for the company.

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FOOTNOTES

Note: All links were current at time of publication, but are subject to change

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Note: Stock prices adjusted for dividends and splits.

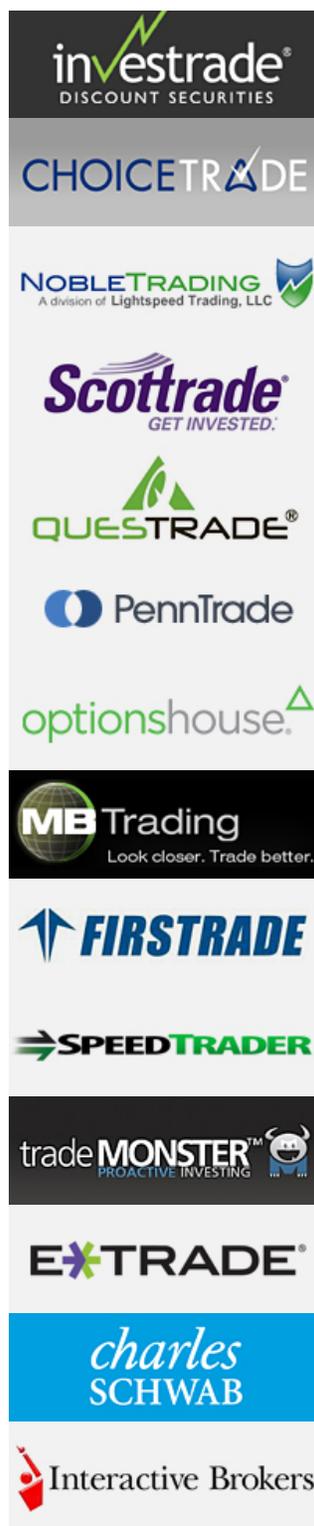
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