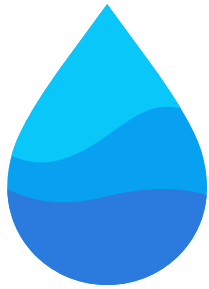


Epirus Spring



**Your Gateway
to Pure,
Natural Mineral
Water**



The finest natural resource Greece has to offer

An extraordinary water spring located in the pristine region of Epirus. With an exceptional opportunity to build a state-of-the-art bottling plant, this investment proposal presents unmatched advantages in the ever-growing bottling industry.

Join us in harnessing the natural splendor of Epirus and turn this exceptional water spring into a thriving enterprise. Take advantage of this unparalleled investment opportunity and secure your position in the flourishing bottled water industry.

Invest with Confidence

At Epirus Springs, we recognize the significant potential and profitability of the bottled water market. With our extensive resources and expertise, we offer comprehensive support throughout the investment process. From navigating regulatory requirements to maximizing operational efficiency, our team is dedicated to assisting you in establishing a successful bottling business.



Abundant Supply

Our installed well holds a water use permit, allowing for the extraction of up to 100,000 cubic meters of pure, mineral-rich water annually. This remarkable volume provides an immediate platform for bottling operations, with the potential for expansion following modification of the environmental study



Prime Location

Positioned along the highly strategic A5 highway, known as the Ionian Road, Epirus Springs enjoys unrivaled accessibility. This convenient location ensures efficient distribution networks and facilitates seamless transportation of your bottled water products to domestic and international markets



Regulatory Compliance

As the most recently licensed and legally authorized water pumping well in Epirus, our venture adheres strictly to all legislative provisions and environmental regulations. We prioritize sustainable practices and maintain close cooperation with the Department of Environmental Hygiene and Sanitary Control of the Region of Epirus, ensuring the utmost quality and safety of our bottled water



Market Potential

The bottling industry is experiencing unprecedented growth, and Epirus Springs is poised to capitalize on this upward trend. With our abundant natural mineral water and modern infrastructure, we offer a unique opportunity to meet the increasing consumer demand for premium bottled water



Strong Infrastructure

Our plot of land spans a minimum area of 4000 square meters, providing ample space for the construction of a water production and bottling plant. Its buildable nature, combined with a minimum frontage of 45 meters, ensures a flexible and efficient facility design tailored to your specific needs.

Outlining the Bottling Industry

General Information

The bottled water sector in Greece comprises several small and medium-sized enterprises and a small number of large enterprises, which are either exclusively involved in bottled water or are active in the wider food and beverage sector. The latter exploit the already established and organised sales and distribution networks for their products (juices, soft drinks, food, etc.) to achieve economies of scale. These SMEs are mainly local.

In addition, some companies bottle water on behalf of private label companies that are also active in the wider food and beverage sector. The number of importing companies in the sector is minimal. Some companies are spending significant amounts of money on investments to modernise their bottling plants. In addition, they are also involved in the production of plastic bottles/caps which they use for bottling water in order to minimise costs.

Trends Affecting the Industry

The industry lately knows a special momentum, which is mainly due to:

- Increased interest in a healthy diet and natural products
- Awareness of the importance of hydration
- Interest in the quality of the water network
- Increased consumption of bottled water
- Acceptance of the idea of water coolers in offices, which shows increased interest of the company in its employees.
- Improvements in General Economic Welfare.

Characteristics affecting the demand for bottled water

As mentioned above, climatic conditions, the shift of many consumers to a healthier way of eating, the rise in tourism, and the adequacy and quality of water in the public network are some of the factors affecting the demand for bottled water.

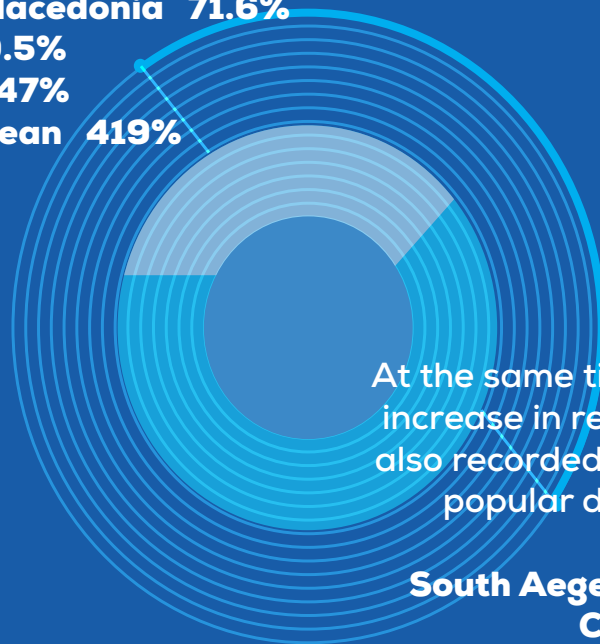
A characteristic of demand for bottled water is seasonality, i.e. the variation in sales depending on the time of year. The highest sales take place between April and October each year. This period essentially coincides with the tourist season in our country.



In the last two years there has been an upward trend in the number of consumers in the domestic market, resulting in a positive change in demand for bottled water, making investments in new production lines attractive.

Specifically, according to data from the Bank of Greece, there was an increase in receipts in the 1st quarter of 2011 in Greece, as follows:

Western Greece 147.4%
East. Macedonia Thrace 91%
Western Macedonia 71.6%
Epirus 50.5%
Thessaly 47%
North Aegean 41.9%



At the same time, distinct increase in receipts were also recorded in the most popular destinations, such as:

South Aegean (+17.29)
Crete (+15%)
Central Greece (12.6%).

In addition, according to the National Flight Coordination Authority, approximately 1.2 million foreign visitors visited Greece between July and October compared to the same period in 2017, with direct connections from foreign airports to 19 Greek regional destinations.

Demand is also positively influenced by the inadequacy of the public network in certain areas of the country. The lack of confidence of many consumers in the water supply network, particularly in certain regions of the country, leads to an increase in demand for bottled water in these regions. At the same time, the natural shortage of water, particularly in island regions, coupled with the intensity of the phenomenon during the summer months due to increased tourism, increases overall demand and favours the consumption of bottled water.

The upward trend in domestic tourism has a strong impact on the demand for bottled water, as the number of 'potential consumers' purchasing these products increases.

Existing supply affecting demand for bottled water

In recent years, the number of companies investing in their production sector in order to modernise and at the same time reduce production costs has been increasing. At the same time, private label products have also appeared in this sector, which are bottled by the production companies on behalf of third parties (e.g. super markets). In addition, many of the companies operating in the bottled water sector are also involved in other food and drink products, such as for example juices and soft drinks

The bottled water sector can be divided into 3 categories of companies which offer bottled water. In particular:

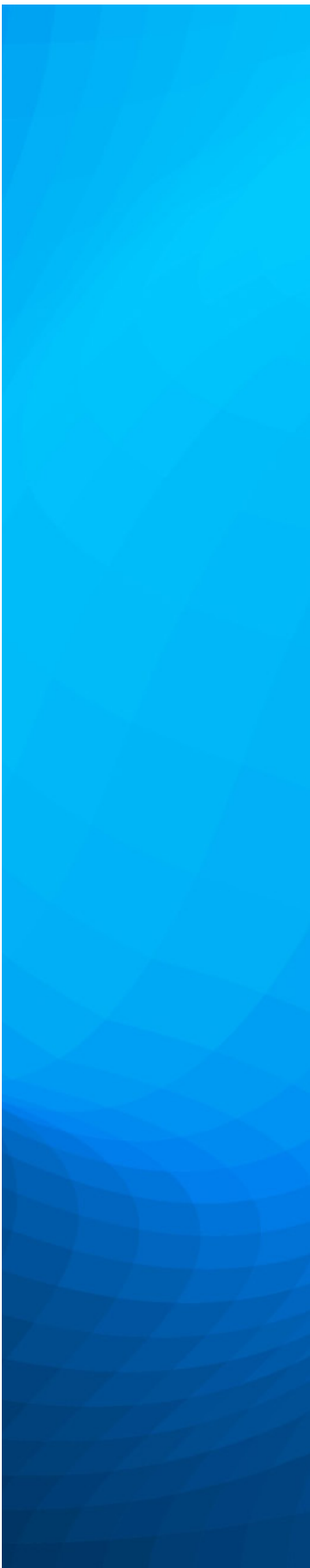
- Large companies, which have a high production capacity and an organised and extensive distribution network
- Small and medium-sized enterprises, with a limited distribution network
- Small businesses targeting the local market

According to the Nielsen Company Market track, the market shares for the period January 2017 - August 2017 are:

Companies	Sales in value	Sales in quantity	Market Share
ZAGORI	23.729,428	81.818.327	22.8%
VIKOS	18.461.096	58.382.259	16.2%
Private Label	9.502.949	53.904.243	15.0%
KORPI	9.769.837	31.485.886	8.8%

Distribution Channels

The bottled water market is divided into 'cold' and 'hot' on the basis of the way the products are distributed. The first category includes kiosks, catering outlets, bars, hotels, etc. The second category includes supermarkets and small outlets and mainly concerns planned domestic consumption.



Water bottlers sell their products mainly through supermarkets, beverage outlets, food outlets, kiosks and catering outlets. The largest companies in the sector have well-developed distribution networks covering the whole of Greece, relying on local agents and wholesalers on the one hand and supermarket chains on the other. On the other hand, small companies that do not have the financial capacity to develop their distribution network rely mainly on the direct distribution of their products to the local market, which puts them at a disadvantage compared to large companies.

The bottled water sector is characterised by intense competition, with the result that the organisation and development of the network is a prerequisite for the penetration and maintenance of each company's market position. The sales network is also an important source of information for a company, as it enables it to obtain information on competition and consumer preferences. The fierce competition in the bottled water sector has led companies operating in this sector to seek and adopt a variety of methods to promote their products in order to maximise their sales.