

# Cure4Water

## Exclusive National Bottling License 99-Year Agreement



Cure4Humanity Inc.  
February 2019

# **Exclusive National Bottling Licenses**

The business of Water Bottling is the fastest growing division of the beverage industry. This can be quite profitable when done correctly. Our world's population is now almost 8 billion people and more than 1 billion lack access to fresh drinking water. The booming fifty-billion-dollar water industry is often referred to as "the oil of the 21st century", "liquid gold", and "blue gold". It is currently more expensive than a gallon of gasoline when sold by the bottle. Several major beverage companies such as Coca-Cola, PepsiCo, Nestle, Starbucks, and Anheuser-Busch are largely invested in the drinking water market. As the world's water sources become more polluted by the day, the demand for clean water sources also increases by the day. The human body makeup is essentially 70% water and the clean water sources required to nourish our population is scarce. This affects the ability to procure a clean source to compete in the ever-growing water bottling industry. The Cure4Water Consumer Business Model provides a global solution to meet this demand for clean, fresh, drinking water. **Cure4Water's atmospheric water generator** is the solution providing a clear, viable, affordable cure to meet the global demand for abundant fresh drinking water. Cure4Water sources its water locally by harvesting it from the earth's humidity then filtering it to the highest market standards. Cure4Water produces Mini-Bottling Plants, each with the ability to produce 2,000 to 100,000 12oz water bottles daily without utilizing tap water or underground wells. Each atmospheric water procurement system generates the only water source necessary to meet the demand required for each bottling facility. As the atmospheric water generator is the actual water source, any local industrial warehouse can be leased or purchased. Cure4Water installs one 200-Gallon Atmospheric Generator, which produces 2,000 12 oz bottles daily. These bottles are sold locally to consumers and retail stores, including vending machines and Cure4Water Local Partner kiosks, to meet the local market demand. The water shelf-life is 2-5 years based on the bottle. Cure4Water Mini-Bottling Stations are designed to produce 100,000 12 oz. Bottles daily in cities with populations less than one million people. Cure4Water Stations in rural areas can provide the local community with a sustainable, clean water source, rendering truck deliveries unnecessary. The demand for ground water to bottle for drinking has increased rapidly since the 1980s. According to the Council of Bottled Water Manufacturers, the demand for clean ground water increased nearly 400%. This result is predominately due to declining consumer confidence in the safety and quality of municipal water supplies. The 12 oz bottled water size provides the highest profit margin compared to other bottle sizes while remaining affordable and attractive to consumers usually on the go. Cure4Water is currently signing National Water Bottling Station Exclusives in 180 countries and island nations through 2020 with 99-Year Licensing Joint Venture Agreements designed to provide an Initial return of investment in 3 to 5-months based on the financing options, market, and number of bottles produced daily. This is a rare opportunity.

## **Cure4Water's Greatest Advantage: Humidity is Free, Local & Abundant Source of Water Worldwide.**

Cure4Water's atmospheric generator provides significant advantages to bottling locally with high profit points. It is the most affordable and efficient solution to deriving an abundant, free, water source which is filtered to the highest quality drinking water standards. Through years of extensive industry and market research, Cure4Water has been able to develop a highly successful and solid business model. We uniquely and innovatively eliminate traditional water sourcing contracts by being the only global water bottling company to successfully harvest water from the atmosphere and sell it at the local level. We eliminate 99% of the costs associated with exportation and delivery. Cure4Water does not invoice the water produced by our water systems as the source is obtained freely from atmospheric humidity. This is a no contract, free water source. Political issues affecting water sourcing, disruptions due to failed product, or a breakdown in delivery, or denial of future access to underground or spring water sourcing is longer a concern lastly consumers are assured they are drinking not just a safe alternative to drinking possibly contaminated ground or well water, but also a product that is fresh and great tasting.

## **Cure4Water Bottling Location Sizes**

Cure4Water Bottling Stations with 2,000 to 10,000 bottles daily can operate from 1,500 square feet of warehouse, with a portion set aside for sales and administrative office space up to 3,000 square feet. Metropolitan Cure4Water Bottling Stations can produce 20,000 to 100,000 bottles daily with 5,000 to 10,000 square feet.

## The Cure4Water Station is a Mini-Water Plant

A Cure4Water Station is essentially a smaller size bottling plant able to produce massive savings. The bottling equipment is smaller than typical bottling equipment and a single Cure4Water Atmospheric Generator produces 2,000 or 20,000 bottles daily depending on the size of the generator. Metropolitan cities can have up to 5 Cure4Water generators harvesting 10,000-Gallons of fresh clean drinking water. This yields 100,000 12oz. bottles for sale daily. Profit margins are increased significantly as the Cure4Water bottles are produced locally. The pros of entering this industry with a Cure4Water system vs the typical water procurement system should be considered. These include, but are not limited to, the high profit margin, consistency of product, sustainability, and ease of procurement. A single Cure4Water Bottling Station with 200-Gallon Atmospheric Water Generator, yields 2000 12 oz water bottles daily.

**OPTION ONE: LOW OVERHEAD OUTSOURCE**



**CURE4WATER 200-GALLON  
ATMOSPHERIC GENERATOR**



**PURE WATER TANK  
200 TO 100,000 GALLONS  
WATER STORED DAILY**



**PLASTIC BOTTLE  
MOLD MACHINE**



**3 IN 1 BOTTLING  
FILL MACHINE**



**LABEL MACHINES**



**SHRINK WRAPPING  
MACHINES**

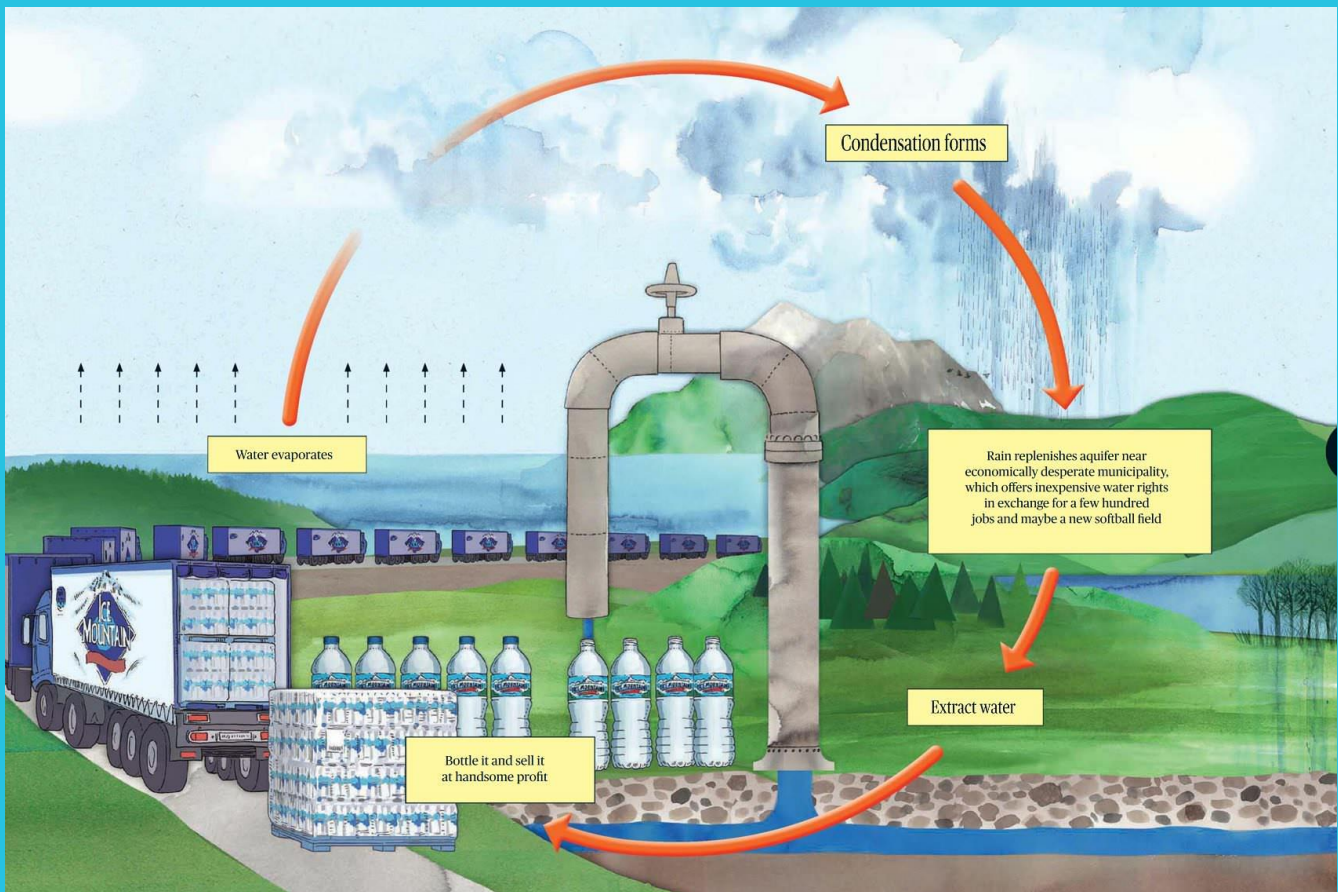
**CURE4WATER HARVESTS WATER & FILTERED INTO FRESH DRINKING WATER  
CITY BOTTLER TRUCK TRANSPORTS TO BE BOTTLED  
RETURNS TO CURE4WATER FOR DISTRIBUTION**



**OUTSOURCE WHILE RETAILERS  
KIOSKS AND VENDING UNITS  
ARE ESTABLISHED**

The Cure4Water smaller system has significant advantages when compared to larger bottling companies. The water source is everywhere and anywhere. Fiji Water is imported from the spring mountains of Fiji Island and Evian is imported from France. The cost to procure and import this water is significant compared to Cure4Water sourcing its water freely from atmospheric humidity. Cure4Water's generator filtration system is the most innovative and cutting-edge in the industry. This system creates the cleanest, freshest tasting, drinking water available. With the launching of Cure4Water Bottling Stations in 180+ countries and island nations, a cure to providing local, fresh, drinking water 365 days per year is obtainable. Cure4Water is intended to become a global leader in the fast-growing water industry worldwide. Cure4Water provides the most cost-effective method to sell bottled drinking water with low startup costs of under \$10,000 with good credit with the ability to finance the balance of \$80,000 for terms of choice. The management of your own water business with Cure4Water technology is simple. Our Transparency Software provides around the clock, daily auditing of system function with constant accountability of all staff to maintain maximum profitability. The effective management of Cure4Water Stations producing 2,000 to 20,000 bottles daily requires only a Station Manager and an Assistant Manager for each location. Placing Cure4Water bottling stations in developing countries provides fresh, safe, great tasting, and affordable drinking water for the masses. In many places in the world, often the only option to obtaining water is from unsafe shallow wells or dirty puddles. It is not uncommon for men, women, and children to walk several miles each way daily to obtain this unclean water. Placing water stations in these drought regions provides abundant drinking water while still earning a profit. This creates the world's first legitimate solution to any town or city lacking a clean water source. Having enough financial resources to launch a global brand with all factory equipment isn't an option for everyone. Cure4Water is the only product of its nature that can be outsourced while business grows. The Cure4Water local bottler can be part of a global brand for less than \$50,000 USD and with good credit can be funded for \$5,000 down, low monthly payments while producing 60,000 Cure4Water bottles monthly.

# Cure4Water Harvests Locally Anywhere vs. Hundreds of Trucks Driving Long Distances to Deliver Bottled Water from “Their Source”



- Expensive Industrial Grade Reverse Osmosis Water Filtration Systems
- Bottle Filling Equipment able to produce thousands of bottles a minute
- Multiple 10,000 Gallon Water Storage Tanks for Raw Water
- Distribution Channel Sales Force, expensive commercials, branding, product placement
- Tens of Thousands of Vending Machines
- 50 – 100 Delivery Trucks
- 50 – 100 Truck Drivers
- Water Source Location Contract (relying on a 3<sup>rd</sup> party is not self-reliant where Cure4Water can produce water everywhere)

## INDUSTRY ANALYSIS

The market for bottled drinking water has grown rapidly since the 1980s, increasing nearly 400% in the last decade, according to the Council of Bottled Water Manufacturers; a result of declining consumer confidence in the safety and quality of municipal water supplies. Individuals and businesses are purchasing bottled drinking water for use in their homes and offices. Downtown Los Angeles tap water is not regularly healthy to consume. Fifty percent of the residents drink only bottled water while utilizing tap water for showers, laundry, toilets, kitchen sinks, and outdoor hoses. Consumer demand for bottled water has continued to increase, as more water supplies worldwide are deemed undrinkable or unhealthy. According to multiple surveys, when questioned about their purchases of bottled water, on average 60% of consumers claimed "taste" as the primary reason for purchasing water bottled. Other reasons cited included safety, and the concern for "too many chemicals" in tap water.

## Water Bottles Channel Categories

The Council of Bottled Water Manufacturers divides distribution channels for bottled water into retail grocery, commercial delivery, home delivery, restaurant purchase, and vending machines. While retail purchase accounts for the largest percentage of bottled water purchases (41.5%), 21.3% of sales are made through commercial delivery and 21.4% through home delivery sales. The percentage of the industry that relies on water delivery is 42.7%, the largest percentage of all.

# EQUIPMENT NEEDED FOR CURE4WATER BOTTLING STATION

## Cure4Water 200-Gallon Daily Atmospheric Generator \$35,700



### Projected Cure4Water Bottler Water Production

10-Years Projections\* (with 200-Gallon Atmospheric Water Generators)

Cure4Water Stations	Bottles Daily / Annually	Annual Revenue USD**	10-Year Revenues	50 Stations per Country
		(Avg \$0.67 cents Bottle)	Per Station	10-Year Plan
Qty 1: 200-Gallon AWG	2,000 / 730,000	<b>\$489,000</b>	<b>\$4,891,000</b>	<b>\$244,550,000</b>
Qty 2: 200-Gallon AWGs	4,000 / 1,460,000	<b>\$978,200</b>	<b>\$9,782,000</b>	<b>\$489,100,000</b>
Qty 3: 200-Gallon AWGs	6,000 / 2,190,000	<b>\$1,467,300</b>	<b>\$14,673,000</b>	<b>\$733,650,000</b>
Qty 4: 200-Gallon AWGs	8,000 / 2,920,000	<b>\$1,956,400</b>	<b>\$19,564,000</b>	<b>\$978,200,000</b>
Qty 5: 200-Gallon AWGs	10,000 / 3,650,000	<b>\$2,445,500</b>	<b>\$24,455,000</b>	<b>\$1,222,750,000</b>

\* Some regions, AWG's will harvest up to 50% more water daily and other seasons 25-30% less. On average Cure4Water AWG's produce more than 200-gallons daily.

\*\*Based on Economic Advanced Countries and International Cities. \$0.99 cents Retail and \$0.48 cents Wholesale and \$0.78 cents for Cure4Water Kiosks at Non-Cash Register Establishment (NCRE) Locations

Annual Revenue 3 <sup>rd</sup> World Markets	10-Years Revenues	50 Stations per Country
(Avg \$0.15 cents USD Bottle)	Per Station	10-Year Plan
<b>\$109,000</b>	<b>\$1,090,000</b>	<b>\$54,500,000</b>
<b>\$978,200</b>	<b>\$9,782,000</b>	<b>\$109,000,000</b>
<b>\$1,467,300</b>	<b>\$14,670,300</b>	<b>\$163,500,000</b>
<b>\$1,956,400</b>	<b>\$19,564,000</b>	<b>\$218,000,000</b>
<b>\$2,445,500</b>	<b>\$24,455,000</b>	<b>\$272,500,000</b>

### 20-Year Warranty on all Cure4Water Atmospheric Generators

Since the Cure4Water Atmospheric Generator is the most important aspect of this business, a 20-Year Warranty and an impressive 40+Year Life. This insures Bottlers have reliable and sustainable equipment to harvest fresh drinking water including the world's first legitimate cure for the global water demand at local level.

**Cure4Water 2,000-Gallon Atmospheric Generator \$357,500**  
**12kW Daily is a World-Record; Most Energy Efficient**



**Projected Cure4Water Bottler Water Production**

**10-Years Projected Income\*** (with 2,000-Gallon Atmospheric Water Generators)

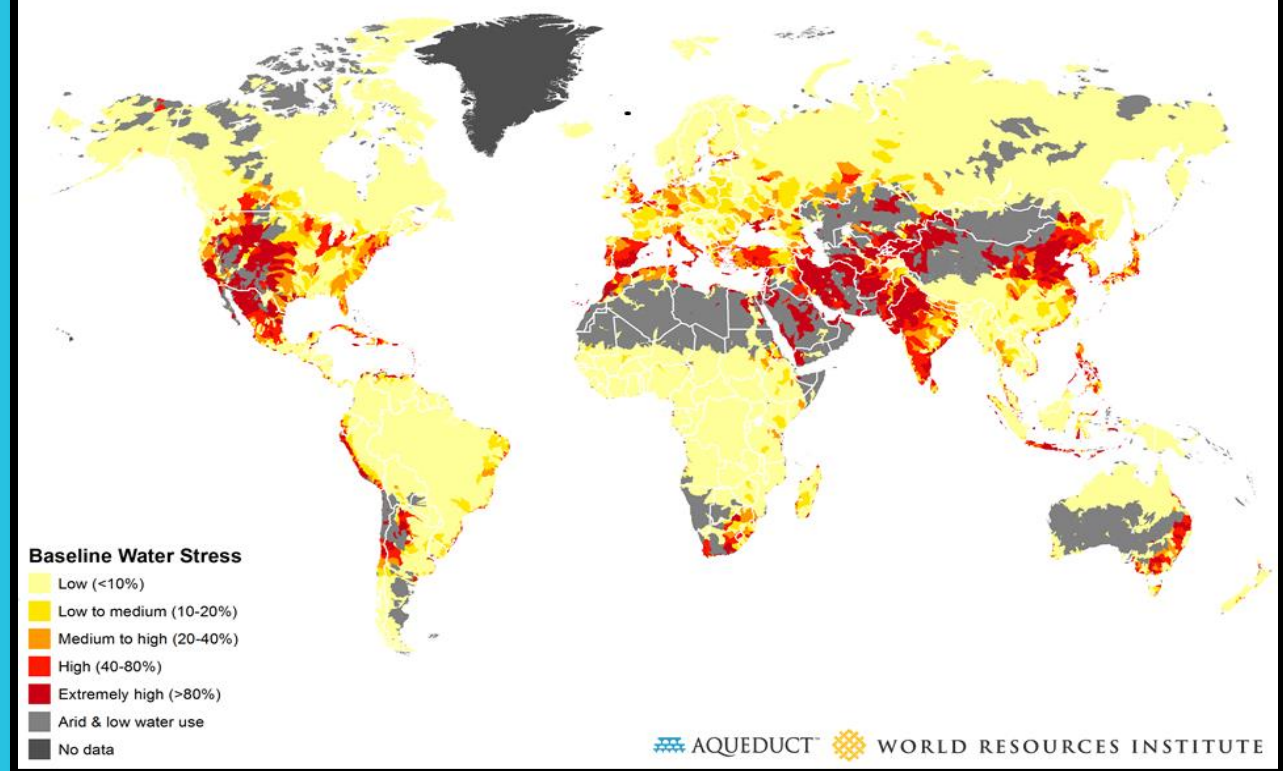
<b>Cure4Water Stations</b>	<b>Bottles Daily / Annually</b>	<b>Annual Revenue USD**</b>	<b>10-Year Revenues</b>	<b>50 Stations per Country</b>
		<i>(Avg \$0.67 cents Bottle)</i>	<i>Per Station</i>	<i>10-Year Plan</i>
One 2,000-Gallon AWG	20,000 / 7,300,000	<b>\$4,890,000</b>	<b>\$48,900,000</b>	<b>\$2,445,000,000</b>
Two 2,000-Gallon AWGs	40,000 / 14,600,000	<b>\$9,782,000</b>	<b>\$97,820,000</b>	<b>\$4,890,000,000</b>
Three 2,000-Gallon AWGs	60,000 / 21,900,000	<b>\$14,673,000</b>	<b>\$146,730,000</b>	<b>\$7,335,000,000</b>
Four 2,000-Gallon AWGs	80,000 / 29,200,000	<b>\$19,564,000</b>	<b>\$195,640,000</b>	<b>\$9,780,000,000</b>
Five 2,000-Gallon AWGs	100,000 / 36,500,000	<b>\$24,455,000</b>	<b>\$244,550,000</b>	<b>\$12,225,000,000</b>

\* Some regions, AWG's will harvest up to 50% more water daily and other seasons 25-30% less. On average Cure4Water AWG's produce more than 200-gallons daily.

\*\*Based on Economic Advanced Countries and International Cities. \$0.99 cents Retail and \$0.48 cents Wholesale and \$0.78 cents for Cure4Water Kiosks at Non-Cash Register Establishment (NCRE) Locations

<b>Annual Revenue 3<sup>rd</sup> World Markets</b>	<b>10-Years Revenues</b>	<b>50 Stations per 3<sup>rd</sup> World Country</b>
<i>(Avg \$0.15 cents USD Bottle)</i>	<i>Per Station</i>	<i>10-Year Plan</i>
<b>\$1,095,000</b>	<b>\$10,950,000</b>	<b>\$54,750,000</b>
<b>\$2,190,000</b>	<b>\$21,900,000</b>	<b>\$109,500,000</b>
<b>\$3,285,000</b>	<b>\$32,850,000</b>	<b>\$164,250,000</b>
<b>\$4,380,000</b>	<b>\$43,800,000</b>	<b>\$219,000,000</b>
<b>\$5,475,000</b>	<b>\$54,750,000</b>	<b>\$273,750,000</b>

# WATER STRESS AROUND THE WORLD



## Consumption

Per capita consumption of bottled water in the United States is also increasing dramatically, rising from 8-Gallons per person in 1990 up to 250-Gallons in 2017. Approximately 4 out of every 6 households in the United States currently consumes non-sparkling bottled water as their main source of drinking water.

## Growth Rate

The bottled water industry is growing at a rate of 12-15% annually since the mid-1980s. By far, the most popular type of water is non-sparkling. In 1990 the sales of non-sparkling water were \$1,489,000,000, according to the *Report on World Bottled Water Manufacturing, 1991*. Total bottled water sales in 2017 were more than 50 billion, including both domestic and imported non-sparkling drinking waters.

## Consumer Direct vs. Retail Store Sales

Cure4Water anticipates 50% of its revenues will be sold to consumers directly via kiosks and affordable vending machines and 50% to retailers via Promotional In-Store Island Coolers filled with ice and chilled 12oz. Cure4Water bottles. Product will also be available on store shelves for bulk purchasing or for those that prefer room temperature water.

## Sample Size of a Small U.S. Market

In the greater Wichita, Kansas area, approximately 16,871,019 gallons of non-sparkling water is consumed yearly by a population of 2,444,099 people. The value of the local water market there is approximately \$13,177,220, as of 1990. Today in 2019, the market value is more than \$40,000,000.

## Flexible Marketing Budget

An annual marketing budget of \$25,000 to \$50,000 can be established for the first year of operation, based on a calculation of 5% to 10% of first year sales of approximately \$489,000 with a single 200-Gallon AWG producing 2,000 bottles daily. This funding can be generated from the profits of operating the business sharing the budget between Cure4Water and joint venture bottling partner.

## **Celebrities and Iconic Spokespersons Proven to Increase Sales**

A vast majority of bottling brands promote their product by aligning with a celebrity or iconic individual. More than 95% of such spokespersons are compensated at steep rates. Cylk Cozart is the Co-Founder for Cure4Water. He has acted in more than 50 movies and television programs appearing next to some of the greatest stars in the industry. Cylk has a large network of celebrity friends who support Cure4Water's humanitarian effort. Cure4Water dedicates 90% of our portion of the profits to humanitarian relief by building water stations in impoverished and drought regions worldwide. NBA Champion A.C. Green is a Cure4Water Ambassador and Martin Luther King III is Cure4Humanity's Global Ambassador. In February 2019, Cylk Cozart will kick off a marketing campaign enlisting the volunteer help of his celebrity friends to promote the Cure4Water brand and support this global endeavor.

## **12oz. Free Trials with Cylinder Island Coolers (Consumer and Retail Outlets)**

Through extensive research, the free trial or sample marketing approach has proven to be a highly effective tool to expose and entice consumers and retailers to sample new products. Cure4Water is committed to providing all bottling partners with 100 12 oz. bottles daily (3,000 monthly) to distribute for this purpose and build brand awareness and customer loyalty. Cure4Water stand-alone cylinder Island Coolers are filled with ice and 36 bottles and placed in high traffic areas with any number of promotions advertising specials such as "Buy 1, Get 1 Free" and at gas stations, "Free Bottle with purchase of 8-Gallons". Research shows most store owners and managers prefer Island Coolers as a profitable point of purchase method to selling more product. The coolers can be placed and moved at will unlike the fixed-shelving option. Cure4Water offers an incentive program for the retail customer to commit to keeping the Island Coolers and signing a rental agreement before the end of the 30-day free trial. The incentive may involve a free case of water for every 10 cases purchased. Free trial quantities are provided complimentary by Cure4Water up to 5% of daily production (2,000 to 20,000 Bottles) equaling 100 to 1,000 free bottles daily for 90-days.

## **Independent Vending Operators & Cure4Water**

Independent vendors stocking multiple drinks in their machines can earn up to 50% margins adding Cure4Water Bottles to their refrigerated Vending Machines.

## **Local Advertising is Affordable Advertising**

Cure4Water intends to advertise free trial offers through social media and have promotions for home delivery to customers who prepay with a credit card, as well as delivery to local offices and businesses. Industrial contracts can be generated through local advertising. Post cards offering free trials can be mailed to homes and businesses in selected zip codes. Appearances at local trade shows, exhibits, or mall shows keep the Cure4Water name current.

## **Promotional Placements**

School promotions only garner 5% of the profit when selling candy, Promotions selling Cure4Water bottles can garner the school 50% of the profit. Children's sports teams can earn the same when selling Cure4Water product for uniforms or equipment.

## **Cure4Water Innovative Custom Kiosks**

Cure4Humanity Inc. R&D experts have designed innovative coin or credit card operated kiosks exclusively designed for 3 economic regions, to be placed in "non-cash register establishments" (NCRE). These can be placed in shopping malls, schools, laundromats, hair and nail salons, libraries, airports, doctor offices, hospitals, plus hundreds of other NCREs. These kiosks can be mass produced at a cost of \$85, \$125, and \$175 each with refrigerated kiosks for \$239. NCREs are welcome to donate all or a portion of their profits to help meet the Cure4Water's pledge that all people have access to fresh drinking water. NCREs are meant to earn 25% selling water at \$0.20 to \$1.50 per 12oz. bottle based on regional economy. The stand-alone kiosks are 24 inches tall, 15 inches wide, and 17 ½ in length taking up limited floor space and are easily placed on counters and tables and no electrical outlets are required. This makes it simple for placement of dozens or even hundreds of kiosks in any NCREs per bottler station region.

## **PROMOTIONAL MARKETING**

<b>CURE4WATER ISLAND COOLERS</b>	<b>CURE4WATER NCRE KIOSKS</b>
<b>CURE4WATER POSTERS &amp; BANNERS</b>	<b>CURE4WATER VENDING MACHINES</b>



## Ad Specialty Revenue Streams

The Cure4Water bottle production revenue stream is diversified B2B and B2C via retailers, independent vending machine operators, and kiosks. Another market yielding high profit margins is ad specialty bottles showcasing company logos and labels on water Bottles for corporate and special events. This increases margins by 35%-50%.



## Ad Specialty Industries

<ul style="list-style-type: none"><li>• Concerts – Festivals</li><li>• Golf Courses</li><li>• Health &amp; Fitness Centers</li><li>• New Product Promotions</li><li>• Banks</li><li>• Schools</li><li>• Hospitals</li><li>• Weddings</li><li>• Hotels, Resorts &amp; Spas</li><li>• Radio Stations</li></ul>	<ul style="list-style-type: none"><li>• Auto Dealerships</li><li>• Country Clubs</li><li>• Restaurants</li><li>• Political Campaigns</li><li>• Colleges &amp; Universities</li><li>• Meetings</li><li>• Faith Based Organizations</li><li>• Convention Centers</li><li>• Restoration Companies</li><li>• Promotions</li></ul>	<ul style="list-style-type: none"><li>• Fund Raisers</li><li>• Exhibitions</li><li>• Conferences</li><li>• Events</li><li>• Marketing</li><li>• Seminars</li><li>• Funeral Homes</li><li>• Corporate Identity</li><li>• Construction Companies</li><li>• Family Reunions</li></ul>
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## Expanding Global Brand; Future Cure4Water Bottled Drinks Q1 2020

- **Cure4Water Natural Juices**
- **Cure4Water Teas**
- **Cure4Water Sparkling Drinks**

As demand for Cure4Water grows it will justify branching out into other markets such as naturally organic flavored waters, organic teas, and organic juices. Cure4Water is under the umbrella of Cure4Humanity Inc. and has several environmentally and socially conscious, sustainable companies including Cure4Hunger. Cure4Hunger builds disaster proof Gravity Garden Domes with the ability to grow any 100% organic fruit and tea leaves, regardless of the season in a facility that is no larger than 3,000 square feet. The Importation and transportation costs are eliminated, and we insure a 10-year price protection on any fruit or tea leaf Cure4Hunger facility.

## Current Bottled Market Alternatives

There are several options for purchasing bottled drinking water. One option is to purchase bottled water from a retail grocery store. This usually costs up to \$5.00 a gallon for smaller bottles in bulk such as twenty-four half liter or 12oz Bottles. Sold individually the cost rises to \$10-Gallon when sold at \$0.99 cents each. One to five-gallon bottles are sold at a reduced price. Larger gallon bottles are not Cure4Water's focused market however we are able to offer an Industrial business model in the price range of \$0.37 cents per gallon which increases revenue streams. Cure4Water will manufacture and ship additional atmospheric generators based on demand. In first world countries water home delivery is an option at an average cost of \$7.50 per five gallons of water or \$1.25 a gallon. A Cure4Water Station has a third revenue stream option by providing local home deliveries in a 5-10-mile radius one day per week to maximize profits. Water is a necessity of life with clean and pure drinking water a requirement for all. With waterborne diseases and threats of contaminated water increasing in recent years, there is always a search for clean water for consumption. Cure4Water sells a higher quality water compared to other bottled water alternatives, many which contain high levels of contaminants. There are many bottled spring waters that contain 100 to 200 ppm of contaminants. Studies show that bottled water is preferred significantly compared to water produced from vending machines located outside local grocery stores. These machines utilize tap water via reverse osmoses built in filtration systems. A major problem with these machines is that the tap water from many regions have higher levels of contaminants including lead in areas such as Flint Michigan in the U.S. and Cape Town in South Africa. Such issues continue to compound the market, further increasing the population's preference for cleaner, usually bottled drinking water.

## School Fund Raising Drives replace Sugar, earn 5X More Per \$1.00

A large majority of schools participate in fundraisers to raise money for important educational resources by having the students sell candy. Schools garner only 5% of the profits when selling candy. Candy sold at \$1.00 earns the school 5 cents. Cure4Water is committed to education improvement and will provide schools 25% on all Cure4Water Bottles sold (prices based on regional economy). School stickers can be placed on the bottles or printed with custom labels

## CURE4WATER CO-OP MARKETING FUNDS

In addition to providing National Bottlers free trial quantities complimentary for 90-days, Cure4Water allocates 2% of quarterly profits towards co-op marketing (matched by Bottlers) if they wish to advertise via various campaigns. Bottlers are not required to advertise locally however Cure4Water will fund 50% of marketing via this co-op fund.

## Customer Loyalty Made Simple

Ninety percent of Cure4Water's share of the profits is reinvested and dedicated to building humanitarian water stations in impoverished regions. Many consumers are loyal to brands that donate all or a share of the profits to the humanitarian infrastructure. Paul Newman Salad Dressing donates 100% of its profits to charity while Tom's Shoes donates one pair of shoes for every pair sold. When consumers are deciding on which product to purchase, they will take into consideration that one brand donates to those less fortunate and the others likely do not. This is an important factor in choosing one brand over the other. The sense of well-being garnered from choosing the humanitarian-focused brand is worth the purchase. The successes garnered by these companies is largely due to consumer satisfaction in the knowledge that in some small way they are contributing to the health and welfare of this world.

## Cure4Water; The World's 1<sup>st</sup> Cure to Clean Drinking Water Anywhere!

Our 2012 atmospheric water generators were not energy efficient (258kW) enough to mass produce, however in 2017 years Cure4Humanity's technological improvements lead to a 50% reduction requiring 128kW. Our newest version of the atmospheric water generator runs on only 12kW, an 1,800% reduction in energy to harvest 2,000 gallons daily from the atmosphere's humidity then filtered to the highest industry standards. With this milestone in energy reduction, Cure4Humanity Inc. launched Cure4Water as water experts acknowledge this is the world's first legitimate cure for plentiful drinking water where ground water doesn't exist or have the ability to dig wells. Cure4Water 200 gallon systems are also portable, able to mobilize anywhere in the world requiring minimal energy.

1. Volts x Amps = Watts (kWh)
2. Watts ÷ 1,000 = Kilowatts (kW)
3. Kilowatts (kW) x Hours of Use = Kilowatt Hours
4. Kilowatt Hours (kWh) x kWh rate = Cost of Usage

Below are examples of common home and businesses:

Appliance Electricity Usage		
Appliance	Typical Consumption Per Hour	Cost Per Hour (at 10 cents per kilowatt-hour)
Electric range burner	1,000 watts	10 cents
Refrigerator	1,000 watts	10 cents
Desktop computer and monitor	400 watts	4 cents
Incandescent light bulb	60 watts	0.6 cents

A microwave requires approximately 1,000 to 1,500 watts.

Cure4Water's AWGs require only 540 watts to produce 120+ 12oz. water Bottles.

## Advancing Forward; Cure4Water National Exclusive Bottling License

A Cure4Water Press Release is scheduled for early February 2019. Currently we have United Kingdom, Australia, India, Morocco, Oman, Cameroon with additional national bottlers will be featured in the press release including quotes from Cure4Humanity's global ambassador, Martin Luther King III as well as a few national bottler CEOs. A 10% license exclusivity deposit is due upon signing agreement with balance due within 10-days. The advisors at Cure4Water recommend bottlers with less than \$1,000,000 liquidity start with a single 200-Gallon Cure4water generator producing 2,000 12oz. bottles daily and 500-Gallon Pure Water Tank and outsource till demand grows. The larger the city, the faster the demand for more stations can grow 10 – 20 fold over rural regions. As the business grows and demand increases, up to four more AWG's can be added per station. Experienced bottlers recognize the significant advantages of having access to their own abundant water source. As a 99-year joint venture partner with Cure4Water, the option is available to start with Cure4Water's 2,000-gallon generator able to produce 20,000 12oz. bottles daily up to 5 producing 100,000 bottles daily or portion industrial.

Cure4Water National Bottlers have access to groundbreaking scalability, adding more bottling stations anywhere in their exclusive nation(s) is a significant advantage. Regardless of the state of the economy, times of war, or peace, billions of people need water to survive. Cure4Water Bottlers are the world's first global solution to providing fresh, clean water for the masses in their nation's local towns, cities and regions daily, weekly, monthly.

**National Bottlers signing Cure4Water agreements after March 1, 2019 will earn 35% profits for 99-years then by Q2 2020 earnings will begin at 25%.** This continues to be a significant profit as it provides a lifetime recurring revenue stream. Industrial water contracts will flourish through education, time, and media. A recurring 25% of profits paves the way for a profitable and sustainable future. All joint venture partners who sign prior to March 1, 2019 also receive a seat on the global bottling advisory board.

Video communications and around-the-clock daily security monitoring of all equipment and staff is available through the Cure4Water international headquarters in Southern California. Access to the monitoring is available 24-hours per day, 7-days per week and 365 days per year. Cure4Water representatives will speak most major languages and can create marketing videos and content for various countries in the native language. Some marketing campaigns will be provided complimentary to all Joint venture partners. Cure4Water will provide sponsorship for national and global events including music and art festivals, online ads, and television commercials on national and International networks.

All parties understand the spirit on this agreement is to be responsible and professional with adherence to the legal standards of business. Cure4Water and all Bottling Partners are united to provide the best experience to both B2B & B2C markets and build relationships with local retailers and the community, Cure4Humanity Inc. will provide sales support including live video training and direct support and communications with local retailers from the global headquarters in California, USA. All Legal Jurisdiction will be in the country of origin and incorporated Cure4Water Bottler.

### Multiple Paths to Growing / Adding Bottling Stations

OPTION ONE	OPTION TWO
Cure4Water 200-Gallon Atmospheric Generator Pure Water 500-Gallon Tank	Cure4Water 200-Gallon Atmospheric Generator Pure Water 500-Gallon Tank Low Volume Blow Mold Bottle & Cap Maker Low Volume Bottle Filler & Cap Sealer Low Volume Bottle Labels System & Shrink Wrap
OPTION THREE	OPTION FOUR
<u>Two Cure4Water 200-Gallon</u> Atmospheric Generators Pure Water 1,000-Gallon Tank Low Volume Blow Mold Bottle & Cap Maker Bottle Filler & Cap Sealer Bottle Labels System & Shrink Wrap	<u>Cure4Water 2,000-Gallon</u> Atmospheric Generator Three Pure Water 2,000-Gallon Tanks High Volume Blow Mold Bottle & Cap Maker High Volume Bottle Filler & Cap Sealer High Volume Bottle Labels System & Shrink Wrap

## **CURE4WATER BOTTLER EXCLUSIVE NATIONAL LICENSE AGREEMENT**

This National Water Bottling Agreement ("Agreement") is entered into on this \_\_\_ day of February 2019, to be effective to the fullest extent permissible under applicable law as of the "Effective Date", by and among Cure4Humanity Inc. ("C4H") and their Cure4Water Joint Venture Bottling Partners in (\_\_\_\_\_), with 99-Year Exclusive National Licenses., referred to as "Bottlers". Both entities are referred to from time to time in this Agreement individually as a "Party," and collectively as the "Parties."

**WHEREAS**, has agreed the right to license water from Cure4Water's Atmospheric Water Generators ("AWG") owned and maintained by Cure4Humanity Inc for the 99-Year Term License; and all subsequent renewals.

**WHEREAS**, the Parties intend this Agreement only to cover the terms of this National Licenses, exact costs to exclusive **access** to all AWG's in their bottling nation(s). All other equipment is 100% owned by Bottler including, but not limited to: water tanks, bottle and cap mold machines, bottle filling machines and shrink wrapping equipment, delivery truck(s) all have dozens of manufactures who have been in business for decades with majority offer leasing and financing monthly payments, earning revenues faster distributing 2,000 – 100,000 bottles daily.

**WHEREAS** Cure4Water proprietary marketing materials and all kiosks are built at 10% margin to insure mass production to all Bottlers in 2019. By 2020, Bottlers will be able to assemble and or procure all kiosk parts in their country to eliminate importing, shipping, insurance, tariffs and 10% mass production mark up from C4H Headquarters.

**WHEREAS**, no land transactions are described herein and to not encumber land by this Agreement as most bottlers will be in warehouse, industrial or private property with proper permits to operate bottling on land;

**WHEREAS**, Cure4Water Bottlers are the first not required to purchase a water agreement since Cure4Water is the source and "is free" to both Parties via Joint Venter for the purpose of producing fresh drinking water to bottle inhouse or outsourced.

**NOW THEREFORE**, in consideration of the mutual promises, covenants and agreements hereinafter contained, C4H and Bottlers agree as follows:

### **1. ANNUAL BOTTLING LICENSE FEE EXCLUSIVE**

Exclusive Annual Bottling Licenses are based on economic region, population, and existing infrastructure in country.

- **Europe:** \$35,000 to \$250,000
- **Latin America:** \$25,000 to \$125,000
- **Africa:** \$10,000 to \$50,000
- **Pacific Rim Island Nations:** \$15,000 to \$50,000
- **Caribbean Island Nations:** \$20,000 to \$50,000
- **Middle East & GCC:** \$50,000 to \$250,000
- **Asia:** \$35,000 to \$150,000

The United States, India and Australia have 99-Year Licenses available per State or Province.

- **50 USA States + Puerto Rico:** \$25,000 to \$250,000 (Incudes Skyscraper Stations)
- **10 Australia Territories:** \$25,000 to \$125,000
- **29 India Territories:** \$5,000 to \$50,000

*Cure4Water is unable to bottle in China, Russia, Syria, Iran, North Korea and other countries under sanctions by US State Department.*

## 2. 99-YEAR EXCLUSIVITY TERM & LICENSE FEES

- A. Bottlers shall pay to C4H as follows: (1) a 10% deposit of \$\_\_\_\_\_ to secure rights to (\_\_\_\_\_) for 99-years exclusivity with balance due \$\_\_\_\_,000 within 10-days after signing agreement.
- B. The Cure4Water Atmospheric Generators currently in stock are ready to ship and require 40% deposit with balance due upon shipment ready. Pure Water Tanks are best to be purchased locally instead of shipping from USA.
- C. Annual License fee of \$\_\_\_\_,000 due February 1<sup>st</sup> of each calendar year for (\_\_\_\_\_) exclusivity.
- D. All equipment (excluding Cure4Water Generators) can be financed and purchased outright at any time.

## 3. EXCLUSIVE RIGHT TO BOTTLER'S DISCRETION

A. C4H hereby grants Bottlers the exclusive right to harvest Cure4Water during the term of this 99-Year Agreement. Furthermore, C4H request 100,000 Gallons be the maximum at any station, however there are exceptions like Cape Town where Cure4Water would like to ship hundreds of AWGs tomorrow if it was made available. The intent is to Bottle the first portion and provide to as many industrial accounts based on region demands. Some regions in every country has lower incomes and Cure4Water also approves up to 10% of their portions Bottles to be given at no charge to those in need and unable to afford water. After a few days, weeks and months people will understand via actions, that Cure4Water Bottlers are their ally and customer loyalty can become unprecedented in 2019 and beyond with this new business model. Humans are 70% water, Bottlers access to harvest water on demand, even mobile when needed for emergencies under this Agreement, Bottlers have the right to allocate 100% of Cure4Water's portions of Bottles to distribute at no charge to people in time of crisis and can be approved by Cure4Water Headquarters immediately and may continue for as long as needed.

B. Bottlers and C4H acknowledge that, pursuant to the Membership Interest Purchase Agreement, executed and delivered as of the date hereof, Bottlers may have the right to use Water for personal at no charge as long as it is accounted for and abstracted from monthly profits and to the extent that doing so does not interfere with the demand of customers nor delay delivery under this Agreement; or (b) will not, in the reasonable judgment of Bottlers, adversely impact the quality of the Water.

## 4. TERM OF CONTRACT

A. This Agreement will have an initial term of 99-years from the date of execution, and at the end of the initial term Bottlers will have the right to extend the term on the same terms and conditions for one additional period of 99-years.

B. C4H shall have the right in its discretion to terminate this Agreement prior to the expiration of the term only if 1) Bottler is unable to maintain a profession code of conduct after numerous attempts to train and support Bottler 2) Bottler is unable to pay the Annual License Fees. C4H understand hardships and will always try to find a solution, whether 12 monthly installments or other options, we're in this together to succeed.

C. Bottlers shall have the right in its discretion to terminate this Agreement and keep all equipment excluding all AWG's and must be untampered. A 90-Day notice is required to schedule Cure4Water Technicians to all station(s) in country to retrieve all AWG's. If Bottler wishes to sell the Joint Venture License C4H would have to approve the sale and will do its best to expedite.

## **5. SECUTRITY OF CURE4WATER ATMOSPHERIC GENERATOR(S)**

A. Cure4Water Atmospheric Generators are not only classified, they are the source of public consumption and therefore like all Bottling Stations have security protocols. All AWGs are installed by certified Cure4Water Technicians, including training Bottlers on AWG's (very easy and user friendly). Before the AWG's ship from the factory, two GPS Systems are installed in all AWG's shipped worldwide. Technicians also install two 24-hour cameras focused solely on the AWGs only and no other sections of the Bottling Station. Bottlers are required to add their own security monitoring systems however only the Bottler has visual access to their Station. This insures public all AWG's are safe, secure for the public consumption.

B. Any tampering with AWG's voids 20-Year Warranty, in addition if cameras are tampered with. Bottlers are required to provide camera access to C4H during the missing AWG footage. A Cure4Water Certified Technician may be called to visit the Station to insure the AWG remains intact and still under warranty.

## **6. WATER SOURCE**

A. Bottlers share all water harvested 50/50 with Cure4Water Atmospheric Generators as the source.

B. As used in this Agreement, "Water" all will be harvested and filtered above the ground from the earth's natural atmosphere via condensation from the humidity. All water harvested from the AWG's is to be bottled with additional AWG's available based on demand funded by Bottler. Industrial accounts can purchase Cure4Water at a minimum rate of \$0.37 cents gallon based on terms of delivery, quantity and how frequently.

## **7. TITLE TO WATER; INDEMNIFICATION & GENERAL LIABILITY INSURANCE**

Title to all Cure4Water supplied to all Bottlers becomes the liability holder of water harvested. Bottlers and C4H agree to save and hold each other harmless, to the extent authorized by law, from all claims, demands, and causes of action which may be asserted by anyone on account of the transportation and delivery of said water while title remains in such Party. Both Bottlers and C4H agree to be responsible for their own respective negligent acts. Cure4Water will hold a \$1,000,000 General Liability Insurance for each Station and expects the Bottler to also have adequate Liability Insurance for all equipment inside station.

## **8. DEFAULT, NOTICE, CURE**

Except as otherwise stated in this Agreement, any party claiming a default of any provision of this Agreement shall provide written notice to the defaulting party, providing sufficient information to fully advise the defaulting party of the nature and circumstances of the claimed default. The defaulting party shall then have 30 days from said written notice to cure the claimed default.

## **9. ASSIGNMENT**

A. If Bottler wishes to retire or passes, transferring License to successor, Cure4Water will do everything in good faith to help and support their new roles as Bottler. If any delays or appeals in the legal process, assignment or otherwise, shall succeed to the rights of the successor until remedied in courts.

B. Subject to Section 7.C. below, this Agreement shall not be assignable absent the written consent of both Parties.

C. Cure4Water cannot be bought, sold, acquired, merged or traded on any stock exchange on the globe. This profitable business model allows National Bottlers to have a prosperous revenue streams while allowing Cure4Water to successfully grow this global endeavor into global infrastructure with a goal of 100,000 Bottling Stations by 2030 in 180 countries and island nations.

**10. JURISDICTION, FORUM AND VENUE.**

To the fullest extent permitted by law, all claims and questions concerning the construction, validity, and interpretation of this Agreement and the performance of the obligations imposed by this Agreement shall be governed by the internal law, not the conflicts, of the Country of origin or for Cure4Water in California USA. All Parties hereby specifically waive any and all sovereign immunity or tribal exhaustion of remedies regarding the subject matter and enforceability of this Agreement against the respective parties hereto and others, including without limitation, lenders, vendors, managers, members, contractors, attorneys, agents, and representatives; and expressly consent to the exercise of personal jurisdiction by any such California or court in Bottler’s country with respect to any such proceeding.

**11. ATTORNEYS’ FEES, COSTS AND EXPENSES.**

In the event of any and all disputes, claims or causes of action arising out of this Agreement, including but not limited to litigation involving the interpretation, application, performance, enforcement or remedy for breach of this Agreement, the prevailing party shall be awarded its reasonable attorneys’ fees, costs and other expenses reasonably incurred in connection therewith, including without limitation expert witness and other witness fees, travel expenses, hotel, lodging and the like.

**12. POTENTIAL GOVERNMENT TAXATION ON BOTTLED WATER**

In the event that the Government of any nation with taxing powers over the Land imposes an extraction tax or other governmental fee on the sales of bottled water, then the parties agree to alter the payment terms of this Agreement to account for the tax.

**13. NOTICES**

All notices, requests, consents, claims, waivers and other communications hereunder will be in writing and will be deemed to have been given and received: (A) when delivered by hand (with written confirmation of receipt); (B) when received by the addressee if sent by a nationally recognized overnight courier (return receipt requested); or (C) on the third day after the date mailed, by certified or registered mail, return receipt requested, postage prepaid. Such communications must be sent to the respective parties at the following addresses (or at such other address for a party as is specified in a notice given in accordance with this Section 13):

<p>_____ Eric Williams Chairman &amp; Co-Founder Cure4Humanity Inc. Cure4Water Worldwide February __, 2019</p>	<p>_____ (_____) Co-Founder &amp; CEO Cure4Water (Country) National Cure4Water Bottler February __, 2019</p>
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