Welcome!

Investing Together

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2020 Dealer Meeting

Opening Remarks

January 15, 2020

Presented by:
Tony Ibarguen
Chief Executive Officer, Quench

AquaVenture Holdings (AVH) NYSE: WAAS

- $1.1 billion enterprise value; 750 employees in 12 countries
  - Agreed to merger with Culligan; expected close at end of Q1 2020
- 2019 Guidance = Revenue ~$200m AEBITDA ~$80m
  - YTD Q319 Revenue +45% and AEBITDA 57% over YTD Q318
- Quench
  - Indirect - Wellsys/PHSI/Bluline – 250+ dealers of POU filtration equipment and services throughout the US and Canada and other countries
  - Direct - 155,000 rented point-of-use water, ice, sparkling and coffee systems to more than 55,000 customers in the US and Canada
- Seven Seas Water – 100+ large scale seawater reverse osmosis desalination and wastewater treatment plants in the Americas

Culligan and Quench - Q&A

What's the end game or long term plan that Culligan has in acquiring Quench?

- Culligan US is almost 100% franchise dealers who focus 80% on residential water solutions with limited interest in commercial POU business
- Quench provides non-competitive way of getting into that growing segment, both directly to larger customers and through dealers in local markets
- Plan to maintain Quench as independent entity to avoid channel conflict with Culligan dealers

What's the go-forward strategic plan Culligan has for the dealer business?

- Culligan is investing in the Quench plan and calling for us to double down on growth opportunities, especially in the indirect dealer business

How long before business "not usual"?

- Deal closes end of this quarter but we expect things to continue as they are going forward
- Main difference will be that instead of spending 50% of my time dealing with being a public company, I can get back to focusing on driving growth for Quench and our dealers.

Culligan and Quench - Q&A

Will they invest in new products? Will they switch our manufacturing and force us to use cheap product?

- Too early to tell exactly how, but we do hope to benefit from pooling resources to develop great products going forward.
- Prior to Quench, Culligan invested in having Blupura develop a high end cooler, but even they have acknowledged that it is not being received as well as our Wellsys line among their franchisees. But I think we can drive product development to get excellent sparkling, countertop, ice and other units for you that will benefit from Culligan scale.

Culligan has always been a leader in education regarding the water industry. Will resources be available to us? Additional certifications, classes, etc.

- One of our goals is to learn from how they have worked with dealers to develop market leadership in the residential space.

Will we be able to use them for national rollouts of larger deals that have locations across the country?

- I think it is possible that Quench can facilitate these kinds of deals, either through Quench's own 250 person field service team or through Culligan dealers that have that capability.

Culligan and Quench - Q&A

Branding? Will our products have the Culligan name on it? Example: Pure Water Technology by Culligan.

- As you saw on the slide, the Culligan brand does have a lot of recognition and they pull a lot of leads as a result. But at this time, with the way they are structured in the US, it is not possible for us to use that name in any way.

Will Culligan dealers have access to the same products we do?

- No. Anything with the name Culligan on it, has to be sold by Culligan dealers.
- We may try to get sourcing scale leverage with specialty products as we do across our channels, but no firm plans at this point.

Will we gain access to Culligan products?

- I am interested to learn what products you might be interested in, because we might be able to source or develop versions for our channels, But generally, no.

I just got comfortable with my competitor in Quench becoming my supplier and now I have to do it again with Culligan. Why should I trust them?

- In an industry that has had a lot of poor leadership and leadership turnover, it is a fair point. From the beginning of our relationships with Wellsys and PHSI we have understood we need to earn your trust. I hope we have done that so far, and we will continue going forward.

Culligan and Quench - Q&A

What positive should I find in this deal for me? Or is it status quo?

- Status Quo on Quench Commitments to You:
  - Honor our commitments
  - Be open and honest in our communication about channel strategy
  - Invest in making our dealers more successful
  - Leverage combined buying power of Quench, PHSI, Wellsys and Bluline to the benefit of all channels
  - Maintain separation of branded flagship products to provide dealer differentiation
  - Deliver world class service, support and programs
- Culligan brings us scale which means better products and service
  - Honor proprietary product and brand commitments
  - Learn from Culligan success with their dealer business
  - Leverage product development and sourcing opportunities with Zip, BluPura, Oasis, Paragon

2019: A Year of Investments

WE invested

- Launched our new ice machine and lead reduction filter
- Upgraded every water cooler in the product line
- Secured new certifications for our filters and equipment
- Commissioned 2 new distribution centers and grew our Dealer Support Team

Products Launched

WS 12000

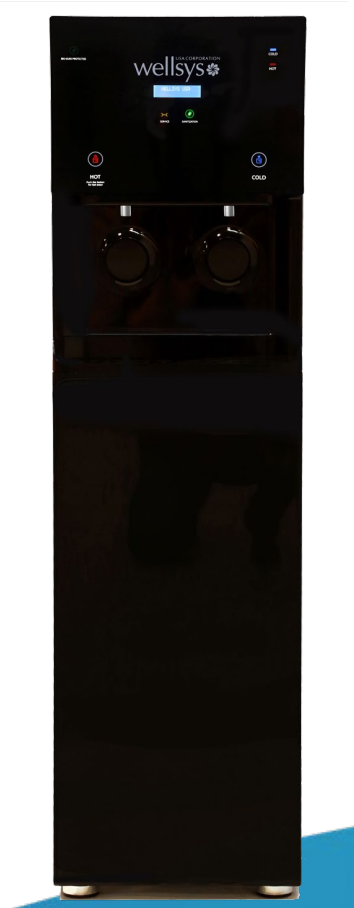
- 74 dealers now selling this product
- Premium rental rate (typically $100 - $140)
- Great add-on to existing accounts

WS 11000UV

- LED UV sanitization
- Competitive selling advantages vs Halogen UV or Non UV units

WS Lead Reduction Filter

- Our first product with a lead-reduction certification
- Dealers can get price premium on rental or filter change
- Can be configured as a single filter setup or as part of an R/O or UF setup



Features Upgraded

Product	2019 Upgrades							
	Removable Power Cord	Upgraded Fuse	Anti-Microbial Surfaces	UV LED	Larger Cold Tank	Larger Compressor	Upgraded Touch Sensors	Upgraded Paddles
WS 1000 CT		✔	✔					
WS 5000	✔	✔	✔		✔	✔		✔
WS 7000	✔	✔	✔			✔		
WS 9000	✔	✔	✔				✔	
WS 9000 CT	✔	✔	✔			✔	✔	
WS 11000	✔	✔	✔	✔				

Certifications Added

Water Cooler	UL		NSF	CE
	US	Canada	372	
1000 CT	✓	✓	✓	
5000	✓	✓	✓	✓
7000	✓	✓	✓	✓
9000	✓	✓	✓	✓
9000 CT	✓	✓	✓	✓
11000 UV	✓	✓	✓	

Water Filter	NSF	
	42	53 with Lead Claim
Sediment	✓	
Pre-Carbon	✓	
RO Membrane		
Bio Sure Plus	✓	
Post Carbon	✓	
Lead Reduction Carbon	✓	✓

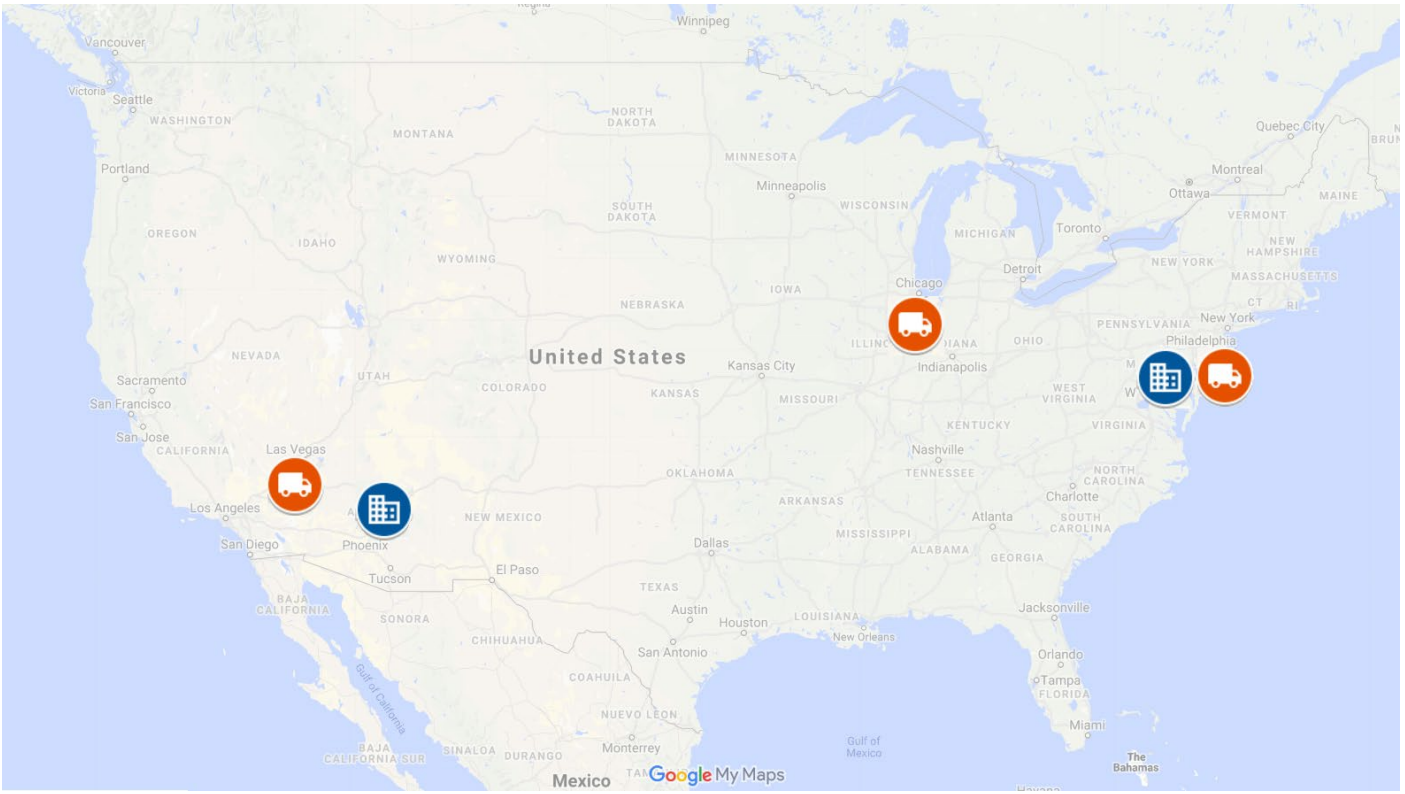
Facilities Added

Commissioned 3 distribution centers

- Las Vegas, Chicago & Philadelphia
  - Doubled our available square footage to 100K
  - Will reduce lead times and shipping costs to east coast

Created bi-coastal operations centers

- Philadelphia & Phoenix
  - Improved time-zone coverage
  - Improved technical support & warranty hotline



Operations Center

Distribution Center

Team Members In Orlando

Tony Ibarguen, CEO

- CEO of AquaVenture Holdings (NYSE: WAAS), Quench's parent company
- >30 years of executive leadership experience
- Board of Directors of the Federal Reserve Bank of Philadelphia, Insight Enterprises (NASDAQ:NSIT)

Todd Peterson, COO

- Head of Quench's Indirect Business, in addition to Quench's Acquisition Team, Supply Chain, and Canada Division
- >20 years of operating and executive experience, including 10 in the POU industry
- Operating Partner at Element Partners (private equity firm)

Jack Greening, Manager of Corporate Development

- Manages sourcing, negotiation, due diligence, and financial analysis of acquisitions
- 5 years acquisition experience
- Prior acquisition experience at Airgas

Team Members In Orlando

Troy Nuttall, VP of Operations

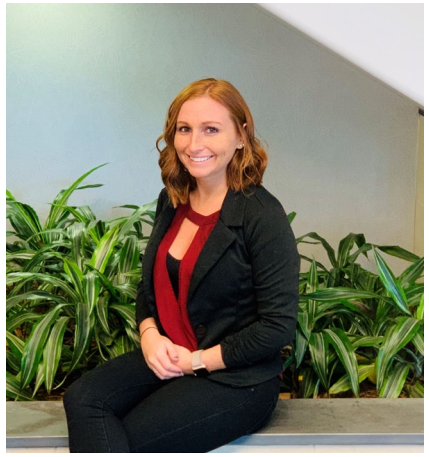
- Co-founder of Wellsys
- >10 years POU experience
- Oversees product roadmap, factory, suppliers, product quality, and dealer technical support

Jason Yarnes, VP of Operations

- Supply chain operations and product management
- 18 years of POU experience

Brad Liermann, Director of Operations

- Leads Indirect Business account management, marketing, and sales operations
- Former Manager on Quench's acquisition team
- Background in franchise operations



Jill Marquard, Marketing Manager

- Oversees Indirect marketing strategy and implementation
- >5 years in B2B and B2C marketing channel experience
- Background in digital and traditional marketing automation techniques

Team Members In Orlando

Ryan Everett, Director of Business Development

- Sales leader for Wellsys dealers
- 5 years POU experience
- 7 years prior management/operations experience at Hertz

Brian Pason, VP of PHSI Dealer Business

- Sales leader for PWT dealers
- 18 years POU experience

Marvin Salganov, Director of Business Development

- Sales leader for Bluline dealers and wholesale business
- Founder of Bluline – POU dealer, importer, and distributor
- >10 years POU experience

Steve Cole, Director of Dealer Training

- Oversees training for all Indirect dealers
- Founder of Carolina Pure – sold in 2019 to Quench
- 6 years POU experience
- 28 years in office equipment industry

Dealer Support Added

Product Support
Ken Neelon

Operations
Brad Liermann

Dealer Training
Steve Cole

Marketing Support
Jill Marquard

Dealer Support Added

East Coast Account Managers from Philadelphia

Meaghan Cavanagh
Lindsay Nicolais
Melinda Hanley

West Coast Account Managers from Phoenix

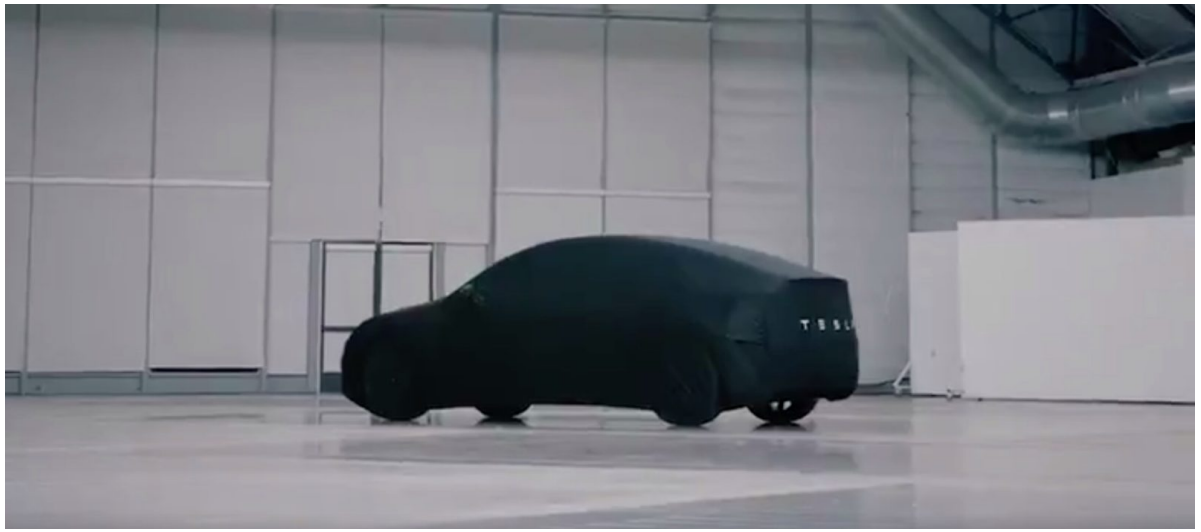
Bryant Pennington
Laura Ruiz

Introducing A Revolutionary Ice Machine

- Combination ice maker and water dispenser
- Dispenses hot & room temperature water
- Ice production up to 125 pounds per day
  - Storage of up to 7 pounds
- Chewable, nugget ice
- LED UV helps keep the water reservoir clean
- Drainless technology allows freedom of placement
- Touch interface for easy cleaning
- Available with optional base cabinet to make free-standing
- Only 17.5" tall - fits under standard cabinets
- **Target launch date: July 1, 2020**

Coming Soon: 9000/11000 Upgrade & Refresh

- Changes to expect
  - Updated, modern look and feel
    - Future products will have similar family aesthetic
  - Larger cold tank
  - Scratch-resistant finish
  - Increased dispense flow rate
  - Taller dispense area
  - Improved digital display
- **Target launch date: January 2021**
- **Target price: no more than existing units**



Introducing Under-Counter R/O With Housing

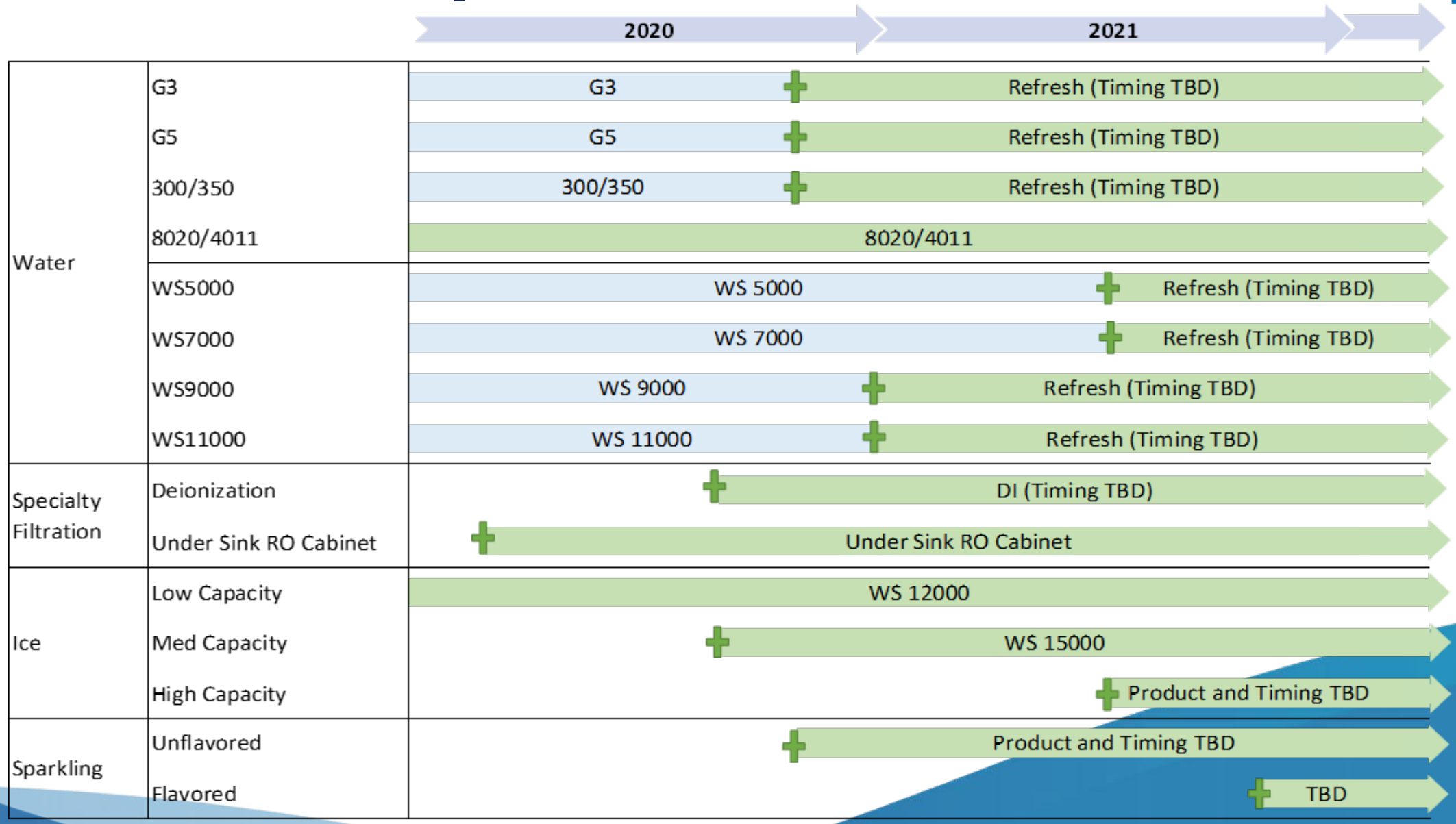
- Applications
  - 1000 CT installations
  - Under-sink applications without water cooler
  - Dentist/doctor offices
  - Restaurants
  - Residential RO setups
- Fully enclosed with full-certified 5 filter RO or UF setup with included mineral add back
- Will ship with 1000CT's
- **Target launch date: March 1st, 2020**

Product Strategy

Maintain/extend your competitive advantage in the marketplace

- Continuous innovation of exclusive new products
  - “Good, better, best” solutions
  - Increasing emphasis on high-value, emerging “Water 2.0” solutions (ice, sparkling, flavors, etc.)
  - Differentiation from lower-end competitors
- Periodic upgrading of aesthetics and features of existing products
  - Consistent, distinctive family look for each brand
- Leveraging of Quench’s purchasing power to reduce costs
  - Consolidation of spend with a small number of strategic suppliers

Product Roadmap: Where are we headed?



New Certifications

Water Cooler	Electrical Certifications		Water Certifications
	US UL	Canada CSA	NSF 372
WS 12000	✓	✓	✓
WS 15000	✓	✓	✓

Water Filter	NSF
	58
RO Membrane	✓

✓ Certification expected Q2-2020
✓ Certification expected upon release

Enhanced Web Support

Enhanced dealer portal

- Find the most current sales and service tools anytime

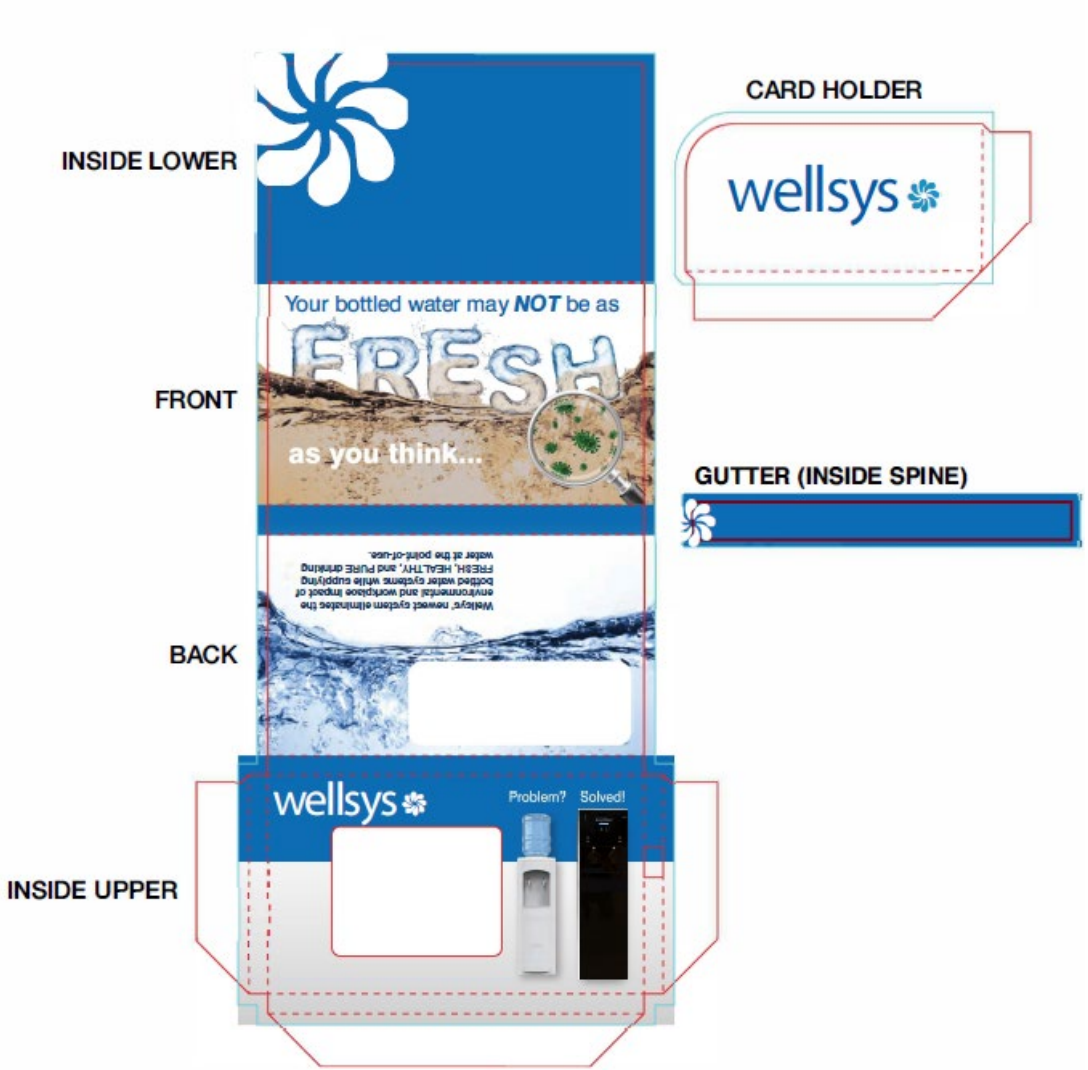
Online ordering

- Fast, efficient order processing

Dealer training

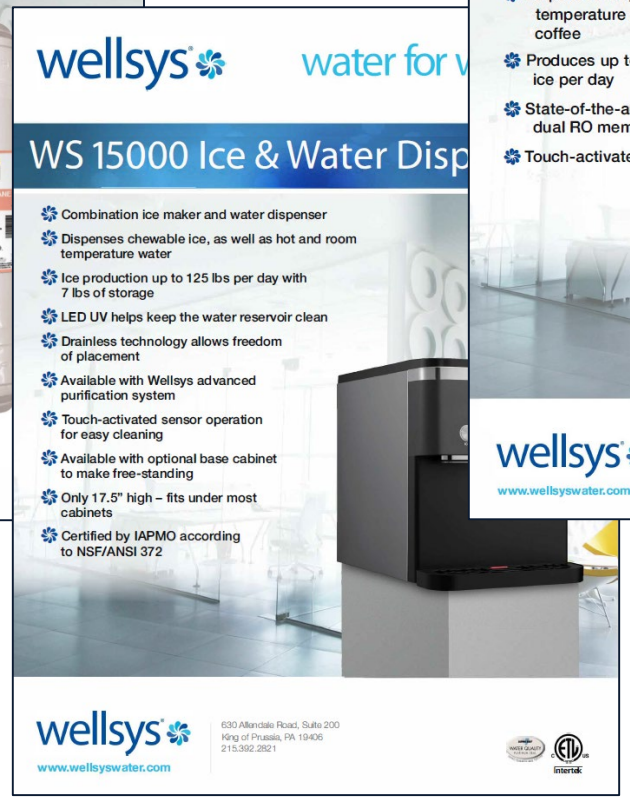
- Sales and service training content available from anywhere

New Dealer Sales Tools: Video Cards



New Dealer Sales Tools: Video Cards

New Collaterals



Introducing Our New Financing Partner

- **Why partner with a financing company?**
  - Financing has been critical to the growth of our dealers

- **Why Pure Water Partners?**
  - Exclusive focus on POU industry
  - Competitive financing rates
  - Value-added services to dealers, such as PWP University, a comprehensive sales training program focused on the POU industry
  - 97% credit approval rates because they have multiple funding sources
  - Able to finance specialty products (ice, sparkling, coffee) in addition to water
  - Special portal billing for vendor platforms
  - E-signature technology
  - Integration with Water Desk software platform for credit approval

Introducing Our New Financing Partner

- **When does the partnership start?**
  - April 10, 2020

purewaterpartners

- **Is there any incentive from Quench to use PWP?**
  - Send a sales rep to the renowned “PWP University” for free! More details to come...
  - What's the value of PWP University your business?
    - Ask around to those who have attended already!

Stay tuned for more details and financing programs!!

New Expansion Assistance Program

- Wellsys has plenty of open or under-penetrated markets…
  - Phoenix
  - Sacramento
  - Chicago
  - New Orleans
  - Miami
  - Little Rock
  - Memphis
  - Hartford
  - Richmond
  - Etc.
- Our preference is to fill open markets with existing dealers
- We now offer a program for qualified dealers who expand
  - Extended payment terms
  - Subsidized sales training at PWP University
- ***Please let us know*** if you are interested in exploring expansion opportunities

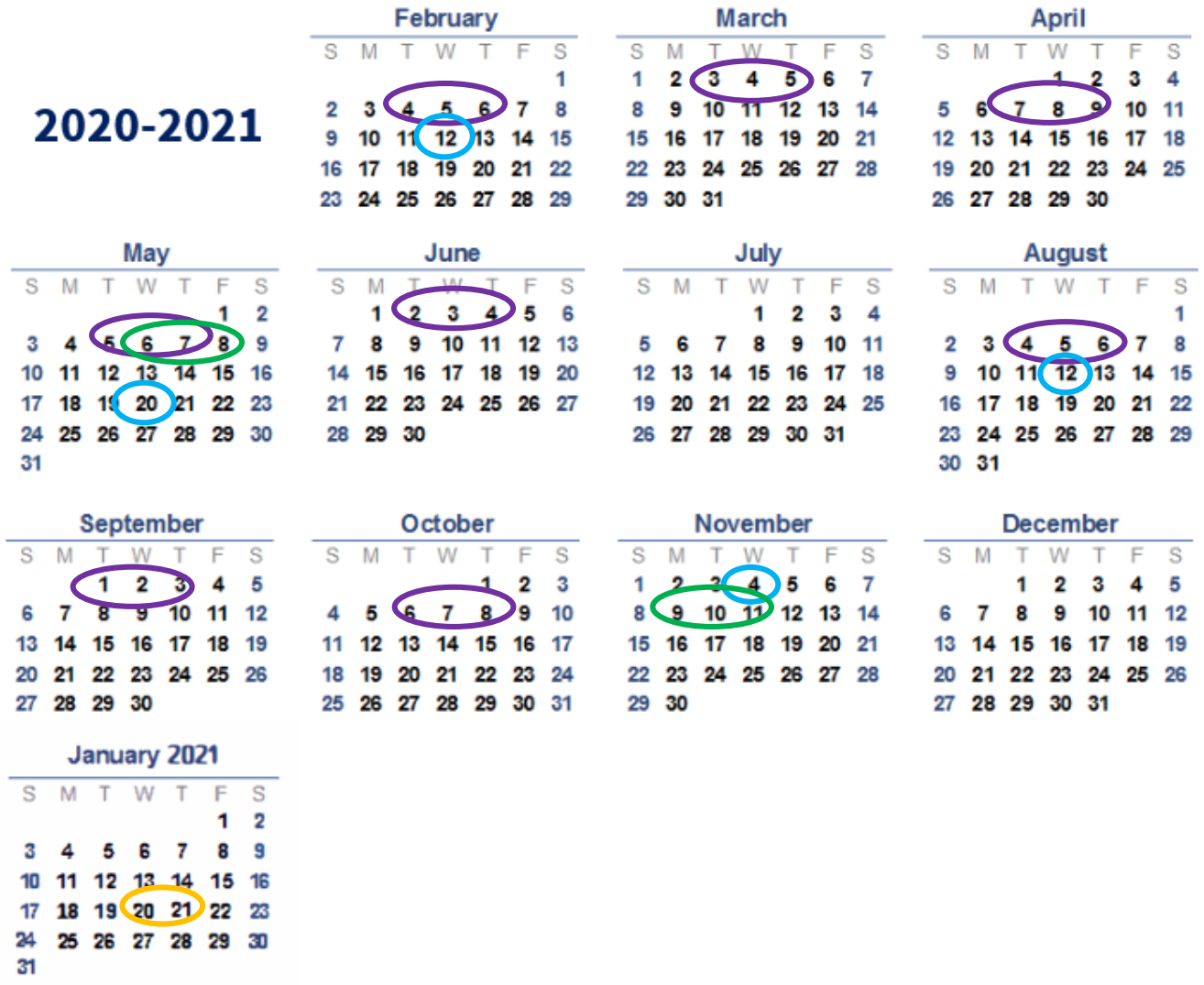
Pricing & Payment Terms Update

- **NO PRICE INCREASE THIS YEAR!!**
- Volume tiers will be updated this month based on 2019 sales numbers
- Harmonizing payment terms across product lines

Payment Terms	Discounts/Fees	
	Credit Card	ACH, Check or Wire
In advance	No fee or discount	1% discount
15 days	1% fee	No fee or discount

Event Calendar

2020-2021



PWP Training Courses - "PWP University"

- Feb 4-6, March 3-5, Apr 7-9, May 5-7, June 2-4, Aug 4-6, Sept 1-3, Oct 6-8

Webinars

- (Feb 12) Annual Dealer Meeting Summary/Review
- (May 20) New 15000 Ice Unit Kick-off
- (Aug 12) How to Upsell/Cross-sell High Dollar Units
- (Nov 4) 9000 & 11000 Refresh/Sales Best Practices

Tradeshows

- (May 6-8) NAMA Show – Nashville, TN
- (Nov 9-11) CTW Show – Orlando FL

2021 Dealer Meeting

- (Jan 20-21) Rosen Shingle Creek - Orlando, FL

Thanks!

Any questions?