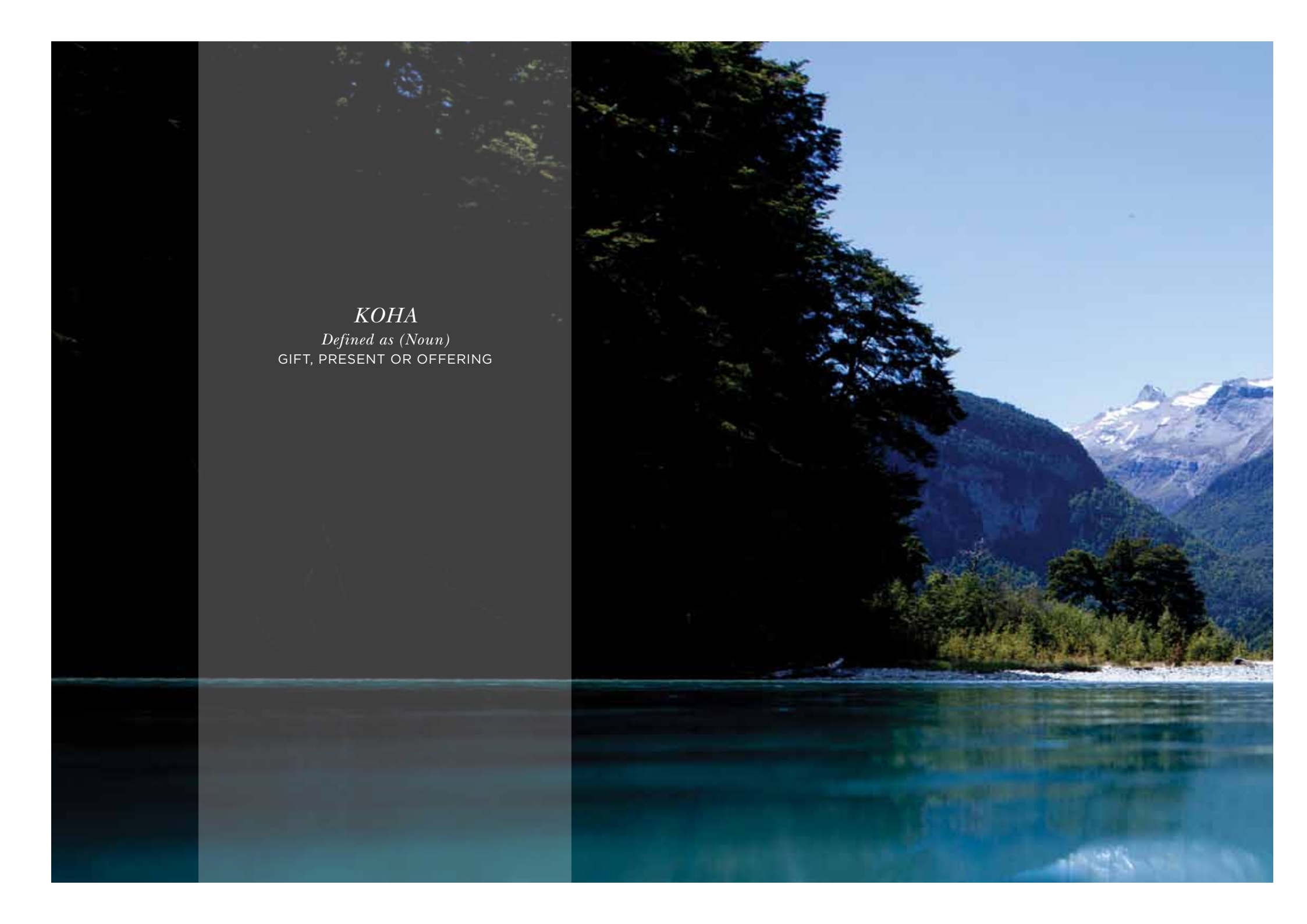


КОНА
КОНА



KOHA
Defined as (Noun)
GIFT, PRESENT OR OFFERING



DART RIVER VALLEY, SOUTHERN ALPS, NEW ZEALAND



LOCATION MAP

DART RIVER VALLEY

NORTH ISLAND

SOUTH ISLAND



INTRODUCTION

Koha Water Limited has the exclusive rights to extract and bottle 639,000 litres (168,000 US Gallons) of artesian water per day from a remote underground aquifer located in New Zealand's magnificent Dart River Valley.

Financial forecasting for extraction, bottling and exporting the aquifer water indicates a very attractive return on investment over the first 10 years, utilising just 5% of the total allocated water rights. The additional 95% presents numerous opportunities for future growth and scaling of the business.

The Dart River Valley, as part of the Mount Aspiring National Park, has been granted World Heritage Status in recognition of the "outstanding universal value" that the area provides. Another feature of this spectacular location is the abundance of rare and highly-treasured Jade stones and boulders. This specific source of Jade is of particular historical and cultural significance to local Maori.

The water is sourced from this untouched landscape and interacts with the unique geology, including the highly prized Jade, prior to extraction resulting in aquifer water that is of exceptional quality. It is distinctive within New Zealand, and the world.

The natural features of this area and the presence of Jade are unique to this water source and presents excellent marketing opportunities to demographics worldwide.

All elements of the brand have been developed at a super-premium level which complements the outstanding water quality and associated natural landscape. The brand name, KOHA, is a Maori word which translates to gift, present or offering. In this case the brand is positioned as 'a gift to share with others'.

International trademarking of the KOHA brand has been thoroughly researched by our Patent Attorneys and registrations have been made in all our key export bottled water markets. KOHA, being of Maori origins has greatly assisted with the trademarking process.

Since this idea was first conceived by Trevor Nicolson over 6 years ago, all aspects of the project have been researched, reviewed, revised and confirmed. Now the founders of Koha Water Limited are seeking a strategic partner to take this project to market.

All the hard work has been done, and now the opportunity exists to turn KOHA into a global brand.

This is not an information memorandum and as such is not intended to be distributed to the public. This is a business plan document intended to be distributed to parties with related industry experience and interest. The purpose of this document is to provide a summary of the project to date and the associated opportunities that exist.

No references have been made to appendices or attachments. However, all statements have been based on significant research performed and information collected over five years. Further information and verification of statements, including appendices and attachments, can be viewed by request. The reader therefore accepts these conditions and the author and anyone associated with the production of this document will not be liable in any way to any party.



JAN ANDERSSON
FOUNDER/DIRECTOR



ALAN HARPER
DIRECTOR



LEE NICOLSON
DIRECTOR



ONE OF THE MOST BREATH

THE DART RIVER VALLEY

The underground water source (aquifer) is located in the remote and beautiful Dart River Valley at the head of Lake Wakatipu, approximately 40 kilometres (25 miles) north-west of Queenstown, at the base of New Zealand's South Island.

FORMED BY GLACIERS

Glaciers sculpted the mountainous landscape within the Dart River Valley until some 11,500 years ago. At this time the glaciers receded and ice melt started filling Lake Wakatipu, exposing a landscape of amazing fjords, rocky coasts, towering cliffs and beautiful waterfalls.

Tectonic uplift and weathering still shape the schist, the predominant local bedrock, where it is not covered by tussock, native beech forest and sub-alpine shrub land.

The geological history of the valley results in steep schist slopes with limited soil and vegetation at high altitude.



TAKING PLACES ON EARTH.

THE CATCHMENT AREA

The catchment area feeding the Jade Aquifer is 58,000 hectares, more than ten times larger than Manhattan Island, New York. Over 80% of the catchment area lies within the World Heritage Site of Mount Aspiring National Park and is significant to global landscape conservation.

In addition to the picturesque natural environment the catchment area also has an abundance of naturally occurring Jade Stone, including the sacred Te Koroka Jade boulders.

LIMITED HUMAN IMPACT

Human impact on the total area is very minimal. The only access to the upper part of the valley is on foot and only then when rivers are low enough to allow crossing. The aquifer recharge area holds no permanent human inhabitants.

The isolation, lack of human interference and the area's World Heritage Status protects the environment from man-made effects, preserving the purity of the water.

WATER COMPOSITION SUMMARY

COMPOSITION	QUANTITY	SUMMARY	LONG FORM DESCRIPTION	COMPOSITION	QUANTITY	SUMMARY	LONG FORM DESCRIPTION
SOURCE	Artesian	Protected	An artesian aquifer is a confined underground aquifer through which water flows and is stored. It is encased in impermeable layers that allows for positive pressure and an upward natural flow of water, without the need for pumping.	pH	6.7pH	Neutral	With a neutral pH (6.7) the mouth feel or orientation of the water is considered neutral, making it light and clean.
REGION		Isolated	Dart River Valley, Southern Alps, New Zealand.	SODIUM	1.9mg/L	Low	The level of sodium affects the saltiness of the water's taste profile. Jade Aquifer's low sodium content is a result of its high altitude and distance from the sea. Additionally there is low sodium enrichment from interaction with the geology in the aquifer. Typical New Zealand waters by comparison have sodium levels in the range of 8-11mg/L.
TDS	55-60mg/L	Low	The amount of total dissolved solids (TDS) is low. This refers to the amount of minerals, salts or metals that are dissolved in the water. TDS is directly related to the purity and quality of a water. Low TDS waters are light and crisp. This is distinctive for New Zealand bottled waters, which usually contain high levels of TDS and are perceived to have more weight and substance in their texture, resulting in a much harsher mouth feel. Jade Aquifer water TDS is lower than all other New Zealand bottled waters. The low mineral content is attributed to a combination of pure rainfall, the unique catchment area and the monolithic nature of the underground geology dominated by schist rock.	POTASSIUM	0.6mg/L	Low	Potassium in such low concentrations does not affect a water's taste. Jade Aquifer water has the lowest concentration of all other New Zealand bottled waters a result of virginity of the water, and the lack of influence of humans on the environment.
HARDNESS	48mg/L	Soft	Jade Aquifer water is a soft water, and is a result of the combined low levels of calcium and magnesium. Typically soft waters are classified between 0-60mg/L of calcium carbonate. This calcium carbonate concentration approaches the perfect hardness of water , any lower concentration and the water is too soft and acidic. Waters with a concentration of over 150mg/L are classified as being hard and require the addition of a softener.	BICARBONATES	55mg/L	Dominant	Bicarbonates are the most desirable anion in water and are the most dominant anion in Jade Aquifer's water composition.
VIRGINALITY	1-4mg/L	Very Good	Virginity refers to how protected a water is from its environment; determined by the level of nitrogen in the water. Jade Aquifer water has very good virginity with a nitrate concentration falling between 1-4mg/L, on a scale of 1mg/L to 50mg/L.	SULPHATES	6.9mg/L	Typical	Sulphates have minimal affect on a water's taste unless it occurs in extreme concentrations. Sulphate concentrations are typical of other New Zealand bottled waters.
MAGNESIUM	0.8mg/L	Low	Magnesium, while an important mineral for living organisms, in large concentrations in water can add a bitter or metallic taste to the water. Jade Aquifer water has the lowest magnesium concentration of all New Zealand bottled waters.	CHLORIDES	1.0mg/L	Low	Similar to sodium, chloride content is related to the salt content of the catchment rainfall. If the content is too high the water will have a salty taste. Jade Aquifer water has the lowest chloride concentration when compared to all other New Zealand bottled waters.
				CALCIUM	18mg/L	High	Calcium is an essential mineral for all living organisms, with numerous health benefits. Jade Aquifer water has the highest recorded calcium concentration when compared to all other New Zealand bottled waters.
				NITRATE	1.7mg/L	Low	Jade Aquifer's source is protected from human influence , leaving the water with low levels of nitrate.



THE ASSET

Koha Water Ltd holds the right to extract 639,000 litres (168,000 US Gallons) of water a day from the Jade Aquifer.

We hold the rights to the aquifer water via a 27 hectare parcel of freehold land, adjacent to the Dart River, which overlies the aquifer. The water rights are also for sale with this opportunity.

- Koha Water Ltd has been granted consent to extract and use water to operate a commercial bottling plant
- Current consent period: 1 April 2009 to 31 March 2038
- Rate of abstraction: 22 litres per second for a maximum of 8 hours per day up to 7 days a week
- This equates to 236 million litres (62.3 million gallons) of water per year

OUR WATER

Although bottled water is literally everywhere, the quality, taste and drinkability between waters varies significantly.

Our water has a distinctive composition and is of exceptional quality.

The rain falling into the Dart River Valley catchment is either converted to snow and glacial ice or flows to the valley floor. The steep slopes of the catchment area and the lack of soil and vegetation at higher altitudes means the water has very little interaction with organic components prior to entering its underground aquifer journey. The resulting water has an uncharacteristically low mineral content, but the minerals that are present are highly desirable, such as calcium and bicarbonates.

As the water transcends its path, it naturally filters over the Jade Stone that is in abundance in the catchment and is enhanced by the mineral characteristics of the surrounding terroir. When the water reaches the lower levels of the valley some of the water permeates down through the sub-surface layers into what is known as the Jade Aquifer.

The water has an extremely low nitrate level of less than 2.0mg/L which indicates that it has not been contaminated from the recharge area and is confirmation of the very low impact humans have had in this region. This purity is an excellent selling point.

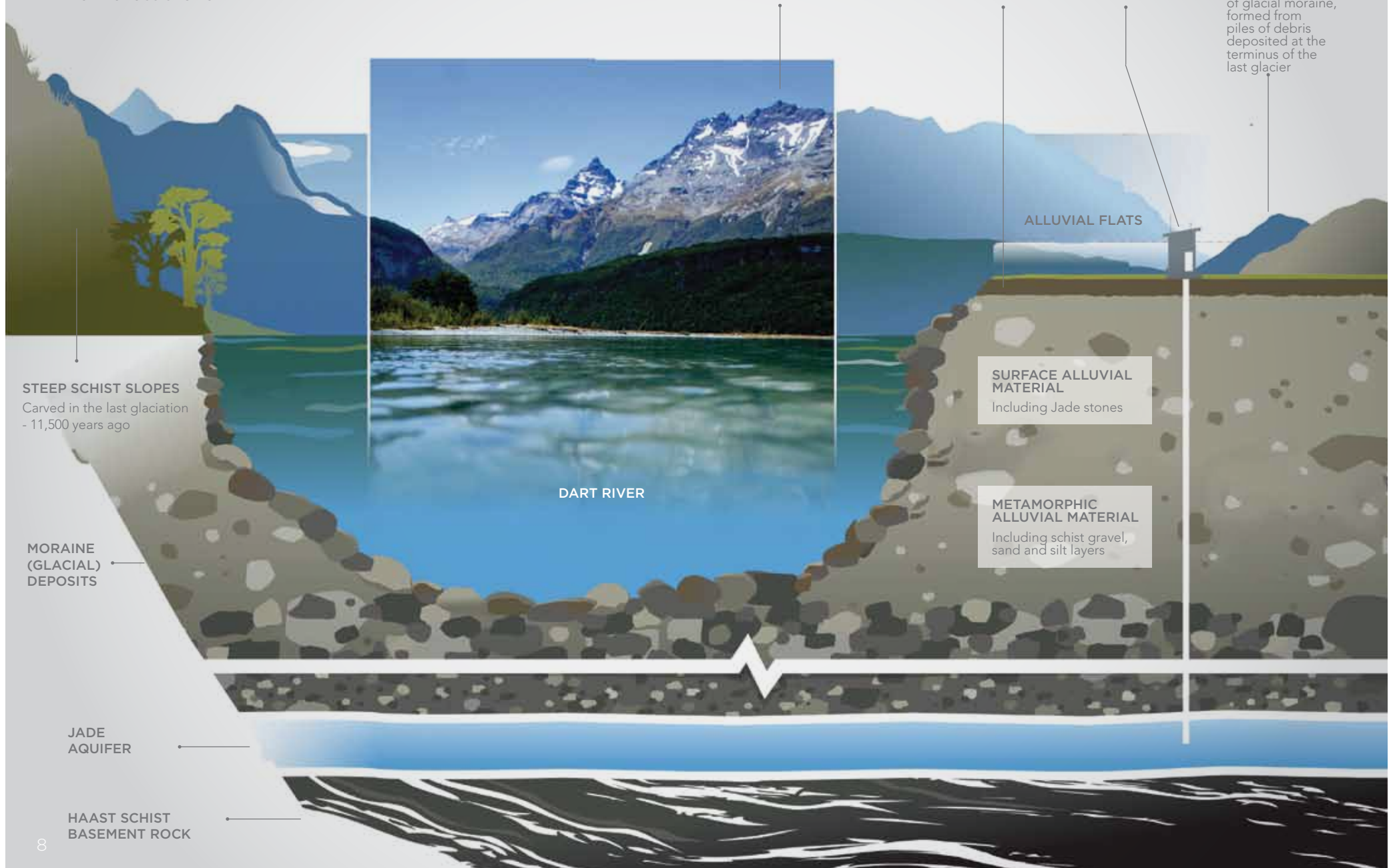
Jade Aquifer water total dissolved solids, is lower than all other New Zealand bottled waters. The low mineral content is attributed to a combination of pure rainfall, the unique catchment area and the monolithic nature of the underground geology.

Nutritionally our water has the ideal composition for daily hydration because of its purity, low sodium content and neutral pH.

Our water's clean and neutral taste is a perfect match with seafood dishes, soft cheeses, desserts and whisky as it does not overpower delicate flavours.

JADE AQUIFER

TYPICAL CROSS SECTION



LOGISTICS

SINCE INCEPTION OF THIS PROJECT IN 2005 A THOROUGH AND METHODICAL PROCESS HAS BEEN UNDERTAKEN TO VERIFY THE FEASIBILITY OF THIS PROJECT AT EVERY STAGE.

The nearest bottled water producer is over 500km (310 miles) away. Although this geographic separation results in a water profile that is unaffected by humans and unique from other New Zealand waters it also presents some logistical barriers. The remote location of the water source, and the associated costs of getting the water to market, were the biggest hurdles to overcome hence significant research and investigation was undertaken to confirm financial viability of this component.

EXTRACTION

Extraction logistics have been resolved. In 2007 a sub-surface extraction point was constructed and commissioned to extract the water from the aquifer.

BOTTLING AND DISTRIBUTION

Two main options are available for bottling and distribution.

OPTION 1

Costings, consent feasibility and logistics of constructing a bottling plant at the extraction point in an existing building have been confirmed. The water would be bottled, labelled and packaged at source and then transported via road to a South Island port for worldwide export.

OPTION 2

Alternatively bottling could be outsourced for a lower capital investment option. Following extraction the water would be loaded into bulk transport containers and transported to Cromwell or Christchurch via road where bottling, labelling and packaging would be performed by specialist bottling operators.

FINANCIALS

Extensive research and costings have been completed for all stages of the process from extraction, to exporting and marketing through to sales at distribution points. This information has been used to verify the business plan in a detailed financial model. The financial forecasting not only confirms feasibility but indicates a more than healthy return on investment over the first 10 years, along with a conservative marketing and distribution plan.

SUSTAINABILITY

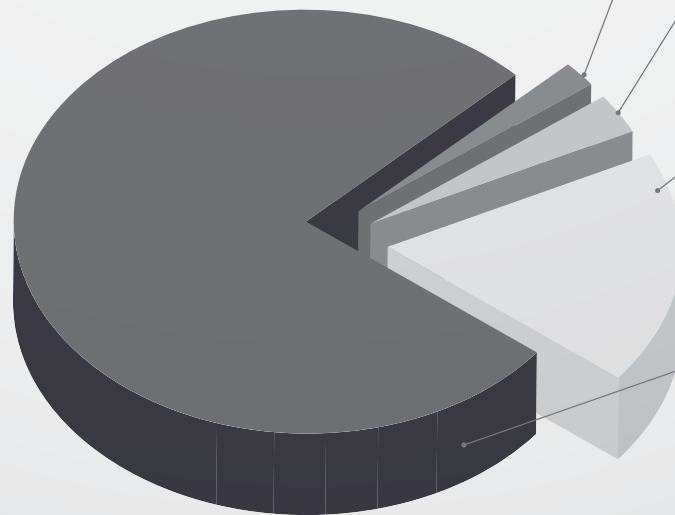
Koha Water Limited has begun working with Carbon NZero, the world's first organisation accredited Green House Gas Certification Scheme under ISO 14065, to assess and verify potential greenhouse gas emissions. This information is being used to drive our systems to reduce our carbon footprint.

Koha Water Limited is also investigating initiating its own Native Forest Regeneration Programme at the aquifer site to sequester carbon and offset any GHG emissions from our production and distribution processes. This programme is preferred over simply purchasing carbon credits as it generates a high level of long term integrity and would offer benefits to the surrounding environment and to the local community.



MARKET ANALYSIS

Initially bottled water brands emerged due to inaccessibility to safe and clean drinking water and a need for convenience. As consumer acceptance of bottled drinking water increased and competition intensified, more expensive and more premium brands emerged. Over time, this led to the development of super-premium brands and more recently highly desirable ultra-premium bottled water brands. Today over 700 bottled water brands exist worldwide. These can be classified as follows:



ULTRA-PREMIUM (2%)

POSITIONING: An emerging sector, low volume and high value brands

DISTRIBUTION: Exclusive boutique stores, upper echelon hotels and fine dining restaurants

PACKAGING: Superior design and elaborate packaging, often taking cues from luxury perfume and spirit brands

PRODUCT TYPE: Generally iceberg or artesian water, some mineral

SUPER-PREMIUM (3%)

POSITIONING: Luxury and exclusivity

DISTRIBUTION: 4 and 5 star hotels and restaurants, speciality water retailers

PACKAGING: Elaborate design and distinctive packaging; always glass

PRODUCT TYPE: Mainly artesian or spring water, some iceberg

PREMIUM (18%)

POSITIONING: Often global brands, strong brand recognition, above the line investment

DISTRIBUTION: Retail chains, convenience, restaurants, bars

PACKAGING: Available in glass and PET

PRODUCT TYPE: Mainly mineral or spring water

EVERYDAY (77%)

POSITIONING: High volume, competitively priced brands for everyday consumption, usually local brands

DISTRIBUTION: Widespread distribution

PACKAGING: Predominately PET

PRODUCT TYPE: Numerous sources, often filtered tap water

(Data compiled from various sources)

MARKET OPPORTUNITY

The super-premium and ultra-premium segments are the most attractive entry point as they offer opportunity for growth at a premium price point which equates to higher margins. Koha Water Limited has been developed to fit this business model.

The Asia-Pacific region offers the greatest potential for growth. This market is forecast to be worth US\$35.3 billion, in 2015 an increase of 72% since 2010. (Source: Datamonitor; Bottled water in Asia-Pacific, May 2011).

The KOHA brand would be exclusive to high-end restaurants and hotels, specialty water retailers and delicatessens, boutique department stores and corporate functions.

Long term, it is planned to also launch an ultra-premium variant as the opportunity emerges.





KOHA TRADEMARKING

Trademarking is of critical importance in the bottled water industry. An advantage of the KOHA brand name having Maori origins is that international trademarking is possible without major obstacles.

Initial trademark searches were completed by our Trademark Attorneys in all our key export markets, including Hong Kong, Singapore, China, UAE, Macau, New Zealand and Australia. Subsequently, KOHA trademark registrations have been made in Hong Kong, Singapore and China and in Australia, KOHA WATER.

In addition 20 different domain names have been registered for Koha Water which includes all the country domain suffixes in key markets identified for KOHA.

BRAND DEVELOPMENT

When developing the KOHA brand it was essential that all elements including brand name, story, packaging and identity reflected the exceptional water quality and the super-premium positioning.

Our brand, KOHA:

- KOHA is a Maori word meaning gift, present or offering. In this case emphasis has been placed on a gift to share with others
- KOHA is easily pronounced, particularly in Asian countries where languages are linguistically similar to Maori. This gives consumers confidence in ordering our brand by name from a wine list
- KOHA is four letters and two syllables so it is memorable and easy to read
- Research indicates KOHA does not have any negative translation or connotation in other languages
- The brand story will engage consumers and appeal to high-end clientele
- Still and Sparkling variants are planned in 750ml bottles the perfect size for sharing

PACKAGING

The KOHA packaging design pays close attention to the source of the water and the unique native environment. It is important to let the water speak for itself, allowing the branding and bottle design to complement the quality of KOHA water.

The result is an understated, yet elegant and sophisticated design, that appeals to a higher end consumer.

- The KOHA logo is contemporary yet timeless. The link between the 'H' and 'A' represents the spine of the local Tuakura or shield fern. The Koru or curled end is based on the shape of a new fern unfurling and symbolises new life, growth, strength and peace
- Carving within the bottle reflects the traditional carving of Jade which mimics both the flow of water and movement of the logo
- The grey logo is inspired by the schist stone found in and around the Dart River
- The bottle has been designed so it can be manufactured, filled, transported and stored easily
- The colours of the Still and Sparkling variants have been designed so they are easy to differentiate
- The packaging complements a fine dining table setting
- The design lends itself to brand extensions



STORY OF KOHA WATER

Thousands of years ago glaciers sculpted the remote, mountainous environment of the Dart River Valley. Today the sheer cliff faces, pristine glaciers, soaring mountain ranges, braided rivers and stunning waterfalls are so treasured they have been granted World Heritage Status.

This area also hides another treasure, Jade, or Pounamu as it is known by local Maori. This stone is highly prized and superior to the rest of New Zealand's Jade because of its unique colour profile, ranging from vibrant green, through to milky green and dark olive with magnificent pearly, pale green bands that can be highly translucent.

Jade is so plentiful within this valley you are likely to discover several stones while walking amongst the river terraces. If you venture further afield you may also

stumble upon Te Koroka, an area granted 'special area' status because of the enormous, highly valuable, Jade boulders (up to twenty tonnes) that are known to exist here.

The exact location of these boulders is so secret it is only known by a few local Maori. To enter you must first obtain written permission from the local tribe.

The water that flows over this geologically breath-taking and culturally significant area then permeates down through the sub-surface layers to the Jade Aquifer, named after the highly-prized Jade with which the water interacts.

Jade is revered for its strength, often considered stronger than steel. Its beauty is cherished as a stone for carving but it is the intrinsic value of this sacred stone that gains it true respect. It is credited as the stone of clarity, courage, justice, wisdom and modesty. In New Zealand, and many Asian cultures, Jade is given as a special gift so these qualities can be bestowed on the receiver.

IN MAORI LANGUAGE A GIFT IS KNOWN AS KOHA. ONCE THE JADE AQUIFER WATER IS BOTTLED IT BECOMES KOHA, A GIFT WE SHARE WITH YOU, SO YOU MAY SHARE WITH OTHERS.

A PIECE OF JADE FOUND WITHIN THE DART RIVER

GROWTH OPPORTUNITIES

The super-premium positioning of KOHA can be further developed for the ultra-premium segment with a positioning of a 'gift of Jade to share'. KOHA will further extend the concept of gifting by attaching a real piece of Jade to the bottle that can be collected.

Attaching real Jade would allow emphasis on the intrinsic values of the stone:

CLARITY, COURAGE, JUSTICE, WISDOM AND MODESTY

The ultra-premium packaging concept adds value to the brand, is distinctive, provides a competitive advantage and reinforces the source of the water as the Jade Aquifer.

The ultra-premium option also:

- Encourages consumers to repeat purchase in order to collect a set therefore driving sales
- Delivers subtle branding into 5 star hotels who are often against branding in their premises
- Also creates a unique serving ritual around the brand which differentiates it from other bottled waters
- Is a concept that is not currently available in the drinks category

Prototype designs have been advanced for an ultra-premium option that incorporates actual Jade into the bottles. Provisional design registrations with our intellectual property attorneys have been advanced.

GROWTH STRATEGIES:

**INTRODUCE KOHA IN
SELECTED MARKETS AS
AN EXCLUSIVE PRODUCT**

**ENTER NEW MARKETS AS
THE BRAND DEVELOPS**

**DEVELOP AN ULTRA-PREMIUM
RANGE EXTENSION AND
LAUNCH WITHIN EXISTING
KOHA MARKETS TO FURTHER
BUILD BRAND CREDIBILITY
AND DESIRABILITY**

**DIVERSIFY PRODUCT
OFFERING WITH
HIGH-END FLAVOURED
WATER PRIMARILY FOR
CASUAL DINING**

**LAUNCH LIMITED EDITION
BOTTLES AS PUBLIC
RELATIONS TOOLS**

**KOHA WATER HAS BEEN
ASSESSED AS AN IDEAL
WATER FOR BEVERAGES AND
COSMETICS DUE TO THE LOW
MINERAL CONTENT.
OPPORTUNITIES FOR KOHA
AS AN INGREDIENT WITHIN
OTHER PREMIUM BRANDS**

IN CLOSING

This document has been developed as an overview of the work that has been done on KOHA to date. All aspects of the project have been researched, reviewed, revised and confirmed.

Additional information is available for review, including; market data, logistics reports, financial models, water quality assessments, brand development data, photography, valuations, resource consents and permits. If you would like to find out more please contact us.

Better yet, come and visit us. We are sure you will be captivated by the Dart River Valley and you will see for yourself the potential this water and brand have to offer.

For more information contact:

Steve Rowe

KOHA WATER LTD.

Tel: +34 638 024 447

steve@juicedeluxe.com



DARK RIVER TRIBUTARY



КОНА
КОНА



KOHA
NEW ZEALAND ARTESIAN WATER