HISTORY

There has been a spa in the pristine natural surroundings of Karlovy Vary (Carlsbad) since 1867, when Heinrich Mattoni founded Karlovarske mineralni vody (Carlsbad Mineral Waters). This long experience of bottling mineral and spring waters of the very highest quality pervades all the company’s products.

Heinrich Mattoni 1830 – 1910, founder of the Company

PRESENT DAY

Karlovarske mineralni vody, a.s. currently bottle Mattoni and Magnesia Mineral Water and Aquila Spring Water at the source as well as numerous flavoured waters and iced teas.
COMPANY HISTORY

- 1867 Heinrich Mattoni - Otto Spring leaseholder
- 1865 Mattoni established a branch of his firm in Vienna
- 1870 Mattoni was appointed as a king and emperor’s purveyor of mineral water
- 1873 birth of Mattoni AG
- 1878 Mattoni was appointed as an imperial councillor for his merit
- 1889 the greatest honour for Mattoni was his raising to the peerage by Emperor Franz Josef
- 1894 construction of a railway line to Kyselka
- 1901 9 000 000 bottles of Mattoni exported
- 1945 until 1945 Heinrich Mattoni AG
COMPANY TODAY

Mattoni plant Kyselka
Poděbradka plant Poděbrady
Magnesia plant Mnichov
Dobrá voda plant Bynov
EXPORT PHILOSOPHY

- To establish Mattoni, Aquila and Magnesia as leading brands in the world market for bottled mineral and spring waters of premium quality
- To manage distribution channels
- To support promotion through media advertising

EXPORT COUNTRIES

- USA
- Canada
- U.K.
- Belgium
- Poland
- Italy
- Germany
- Estonia
- Mongolia
- United Arab Emirates
- Saudi Arabia
- Slovakia
- Hungary
- Ukraine
- Lithuania
- Latvia
- Russian Federation
- Belarus
- Moldavia
- Azerbaijan
- China
- Israel
MATTONI BRAND NAME

Mattoni natural mineral water arises from the pristine countryside of Karlovy Vary, Czech Republic, “The Heart of Europe”.

QUALITIES: the unique proportion of minerals and trace elements create this most delicious, refreshing and health giving of mineral waters exceptionally suited to daily consumption (TNS Factum rating)

RECOMMENDED: for daily consumption

REFERENCES: Mattoni has been selected as their exclusive partner by the International Bartenders’ Association (IBA)
MATTONI NATURAL MINERAL WATER

DESCRIPTION: natural mineral water

SIZES: 1.5 l PET, 0.75 l PET, 0.5 l PET

MIN. SHELF LIFE: 12 months

ASSORTMENT: sparkling, gently sparkling, still

INGREDIENTS: natural mineral water (the dry residues (at 180 ºC) 520 mg/l)

BENEFITS: tradition, balanced proportion of minerals and trace elements, healthy refreshment and taste
### MATTONI FLAVOURED NATURAL MINERAL WATER

**DESCRIPTION:** flavoured mineral water sparkling

**SIZES:** 1.5 l PET, 0.5l PET

**MIN. SHELF LIFE:** 12 months

**ASSORTMENT:** lemon, orange, grapefruit, peach, apple, pomegranate, white grapes, pear, red grapes, raspberry, black currant flavours

**INGREDIENTS:** natural mineral water, sugar (available energy 88.4 kj/100 ml), natural and nature-identical flavours

**BENEFITS:** low calories, unique and balanced proportion of minerals and trace elements, natural flavour, taste

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**Image:**
- Lemon
- Orange
- Grapefruit
- Peach
- Apple
- Pomegranate
- White grapes
- Pear
- Red grapes
- Raspberry
- Blackcurrant
MATTONI SPORT

DESCRIPTION: natural mineral water
SIZES: 0.75 l PET
MIN. SHELF LIFE: 12 months
ASSORTMENT: still
INGREDIENTS: natural mineral water
BENEFITS: tradition, balanced proportion of minerals and trace elements, healthy refreshment and taste

MATTONI ACTIVE

DESCRIPTION: functional flavoured mineral water still
SIZES: 0.75 l PET
MIN. SHELF LIFE: 9 months
ASSORTMENT: lemon, orange
INGREDIENTS: natural mineral water, sugar (available energy 88.4 kJ/100 ml), natural and nature-identical flavours
BENEFITS: tradition, balanced proportion of minerals and trace elements, healthy refreshment and taste

Still

Orange

Lemon
MAGNESIA BRAND NAME

Unique mineral composition coming from a protected area surrounding Karlovy Vary guarantees high quality and unique taste of Magnesia mineral water.

Optimal content of natural magnesium brings refreshment, strength and youthful energy to the whole organism.

QUALITIES:
• contains natural magnesium in a readily absorbable form
• low in sodium
• beneficial for human health

RECOMMENDED:
as a refreshing health giving drink for all ages suitable for everyday drinking

REFERENCES:
highly rated in medical studies by the Charles University, Prague, the University of Szeged, Hungary and the Czech Medical Association

Magnesia mineral water is recommended by the Czech Medical Association

2nd Department Of Medicine, Cardiology Centre, University of Szeged, Hungary
BENEFITS OF NATURAL MAGNESIUM

- regeneration of cells
  - helps protecting cells from toxic substances (e.g. alcohol)
  - helps slowing the physiological ageing of cells
- aids significantly in the functioning of the central nervous system
- prevents headaches, migraines and stress
- actively aids cardiac and respiratory function
- has a relaxing effect on the muscle cells and keeps muscles flexible
- stimulates enzymatic reactions and aids digestion
MAGNESIA NATURAL MINERAL WATER
CHARACTERISTICS

DESCRIPTION: natural mineral water
SIZES: 1.5 l PET, 0.5 l PET
MIN. SHELF LIFE: 12 months
ASSORTMENT: sparkling, gently sparkling, still
INGREDIENTS: natural mineral water (the dry residues (at 180 °C) 782 mg/l)

BENEFITS: content of natural magnesium
MAGNESIA FLAVOURED MINERAL WATER
CHARACTERISTICS

DESCRIPTION: gently sparkling mineral water with real fruit juice and herbal extracts

SIZES: 1.5 l PET

MIN. SHELF LIFE: 12 months

ASSORTMENT: lemon and eucalyptus, orange and rose hip, mango and ginger, white grapes and white tea, grapefruit and sage

INGREDIENTS: natural mineral water (the dry residues (at 180 °C) 782 mg/l), sugar and grape-sugar (available energy 69-70 kJ/100 ml), fruit juice (1-3 %), aroma, herbal extracts

BENEFITS: no preservatives, high magnesium content, herbal extracts, natural and refreshing taste

Lemon and eucalyptus
Orange and rose hip
Mango and ginger
White grapes and white tea
Grapefruit and sage
AQUILA BRAND NAME

Aquila natural spring water comes from deep in the rocks of Karlovy Vary surrounded by pristine countryside

QUALITIES: delicious and mild taste, low sodium content (only 0.002%), helps prevent fluid retention and fatigue, pH neutral

RECOMMENDED: for daily consumption by adults and specially recommended for infants by the Czech Medical Chamber

REFERENCES: received the prestigious EAUSCAR award as the best natural still water
AQUILA AQUALINEA NATURAL SPRING WATER

CHARACTERISTICS

DESCRIPTION: natural spring water

SIZES: 1.5 l PET, 0.5 l PET, 0.75 l PET with sportcap

MIN. SHELF LIFE: 12 months

ASSORTMENT: sparkling, gently sparkling, still

INGREDIENTS: natural spring water (the dry residues (at 180 ºC) 292 mg/l)

BENEFITS: low sodium, purity, detoxication, taste, pH neutral
AQUILA AQUABEAUTY FLAVOURED SPRING WATER

CHARACTERISTICS

DESCRIPTION: functional flavoured spring water still
SIZES: 1.5 l PET, 0.75 l PET
MIN. SHELF LIFE: 9 months
ASSORTMENT: pineapple, apple, strawberry, apricot
INGREDIENTS: natural spring water (the dry residues (at 180 ºC) 292 mg/l), fructose, pineapple stem extract, aloe vera extract, natural flavours

BENEFITS: still, low amount of calories, low sodium, purity, delicious taste, helps to maintain the body fit, for beauty of the skin
AQUILA ICE TEA
CHARACTERISTICS

DESCRIPTION: ice tea, still
SIZES: 1.5 l PET, 0.5 l PET
MIN. SHELF LIFE: 12 months
ASSORTMENT: black tea peach, lemon, forest fruits, green tea lemon, strawberry, chamomille tea lemon, white tea pomegranate

INGREDIENTS: natural spring water (the dry residues (at 180 ºC) 292 mg/l), natural tea extract, sugar, natural flavours

BENEFITS: antioxidant, protective and stimulating properties of green tea in natural spring water, refreshing taste
**GASTRONOMY PORTFOLIO**

ASSORTMENT: Mattoni Grand, Mattoni Grand flavoured, Aquila still, Aquila Tea

SIZE: 0.33 l glass, 0.75 l glass

MIN. SHELF LIFE: 12 months

DESIGN: leading Italian design studio

TARGET GROUP: top culinary outlets

REFERENCE: exclusive partner of the International Bartenders’ Association (IBA)

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**SPARKLING PRODUCTS**

- Sparkling
- Sparkling
- Lemon
- Orange
- Grapefruit
- Grapes

**STILL PRODUCTS**

- Still
- Still
- Black tea peach
- Black tea lemon
- Green tea lemon
- White tea pomegranate
GASTRONOMY – Promotional Support

Unique collection of Mattoni Grand Drinks prepared in cooperation with Italian design studio ALESSI
### LOGISTICS of 0.33 l

**BOTTLE**
- **Volume:** 0.33 litre
- **Type of container:** glass bottle

**PACKAGING**
- **Number of bottles:** 24
- **Type of packaging:** cardboard box
- **Weight including goods:** 15.4 kg
- **Size:** 37.8x25.5x23.8 cm

**PALLET**
- **Number of cartons:** 54
- **Number of bottles:** 1.296
- **Weight including goods:** 890 kg
- **Size:** 144x120x80 cm

### LOGISTICS of 0.75 l

**BOTTLE**
- **Volume:** 0.75 litre
- **Type of container:** glass bottle

**PACKAGING**
- **Number of bottles:** 12
- **Type of packaging:** cardboard box
- **Weight including goods:** 15.4 kg
- **Size:** 31.3x23.5x29.3 cm

**PALLET**
- **Number of cartons:** 60
- **Number of bottles:** 720
- **Weight including goods:** 920 kg
- **Size:** 144x120x80 cm
LOGISTICS of 0.5 l

**BOTTLE**
- **Volume:** 0.5 litre
- **Type of container:** PET bottle

**PACKAGING**
- **Number of bottles:** 12
- **Type of packaging:** PET foil
- **Weight including goods:** 6.65 kg
- **Size:** 24x26x19.5 cm

**PALLET**
- **Number of cartons:** 108
- **Number of bottles:** 1.296
- **Weight including goods:** 750 kg
- **Size:** 160x120x80 cm
LOGISTICS of 0.75 l Mattoni sport / Aquila aquagym

**BOTTLE**

- Volume: 0.75 litre
- Type of container: PET bottle

**PACKAGING**

- Number of bottles: 6
- Type of packaging: PET foil
- Weight including goods: 4.65 kg
- Size: 22.3x14.8x27.3 cm

**PALLET**

- Number of cartons: 160
- Number of bottles: 960
- Weight including goods: 786 kg
- Size: 120x890x151 cm

LOGISTICS of 0.75 l Mattoni

**BOTTLE**

- Volume: 0.75 litre
- Type of container: PET bottle

**PACKAGING**

- Number of bottles: 6
- Type of packaging: PET foil
- Weight including goods: 4.65 kg
- Size: 22.3x14.8x27.3 cm

**PALLET**

- Number of cartons: 160
- Number of bottles: 960
- Weight including goods: 786 kg
- Size: 120x890x151 cm
LOGISTICS of 1.5 l

BOTTLE
Volume: 1.5 litre
Type of container: PET bottle

PACKAGING
Number of bottles: 6
Type of packaging: PET foil
Weight including goods: 9 kg
Size: 35x26x18 cm

PALLET
Number of cartons: 84
Number of bottles: 504
Weight including goods: 800 kg
Size: 160x120x80 cm
PRODUCTION DEVELOPMENT IN HECTOLITRES

![Production Development Bar Chart]

ECONOMIC INDICATORS

<table>
<thead>
<tr>
<th>PRODUCTION</th>
<th>459,707,828 litres / 362,094,211 pcs.</th>
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<tbody>
<tr>
<td>TURNOVER</td>
<td>136,257,960 EUR</td>
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<tr>
<td>NUMBER OF EMPLOYEES</td>
<td>354</td>
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