



Pitch Deck:  
El Tipán -  
Strategic  
Reserve of  
Premium Water





## El Tipán

Premium water reserve located in Catamarca, Argentina, with exceptional water quality and sustainable extraction capacity.

# Executive Summary



## Premium mineral aquifer in Catamarca, Argentina

Located in Catamarca province, with an extraction capacity of 8.64 million liters per day.



## Exceptional quality and unique features

Offers a unique opportunity to develop a global premium water brand or retain it as a strategic asset.



## Growing global water scarcity

Premium product demand makes this aquifer an attractive investment for sovereign funds and institutional investors.

El Tipán represents a unique investment opportunity in a strategic high-quality water asset, with strong potential for appreciation and alignment with global trends in scarcity and premium demand.

# Market Opportunity

- Global bottled water market growth

Valued at USD **342 billion in 2023**, expected to reach **USD 500 billion by 2030**, with a **6.4% annual growth rate**.

- Boom in the premium segment

Consumers are willing to pay more for water with **purity, mineral content**, and **exclusive origin**.

- Growth in emerging markets:

Asia and Latin America show **9% annual growth** in bottled water consumption.

- Opportunity in Argentina and the Southern Cone:

42% increase in bottled water consumption in Argentina over the past 5 years.

Preferential market access to Brazil and the EU with reduced tariffs.

- Regional growth potential:

Per capita consumption in Argentina is **50 liters/year**, while Brazil exceeds **70 liters**, indicating growth potential.

# El Tipán: Characteristics and Competitive Advantages

Extensive property with virgin forests  
10,000 hectares of quebracho and carob forests covering the aquifer

## Extraction Capacity

- 8.64 million liters/day = 3.1 billion liters/year
- Meets significant domestic and international demand

## Exceptional Water Quality

- Premium mineral quality with neutral pH 7, similar to Topo Chico and Chaudfontaine
- Light, smooth taste – ideal for daily consumption and gourmet pairing

## Sustainability and Regulation

- Long-term sustainability studies completed
- All required **environmental permits and certifications** in place

## Strategic Location

- In Catamarca, ideal climate for mineral water extraction and bottling
- Close to major consumer hubs like Buenos Aires and key markets like Brazil and Paraguay



An aerial photograph of a rugged, rocky landscape. A small waterfall cascades over rocks into a pool of water. The surrounding area is covered in dense, green vegetation. The image is positioned on the left side of the slide, partially overlapping the title area.

# Strategic Advancements

El Tipán covers several aspects that are key to its development potential

## Available studies

- Water quality
- Bottling plant
- Drilling and extraction
- Hydrogeological studies

## Permits

- Drilling, extraction and logging
- Bottling plant
- Brand registry

## Infrastructure

- Internal and external perimeter fencing
- Internal and lateral roads

# Alignment with Investor Objectives



Global water security

Reserve of strategic long-term value



Portfolio diversification

Pure-play tangible asset in a growing sector



Flexible monetization

Options include development, concession, or appreciation

El Tipán offers institutional investors and sovereign funds a world-class asset with long-term value and flexible investment strategies

# Value Reserve Case – Exit Strategies

- Future Sale to Governments or Corporates  
For those seeking long-term water reserves
- Asset Appreciation:  
Hold as a strategic reserve in a water-scarce world
- Concession Agreements  
Rights to extract without asset ownership



# Potential Use Case – Business Model

## Phase 1 (First 3 Years)

- Launch of bottling plant
- Distribution in Argentina, Brazil, Paraguay
- Premium positioning with strategic alliances

## Phase 2 (From Year 4)

- Exports to the US and EU
- Launch of innovative formats and limited editions
- Strategic partnerships with chefs, sommeliers, luxury brands

# Investment Case

1

## Initial Investment

Land acquisition: USD 120 million

Infrastructure + Bottling plant: USD 50 million

Initial marketing + distribution: USD 30 million

3

## Profitability

- Revenue in moderate scenario: 150M liters  
× 0.50 = USD 75M/year
- Estimated EBITDA: **35%**

2

## Pricing

Average premium water price: USD  
0.50/liter (based on Evian, Topo Chico)

4

## ROI

Payback in ~**6 years**, increasing margins as  
distribution grows

# Sales & EBITDA Projections

Sales forecast (MM litres) and EBITDA (MM USD)







## ESG Impact

- Environmentally responsible **sustainable extraction**
- Certified aquifer preservation
- **Job creation** and **local economic development** in Catamarca
- **Alternative to desalination plants** in water-scarce regions (e.g., Middle East)

# Conclusion

- Investment Summary

Strategic, high-quality water asset with **strong growth and appreciation potential**

- Key Aquifer Features

Sustainable extraction, premium water quality, strategic location, and competitive advantages

- Strong Financial Projections

Sensitivity analysis confirms attractive profitability and returns

- Investment Alignment

Diversification, strategic reserve, monetization

- Positive ESG Impact

Responsible extraction, environmental and social benefits

- Next Steps

Invitation to **meetings or site visits** for further due diligence



# Pitch Deck: El Tipán - Strategic Premium Water Reserve

This presentation presents an attractive investment opportunity in the El Tipán aquifer, a premium water reserve located in Catamarca, Argentina. The aquifer's exceptional water quality, sustainable extraction capacity, and strategic location make it an attractive proposition for sovereign wealth funds and institutional investors seeking to diversify their portfolios and capitalize on the growing global demand for premium water products.

