



**Swiss Water
Decaffeinated
Coffee Inc.**

Investor Presentation

April 2025



Forward Looking Statement



Certain statements in this presentation may constitute “forward-looking” statements which involve known and unknown risks, uncertainties and other factors which may cause the actual results, levels of activity, performance or achievements to be materially different from any future results, levels of activity, performance or achievements expressed or implied by such forward-looking statements. When used in this presentation, such statements may include such words as “may”, “will”, “expect”, “believe”, “plan” and other similar terminology. These statements reflect management’s current expectations regarding future events and operating performance as well as management’s current estimates, but which are based on numerous assumptions and may prove to be incorrect. These statements are neither promises nor guarantees, but involve known and unknown risks and uncertainties, including, but not limited to, risks related to processing volumes and sales growth, operating results, supply of coffee, general industry conditions, commodity price risks, technology, competition, foreign exchange rates and general economic conditions.

The forward-looking statements and financial outlook information contained herein are made as of the date of this presentation and are expressly qualified in their entirety by this cautionary statement. Except to the extent required by applicable securities law, Swiss Water Decaffeinated Coffee Inc. undertakes no obligation to publicly update or revise any such statements to reflect any change in management’s expectations or in events, conditions, or circumstances on which any such statements may be based, or that may affect the likelihood that actual results will differ from those described herein.

Why Invest?

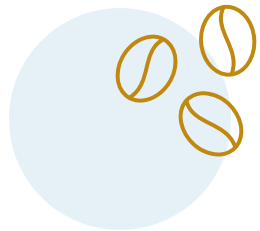


**Growing Industry.
Profitable Operations.
Proven Execution.
Significant Future Growth.**

**Good coffee.
Good choice.
Good business.**

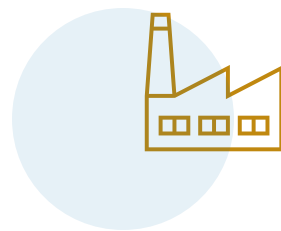


A Global Leader In Sustainable & Specialty Decaffeination for 20+ Years



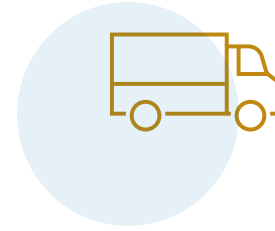
Decaffeination

We buy, decaffeinate with our proprietary 100% chemical-free water process, and sell decaffeinated green coffee to our roaster customers



Tolling

We decaffeinate green coffee on behalf of our premium partners



Logistics

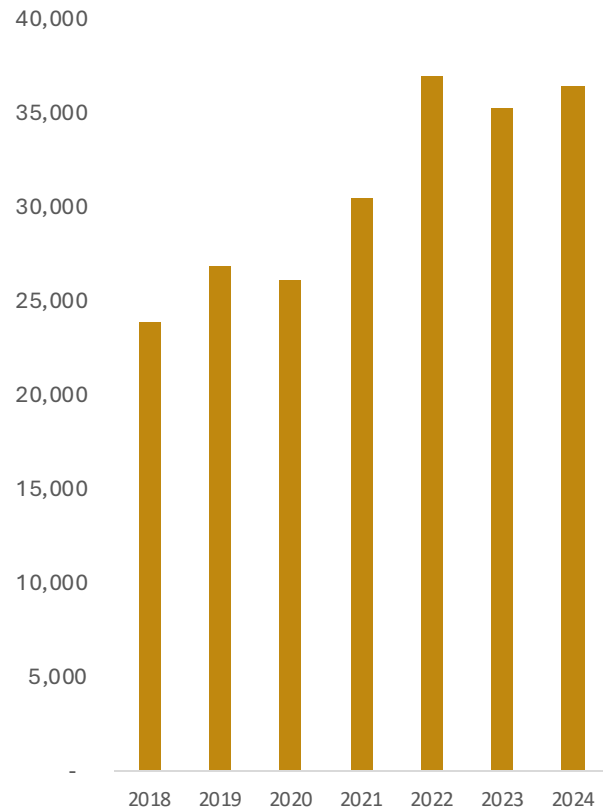
We ship, handle, and warehouse regular and decaffeinated green coffee beans for customers in Western Canada



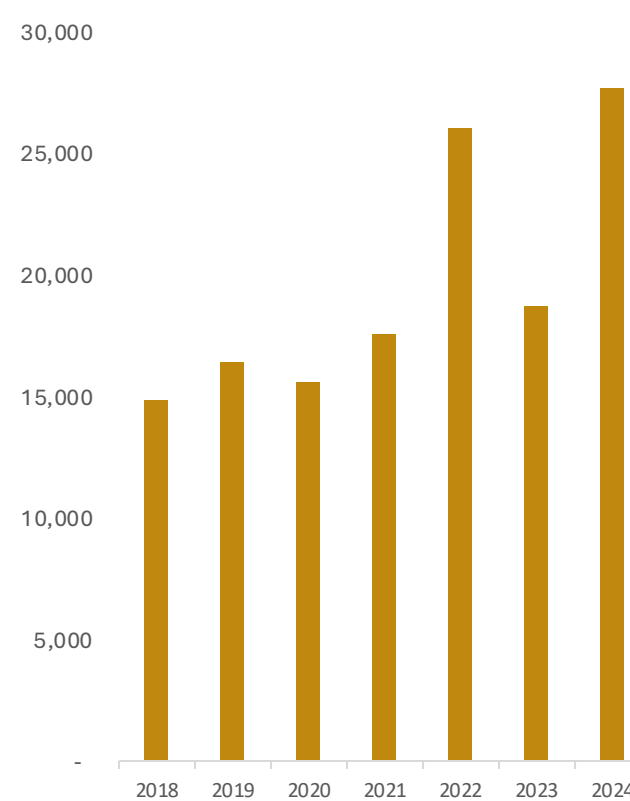
Swiss Water Process: Amazing Coffee Without Caffeine



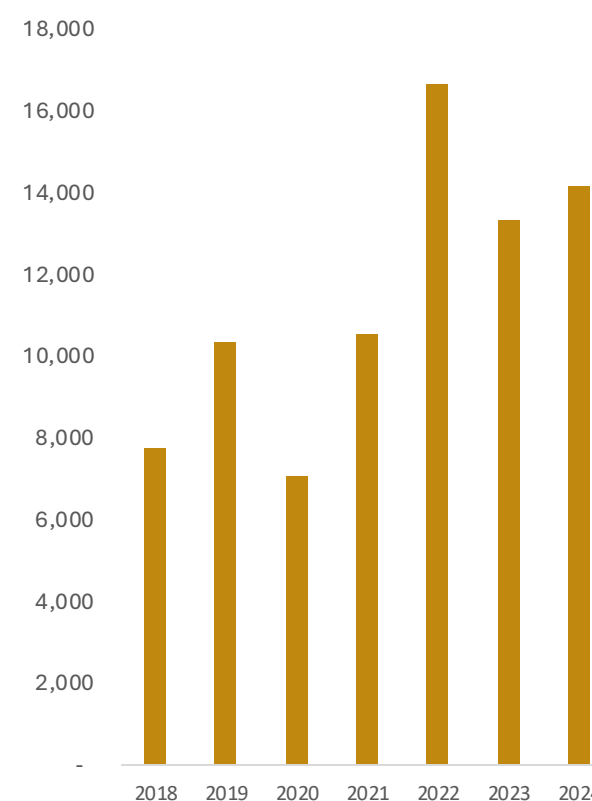
Process Revenue



Gross Profit



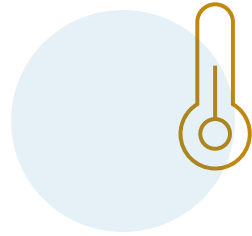
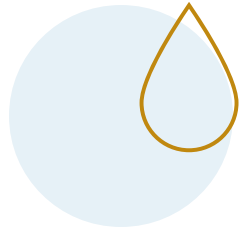
Adj. EBITDA



Volume Growth

+6%

10-year CAGR



Water + Temperature + Time

- Our unique, proprietary, multi-stage, chemical free, trusted process delivers high quality decaf coffees that are indistinguishable from caffeinated counterparts in taste and aroma
- Our process ensures all coffee certifications remain intact, including Organic—a promise chemical solvent processes can't make.

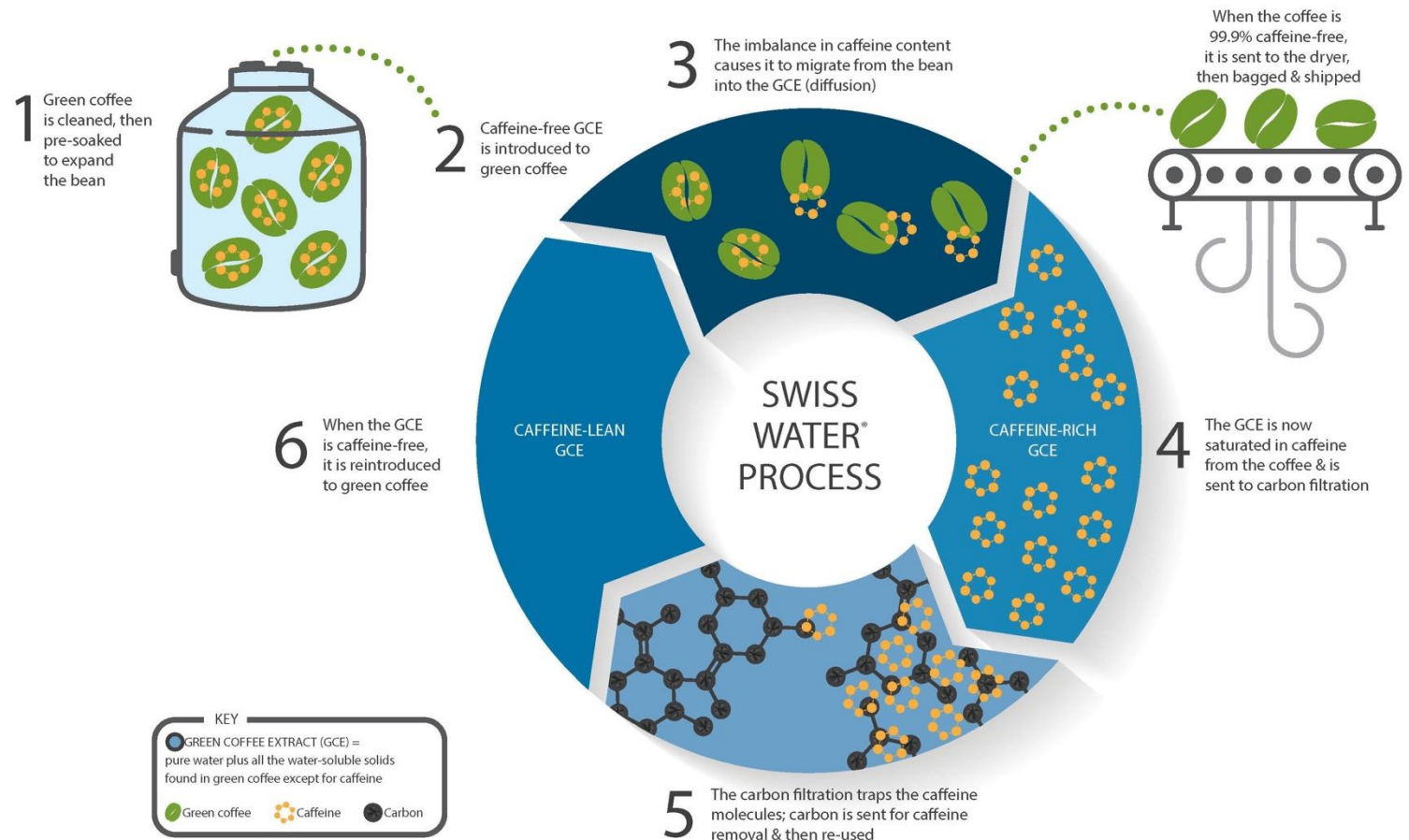


**Better Flavour.
Better Aroma.
Better Process.**



Zero Chemicals Ever.

Developed through years of technological & operational expertise, process refinement and capital investment



People Drink Decaf Because They Love The Taste of Coffee.

Why do you drink decaf coffee?

70%

say because they enjoy the taste. And they expect it to taste as good as regular coffee.



Decaf is In Demand.

Driven by demographics:

18-24 year-olds rank higher in decaf consumption than any other age group.

- Sustainable & healthy
- Alcohol-free
- Out of home café culture

3+

People who order decaf are almost twice as likely to drink 3+ cups of coffee per day than other coffee drinkers

61%

Of decaf drinkers want (and will pay for) better quality, great tasting coffee

2.5%

Growth in specialty decaf exceeds regular coffee (1% growth)



The World's Only Branded Decaf Coffee Method



We've invested in building a premium decaf coffee brand through cost-effective, targeted regional media, print, PR and co-marketing events with customers



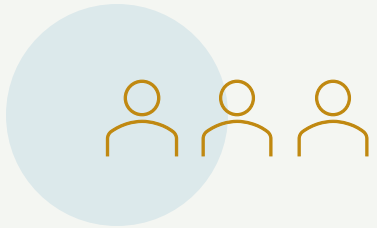
Brand Strength Drives Consumer Choice

4 of 5
decaf drinkers are more likely to buy Swiss Water branded coffee

Driving Higher Margin Sales for Retailers

Swiss Water Decaf commands a
\$0.30-\$0.40/lb premium

Diversified, Blue-Chip Customer Base with Global Reach



Our top 3 customers account for ~35% of revenue



Revenue is well-distributed across our customer base with no Customer > 12% of revenue

**Resilient
Across
Markets &
Regions**



Our Markets

60+

International Markets

Volume Growth by Region:

North America

+ 7% (3Y CAGR)



Asia Pacific

+ 9% (3Y CAGR)



Europe/MEA

+ 17% (3Y CAGR)





Our Delta Facility provides strategic access to both domestic and International markets.



Our Delta B.C. Facility

**24/7
operations**

Construction of new facility completed in 2021; 2nd line added in 2023

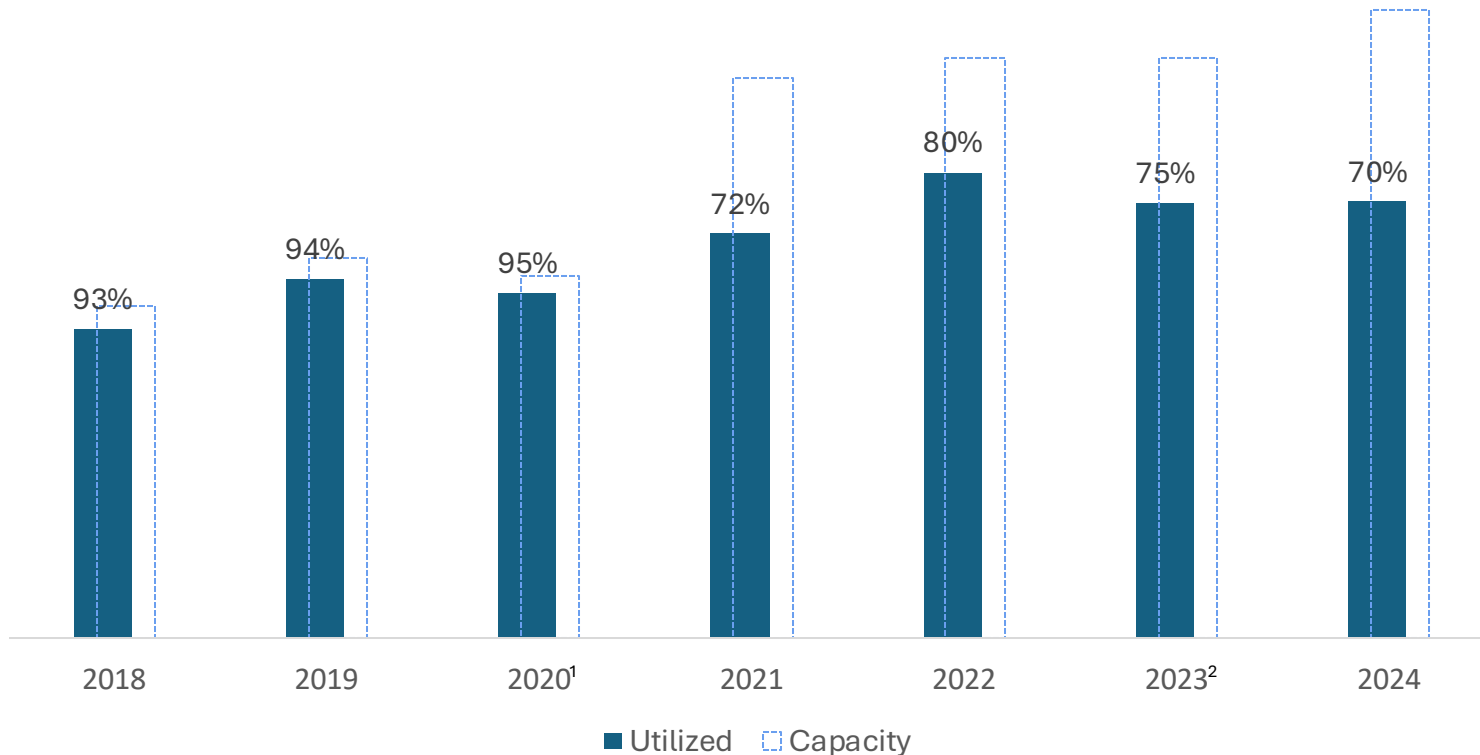
Capex: ~\$125M

Leased facility with attractive purchase option

Continuous Improvement Through Efficiency



Expanded decaffeination capacity to meet growing demand



1 - First new line (Delta 1) commissioned in Q3 2020
2 - Second new line (Delta 2) commissioned in Q3 2023

Driving margin improvement & volume growth:

- Six Sigma methodologies
- Statistical process controls
- Lean manufacturing initiatives
- Capacity growth possible with modest CAPEX



Warehousing and Logistics

Ready-to-roast
Swiss Water®
Decaf coffees are
warehoused across
North America and
Europe



British Columbia

Washington

California

Texas

Ontario

New Jersey

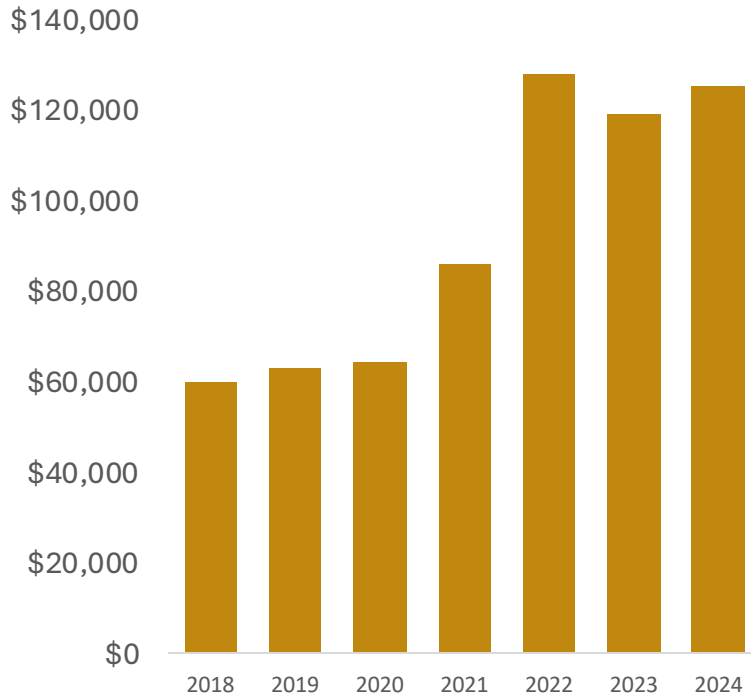
Belgium

Germany

Multiple Revenue Streams

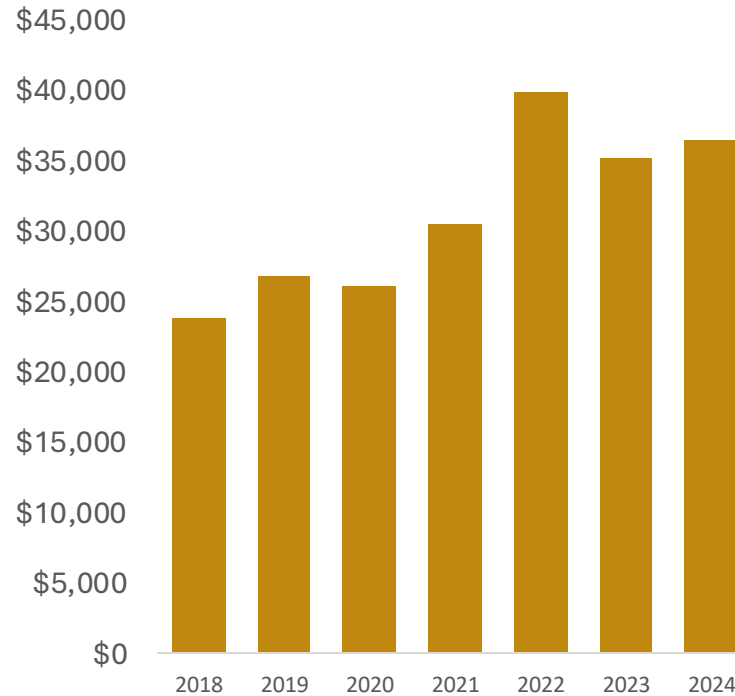


GREEN REVENUE



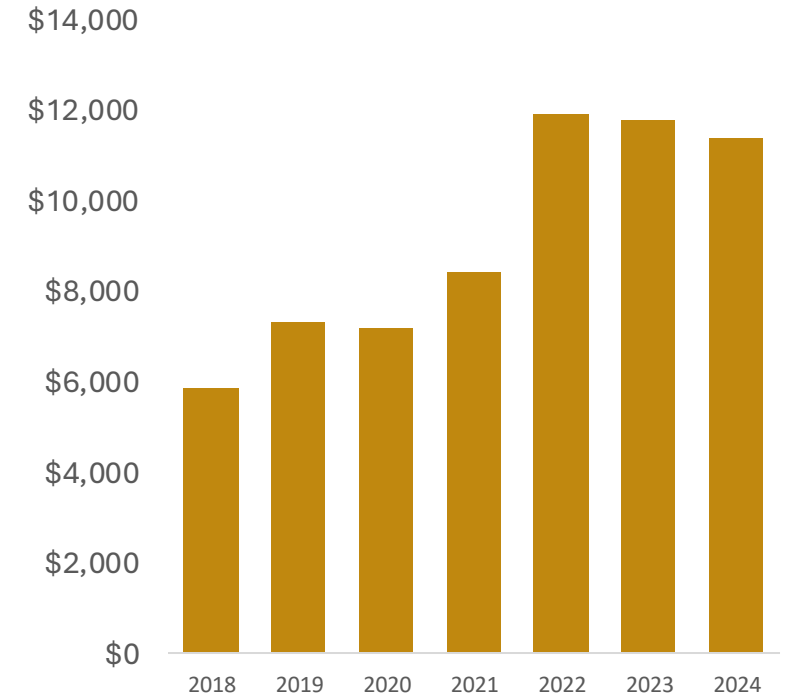
“Green coffee cost recovery revenue”, or “Green revenue”, is the amount we charge our customers for the green coffee we purchase for decaffeination.

PROCESS REVENUE



“Process revenue”, refers to the fees charged for decaffeinating green coffee and generally increase with processing volumes.

DISTRIBUTION REVENUE



“Distribution revenue” includes shipping, handling, and warehousing charged to our customers. It generally rises with our processing volumes and Seaforth’s business.



Accelerating Growth through Strategic Brand Investment

43%

of US decaf drinkers recognize Swiss Water Decaf – accelerating brand awareness

Short Term Initiatives

- Refresh brand identity
- Digital marketing optimization
- Deepen business development efforts across key regions

Building on strong brand equity to drive even greater consumer demand.



Exploring New Revenue Streams



Developing the premium decaffeinated coffee marketplace

- Relaunching customer online marketplace

Exploring caffeine capture and sale

- Caffeine market is moving away from synthetic caffeine
- Natural caffeine prices remain high due to demand
- Incremental EBITDA: \$3 – \$5 million

Strong Financial Growth

In \$000's except per share amounts



	12 months ended Dec 31			
	2021	2022	2023	2024
Sales	\$ 125,076	\$ 176,935	\$ 166,277	\$ 173,129
Gross Profit	17,611	26,088	18,798	26,190
Operating Income	6,686	13,381	5,630	11,055
Net (loss) Income	496	2,387	(528)	1,269
Adjusted EBITDA	10,533	16,659	13,354	14,318
Net Income - basic	0.05	0.26	\$ (0.06)	\$ 0.13
Net Income - diluted	0.05	0.26	\$ (0.06)	\$ 0.13

Executive Leadership & Board of Directors



Frank Dennis
PRESIDENT & CEO



Iain Carswell
CFO



Owen Horn
VP | OPERATIONS



Marisol Pinzon
MD | TRADING
& DEVELOPMENT



Alan Wallace
DIRECTOR, CHAIR OF
THE BOARD



Frank Dennis
DIRECTOR,
PRESIDENT & CEO



Justin C. Jacobs
DIRECTOR



Robert B. Johnston
DIRECTOR



Sam Hameed
HR



Erin Reed
DIRECTOR | MARKETING



Emmanuel Dias
VP | EUROPE



Darek Juzwiak
MD | SEAFORTH LOGISTICS



Nancy McKenzie
DIRECTOR



Don Tringali
DIRECTOR



Roland W. Viet
DIRECTOR

Balanced Capital Allocation



Increasing Free Cash Flow (FCF)

- New facility financed with debt and Company's FCF (now complete)
- Minimal ongoing MOB CAPEX (\$1-\$2M)
- Interest costs being reduced

Debt Reduction

- Principal debt repayments of \$6M/year of construction loans (current \$57M)
- Target of 2x-3x construction loans/EBITDA

Reinvest in the Business

- Quality and efficiency improvements for modest expenditure available
- Invest \$15-\$16M in capacity expansion in 2026-2028

De-Levering Balance Sheet



		December 31, 2024 balance (in millions)	Multiple of 2024 EBITDA (1)	Notes
Working Capital ABL ⁽²⁾	\$	36		Will fluctuate with NY'C' Price
Construction Loans	\$	57	4.0x	Target: 2.5x – 3.0x \$6M repayment/year
Equity Value ⁽³⁾	\$	31	2.2x	

Notes:

- (1) 2024 EBITDA of \$14.3M
- (2) Secured by inventory and A/R
- (3) Based on 9.5M shares outstanding; \$3.30/share price (April 2, 2025)
Also 2.25M warrants outstanding with exercise price of \$3.33/share; expiring April 30, 2026

Investment Summary



- **Global Decaf Market Offers Strong Growth Potential**
- **Unique Chemical-Free Decaffeination Process**
- **The World's Only Branded Decaf**
- **New Facility Expands Capacity and Enhances Margins**
- **Free Cash Flow Enables Debt Reduction and Operational Growth**