

FACT SHEET

COMPANY PROFILE

Primo Water is a leading North America-focused pure-play water solutions provider that operates largely under a recurring revenue model in the large format water category (defined as 3 gallons or greater). This business strategy is commonly referred to as “razor-razorblade” because the initial sale of a product creates a base of users who frequently purchase complementary consumable products. The razor in Primo Water’s revenue model is its industry leading line-up of innovative water dispensers, which are sold through approximately 11,350 retail locations and online at various price points. The dispensers help increase household and business penetration which drives recurring purchases of Primo Water’s razorblade offering or water solutions. Primo Water’s razorblade offering is comprised of Water Direct, Water Exchange, and Water Refill. Through its Water Direct business, Primo Water delivers sustainable hydration solutions direct to customers, whether at home or to businesses. Through its Water Exchange business, customers visit retail locations and purchase a pre-filled bottle of water. Once consumed, empty bottles are exchanged at our recycling center displays, which provide a ticket that offers a discount toward the purchase of a new bottle. Water Exchange is available in approximately 17,950 retail locations. Through its Water Refill business, customers refill empty bottles at approximately 23,500 self-service refill drinking water stations. Primo Water also offers water filtration units across North America.

Primo Water’s water solutions expand consumer access to purified, spring, and mineral water to promote a healthier, more sustainable lifestyle while simultaneously reducing plastic waste and pollution. Primo Water is committed to its water stewardship standards and is proud to partner with the International Bottled Water Association (IBWA) in North America which ensures strict adherence to safety, quality, sanitation and regulatory standards for the benefit of consumer protection.

FINANCIAL CALENDAR

*November 7, 2024	Third Quarter 2024 Earnings Release and Conference Call
*February 20, 2025	Fourth Quarter 2024 Earnings Release and Conference Call
*May 8, 2025	First Quarter 2025 Earnings Release and Conference Call
*Date subject to change until the press release announcing the applicable date is issued	

LEADERSHIP

› Robbert Rietbroek Chief Executive Officer	› David Hass Chief Financial Officer
› Marni Morgan Poe Chief Legal Officer and Secretary	› William "Jaime" Jamieson Global Chief Information Officer

BOARD OF DIRECTORS

› Jerry Fowden	› Robbert Rietbroek
› Billy D. Prim	› Eric Foss
› Britta Bomhard	› Susan E. Cates
› Steven P. Stanbrook	› Lori Marcus
› Derek Lewis	› Archana Signh

STOCK FUNDAMENTALS

ISIN	CA74167P1080
Share type	Ordinary
Ticker	PRMW
Index	Russell 2000
Stock exchanges	NYSE, TSX

SHARE CHART



KEY FIGURES - CONTINUING OPERATIONS

(\$ in millions)	Q2 2024	Q2 2023
Revenue		
Water Direct/Water Exchange	\$ 368.2	\$ 342.2
Water Refill/Water Filtration	\$ 61.8	\$ 55.4
Other Water	\$ 22.2	\$ 11.9
Water Dispensers	\$ 13.2	\$ 16.7
Other	\$ 19.6	\$ 23.7
Revenue, net*	\$ 485.0	\$ 450.6
Adjusted EBITDA*	\$ 112.9	\$ 98.3
Adjusted EBITDA Margin*	23.3%	21.8%

* Reconciliation to GAAP measure available in the Q2 2024 Earnings Presentation posted in the Financial Document Library of the Investors section of the company's website at www.primowatercorp.com

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