



NEWS RELEASE

# Primo Brands to Participate in the BMO Global Farm to Market Conference

2025-05-12

TAMPA, Fla. and STAMFORD, Conn., May 12, 2025 /PRNewswire/ - Primo Brands Corporation (NYSE: PRMB) ("Primo Brands" or the "Company"), today announced that Robbert Rietbroek, Chief Executive Officer, and David Hass, Chief Financial Officer, will participate at the BMO Global Farm to Market conference in a fire side chat on Wednesday, May 14, 2025.

The fire side chat, which will begin at approximately 9:30 a.m. Eastern Time, will be webcast through the investor relations section of Primo's Brands website at [ir.primobrand.com](https://ir.primobrand.com) and will be archived for replay following the event.

For purposes of public disclosure, including this and future similar events, Primo Brands uses the investor relations section of its website as the primary channel for publishing key information to its investors, some of which may contain material and previously non-public information.

## About Primo Brands Corporation

Primo Brands is a leading North American branded beverage company focused on healthy hydration, delivering responsibly sourced diversified offerings across products, formats, channels, price points, and consumer occasions, distributed in every U.S. state and Canada.

Primo Brands has a comprehensive portfolio of highly recognizable and conveniently packaged branded water and



beverages distributed across more than 200,000 retail outlets, including established "billion-dollar brands" Poland Spring® and Pure Life®, premium brands like Saratoga® and Mountain Valley®, regional leaders such as Arrowhead®, Deer Park®, Ice Mountain®, Ozarka®, and Zephyrhills®, purified brands including Primo Water® and Sparkletts®, and flavored and enhanced brands like Splash Refresher™ and AC+ION®. These product offerings are sold directly across retail channels, including mass, food, convenience, natural, drug, wholesale, distributors, and home improvement, as well as food service accounts in North America.

Primo Brands also has extensive direct-to-consumer offerings with its industry-leading line-up of innovative water dispensers, which create consumer connectivity through recurring purchases across its Direct Delivery, Exchange and Refill offerings. Through Direct Delivery, Primo Brands delivers responsibly sourced hydration solutions direct to home and business customers. Through Exchange, consumers can visit approximately 26,500 retail locations and purchase a pre-filled, multi-use bottle of water that can be exchanged after use for a discount on the next purchase. Through its Refill offering, consumers have the option to refill empty multi-use bottles at approximately 23,500 self-service refill stations. Primo Brands also offers water filtration units for home and business customers across North America.

Primo Brands is a leader in reusable beverage packaging, helping to reduce waste through its multi-serve bottles and innovative brand packaging portfolio, which includes recycled plastic, aluminum, and glass. Primo Brands has a portfolio of over 90 springs and actively manages water resources to help assure a steady supply of quality, safe drinking water today and in the future. Primo Brands also helps conserve over 28,000 acres of land across the U.S. and Canada. Primo Brands is proud to partner with the International Bottled Water Association ("IBWA") in North America, which supports strict adherence to safety, quality, sanitation, and regulatory standards for the benefit of consumer protection. Primo Brands is committed to supporting the communities it serves, investing in local and national programs and delivering hydration solutions following natural disasters and other local community challenges.

Primo Brands employs more than 13,000 associates with dual headquarters in Tampa, Florida, and Stamford, Connecticut.

For more information, please visit [www.primobrands.com](http://www.primobrands.com).

View original content to download multimedia:<https://www.prnewswire.com/news-releases/primo-brands-to-participate-in-the-bmo-global-farm-to-market-conference-302452915.html>

SOURCE Primo Brands Corporation.