



NEWS RELEASE

Primo Water Announces Date for First Quarter 2024 Earnings Release and Details Relating to the 2024 Annual and Special Meeting of Shareowners

2024-04-09

TAMPA, Fla., April 9, 2024 /PRNewswire/ – Primo Water Corporation (NYSE: PRMW) (TSX: PRMW) (the “Company” or “Primo Water”), a leading provider of sustainable drinking water solutions in North America, today announced that the Company will release its first quarter ended March 30, 2024 financial results before the markets open on Thursday, May 9, 2024.

Primo Water will host a conference call, to be simultaneously webcast, on Thursday, May 9, 2024 at 10:00 a.m. Eastern Time. A question and answer session will follow management’s presentation. To participate, please call the following numbers:

First Quarter 2024 Earnings Conference Call

North America: (888) 664-6392

International: (416) 764-8659

Conference ID: 37820861

This is a live, listen-only dial-in telephone line.

Webcast for First Quarter 2024 Earnings Conference Call

A live audio webcast will be available through the Company’s website at www.primowatercorp.com. The webcast will be recorded and archived for playback on the investor relations section of the website following the event.

Webcast for 2024 Annual and Special Meeting of Shareowners

A live audio webcast will be available at www.virtualshareholdermeeting.com/PRMW2024. The webcast will be recorded and archived for playback on the investor relations section of the website following the event.

2024 Annual and Special Meeting of Shareowners

The Company's 2024 Annual and Special Meeting of Shareowners will be held solely by remote communication, in a virtual-only format on Wednesday, May 8, 2024 at 8:00 a.m. Eastern Time. The meeting can be accessed by shareowners at the link above, using the control number on their proxy card, voting instruction form or Notice of Internet Availability of Proxy Materials.

Technicians will be ready to assist you with any technical difficulties. Please call the technical support number that will be posted on the meeting login page if you encounter any difficulties accessing the virtual meeting during check-in or during the meeting. Primo Water has designed the format of the 2024 Annual and Special Meeting of Shareowners to ensure that shareowners are afforded the same rights and opportunities to participate as they would at an in-person meeting and to enhance shareowners' access, participation and communication through online tools. Guests can listen to the meeting but only shareowners may communicate or vote at the meeting.

At the meeting, shareowners will be asked to elect directors, approve the appointment of Primo Water's independent registered certified public accounting firm, hold a non-binding advisory vote on executive compensation, approve Primo Water's shareholder rights plan, approve Amendment No. 4 to Primo Water's 2018 Equity Incentive Plan, and transact any other business that properly may be brought before the meeting and any adjournment of the meeting.

The meeting will be recorded and archived for playback on the investor relations section of the website for two weeks following the event.

ABOUT PRIMO WATER CORPORATION

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 10,800 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 17,500 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.

Primo Water is headquartered in Tampa, Florida (USA). For more information, visit www.primowatercorp.com.

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