PRIMO BRANDS™

Primo Brands Corporation (NYSE: PRMB) is a leading branded beverage company. With iconic national and regional brands, we deliver healthy hydration options to millions of customers and consumers across the U.S. and Canada in stores, at home, or in the office – or whenever, wherever and however they hydrate.

COMPANY OVERVIEW

~$6.8Bn
LTM Net Revenue, as of 3.31.25

One of the **largest branded beverage companies** in North America

Well-positioned to **accelerate growth** with robust margin profile

CUSTOMER SUMMARY

Robust network scale across North America

Retail Outlet
~200,000

Exchange Locations
~26,500

Self-Service Refill Stations
~23,500

Residential & Commercial Customers
>3.0M

OUR OFFERINGS

- **Retail**
- **Dispensers**
- **Direct Delivery**
- **Exchange**
- **Refill**
- **Filtration**

ICONIC BRANDS ACROSS SEGMENTS

Core brands include the below, as well as other emerging brands

Premium Brands
Mountain Valley Spring Water, Saratoga

Spring Brands
Poland Spring, Arrowhead, Ice Mountain, Deer Park, Ozarka, Zephyrhills

Purified Brands
Pure Life, Primo Water

Flavored & Enhanced Brands
splash refresher, Action Ion Charged Alkaline Water

Brands with **$1+ billion** in annual sales

UNPARALLELED NORTH AMERICAN DISTRIBUTION FOOTPRINT

Serving **millions** of residential and commercial customers **coast-to-coast across North America**

13,000 Employees

Numerous **Spring Water Sources** across the U.S

240 Production Facilities

70 Depots

SELECT SALES CHANNELS

RETAIL · HOME · OFFICE · CONVENIENCE

RESTAURANTS · HOSPITALITY · SCHOOLS · HOSPITALS

"Our differentiated portfolio of brands and offerings makes us a leader in North American branded beverages. In addition to our iconic brands, which include six that are over 100 years old, we have a robust coast-to-coast manufacturing and distribution network, as well as extensive presence in retail, residential, commercial, away from home and other channels, so we can serve customers and consumers whenever, wherever and however they require us to."
– Robbert Rietbroek, CEO and Board Director

LONG-TERM FINANCIAL CATALYSTS

1. **Industry-leading branded beverage platform,** leveraging portfolio of iconic brands, a spectrum of formats, price points and channels, and operations to reach any US market
2. **Unmatched coast-to-coast** manufacturing and distribution network, with substantial recurring revenue from direct-to-consumer offerings
3. **Differentiated demand for healthy hydration,** with water a large and fast-growing beverage category with powerful tailwinds, including increased focus on health and wellness

NEAR-TERM DRIVERS

- Growing greater customer and consumer access
- Leveraging our full ecosystem of solutions across our North American footprint
- Prioritizing high-growth areas of our portfolio
- Delivering on ~$300 million in planned run-rate merger synergies

CONTINUOUS SUSTAINABILITY EFFORTS

Water Stewardship
Unparalleled expertise, enhanced resiliency and improved efficiency for our resources

Packaging Stewardship
Circular strategy with market-leading reuse, refill solutions, waste reduction and responsible sourcing

Climate Stewardship
Absolute emissions reduction in our operations and key sectors of our value chain

Community Commitment
Proactive local engagement, education of the water stewards of tomorrow and community support

PRIMO BRANDS™

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SAFE HARBOR STATEMENT

This fact sheet contains forward-looking statements and forward-looking information within the meaning of applicable securities legislation, including Section 27A of the U.S. Securities Act of 1933 and Section 21E of the U.S. Securities Exchange Act of 1934, conveying management's expectations as to the future based on plans, estimates and projections at the time of such statements. Forward-looking statements involve inherent risks and uncertainties and several important factors could cause actual results to differ materially from those contained in any such forward-looking statement. You can identify forward-looking statements by words such as "may," "will," "would," "should," "could," "expect," "aim," "anticipate," "believe," "estimate," "intend," "plan," "predict," "project," "seek," "potential," "opportunities," and other similar expressions and the negatives of such expressions. However, not all forward-looking statements contain these words. The forward-looking statements contained in this fact sheet include, but are not limited to, statements regarding the estimated or anticipated future results of Primo Brands following the merger (the "Transaction") of Primo Water Corporation ("Primo Water") and an affiliate of BlueTriton Brands, Inc. ("BlueTriton"), the anticipated benefits of the Transaction, and other statements that are not historical facts. The forward-looking statements are based on Primo Brands' current expectations, plans and estimates. Primo Brands believes these assumptions to be reasonable, but there is no assurance that they will prove to be accurate. Factors that could cause actual results to differ materially from those described in this fact sheet include, among others: (i) risks relating to the integration of Primo Water and BlueTriton's operations, products and employees into Primo Brands and the possibility that the estimated synergies and other benefits of the Transaction will not be realized or that they will not be realized within the expected timeframe, (ii) risks relating to the combined business of Primo Brands and the industries in which it operates following the Transaction, (iii) the risk of any litigation relating to the Transaction, (iv) the risk that the Transaction could have an adverse effect on the ability of Primo Brands to retain and hire key personnel, and (v) potential adverse reactions or changes to business relationships resulting from the completion of the Transaction. The foregoing list of factors is not exhaustive. You should carefully consider the foregoing factors and the other risks and uncertainties described in the "Risk Factors" section of the management information circular and proxy statement on Schedule 14A filed by Primo Water on October 7, 2024 and other documents filed by Primo Brands from time to time with the U.S. Securities and Exchange Commission. These filings identify and address other important risks and uncertainties that could cause actual events and results to differ materially from those contained in the forward-looking statements. Readers are cautioned not to place undue reliance on any forward-looking statements, which speak only as of the date hereof. Primo Brands does not undertake to update or revise any of these statements considering new information or future events, except as expressly required by applicable law.