



CADDO MOUNTAIN SPRING WATER, LLC  
== Mountain Sourced Water is the Best!™ ==

<http://www.caddomountainspringwater.com>

# OUR MISSION

To bring about water change education via “Content Marketing”.

Solve the industry issue -sourcing quality, sustainable all natural drinking water.



Availability of quality drinking water is rapidly declining.



Water resources are quickly being depleted, contaminated.



Caddo Mountain's water has been 3<sup>rd</sup> party tested & found to have the best quality!



Our water source has been 3<sup>rd</sup> party studied/ documented as high producing & sustainable!

# ABOUT US:

Caddo Mountain Spring Water  
“Caddo” was created to market its  
proprietary, highest quality all-  
natural spring & artesian water.

*We are an Eco-friendly firm - will be  
the 1<sup>st</sup> water to be bottled by the  
power of the Sun! Sustainability is  
important to us!*

*Medical research shows the natural  
components of our water have  
performance, health & longevity  
characteristics!*



Arkansas Educational Television Network (AETN)  
Business Segment Programing Video – mixed with Caddo  
Drone Shoot. See more about us at:  
<http://caddomountainspringwater.com/video/>

## CONTACT US :



[bdavidson@mountainsourcedwater.com](mailto:bdavidson@mountainsourcedwater.com)





# MEET OUR TEAM



# MEET OUR LEADERS



**Barry  
Davidson**  
**CEO**

**Founder** - >25 years of  
CEO, Marketing-  
Management roles in  
successful Start-ups & Large  
Companies



**Mike  
Boswell**  
**CFO**

**Co-founder** - CPA with >30  
years experience in High-  
End Finance, Accounting &  
CEO Positions

# MEET OUR ADVISORY BOARD SHAREHOLDERS



**Dr. Craig G. Rennie,  
Ph.D. Finance  
Garrison Financial  
Institute / Associate  
Professor of Finance**

Craig has been helping people in the financial area for >18 years. He is a leader/creator of the Global Financial Markets Trading Center-Walton College of Business-University of Arkansas & in the Energy Finance intercollegiate initiative; teaching oil, gas & electricity risk management.



**Dr. James K. Hendren,  
Ph.D. Physics**

James has >30 years business experience including CEO & Chairman of Arkansas Systems, Inc., a global EFT FinTech Co. He works primarily with Start-Up Tech. He is Board Member, Chairman/investor in several projects in addition to his consultant & government relations work.



**Patrick H. Hays, Esq**

Pat was Mayor of North Little Rock, AR for 24 years - retired without seeking another term. His Mayoral position was the largest in AR overseeing >\$200 million annual budget. He has strong legal skills to match his Public Affairs, Nonprofits, Government, Emergency Management and Event Management abilities. He is an ESG Advocate and was responsible for the largest economic development in his City's history.



**Dr. Robert S. Reis,  
Ph.D. Genetics  
Professor**

Robert is a Professor at the University of Arkansas - Medical Sciences (UAMS) & a Senior Research Career Scientist at the Veterans Administration Medical Center in Little Rock, AR. He has been in these areas for 38 years. He is currently at the UAMS Center for the Study on Aging.



**William H. Willis  
Willis Mineral Resources  
Consulting LLC**

William has 36 yrs. mineral mgmt./ consulting experience as a professional geologist. Including the top position - Southern Minerals, Weyerhaeuser Co. where he managed their 7.1 million acre mineral estate. He is Vice-Chairman AR Geological Survey & a Certified



**Dr. Wayne Y. Lee,  
Ph.D. Finance  
Garrison Financial  
Institute/Professor  
of Finance**

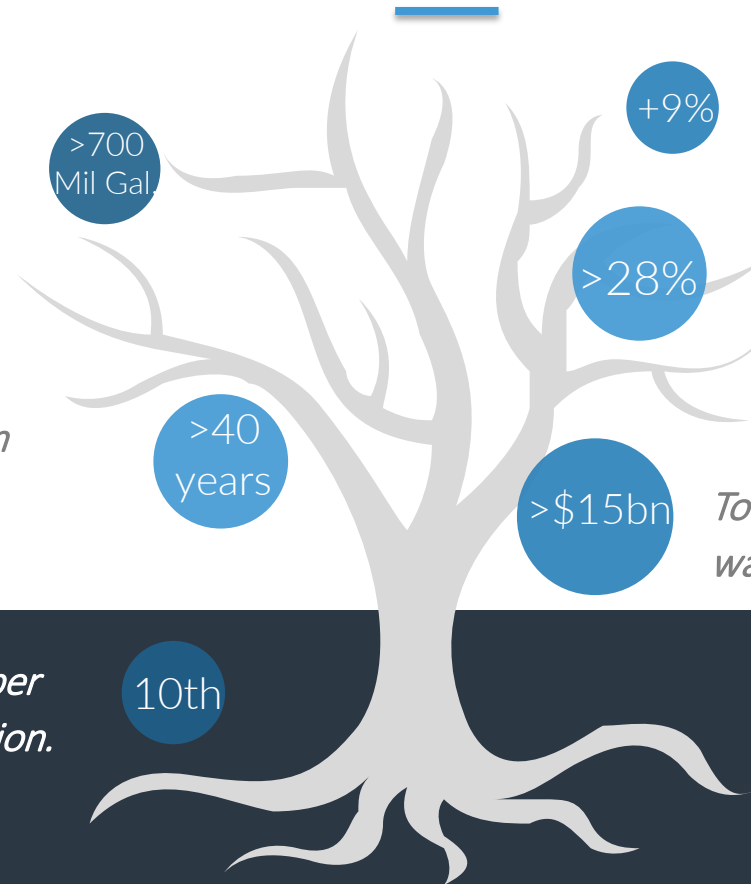
Wayne is the Founder/ Executive Director - Garrison Financial Institute at the Sam M. Walton College of Business - University of Arkansas. He currently holds both the Garrison and Alice L. Walton Chair of Finance at the Walton School.

# The Bottled Water Market is Robust!

*Growth in Annual  
US consumption of  
bottled water*

*Continuously  
increasing trend in  
US market  
consumption!*

*US ranks 10<sup>th</sup> in per  
capita consumption.*



*Annual growth rate for the  
single-serve segment of bottled  
water (67% of the market)*

*Increase in Premium  
Prices - past 3 years; NO  
CAP expected!*

*Total annual US bottled  
water sales*

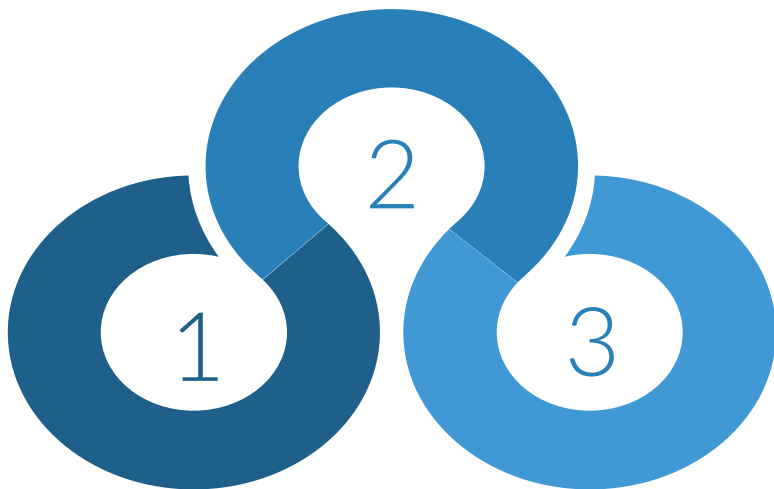


# “The Water Problems”

Problem 1 – TAP Water Contamination

Problem 2 - Depletion

Problem 3 – Growing Contamination



One: US Municipal tap water is a health risk!  
The EPA researchers estimate >19 million Americans get sick annually from it.

Two: Quality water sources are being depleted!  
Depletion from Industrial, Agriculture and Urban use is outstripping aquifer replenishment!

Three: Contamination is Growing!

1. Industrial - Oil & Gas Fracking, Petro Chemicals, Metals & Mining
2. Agricultural Production - Growing & Processing
3. Urban - Waste Water Treatment & Disposal

# “The Bottled Water Market Problem”

Sourcing quality, sustainable-renewable & protected natural drinking water in abundance is problematic. It is an industry “Barrier-to-Entry”.

Sourcing water from distant & exotic locations with large carbon footprints – Fiji, France & Iceland - is forcing dramatic cost increases due to the transportation cost of water.



Many bottled water producers are simply filtering tap water & marketing it as “Purified.” “Purified” water is a marketing play on words. It is impractical to filter out all the bad contaminants in water including - arsenic, fluoride & nitrates.

There is No “Standard of Identity” for “Purified” bottled water – you don’t know where it comes from nor what is in it! It does not follow “Blockchain” business logic.

# The Caddo Solution

## Highest Quality

The quality of our water has been independently lab tested & found to be the best on the planet.

## Abundant and Renewable

Our water source is abundant & sustainable (>630 mil gallons yr.) with a great legacy story. Legacies create a uniqueness and natural brand following.

## Protected and well located

Our Caddo owned water source is centrally located in the US. Protected by US National Forest Lands.

## Eco-sensitive

We are at the forefront of the market sector as an Eco-Sensitive company with the 1<sup>st</sup> water in the world bottled by power of the Sun (via a Renewable Energy Grant from the USDA). The USDA's underwriting is a tough standard including all Stakeholders!



ND - None Detected; Color Codes are based - FDA, EPA, CA Health Dept. & WHO Drinking Water Standards (Yellow generally Non-toxic)

# Caddo - a Model Steward of the Environment

*Sustainability is Important to us!*

**A Low Carbon Footprint moving to a No Carbon Footprint**

The Arkansas Natural Resources Commission has approved Caddo's source water use as sustainable.

Caddo will not only use renewable energy to power its operations, but it will also supply energy to the Public.

Caddo supports recycling via bottle deposit "taxes" and will use recyclables for labels & packaging.

Caddo will utilize intermodal transport among others in the transportation of its water - another reduction in our carbon footprint

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# Caddo Sustainable-Renewable Energy

*A Caddo Marketing & Operating Attribute*





# Our Core Consumer



# Inside the Mind of our Core Consumer



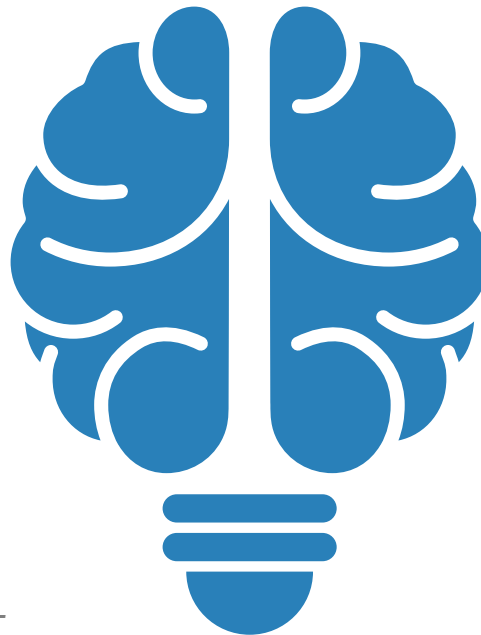
Our Targeted Consumer is *Smart*

*Health awareness, purity of the product, eco concerns & corporate integrity are major purchase drivers*



Cares about *Environmental Stewardship*

*Caddo Mountain will be low-carbon footprint – moving to a no-carbon footprint .*



Packaging and Quality are key



*Our pristine water will be packaged in a simple, but attractive bottle that is eco friendly using recycled materials*

Shop at Premium Retailers or Others



*Natural foods/gourmet retailers, succeed by supplying quality, uncontaminated natural products to consumers. Caddo's is a Super Natural Food, Gourmet product!*

# Competitor Analysis





# Competitors Product Analysis (Product Differentiation)

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	<i>Caddo</i>	Fiji	Evian	Voss	MVSW	CG Roxane	Nestle
Water Quality	<input checked="" type="checkbox"/>						
Single Sourced	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			
Sustainable Source	<input checked="" type="checkbox"/>	?	?	<input checked="" type="checkbox"/>	?	?	
Health Claims Backed by Science	<input checked="" type="checkbox"/>						
Protected Source	<input checked="" type="checkbox"/>	?	<input checked="" type="checkbox"/>	?	?		
Pristine Water Source (Great Legacy/Marketing Story)	<input checked="" type="checkbox"/>	?	<input checked="" type="checkbox"/>	?	?	?	
Eco-Friendly Carbon Footprint (Future Eco Award Winner)	<input checked="" type="checkbox"/>						
American Owned	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>					

# The Opportunity



# Caddo Capital Raise

Senior Debt	To-Be-Determined
Equity Investment	To-Be-Determined
AEDC Community Development Block Grant “Loan”	\$500,000
USDA Solar - Renewable Energy for America Program “REAP” Grant	>\$240,000

Caddo Mountain Spring Water, LLC is seeking to complete its **financing**. *Additional equity raise is in return for 40% ownership in the firm.*

**Exit Strategy** is to sell the Company in the 6<sup>th</sup> year of operation or IPO. An **EBITDA projection in year 5 of operation with a 7X multiple gives the enterprise value. The additional 40% equity equates to value of a return projected easily >10X.** **Please note:** Mountain Valley Spring Water located in Mountain Valley, Arkansas sold in late 2018 to Cott Beverages (now DS Services) at a reported 9.5X EBITDA multiple with an 8.5X return to investors in less than 4 years. Nestle’ sold their portfolio of US regional branded bottled waters for some >1 \$billion per brand. All of Nestle’ brands were of inferior water quality containing nitrates et al and all sourced water from multiple locations.

Note: Projected returns don’t include all anticipated Arkansas Economic Development Commission “AEDC” economic incentives of >\$1,000,000 nor all Solar System benefits nor other anticipated additional governmental incentives. There is no accounting for our Caddo water tract valued in-house at >\$12,750,000. **Please note:** Mountain Valley Spring Water was carrying their substandard water quality tracts producing only some total 35 gallons per minute on their Balance Sheet at >\$6 million prior to the 2018 sale and before their last water tract acquisition at >\$1.4 million.

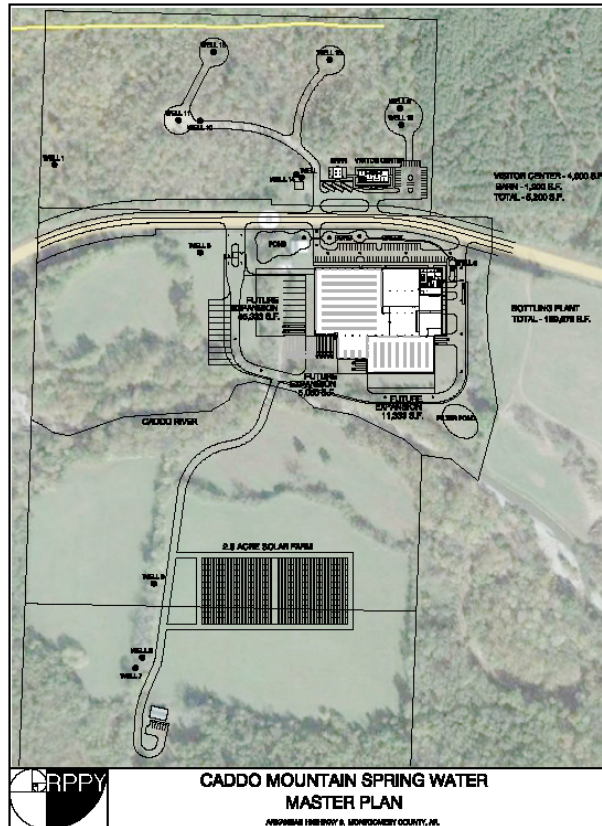
# Caddo Financial Overview

## Characterized By

- High Margin (>70%) selling into a robust marketplace
- Low Breakeven Environment (several hundred thousand gallons sales)
  - Business Model is highly Scalable
- More cases produced the lower our cost of production
  - We own our source water tract fee simple
- Operate in a Low-Cost pro-business environment State
- Produce from a central US location (several top 10 US bottled water consuming States and Cities are within 600 miles of our production as well as Mexico (number 1 per capita consuming country in the world)
  - Bottled @ the source

# Master Source Tract Site Plan

Bottling Plant initially @ 140,000 sq. feet expanding to >200,000 sq. feet





# Caddo Mountain Spring Water, LLC

## ("Caddo" or "Company")

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