**About Us**

• **Who We Are**

At ADAQUA, we’re reshaping the advertising landscape by merging sustainability with data-driven marketing. As a purpose-driven company, we focus on reducing environmental impact while providing brands with a powerful, eco-conscious platform. By using water cartons as the medium, we enable brands to connect with consumers in a tangible and meaningful way.

• **What is ADAQUA?**

ADAQUA offers an innovative, patent-pending advertising medium using sustainable water cartons. Our platform enables brands to deliver impactful, targeted messages while supporting global sustainability efforts. By aligning advertising with sustainable water consumption, brands associate themselves with eco-friendly practices, engaging consumers who care about the planet.

• **Mission & Vision**

Our mission is to create a sustainable advertising ecosystem that reduces environmental impact while driving brand engagement. We envision a future where brands not only achieve business goals but also promote sustainability, reflecting the values of eco-conscious consumers. Our vision is to lead the global shift towards environmentally friendly advertising solutions.

• **Our Impact**

ADAQUA is at the forefront of sustainable advertising, offering brands a unique way to promote their messages through eco-friendly water cartons. Each carton helps reduce plastic waste and lower carbon emissions while supporting ESG initiatives. Brands using ADAQUA not only reach their audience but actively contribute to a healthier planet.

**Technology**

• **Our AdTech Platform**

ADAQUA bridges the gap between the physical and digital worlds with our cutting-edge platform. Each eco-friendly water carton is embedded with a custom QR code, creating an immediate connection between the physical product and digital engagement. QR codes have proven to be highly effective at driving user interaction and conversions, leading consumers directly to interactive landing pages for real-time brand engagement. This simple yet powerful technology allows brands to engage customers meaningfully while gaining valuable insights into consumer behavior.

• **Benefits of Our Platform**

Our platform empowers advertisers to target their audience precisely while maintaining environmental responsibility. Real-time engagement data allows brands to optimize campaigns, enhance their strategies, and maximize ROI—all while upholding sustainable values.

• **For Advertisers**

Advertisers benefit not only from sustainable practices but also from the high conversion potential of QR codes embedded in every ADAQUA water carton. Our platform provides detailed reports on user behavior, giving brands a clear understanding of engagement levels and conversion rates, enabling smarter, data-driven marketing decisions.

• **For Distributors**

Distributors and venues that offer ADAQUA water cartons benefit from a new revenue stream while showcasing products that promote environmental responsibility. This eco-friendly alternative not only adds value to their operations but also enhances their reputation as sustainability leaders.

• **Data-Driven Insights**

Our platform’s real-time engagement metrics provide brands with actionable insights into their audience. By analyzing user behavior, brands can refine targeting strategies, improve campaign performance, and gain a competitive edge—all within a sustainable advertising model.

**Sustainability**

• **How We Are Sustainable**

Sustainability is the foundation of ADAQUA. Our recyclable water cartons are made from over 82% plant-based materials, including FSC-certified paper and Bonsucro-certified bioplastic caps sourced from sugarcane. By choosing ADAQUA, brands actively reduce plastic waste and carbon emissions, while delivering their message through eco-friendly packaging. Our cartons are certified by Carbon Trust, ensuring adherence to the highest environmental standards.

• **Commitment**

ADAQUA is dedicated to helping brands meet their ESG commitments by providing a sustainable advertising platform. Our practices support plastic and CO2 reduction, all while offering free water to consumers in recyclable cartons. This unique approach sets a new benchmark in environmentally conscious advertising, ensuring brands can promote their message while helping to build a healthier planet.