

clearwater

WELLNESS CO.

CLEARWATER ICE BATHS

THE WORLD'S FIRST THERMOELECTRIC COLD PLUNGE SYSTEM

INVESTOR PRESENTATION
OCTOBER 2025

All numbers in USD

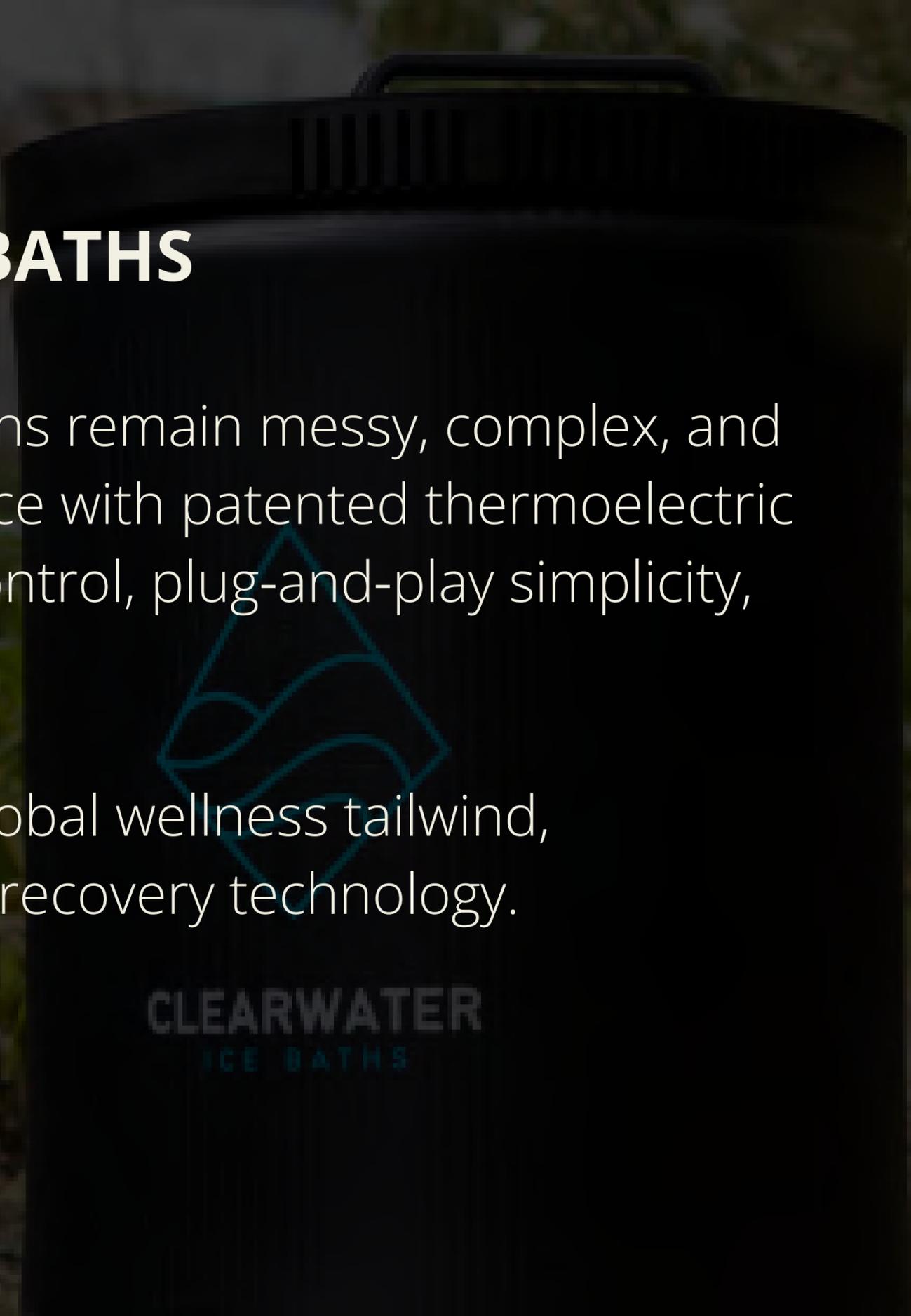


INTRODUCING: CLEARWATER ICE BATHS

Cold water therapy is booming, yet most options remain messy, complex, and outdated. Clearwater transforms the experience with patented thermoelectric technology - delivering precise temperature control, plug-and-play simplicity, and a smaller environmental footprint.

Backed by early traction and a US\$50 billion global wellness tailwind, Clearwater is poised to lead a new category in recovery technology.

***PATENTED LID TECHNOLOGY**



CLEARWATER
ICE BATHS

Executive Summary

PRODUCT & TRACTION

- World's first thermoelectric ice bath lid (1.5 °C - 40 °C).
- No ice, no chiller, no plumbing - compact, plug-and-play.
- Eco-friendly, low-cost, app-controlled
- Massive market tailwinds: \$50B USA wellness market; strong demand in AUS, EU, and Canada
- Early traction: 500 Indiegogo units (\$500K), 10K+ waitlist, 33:1 ROAS

ECONOMICS & GROWTH STRATEGY

- MSRP in AUD: \$4,020 (Tub + SnowCap Lid)
- 65% GP per Unit at scale
- Go-to-Market:
 - DTC launch (Nov 2025): influencers, digital ads, PR, guerrilla.
 - Retail & B2B (2026): gyms, wellness clubs, boutique retail.
 - Licensing & white-label (2026+)
- Forecast 2026: US\$2.73M revenue, US\$1.76M GP, US\$0.63M EBITDA
- Forecast 2027: US\$13.33M revenue, US\$8.39M GP, US\$4.75M EBITDA

FINANCIALS

- Raise: US\$1.2M (AU\$1.84M) via convertible note (cap \$6M, 7% interest, 20% discount)
- Use of Funds (in US\$)
 - \$325K – Tooling (Oct 2025).
 - \$550K – First manufacturing run.
 - \$100K – Brand marketing (Nov 2025–Feb 2026).
 - \$125K – Operating capital
- Runway: 6 months to break-even
- Profitability: Targeted by April 2026

All numbers in USD

A man in athletic wear is leaning over a large, black, cylindrical ice bath system. The system has a lid that is slightly ajar, and the man appears to be interacting with it. The background is a dark, solid color.

THE WORLDS FIRST THERMOELECTRIC ICE BATH SYSTEM

clearwater
WELLNESS CO.

*PATENTED LID TECHNOLOGY

The Innovation

01 Thermoelectric Cooling

The magic is in the SnowCap lid - using solid state thermoelectric components enables precise temperature control anywhere between 1.5°C (35°F) up to 40°C (104°F).

02 Patented Techology

The concept of a functional lid has Pending International Patent Applications across 158 countries, valid until August 2026.

03 The Ecomonical Option

Running costs are the same as that of a household fridge.

04 The Total Wellness Option

App controlled for a more holistic personal wellness journey.

05 The Environmental Option

More environmentally friendly by avoiding the toxic refrigerant gases commonly used in standard chillers.



Twelve months ago I looked at cold water therapy only for muscle recovery. Then, Through a high-stress period, I needed an edge, and cold water therapy became my super-power.

DR MATTHEW GUEST

Founder

clearwater
WELLNESS CO.



**WE ACHIEVED
US\$500,000
OF PRESALES IN
OUR FIRST 8 WEEKS**

@ A ROAS OF 33:1

Why Clearwater is Unlike Any Other Ice Baths



Traditional Ice Baths / Chillers

Clearwater SnowCap

Requires constant ice or bulky external chiller

Cooling & Heating

No ice, no chiller - thermoelectric lid does it all

Limited range (mostly cold only)

Versatility

1.5 °C to 40 °C - cold plunge & heat therapy in one

Needs plumbing, installation, or large equipment

Setup & Installation

Plug-and-play - self-contained, no setup hassle

Manual chemical treatment or basic filtration

Water Quality

Built-in UVC +particle filter for clean, clear water

Manual dials or basic controls

Control & Experience

Smart app control - set temps, schedule, track usage

Compressors & moving parts = more maintenance

Reliability

Compact, solid-state, reliable with fewer moving parts

Our Mission

clearwater
WELLNESS CO.

To **revolutionise cold water therapy**, making it accessible and enjoyable for everyone, anywhere, anytime. With our innovative patented lid technology, we set new standards in efficiency, functionality, and aesthetics.

We are committed to enhancing well-being and empowering individuals to achieve optimal health through the transformative power of cold water therapy.

Products

- **Range of Tubs**
 - Insulated Drop Stich Tub
 - Wooden Tub *
 - Industrial Steel Tub *
- **The SnowCap**
 - Easy control via the app
 - Energy-efficient
 - Crystal clear water
 - Inbuilt UVC filtration
- **Community / Academy ***
- **Saunas ***

* Denotes coming in mid 2026



Business Model

Our business model centres around three major revenue streams.

01 DTC Market Leadership

We're focused on rapid growth in the booming at-home wellness market, where most cold water therapy options remain unattractive, inconvenient, and inconsistent. Our state-of-the-art, self-chilling ice baths deliver customizable, year-round performance in a sleek, space-saving design. The SnowCap sets the standard for quality and value, with scalable affiliate marketing driving adoption.

Our **five target personas** include:

- Current cold plunge users seeking superior equipment
- **Athletes**
- Biohackers, Active Agers and Longevity enthusiasts
- Busy professionals wanting science-backed recovery
- Female wellness/self-care market



Business Model

Our business model centres around three major revenue streams.



02 Retail + B2B

We're focused on equipping gyms, spas, sports teams, and distributors with advanced ice baths designed for performance, durability, and hygiene - including UVC filtration. Built for professional use, our products and pricing model support distributor profitability while unlocking exclusive white space opportunities.

03 Licensing

We aim to license our patented technology to leading manufacturers in markets we wouldn't otherwise enter. Active partnerships in development with companies in Japan and South America will position SnowCap as the industry standard and accelerate our global expansion through strategic alliances.

Product Economics

- **MSRP:**
\$3,950 (Tub + SnowCap Lid)
- **GP per unit (inc CAC):**
\$2,613 (65%)
- **Manufacturing:**
\$800 (SnowCap + Tub)
- **Shipping and Logistics:**
\$180
- **Marketing CAC:**
\$150
- **Tarrifs:**
\$277



All numbers in USD

Target Markets



USA: This is our primary market due to its unmatched scale and early adoption opportunity, reflected by our pre-sales originating predominantly from this region. 70 million health-conscious consumers spend upwards of \$50 billion annually on wellness products.



Australia: With over 80% of Australian adults actively engaging in fitness and wellness activities and a \$6 billion wellness industry, Australia's already advanced adoption of recovery technologies makes it an ideal gateway into the Asia-Pacific region. Further strengthened by strong presale interest from this region.

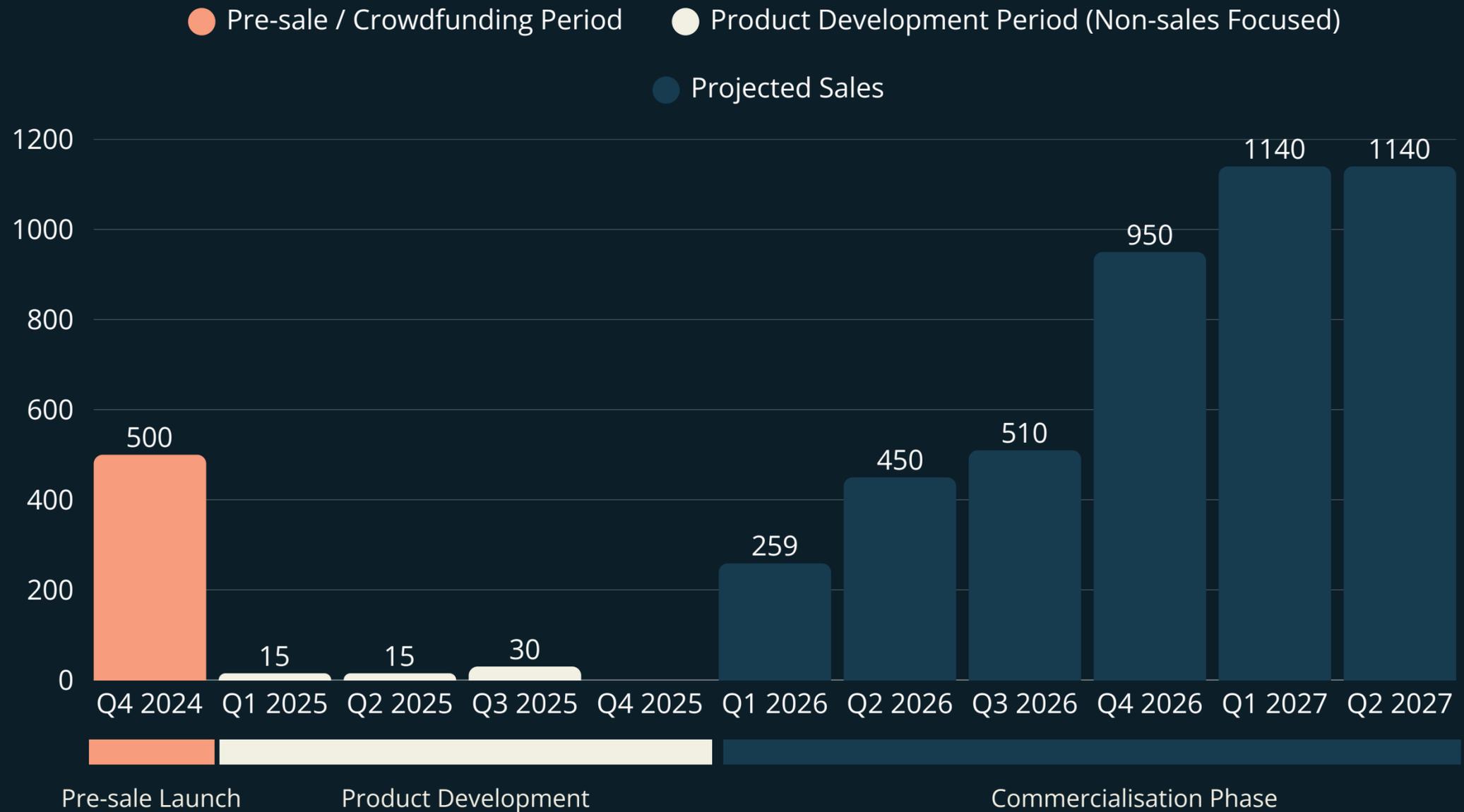


Europe: Europe's mature wellness economy accounts for over 12% of global health expenditure and 30% of the global cold plunge sales. Its diverse high-income markets with a combined population exceeding 500 million position it as a prime region for premium, boutique-led growth. We have yielded significant interest from this region.



Canada: Canada's high disposable income, with a GDP per capita of around \$50,000, and a growing wellness sector representing approximately 5% of its GDP, make it an ideal environment for premium wellness innovation.

Forecast: Units



Key Sale Periods:

Jun - Sep: American + European Summer
Nov - Feb: Australian Summer

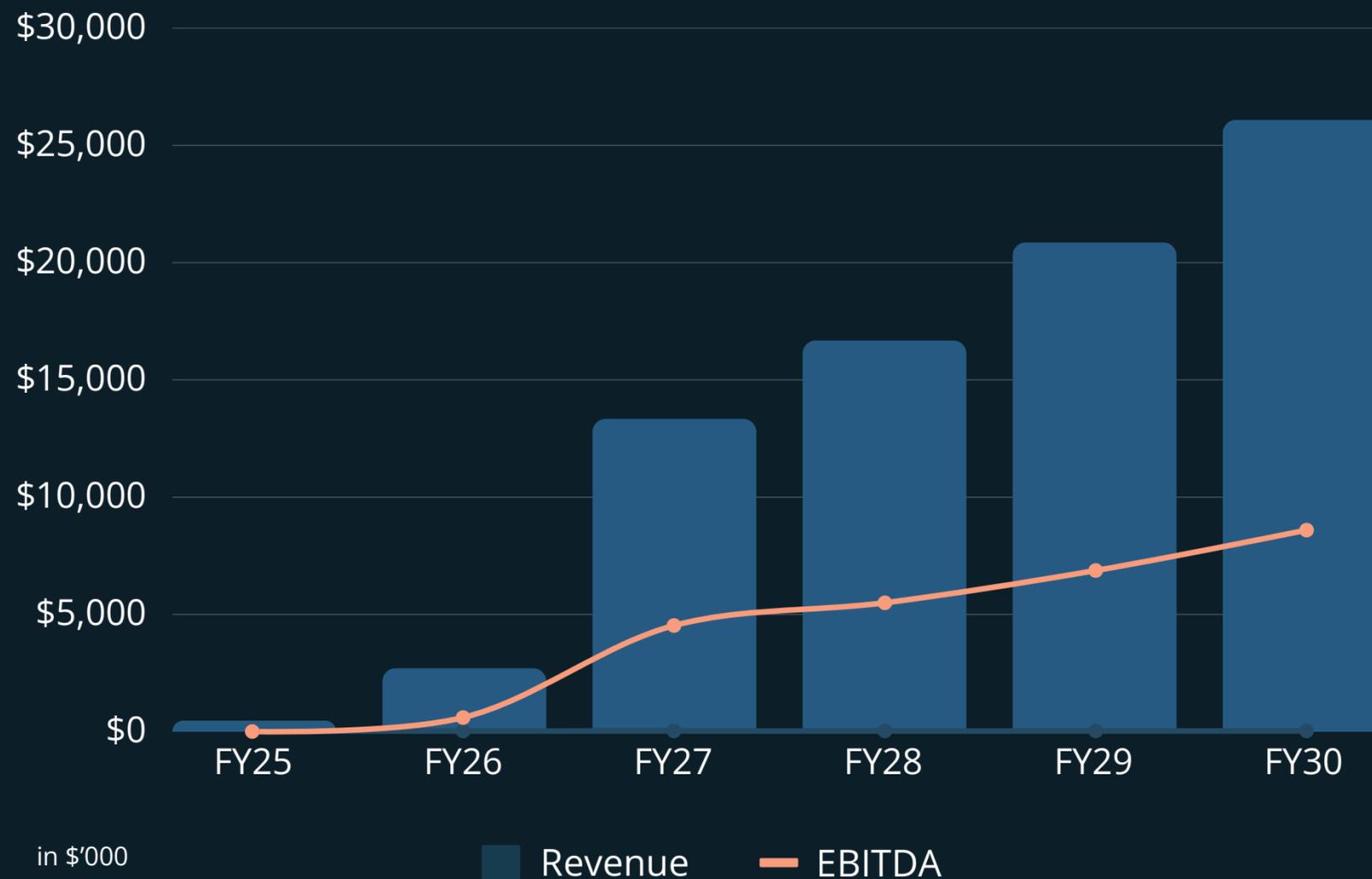
Strategic seasonality has been budgeted to align production, marketing, and cash flow with peak demand periods.

% of Market Share

FY26: 0.3%
2027: 1.6%

Forecast: 4-Year Financial Performance

Revenue and EBITDA growth (in US\$'000)



Generating **US\$500k in the first 8 weeks of pre-sale activity** provides a strong market signal

- FY25 foundational year: ~\$471K revenue, 20 influencer units seeded, 10K waitlist conversion.
- Marketing investment to drive brand awareness and sales velocity.

During FY2026 we are targeting:

- **\$2.7M+ in REV**
- **\$1.7M of GP (65%)**
- **\$629K EBITDA (23%)**

All numbers in USD

Founding Team



Max Chapman

Product and Engineering

An accomplished silicon valley mechanical and product engineer who brings design expertise to the team. Max is inspired by the prospect of being involved in the team that changes the status quo for engineering standards on ice bath design on a global scale.



Laynton Allan

Business and Strategy

Our founder with the business experience navigates and drives the strategy. An exited entrepreneur whose business career kicked off with a memorable Shark Tank experience. Layts is excited by the prospect of global scalability with a category-disruptive e-commerce product.



Dr. Matthew Guest

Innovation and Growth

Matt is the driving force behind our momentum. A critical care doctor and former Olympian, he brings high performance and creativity to everything we do. Passionate about transforming the ice bath experience, Matt is committed to delivering better outcomes for people worldwide.

Development Roadmap

PRODUCT DEVELOPMENT

Product Design, Global Patent, Establish Manufacturing Partnership

December 2023 - July 2025



ESTABLISH MARKET APPETITE

Pre-sell 500 units on Indiegogo, and establish business baselines.

October 2024



LAUNCH + SCALE

Scale into identified markets - USA and AUS. Obtaining .3% of the market share in FY26 and 1.6% of the market share in FY27.

November 2025 - December 2026



NPD

SnowCap V2
Build / Monetize Community. Establish Strategic Licensing Partnerships.

January 2026 - December 2026



Convertible Note

Raising US\$1.2M (A\$1.84M) via Convertible Note to deliver our first production run and launch a scaled sales and marketing push - turning pre-orders and organic demand into an engine for growth.

325K

TOOLING



550K

1ST MANUFACTURING RUN



100K

MARKETING & BRAND GROWTH



125K

OPERATIONAL CAPITAL



This round funds the transition from pre-sales to full-scale production, targeting EBITDA positive within FY26.

Convertible Note Terms

- Min 50k investment
- 24-month maturity
- 7% annual interest
- AUD \$6m (US\$3.9M) valuation cap
- 20% discount

Noteworthy

- 01** Early investor interest from key industry and sports figures signals strong market confidence.
- 02** We're prioritising execution over drawn-out fundraising, which is why this round is capped at a modest US\$3.9M valuation - with a clear path to \$30M by 2027.

All numbers in USD

Why Now / The Opportunity



The cold-water recovery market is booming globally, yet legacy solutions remain bulky, expensive, and outdated.

Clearwater has proven demand (U\$500K pre-sales in 8 weeks) and is now scaling with a technology that's cleaner, quieter, and smarter.

Backed by patented solid-state cooling tech, high margins, and repeat purchase potential through consumables and accessories.

Clearwater is targeting up to 1.8% share of the USD 870 million global ice-bath market (8.3% CAGR) by FY28 - underpinned by proven demand, scalable manufacturing, and high-margin unit economics.

With production funded and brand momentum building, this is a rare chance to own the category before it goes mainstream.



Join us in redefining recovery
- one ice bath at a time.

For investment opportunities:
Contact:
laynton@clearwatericebaths.com