



The AquaGenus

Mission, Values, and Principles

The Latin translation of AquaGenus means the "origin of water". The scientifically advanced hydration product that AquaGenus developed is a category-creating product that optimally nourishes and hydrates the human body. AquaGenus realizes that the success of the brand must be built on a solid foundation: the qualities of the Company's products and the positive experiences and demand from thousands of independent consumers.

There is nothing more important than proper hydration in achieving total wellness. AquaGenus is the hydration wellness company of the future.

MISSION:

AquaGenus is a leader in Health & Wellness and Sports Hydration products. The company's mission is to develop and improve continually the products and services to meet customers' needs, thus allowing AquaGenus to prosper as a business and to provide an excellent return for stockholders, the owners of the business.

The company pledges to use its unique position to provide unmatched excellence that will be a continuing source of pride for the shareholders, employees, partners, and customers.

VALUES:

How the company accomplishes its mission is as important as the mission itself. Fundamental to success for the company are these basic values:

- **People:** People are the source of the company's strength. They provide the corporate intelligence and determine the company's reputation and vitality. Involvement and teamwork are our core human values. Therefore, the Company will:
 - Seek to hire, train, and retain highly talented people.
 - Promote an atmosphere where hard work and creativity are rewarded.
 - Build leaders by developing opportunities for growth.
 - Share the vision and encourage the initiate for employees to meet customers' needs.
- **Products:** The products are the end result of the Company's efforts, and they should be the best in serving customers' needs. As the products are viewed, so is the Company viewed. Therefore, the Company will:
 - Value customers' feedback, and look for opportunities to implement their ideas into the products.
 - Continually search for ways to improve the product line to meet expectations of customers and shareholders.
 - Create new products that meet consumer's needs.





- **Profits:** Profits are the ultimate measure of how efficiently the Company provides customers with the best products for their needs. Profits are required to survive and grow. Therefore, the Company will:
 - Focus on developing efficiency in the production process.
 - Look for creative ways to enhance productivity in operations to keep unit costs low.
 - Cut waste from all areas of the Company to maximize profits.

PRINCIPLES:

- **Quality comes first:** To achieve customer satisfaction, the quality of our products must be our number one priority.
- **Customers are the focus of everything we do:** Our work must be done with our customers in mind, providing better products and services than our competition.
- **Continuous improvement is essential to our success:** We must strive for excellence in everything we do; in our products—in their quality and qualities—and in our services, and our human relations, our competitiveness and our profitability.
- **Employee involvement is our way of life:** We are a team. We must treat each other with trust and respect.
- **Distributors and retailers are our partners:** The Company must maintain mutually beneficial relationships with distributors, retailers, and our other basic business associates.

