

PARTNERSHIP OPPORTUNITY WITH



WATER SHOP · MARKETPLACE

REVOLUTIONIZING THE WATER INDUSTRY TOGETHER



LAKE ECOSYSTEM

**The Amazon of
Responsible Water**



About LAKE

Swiss-based innovative company transforming the water industry by introducing a new distribution channel focused on quality, environmental sustainability, and economic inclusivity.

- ➔ **Mission:**
Build the world's largest network of "responsible" water sources.
- ➔ **Unique positioning:**
Combining the water industry with emerging technologies.
- ➔ **Launching in Q1 2025:**
LAKE's WaterShop (The Amazon of Responsible Water) for direct access to high-quality water from responsible sources from all over the world.



LAKE's Team



**Jean-Hugues
GAVARINI**

CEO / CO-FOUNDER



**Xavier
POUTEAU**

CBO / CO-FOUNDER



**Laetitia
BERTHET**

COO



**Aymar DE
TALHOUËT**

CFO



**Julien
GORON**

SUPPLY CHAIN MANAGER



**Sébastien
KVOT**

CLO / CO-FOUNDER

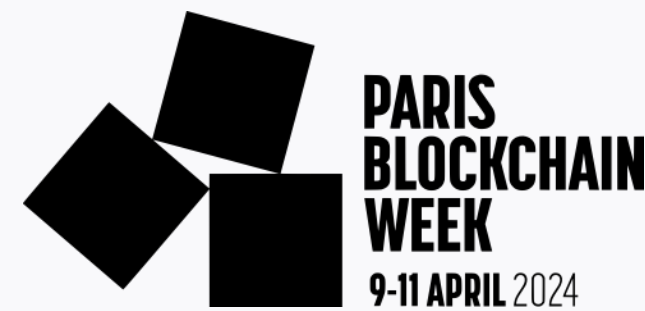


**Malick
DIAGNE**

HEAD OF LOGISTICS

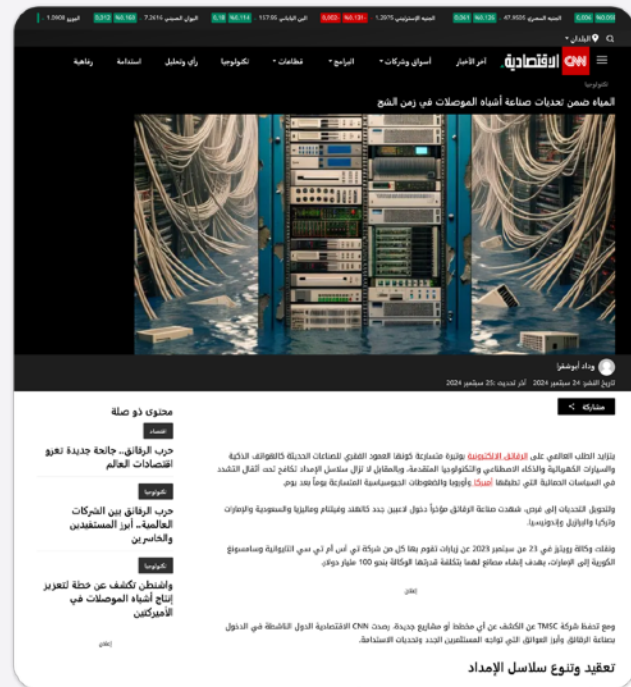
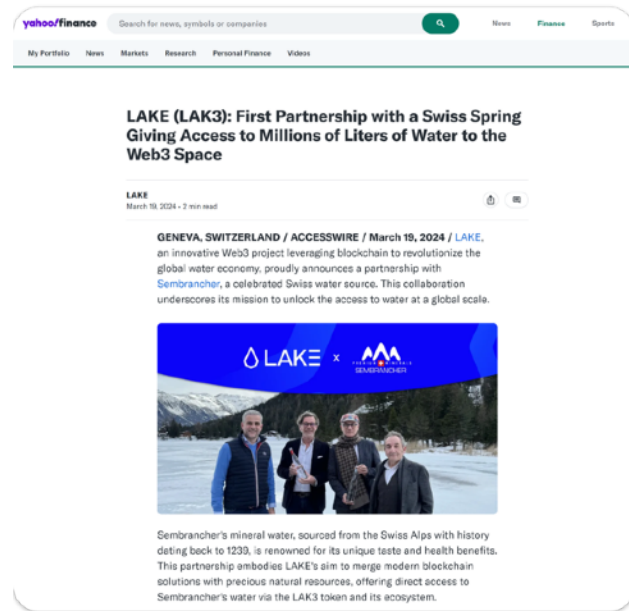


LAKE's Partners





Media Coverage

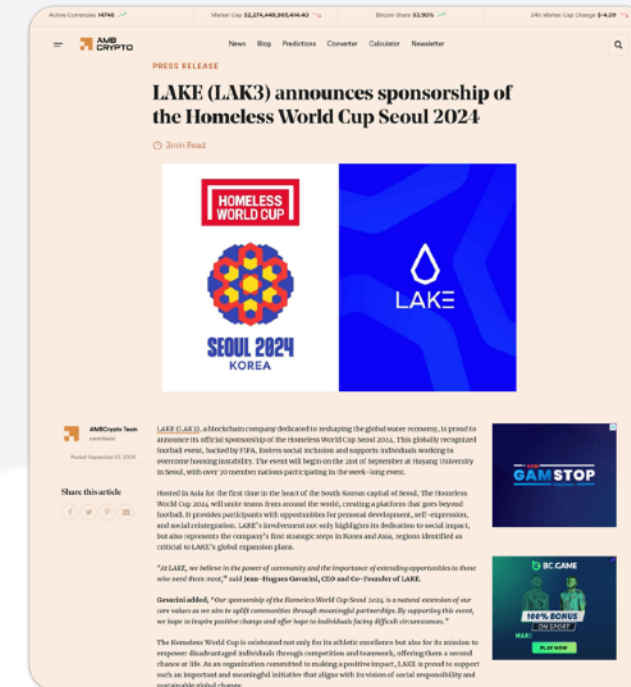
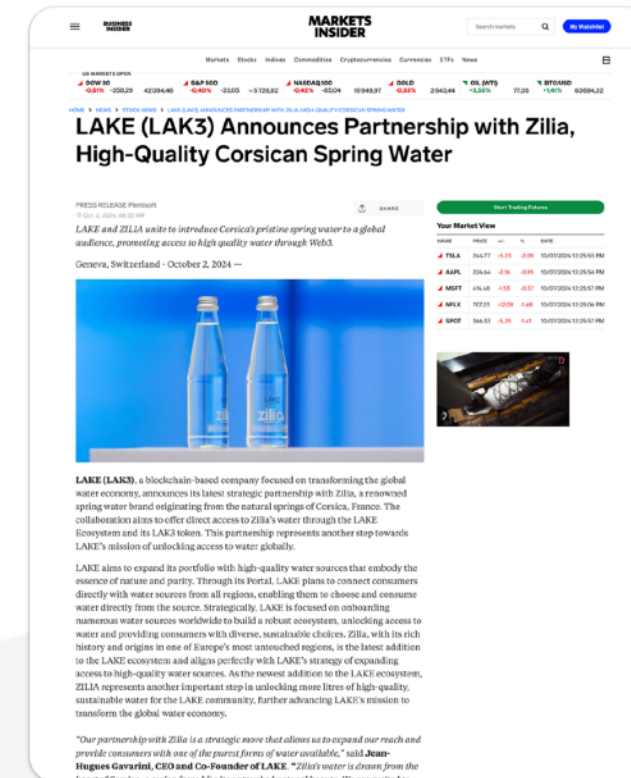
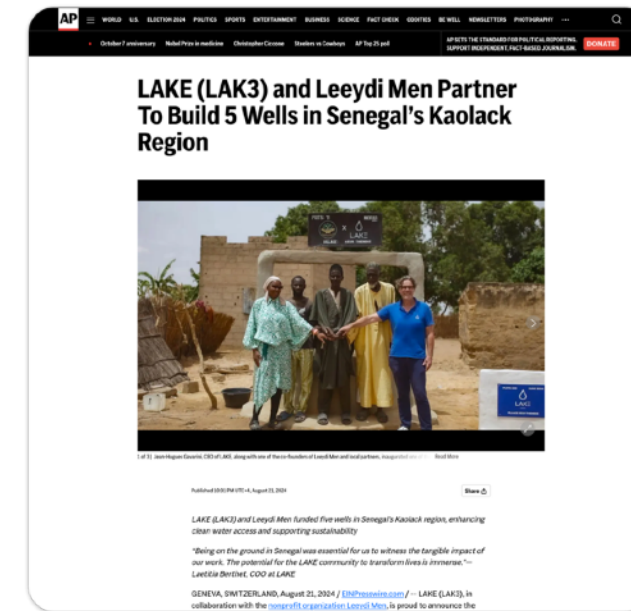


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BENZINGA





Benefits of Partnering with LAKE

1



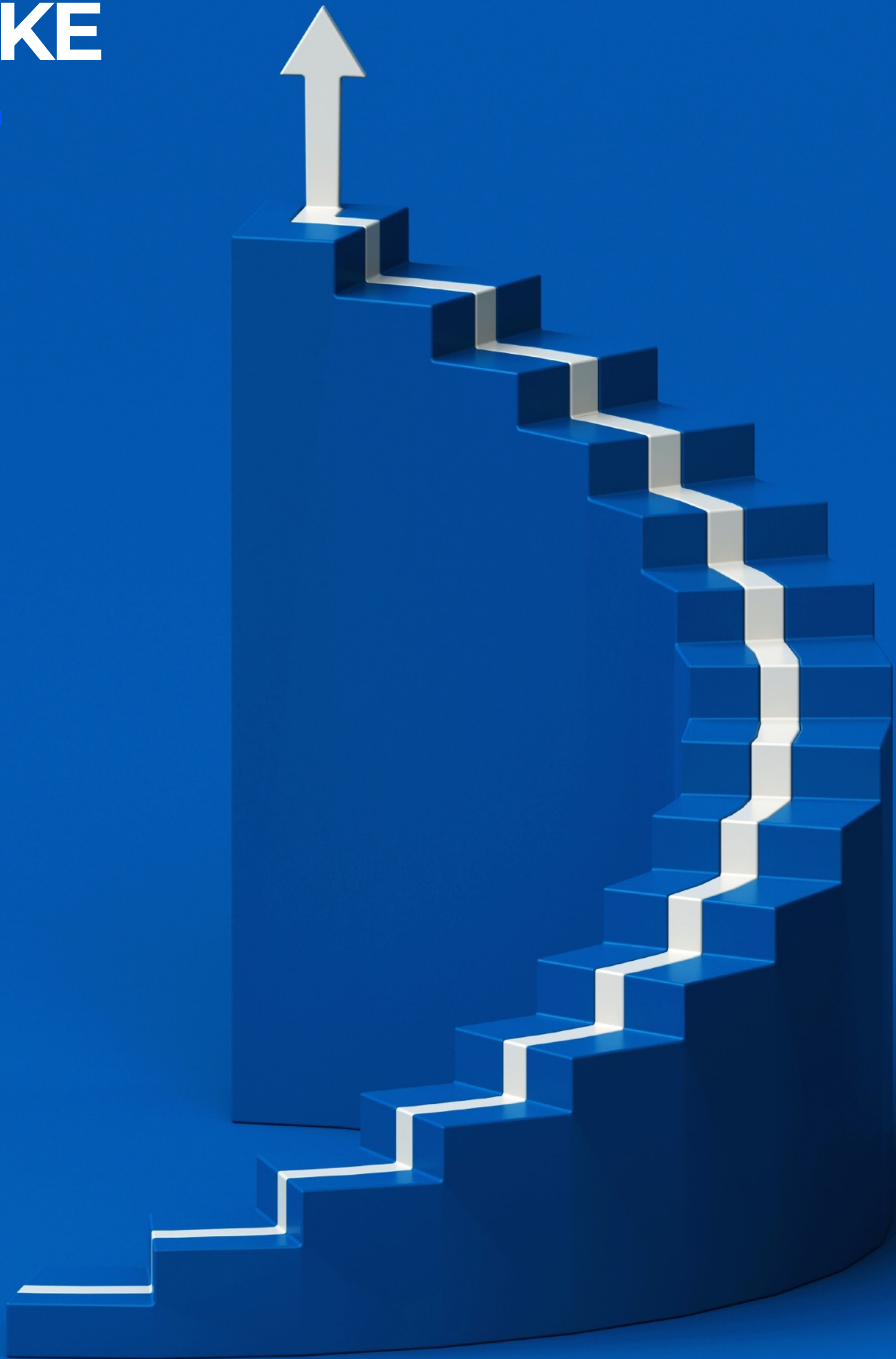
LAKE

- ➔ **No entry fees or commitment duration:**
Join our platform freely, without financial or temporal constraints.
- ➔ **Increased visibility:**
Your brand and source will be highlighted on a platform dedicated to water and aligned with your values.
- ➔ **Media promotion:**
A press release will publicly announce our partnership, enhancing your visibility.
- ➔ **International reach:**
Access a global audience through our community (+80K members), the promotion of your brand at global events, and international sales opportunities.
- ➔ **Guaranteed test order:**
We will place a test order to evaluate your product with our community.



Benefits of Partnering with LAKE

2



LAKE

- ➔ **A new regular client:**
After successful evaluation, LAKE will become a regular client with recurring wholesale orders.
- ➔ **Access to our B2B network:**
Your brand can be introduced to our partners and shareholders, including major corporations.
- ➔ **Simplified logistics:**
LAKE manages all logistics for B2C orders via our platform. Your responsibility is limited to ensuring our restocking in case of inventory shortages.
- ➔ **Funding for your development:**
Starting in late 2025, you will have access to crowdfunding opportunities via our platform to expand your infrastructure and business.



Shared Values & Sustainability Goals

- ➔ **Focus on environmental protection with alternative packaging solutions.**
- ➔ **Commitment to promoting clean, high-quality water sources.**
- ➔ **Collaborative ecosystem aligned with sustainability and community-driven impact.**

“ Together, we protect the planet's most vital resource. ”



How to Join Us?



[Book Your Introduction Call Now](#)

- 01 Introduction call:** Speak with one of our partnership managers to understand our vision and expectations.
- 02 Document submission:** Provide information about your company and water source (certificate of origin, biological analysis, etc.).
- 03 Validation and signing:** Once the documents are validated, you will receive the partnership contract to sign and return.
- 04 Marketing preparation:** Provide our marketing team with the necessary materials to promote your brand (logo, description, photos, etc.).
- 05 Public announcement:** LAKE will officially announce the partnership in the media via a press release and proceed with the test order.
- 06 Active collaboration:** You will officially join our innovative and international ecosystem dedicated to water.

CASE STUDY

LAKE × SEMBRANCHER



About SEMBRANCHER

A Swiss artesian source from the majestic wild and mountainous massif of Catogne — more than 240 million years old — located in the heart of the Swiss Alps chain, Sembrancher Mineral Water is a real invitation to naturalness and to quality.

In March 2024, Sembrancher joined the LAKE ecosystem through a strategic partnership. This collaboration embodies LAKE's aim to merge deep tech solutions with precious natural resources, offering direct access to Sembrancher's water via the LAKE ecosystem.





Official Announcement

LAKE (LAK3): First Partnership with a Swiss Spring Giving Access to Millions of Liters of Water to the Web3 Space

GENEVA, SWITZERLAND / ACCESSWIRE / March 19, 2024 / LAKE, an innovative Web3 project leveraging blockchain to revolutionize the global water economy, proudly announces a partnership with Sembrancher, a celebrated Swiss water source. This collaboration underscores its mission to unlock the access to water at a global scale.

Sembrancher's mineral water, sourced from the Swiss Alps with history dating back to 1239, is renowned for its unique taste and health benefits. This partnership embodies LAKE's aim to merge modern blockchain solutions with precious natural resources, offering direct access to Sembrancher's water via the LAK3 token and its ecosystem.

Jean-Hugues Gavarini, LAKE's CEO and Founder, highlights this collaboration as a milestone in advancing sustainable water solutions. "Our alliance with Sembrancher enriches our ecosystem, bridging technology and tradition to ensure community access to exceptional water."

The imminent release of the first "LAKE x Sembrancher" water bottle, branded as "The Water of Web3" will mark a tangible realization of our commitment to facilitating water access through our "Spring to Consumer" approach. This initiative is set to revolutionize the way we perceive and interact with water resources, seamlessly blending the necessity of water with the cutting-edge possibilities of blockchain technology.

LAKE's ecosystem encourages users to engage actively in the water economy, promoting water purchase, water provision ownership, and community-led decisions and actions. This union with Sembrancher underlines LAKE's groundbreaking strategy and its global impact potential.

LAKE

➔ **Press Release on [Yahoo Finance](#) Sembrancher officially joins the LAKE Ecosystem.**
 (Unique Monthly Visitors: 46,518,831 - Advertising Value Equivalency: \$430,299.19)



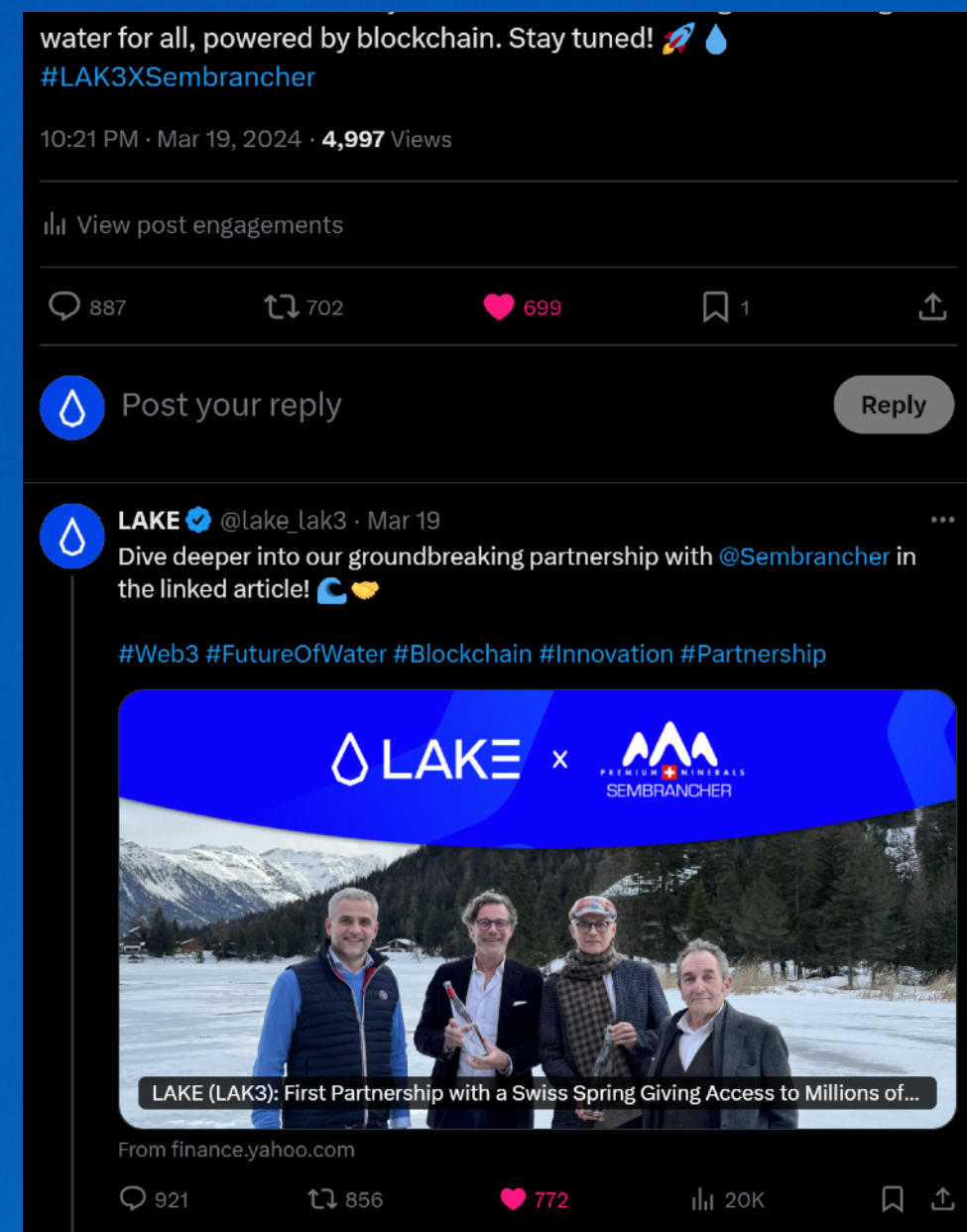
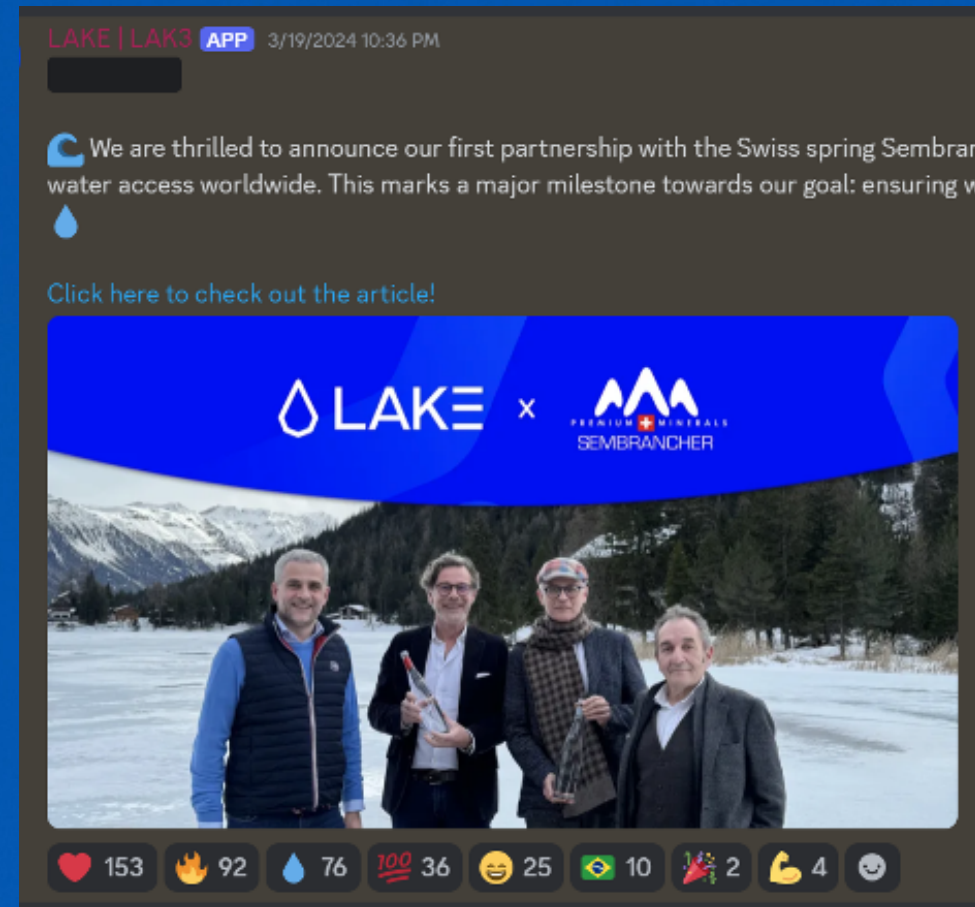
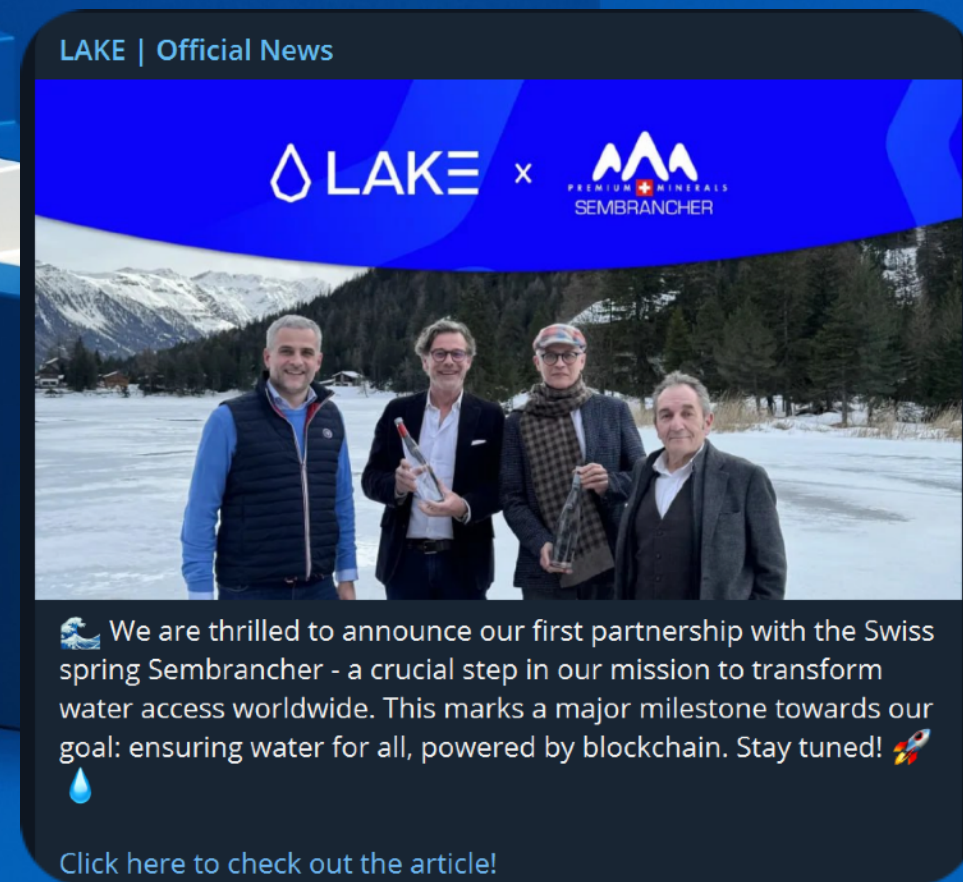
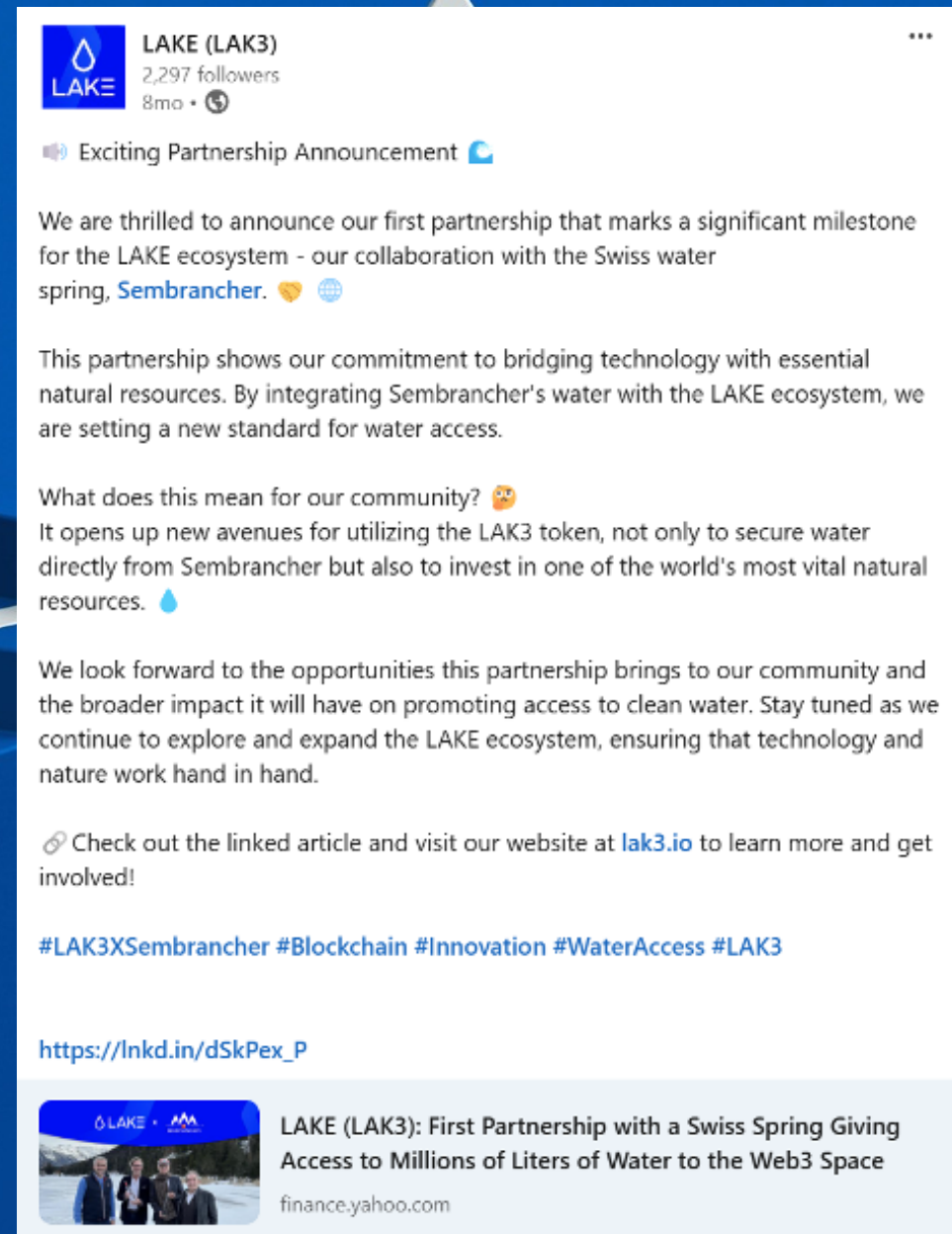
➔ **Reminder:**

**NO
ENTRY
FEE
IT'S FREE**

**NO
DURATION
COMMITMENT
STAY IF YOU LIKE IT**



Community Presentation



➔ **Social Media Announcement** to our +80K community members from all around the world.

➔ **Announcement Reach: +43K views**

- **Twitter/X: +25K views**
- **Discord: +15K views**
- **LinkedIn: +1K views**
- **Telegram: +2.3K views**



CO-BRANDING CONCEPT

(OPTIONAL)



→ **We took advantage of an event that occurred shortly after finalizing our partnership with Sembrancher to collaborate on a co-branded bottle, "Sembrancher x LAKE."** ←

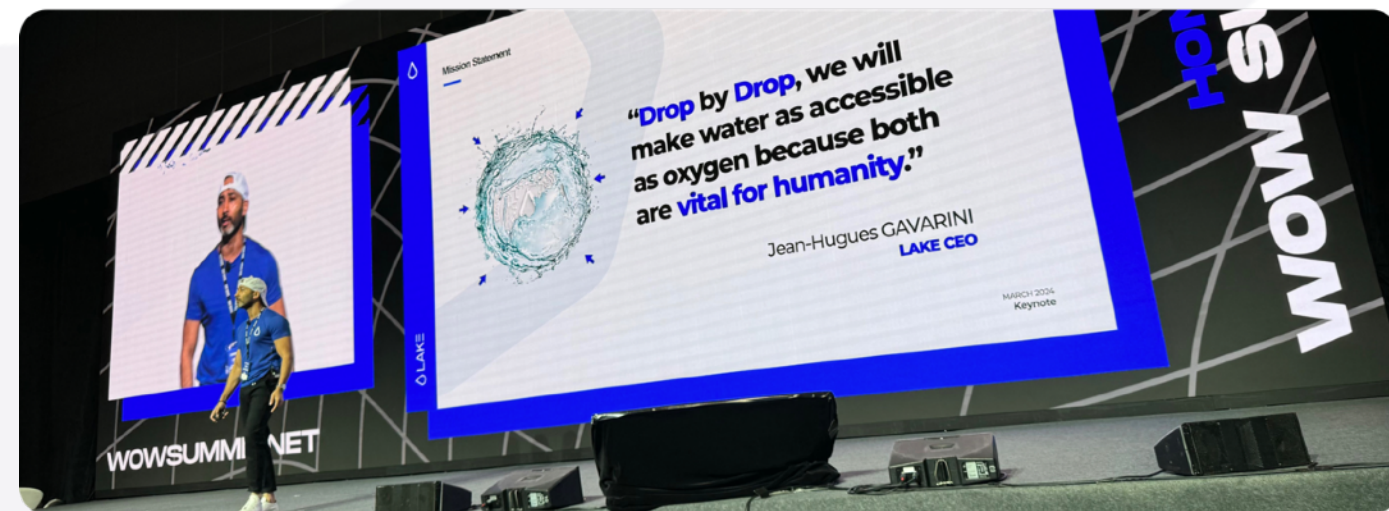
→ **We also produce a commercial video showcasing this limited series bottle.** ←

→ **This is how "The Water of Web3" was born** ←





International Event (HONG KONG)



WOW SUMMIT HONG KONG 2024
26-27 MARCH
PLATINUM SPONSOR

7,000+
ATTENDEES

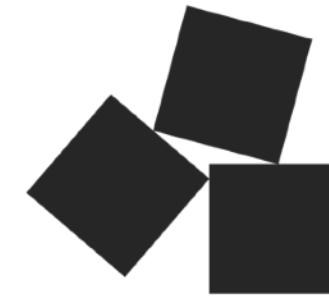
3,000+
LAKE BOTTLES
PROVIDED

200+
GUESTS AT LAKE
MEETUP





International Event (PARIS)



PARIS BLOCKCHAIN WEEK 2024
9-11 APRIL
BLOCK SPONSOR

10,000+
ATTENDEES

5,000+
LAKE BOTTLES
PROVIDED

1,000+
VISITORS AT LAKE
BOOTH





International Event (LONDON)



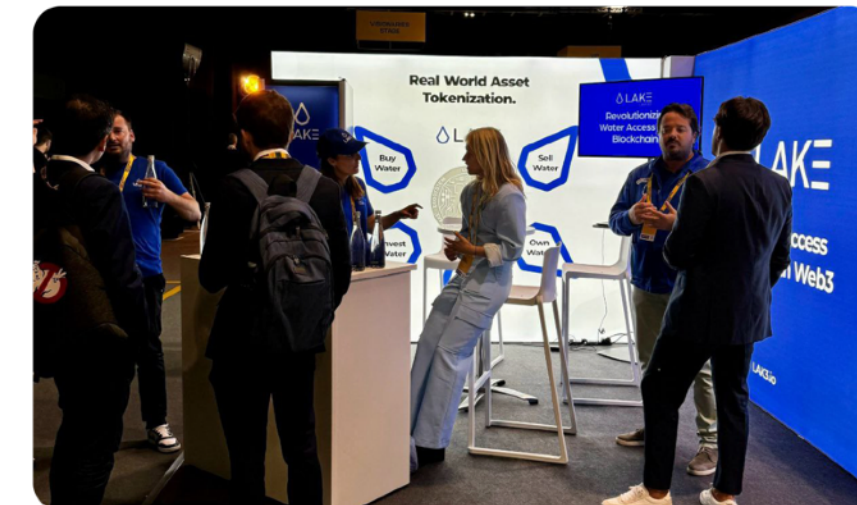
LONDON
BLOCKCHAIN
CONFERENCE

LONDON CONFERENCE 2024
21-23 MAY
EXHIBITOR SPONSOR

5000+
ATTENDEES

1,000+
LAKE BOTTLES
PROVIDED

300+
PEOPLE AT LAKE
KEYNOTE





LAKE's Partners Network

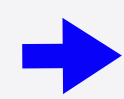
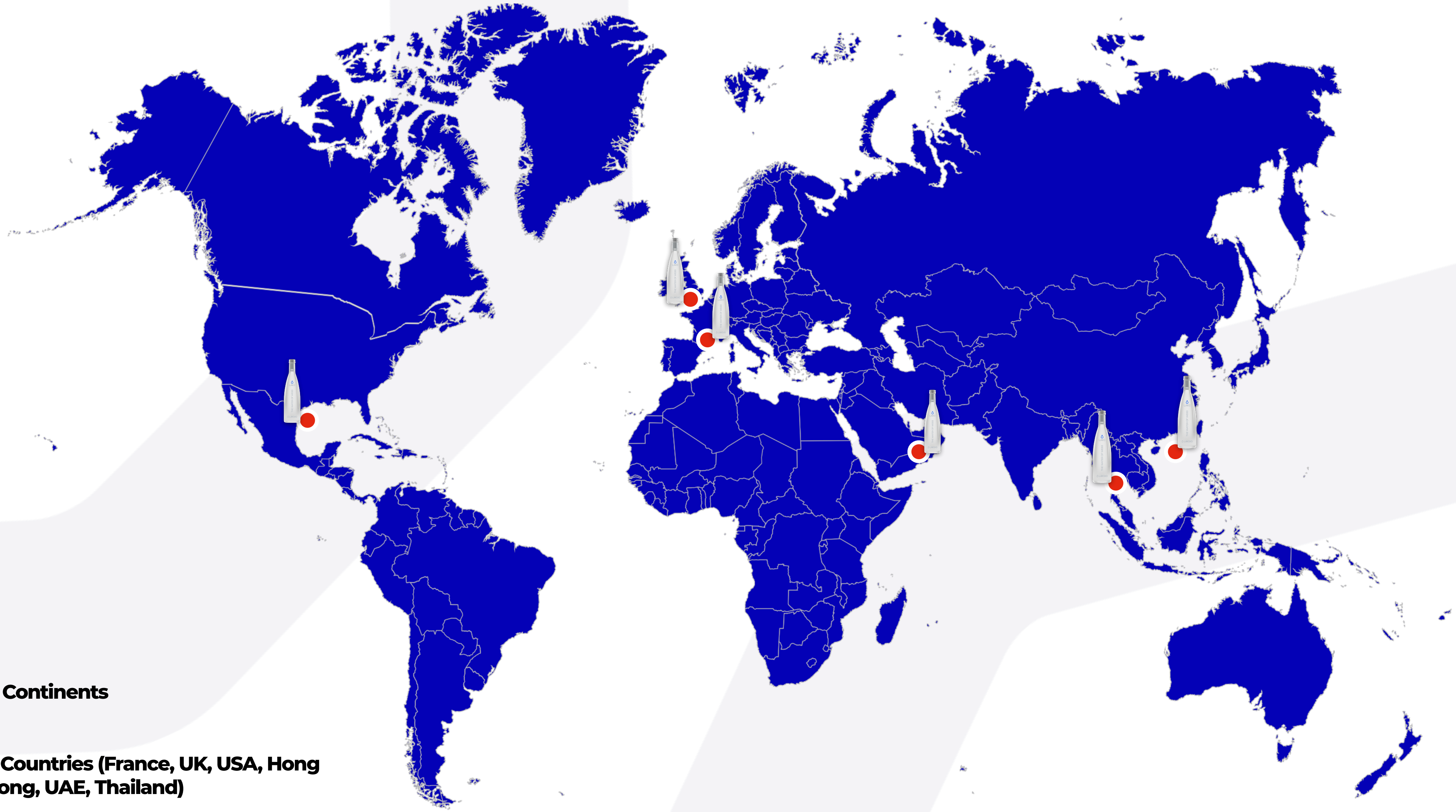


SEOUL 2024
KOREA

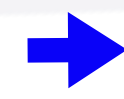




Sembrancher's Water Delivery and Exposure



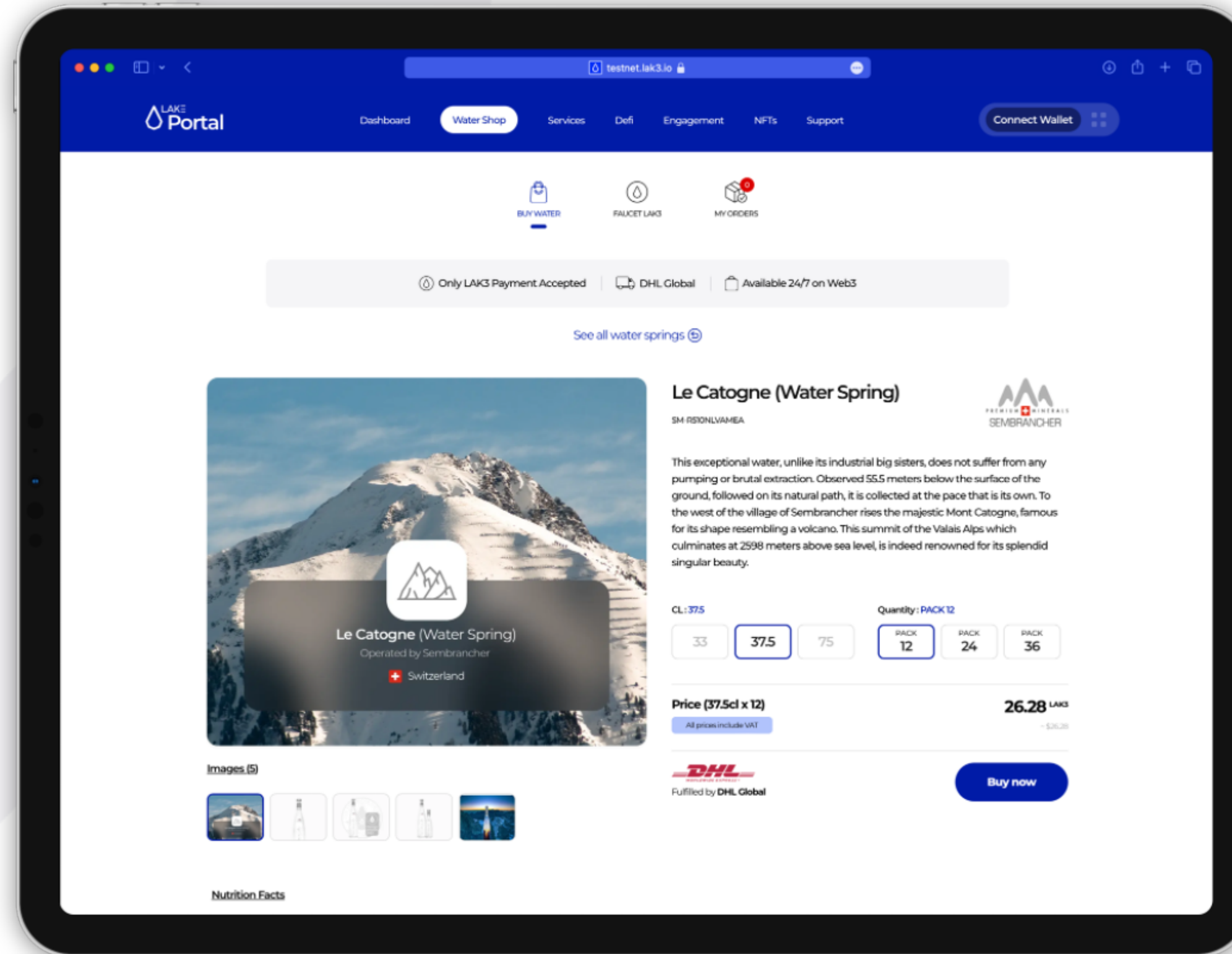
4 Continents



6 Countries (France, UK, USA, Hong Kong, UAE, Thailand)



LAKE's Water Shop Integration





Test Phase Results

- ➔ **+35K Sembrancher bottles purchased.**
- ➔ **Water Tested in 4 International Events.**
- ➔ **6 New Countries Reached (UK, USA, UAE, Hong Kong, Thailand).**
- ➔ **1 Press Release on Yahoo Finance.**
- ➔ **+100K Combined Social Media Views.**
- ➔ **Showcased during the Official Ceremony of LAKE x Wolverhampton Wanderers FC partnership.**
- ➔ **All the Costs and Logistics have been handled by LAKE.**
- ➔ **Sembrancher will be the first to enjoy LAKE's Crowdfunding opportunities to develop their infrastructures and business in 2025.**



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