



OUR MISSION



Waiākea was founded in 2012 as the first super-premium, triple bottom line Hawaiian volcanic water of its kind, adapting an unparalleled platform of healthy, sustainable, and ethical attributes and initiatives.

Our mission is to provide healthy Hawaiian volcanic water with the blessing of indigenous Kūpuna and konohiki, while contributing to and promoting clean water access, conservation, and education for Hawai'i and those in need throughout the world.

OUR PURPOSE



TO CREATE A TRANSFORMATION WITHIN THE BOTTLED
WATER, BEVERAGE, AND GREATER CPG INDUSTRY,
MOVING AWAY FROM SINGULAR PROFIT AND
TOWARDS A TRIPLE BOTTOM LINE MODEL THAT
EMPHASIZES PEOPLE AND PLANET.





WAIĀKEA CORE VALUES

IT'S A KĀKOU THING

Work Together to Find Solutions

LIVE ALOHA

Be Positive, Love Unconditionally

CONSTANT IMPROVEMENT

Kūlia i ka nu'u (Strive to reach the summit)

BE PONO

To have Integrity and find Harmony within Oneself, the 'Āina, your
Community and Work

OUR BRAND PROMISES

WE PROMISE:

THAT EVERY PRODUCT YOU
BUY FROM US WILL BE
NATURAL AND HEALTHY.

WE PROMISE:

THAT EVERY PRODUCT YOU BUY
FROM US WILL BE SUSTAINABLY
SOURCED, PACKAGED, AND
SHIPPED.

WE PROMISE:

THAT FOR EVERY PRODUCT
YOU BUY FROM US, WE WILL
CONTRIBUTE TO LOCAL AND
GLOBAL NON-PROFITS AND
INITIATIVES IN CLEAN WATER,
CONSERVATION, AND EDUCATION.



OUR PRODUCTS

LIVE HEALTHY

- Filtered through 14,000 feet of porous **volcanic** rock
- Naturally enhanced with **minerals** and **electrolytes**
- Naturally **alkaline pH** – no artificial processes

LIVE SUSTAINABLE

- 393 million gal/day source **recharge** rate
- 100% **RPET** Eco-bottle (1st in the world)
- Certified **Carbon Neutral**

LIVE ETHICAL

FOR EVERY WAIĀKEA BOTTLE YOU BUY:


- One week's worth of clean drinking water is **donated** to some one in need
- You are contributing to **conservation** and **education** in Hawai'i through Waiākea's Kōkua Initiative



KŌKUA INITIATIVE

Mission Statement:

The Waiākea Water Kōkua Initiative is committed to
empowering the people of Hawaii
through a 3 piko approach that encourages
educational opportunities,
‘āina-based conservation & sustainability,
and support for the most vulnerable
in our community.



Wai:
Source of Life

Waiākea Logo

Laulima:
Many hands
working
together

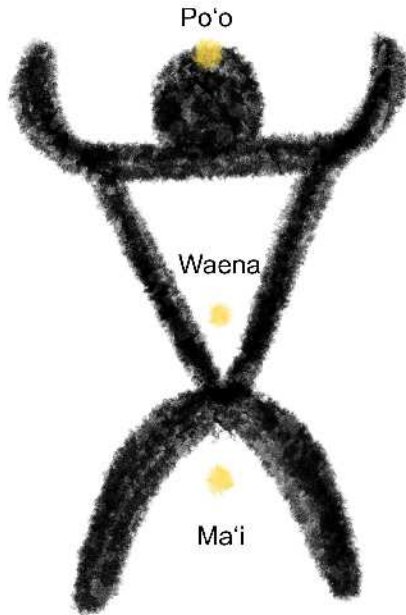
3 Hawaiian
Based
Categories of
Kōkua
represented by
the Kalo leaf



KŌKUA
INITIATIVE

KŌKUA VISION

Three Piko Hawaiian Cultural Approach



- **Piko 'ī: Po'o** (head)
 - Ancestral connection to the past, to those that came before us and the value of Aloha
- **Piko 'ō: Waena** (central)
 - Naval connection to source of life, nutrition, health & wellness, and the value of Laulima.
- **Piko 'ā: Ma'i** (future)
 - Procreative connection to the future, to those that will come after us and the value of 'ike and kuleana.

What is Piko?



- **Piko:**

- Navel or umbilical cord
- Summit or top of a hill, mountain
- Where a leaf connects to the stem

- A piko closely connects an individual to his/her kinship and genealogy
- Figuratively refers to the relationship between ancestors and descendants
- Connects us to the Past and to the Future

Why is this important?

Cultural Connection to our purpose and the drive behind our actions on our journey

Piko 'ī

Piko 'ī: Po'ō (head)

- Ancestral connection to the past, to honor those that came before us
- **Value of Aloha:**
 - Alo: the presence of
 - ha: the breath of life
 - to gain knowledge, skill, and enlightenment then share it willingly without expecting anything in return
- **Kōkua Focus:**
 - Kūpuna (elder)
 - Cultural Preservation



Piko 'ī: Po'o (head)

Piko 'ī

- **Q3 & Q4 Support:**

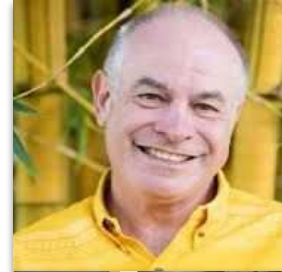
- Yukio Okutsu State Veterans Home
- Luana Kawelu, Merrie Monarch Foundation
- Hale Anuenue
- Life Care Center of Hilo
- HCEOC
- Alu Like Keolapono na Kūpuna



Piko 'ō

Piko 'ō: Waena (central)

- Naval connection to our source of life, to honor & respect our parents and the wisdom we inherit from them
- How we connect with the world we live in
- **Value of Laulima:**
 - Cooperation and Pilina (relationships)- Working together to make the world a better place than when we got here
- **Kōkua Focus:**
 - Community Support and Empowerment
 - Conservation and Sustainability
 - Health, Wellness, Nutrition
 - Covid Support
 - Volunteer Work



Piko 'ō

Q3 & Q4 Support:

- United Healthcare
- Cheyleia Gomes - DIPG
- Boys & Girls Club- Hot Meals
- Friends of Mitch Roth
- Bay Clinic
- Hui Mālama Ola Na 'Oiwi
- YMCA
- HICC Event - Loco Mo Ono
- Hope Services Hawaii - Shelters
- Food Basket - Hawaii Food Bank



Piko ‘ā

Piko ‘ā: Ma‘i (future)

- Creative and Procreative connection to the future, to those that will come after us
- **Value of ‘ike (knowledge) and kuleana (responsibility):**
 - The responsibility and privilege to carry knowledge forward through innovation, in a way that is pono, sharing freely with others.
 - Supporting Learners Today and Creating Leaders of Tomorrow
- **Kōkua Focus:**
 - Educational Opportunities
 - Workshops
 - Internships



Piko 'ā

Q3 & Q4 Support:

- Kamehameha Schools Kealapono program
- Waiākea High
- Waiākea Intermediate
- Waiākea Elementary
- Waiākeawaena Elementary
- YWCA - Literacy Night Program
- Keiki O Ka 'Āina
- Laulima Giving Program (Upcoming)
- Imiloa Hālau Lamakū Arts and Science Program
- HICC Angels Giving Program (upcoming)



LOCAL IMPACTS

- Time and Resources are Invested into local community projects and non-profits
- Each employee is fully compensated to volunteer at least 8 hours of their time, every month, for a variety of local organizations
- From Pre-K education services to native species restoration and disaster response, our 'Ohana is proud to serve our community



‘A‘ohe hana nui ke alu ‘ia

No task is too big when done together by all



LIVE HEALTHY. LIVE SUSTAINABLY. LIVE ETHICALLY.