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**Zagreb, 4 May 2026**

### **Atlantic Grupa invests in waterdrop® - a global microdrink brand**

Building on its successful distribution partnership with waterdrop® across Austria, Croatia, Serbia, and Slovenia, Atlantic Grupa has decided to further deepen this key collaboration by investing directly in the company. With an EUR 11 million euro investment, Atlantic Grupa has acquired a minority stake in waterdrop® and secured a seat on the company's Investment Committee. This enables Atlantic Grupa to gain direct insights into the business while actively supporting the brand's future development and growth.

waterdrop® was founded in Vienna with the mission of helping people drink more water in a healthier and more sustainable way. Its Microdrinks are compressed, sugar-free cubes that enrich water with natural fruit and plant extracts, offering a convenient alternative to traditional non-alcoholic beverages with flavour and function. The products are developed and produced in the company's own manufacturing facility in Germany, ensuring high quality standards and operational control.

Over the past decade, waterdrop® has grown into a global hydration brand with revenues of around EUR 150 million and a presence across Europe, the United States, Australia, and Japan. The company operates a scalable, omnichannel business model, combining a strong direct-to-consumer foundation with branded retail stores and selected distribution partnerships, and is operating profitably. With approximately 50 retail locations in major cities, waterdrop® seamlessly integrates digital and physical retail into a distinctive brand experience. The brand further strengthens its global visibility through partnerships with leading international sporting events such as the Australian Open, as well as collaborations with top tennis athletes.

"We are delighted to welcome Atlantic Grupa as a partner and shareholder. We have built a strong foundation together across key European markets, and this next step allows us to deepen that collaboration even further. Atlantic brings extensive expertise and a shared mindset around building brands with long-term impact," Martin Donald Murray, CEO of waterdrop®, said.

Atlantic Grupa's investment is driven by the opportunity to participate in a global FMCG growth story, supported by strong consumer trends such as premiumisation, functional hydration, reduced sugar



consumption, and sustainability. waterdrop® represents a distinctive international brand with significant long-term growth potential.

“We are very excited to deepen our partnership with waterdrop®. Our collaboration has developed strongly across our core European markets, where we see significant potential to further expand the brand together. This investment reflects our conviction in waterdrop® and our ambition to support its continued growth in Europe and beyond,” Lada Tedeschi Fiorio, Group Vice President, Corporate Strategy and Investments at Atlantic Grupa, commented.

In addition to Atlantic Grupa, waterdrop®’s shareholder base includes internationally recognised strategic and institutional investors.

Atlantic Grupa d.d.