



**press release**

11 January 2023

## **Strauss Water expands its business in the UK: International water company Culligan acquires 49% in Virgin Strauss Water**

Strauss Group is boosting its water business in the UK through its subsidiary, Strauss Water, which has finalized a strategic collaboration with Culligan International (“Culligan”), the innovative brand in consumer-focused healthy and sustainable drinking water solutions and services. In the deal, which was closed this morning, Culligan acquired 49% in Virgin Strauss Water, thus becoming a strategic partner in a joint venture between the two companies in the UK.

The joint venture will retain the name Virgin Strauss Water and will operate under the Virgin Pure brand in the direct-to-consumer water bar sector.

**Shai Babad, Strauss Group CEO:** “The partnership agreement signed today reflects Strauss Group’s commitment to continue to invest in making safe water solutions available to more communities around the world. The consumption of purified water in Britain has gained momentum in the past few years, and we were looking for a partner that is an international water expert and has capabilities that supplement Strauss Water’s capabilities, with the aim of growing the UK business’s potential and extending the offering available to British households. Culligan brings not only knowledge of the water industry but also distribution and operational capabilities, as well as a strong understanding of consumers’ requirements. I believe that Strauss Group’s experience in managing strategic partnerships will enable us to propel our water business in the region ahead in the coming years.”

**Jeremy Ben-David, Culligan EMEA CEO:** “We are delighted to have acquired a significant stake in Virgin Strauss Water, beginning a strategic partnership to meet the demands of UK consumers for high-quality purified water in their homes. Strauss Water’s industry knowledge aligned with the Virgin Pure brand name provides the perfect platform for Culligan to add value through our years of experience, product innovation and consumer insights. I look forward to a long and successful joint venture between our two forward-thinking and environmentally-focused companies.”

**Esti Carmeli, Strauss Water CEO:** “Strauss Water has many years of professional experience in the water purifier business and the water bar industry based on E-commerce with a direct-to-consumer platform. We have developed knowledge and expertise in understanding customer needs, which were accumulated after years of activity, both in Israel under the Tami4 brand and in China in partnership with Haier Group. The goal of joining forces is to benefit from the depth of Culligan’s marketing and distribution capabilities in Britain. The deal will allow us to expand into all areas of the British Isles, including Scotland, Wales and Northern Ireland.”

Virgin Strauss Water markets, sells and services water bars in the UK under the Virgin Pure brand. Its business largely focuses on the Greater London area. The water bar sector in Britain has recently revived following the British public’s desire to drink more



purified water. There has also been a drop in the consumption of beverages in general, and in particular water sold in plastic bottles, due to the environmental impact.

Culligan is one of the world's most recognized and trusted names in water, a reputation built through an 85-year legacy of innovation, service and quality. The company operates directly in 30 countries with an expansive dealer network in more than 70 countries across the Americas, Europe, the Middle East, Africa and Asia Pacific. The company provides clean, sustainable drinking water to more than 100 million consumers globally and saves more than 40 billion plastic bottles annually through its innovative household and commercial water filtration and purification solutions.