

# Newsletter



## CEO's Guarantee

"I started this Company over 25 years ago - It was built on trust and fair play, and I treat every customer as though they were my own family. So if we are not living up to your expectations, then you contact me directly, and I guarantee to do the right thing by you."

Tony Falkenstein  
Founder and CEO  
Tel: 021950856  
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## Letter from the Chief Executive - Buffett Influence

*Last month, I was lucky enough to go to the Berkshire Hathaway Annual meeting, and watch and listen to Warren Buffett(88) and Charlie Munger (94) on stage for 6 hours taking questions from shareholders.*

Like Warren Buffett, I have always seen Just Water shareholders as the "owners" of the Company, and ahead of family shareholders – that is the essence of being 'public'.

I think there is more that companies can do other than have an Annual Meeting once a year, being the only time they talk to shareholders.

We have had shareholder meetings at times in Wellington, Christchurch, Tauranga, Nelson and Whangarei, where we have pockets of shareholders, and we will continue these. But events are happening all the time, and thus the

introduction of this periodic newsletter, which will be emailed to all shareholders, for whom we have an email address. It will also be released to all shareholders as an NZX announcement.

I wonder how many shareholders know our mission – "enhancing lives", or how many shareholders would know our values – fun, integrity, respect, service and trust, wrapped up in the acronym FIRST. The JWI Board want you to share in our journey – for some of you, there have been bad times, as the share price dropped after management incompetence in Australia, while others of you have benefited as we fought our way out of this disaster over the last 5 years.

Now we are on a new journey – our debt is down to very manageable levels, we have bought our own building to house our state-of-the art bottling plant and Head Office in Auckland, we are paying a dividend again, and more recently we have acquired Hometech, a company of a very similar size to our 'water' company. These are exciting times.

**Tony Falkenstein**  
Chief Executive

## Go Drastic On Plastic

*Just Water has taken a stance on single-use packaging, and has stopped selling plastic cups in favour of biodegradable cups. This was a staff initiative, and reflects the feeling in the community.*

Plastic is a killer of our fish and bird life, yet each year more than 8 million tonnes of plastic ends up in our oceans. Just Water is also encouraging other companies to look for alternatives to single-use packaging.



## New Chair of Just Water International Ltd and Hometech Ltd



*At the 2018 Annual Meeting, it was announced that the Board of Just Water were seeking a new Chair, to replace Tony Falkenstein, who had been serving as Chair and Chief Executive of Just Water since December 2014.*

At that time, it was considered appropriate that Tony retained the position of Chair, while returning to lead the Company as Chief Executive. This was never a long term option, and now that the Company is on an even keel, it seems good practice that the roles be separated, and thus Hilary Poole has been appointed Chair of both companies.

Hilary has twenty years of experience in a variety of leadership and governance roles within the finance, food, education, sporting and not for profit sectors in New Zealand, Australia and London.

## Sales Person of the Year

This year's winner was Marina Tvrdich – Marina is one of the internal business sales team, taking her leads from website enquiries. Over the 12 months to June 30th, Marina did 462 deals, but it was a close race, right up to the last month. Well done Marina.





## New Board For Hometech

*With Just Water completing the acquisition of Hometech in June 2018, a new Board was appointed.*

Hilary Poole, the Chair of Just Water, will also chair Hometech, and she will be joined by Ian Malcolm, a fellow director on Just Water's board, and Richard Carver, who is currently the Managing Director and co-owner of Jennian Homes, as well as serving on several boards relating to the building industry.



## Bronze Winners at the Obesity Olympics

New Zealand is the third fattest nation in the world, and our health system is overloaded with the consequences in terms of Type 2 diabetes, heart disease and strokes.

For 30 years, Just Water has been pushing the alternative beverage to sugar-loaded drinks, and although water is now the major beverage drunk by New Zealanders, too many of our citizens continue to drink these fizzy alternatives.

In the UK, just the announcement that a sugar tax would be introduced, caused 50% of manufacturers to reduce the sugar content in their products. Ribena reduced their sugar content by 50%.

## Hometech Ltd



*In January 2018, Just Water acquired 51% of Hometech from Paul and Janet Neilsen, who had owned the Company for 25 years.*

Hometech is dedicated to 'healthy homes' - Solatube

is its most well known product, and provides daylight, through a patented tube, to dark areas of homes, such as bathrooms and hallways. The Company also has a contract with Housing New Zealand, and provides homes with ventilation systems.

This is an exciting pivot for JWI, and recognition that if we wish to fast track the growth of the Company, it cannot be done organically, and acquisitions are likely.

The General Manager is Warren Drinkwater, and he leads a team of 30 staff, with branches in Auckland and Wellington.

The Board of JWI are intent on growing the business at a far faster rate than in previous years. A lot of that will come from acquisitions, and Hometech was the first one.

Hometech is all about healthy homes, and there are good cross overs with Just Water's domestic business. In addition, JWI brings enhanced marketing, IT and administration skills, which we believe will make the Company more efficient in the 2019 year.



## Everfresh For Homes

*Last month, Just Water launched the 'Everfresh' water cooler and smart filter, which allows homes to have unlimited water for \$1 a day.*

Coupled with the 'My Wally' stainless steel bottle, which keeps the contents chilled (or hot) for 12 hours, it will allow families to avoid single-use plastic bottles at a fraction of the cost of bottles of water.

## Delivery Innovation

*IT has delivered a large number of efficiencies in the way we work.*

An app for delivery drivers emails an invoice to the customer on delivery.

If the customer is not there, the driver is able to take a photo of the delivery, with a GPS location and time stamp on the photo, so we can email the customer to advise that the water has been delivered.

It all means less paper, and less work back at the office, making the whole process far more efficient.

This is one of many efficiencies that the IT Team have been able to produce.



## Final Stats For The Year

Our distribution team delivered 7.3 million litres of water – that is 7.3 million litres of water that wasn't sold in single-use plastic bottles or as sugar loaded fizzy drinks.

Our Accounts team took 20,212 calls, with 95% of these calls answered within 10 seconds.

Our Contact Centre took a massive 48,596 calls, with 99% of these calls answered with 10 seconds. Our Service Team completed over 37,000 DrinkSafe services.

