

Product launch

air up keeps pushing innovation forward with its new steel bottle

Munich, August 2nd, 2022 – Cool, cooler, air up: Just over a month after its launch in the U.S., air up, the world's first drinking system for flavoring drinking water only by scent, presents its latest innovation: the steel bottle. The premium product is the exciting evolvement of air up's existing product portfolio and presents itself as a shapely figurehead with which the successful scale-up once again demonstrates the attractiveness of responsible drinking. How does it work? The high-quality and stable drinking system has double-walled insulation, a capacity of 480ml and keeps the contents of the bottle refreshingly cool for up to 14 hours. Which makes it the perfect companion for all lovers of an active lifestyle and varied drinking pleasure refreshingly cool, without the addition of sugar and taking into account both health and ecological factors.

With the new material and consequent look and feel of the steel bottle, air up introduces a more mature version of the iconic Tritan bottle, already available in eight colors across Europe. The handy and easily refillable drinking system captivates with its classy black design and is aimed at all those who do not want to do without a high-quality look as well as pronounced value and durability in their everyday water consumption. With the steel bottle, too, air up users enjoy innovative functionality based on the physiological phenomenon of "retronasal smelling" as well as a varied taste experience, air up currently offers its customers the latter with a total of 27 aroma pods, which are available in the web store and from selected sales partners.

With the launch, the company, which has enjoyed unprecedented success since its foundation in 2019, responds to the wishes of its more than 2 million customers from what are now ten markets - including the U.S. since June 2022: "The ideas and suggestions from our customers have always been very important to us. They are young people like us who are thinking about what the world of tomorrow will look like and are searching for solutions on how we can change today's consumption for the sake of ourselves and our planet. We identified their wish for a product that, in addition to its unique functionality, also offers the benefit of a chilled drinking experience very seriously. The result of our development work is an innovative as well as a high-quality product that offers existing and future brand fans a refreshing as well as healthy and varied drinking pleasure. We are pleased to take another innovative step with the stainless-steel bottle to make a healthy and more responsible drinking experience the most attractive choice for everyone," comments Co-Founder and Chief Evangelist Lena Jüngst.

The stainless-steel bottle will be available for purchase in the web shop from August 2, priced at €59.95.



Image material can be found here: LINK

About air up

air up is the world's first refillable drinking system that adds flavor to water through scent alone, by leveraging the physiological phenomenon of retronasal smell - without sugar or any other artificial ingredients. Since the launch of its first bottle in July 2019, air up has grown into a company that operates in 10 countries, and will soon employ 300 employees. Having raised more than 60M over two funding rounds, air up expects an excess of 100 M revenues run rate by September 2022. With over 2 M customers, air up system has potentially saved 130 M single-use plastic bottles and more than 2.600 tons of sugar. In 2022, after successfully launching in the USA, air up is bringing most of its production to Europe.

The managing directors of air up GmbH are Christian Hauth (CEO), Jannis Koppitz (CEO), Lena Jüngst (CCO), Patric Fornasier (CTO), Simon Nüesch (CMO) and Tim Jäger (Chief of Research and Development).

For more information, please visit <u>air-up.com</u>. To view other press kits and press releases about air up, visit <u>Press site</u>.

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