

PROFILE REPORT

Alkame Holdings, Inc. (PINSD)



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Investment Highlights

Alkame Water (PINSD) is a newly formed health and technology company. It's wholly owned subsidiary -- Alkame Water, Inc. -- produces and markets the company's water flagship water product, Alkame Bottled Water.

Proprietary Technology

The company's proprietary technology produces a water that has mild alkalinity, micro-clustered molecules, and infused oxygen. The company has entered into an agreement to purchase all rights and assets associated with its proprietary technology.

Clinically Tested Benefits

The company's water has been clinically proven to boost the immune system (Baylor University, 2000), to improve cardio-respiratory functioning (Kern Rehab, 2002), and is believed to provide antioxidant protection from free radical damage. (Accurate Testing Labs, 1999).

Cutting Edge Bottling

Proper disposal of water bottles is an important Cause for Alkame. The company uses BPA-free (Bisphenol A free) containers from BioSphere Plastic. BioSphere Plastics also produces a unique biopolymer that when mixed with its plastic renders the company's bottles biodegradable, 100% recyclable, compostable with 3 to 5 years.

Marketing & Distribution

The company's marketing strategy utilizes traditional and non-traditional tactics, including agreements with Albertsons grocery stores, Nature's Best, and Avanzar Sales and Distribution as well as social media marketing and high-profile brand ambassadors.

Solid Management

The company's management team -- led by Robert Eakle, CEO -- includes sales, operations, and marketing professionals with deep and robust experience in the water technology and bottled water spaces.

Snapshot

Industry	Beverages
Recent Price	\$0.58
Exchange	OTCBB
52 Week Range	\$0.36 to \$1.41
Market Cap	\$77 Million
Shares Outstanding	133 Million
Avg Volume (3 Month)	1,450
Fiscal Year Ends	December
Latest Sales (9 Mos Sep 2013)	\$17,274
Latest Income (9 Mos Sep 2013)	(\$3,872,269)
EPS (9 Mos Sep 2013)	(\$0.01)
Latest End Cash (Sep 2013)	\$249,230

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Profile

Alkame Holdings, Inc. (PINSD) is a newly formed publicly traded health and technology company focused on marketing products that are patentable, innovative and eco-friendly. It's wholly owned subsidiary -- Alkame Water, Inc. -- produces and markets the company's water flagship water product, Alkame Bottled Water, with plans to expand its produce portfolio to a wide range of consumer products and commercial applications. The company is headquartered in Las Vegas, Nevada. The management team is headed by Robert Eakle, CEO.

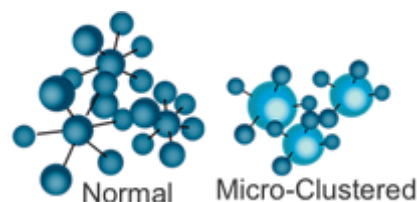
Background

Alkame Water was formed June, 2013 through a reverse merger with Pinnacle Enterprise, Inc., a development stage company. Following the merger, Alkame Water began full operations marketing and distributing a bottled water product utilizing an exclusive and patented technology and formula.

Technology

Alkame Water's product portfolio plans are driven by its patent-protected proprietary water design technology. The technology begins with a high grade base water component similar to that found in artesian bottle waters, such as Evian, Fiji, and VOSS. **The process then creates optimal pH balanced water.** Mild alkalinity in water can help support efficient metabolism and help reduce the drawbacks of other acidic foods and beverages that people consume. In addition, the company's unique alkalinity process is recommended by athletes and doctors worldwide.

Alkame Water patented technology then takes another step. **It reduces the size of molecular clusters of the water**, from about 15 to 16 in ordinary water to an optimal 5 to 6. These smaller molecular clusters can then be absorbed more quickly and efficiently by the body. The result is an increased rate of hydration and more efficient absorption of H₂O. And in turn that means improved digestion and metabolic functionality.



Alkame Water's Proprietary Micro-Clustered Technology

How important is improved hydration? It can't be underestimated. According to the University of Arizona, optimal hydration:

- promotes optimal digestion
- transports vital nutrients and oxygen to cells of the body
- lubricates joints while cushioning tissues and organs
- carries waste products out of the body

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- removes heat during exercise
- promotes healthy and vital skin

In addition, **Alkame water is an excellent source of antioxidants.** Antioxidants can boost the immune system as well as fight "oxidative stress" -- a condition that adversely effects body tissue. Alkame water also possesses "negative redox potential", a feature that researchers believe is a good indication of the technology's antioxidant protection from free radical damage.

Lastly, **Alkame's technology locks supplemental oxygen directly to the water.** That means its water technology can maximize oxygen delivery throughout the body. That, in turn, means improved metabolic efficiency, more energy, and increased vitality.

Alkame water is the only bottled water product that possesses all these features, a significant advantage compared to competitors. Please see below for more details.

Positive Clinical Results

The company's water has been clinically proven to boost the immune system (Baylor University, 2000), to improve cardio-respiratory functioning (Kern Rehab, 2002), and is believed to provide antioxidant protection from free radical damage. (Accurate Testing Labs, 1999). These clinical results are positive for the company's products and technology.

Acquisition of Xtreme

The company currently holds a three year limited exclusive distribution agreement with Xtreme Technologies, Inc. This agreement allows the company unfettered access to distribute the company's bottled water products in the consumer markets of the United States, Canada, and Mexico. Xtreme Technologies is located Hayden, ID. Xtreme Technologies does business as (d/b/a) Advanced Hydration Technologies and Bio2 PetLabs.

In September, 2013, the company completed due diligence required to move forward with the acquisition of Xtreme. With this pre-transaction outcome meeting expectations, Alkame and Xtreme can now finalize completion of Definitive Documents and the ultimate closing of the transaction. When the transaction is complete, Alkame will acquire all the capital stock of Xtreme in exchange for capital and restricted common shares of Alkame.

Most importantly, the transaction will permit Alkame to acquire all aspects of the technology underlying its proprietary water technology. That means that Alkame will acquire all intellectual property of Xtreme, including patents, trademarks, and trade names. In addition, the company will acquire all bottling equipment, machinery, equipment, and supplies connected with its patented technology. Also included will be receivables from clients like Wal-Mart and Petco. As a natural consequence of the transaction, the company will also acquire certain obligations of Xtreme.

The acquisition of Xtreme is a favorable move for the company. Following the closing of the transaction, Alkame will possess all assets and rights underlying its brand and proprietary technology. As a result, the company will have a much greater agility in the marketplace, including the capability to market its products across a much broader array of channels than previously supported by its limited distribution agreement. This includes opening robust marketing channels worldwide, joint ventures, export transactions, and other potential marketing applications.

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Products

Alkame Water's flagship product is sold in 1/2 liter and 1 liter bottles. The company has plans to develop these initial products into other configurations and SKUs (Stock Keeping Units). The company's products are available on its website, through Albertsons grocery stores, and the network stores serviced by its distributors Nature's Best and Avanzar Distribution.

(For more information about the company's marketing and distribution operations, please see below.)

In October, 2013 the company successfully completed the kosher certification process by the Kosher Division of the Orthodox Union (OU), the world's largest kosher certification agency. This now clears the way for the company to utilize the ON kosher logo on all Alkame product packaging. Possessing the OU logo can win favorable shelf placement and boost sales when compared to a non-kosher brands.

The company has plans to expand its water technology is a wide range of commercial applications.

Biodegradable, Compostable BPA-free Bottles

The company uses BPA-free (Bisphenol A free) from BioSphere Plastic of Portland, Oregon. Using BPA-free plastic helps prevent leaching or the intermingling of BPA with the water contents. Promoting this intermingling can have a negative effect on health.

BioSphere Plastics also produces a unique biopolymer that when mixed with its plastic renders the company's bottles biodegradable, 100% recyclable, compostable with 3 to 5 years. The company has secured the exclusive rights to BioSphere Plastic's unique bio-degradable, BPA-free bottle. With the debate over proper disposal of bottled water containers an important Cause for the company, Alkame's product is perfectly positioned to benefit its customers, shareholders, and community members.

Product Comparisons

No other bottled water product on the market possesses Alkame's unique alkaline, micro-clustered, antioxidant and oxygenated bottled water technology. This gives it a significant competitive advantage:

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	Artesian Source	Alkaline	Micro-Clustered	Antioxidant	Oxygenated	Enhanced Biodegradation	Patented Formula & System	Two Year Shelf Life on Properties
Alkame	YES	YES	YES	YES	YES	YES	YES	YES
Alkaline88	YES	YES	NO	NO	NO	NO	NO	NO
Aquafina	NO	NO	NO	NO	NO	NO	NO	NO
Avita	YES	YES	NO	NO	NO	NO	NO	NO
Dasani	NO	NO	NO	NO	NO	NO	NO	NO
Eternal	YES	YES	NO	NO	NO	NO	NO	NO
Evian	YES	YES	NO	NO	NO	NO	NO	NO
Fiji	YES	YES	NO	NO	NO	NO	NO	NO
SmarWater	NO	NO	NO	NO	NO	NO	NO	NO
Voss	YES	NO	NO	NO	NO	NO	NO	NO

Marketing

The company's marketing strategy utilizes traditional and non-traditional tactics, including key distribution agreements, high-profile brand ambassadors, radio advertising, and social media. Driving the overall marketing effort is a clear view of what makes Alkame water unique.

Nature's Best Distribution Agreement

In January, 2014 the company inked an agreement with Nature's Best, the largest privately owned wholesaler-distributor of health and natural food products in the United States. The company is a LEED (Leadership in Energy and Environmental Design) certified distributor and provides a robust portfolio of certified organic, natural, and specialty products to natural food stores, grocery stores, and restaurants in Arizona, California, Colorado, Idaho, Montana, Nevada, New Mexico, Oregon, Utah, Washington, Wyoming, Alaska, Hawaii, and select markets in Asia. This agreement gives Alkame significant reach into the natural and organic food retail space.

In addition, the company can provide Alkame with a broad range of retail support services, including retail service merchandisers, consumer driven promotion programs, and field sales consultants.

Alkame Available at Albertsons Grocery Stores

In August, 2013 the company announced that the Albertsons grocery stores will carry the company's flagship 1/2 liter product. According to the agreement, 115 Albertsons locations in Southern California, Arizona, Nevada, and New Mexico will carry the product. Albertsons operates in 16 states and has a retail footprint of over 600 locations. All told, this agreement is a huge positive for Alkame.

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Avanzar Sales Distribution Agreement

In January, 2014, the company entered into an agreement with Avanzar Sales and Distribution, LLC, a California-based beverage focused distribution company. Avanzar is also a brand incubation and distribution organization and specializes in working with early stage consumer brand companies and high-end brands such as Voss and Volvic waters. Avanzar is headquartered in Brea, California.

Avanzar has a national representation reach. It distributes products to some of most famous retailers in the U.S., including 7-Eleven, Safeway, Whole Foods, and Albertsons. In Southern California alone, Alkame's agreement with Avanzar gives the company a robust and established retail distribution footprint, including 7,000 retailers.

Avanzar operates a regional in-house Direct Store Delivery (DSD) operation in Southern California. By fully-utilizing this system of product delivery, Alkame's products can potentially enjoy improved access to retail shelf placement, expanded in-store merchandising options, and improved pricing and promotion. DSD supply chain management has been successfully utilized by powerful national vendors, including Frito-Lay, Pepsi, and Sara Lee. The method of delivery also provides retailers with Avanzar's specialized knowledge of Alkame's product portfolio.

Website Availability

Alkame's flagship 1/2 liter and 1 liter products are available through its website. The 1/2 liter bottles sell for \$36.00 per case (\$1.50 per bottle, 24 bottles per case). The 1 liter bottles sell for \$29.88 per case (\$2.49 per bottle, 12 bottles per case).

Brand Ambassadors

Brand Ambassadors -- including athletic and celebrity endorsements -- typically work out well for a company for a few reasons. They can help a company tap into a fan base and, as a result, open a new market that may have been out of reach prior to the endorsement. Endorsements can also speak to the positive qualities of a product -- if it's good enough for them, I'll give it a try. And of course, the sheer amount of endorsement money awarded to top athletes attests to its usefulness.

Key Agreement with Relentless Sports Management

In December, 2013 the company executed an exclusive co-branding and cross-marketing endorsement agreement with Relentless Sports Management (RSM), an award winning mixed martial arts (MMA) athlete management group.

RSM has placed athletes under contract with many of the largest MMP promotion companies in the world, including Ultimate Fighting Championship (UFC), Xtreme Fighting Championships (XFC), and Invicta FC. RSM is headquartered in Melbourne, Florida.

Given the physical demands of the MMA sport -- and the focus on top physical performance and endurance -- the agreement gives Alkame a broad range of cross-marketing and promotion capabilities including national radio advertising campaigns, special events, social media strategies, and other co-branding opportunities.

In 2012, RMS co-founder Jason Ellis was selected as the Best Up and Coming Florida MMA Manager of the Year.

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In addition, in December, 2103 RSM athletes were televised on AXS TV, formerly HDNet. AXS TV is a premiere entertainment television network and is the number one source for 100% live music. The network is now is over 40 million homes and boasts some of the most prominent figures in the entertainment and sports live broadcast space, including Mark Cuban, Ryan Seacrest Media, and CBS. The network is also carried on the popular On Demand franchises, including AT&T Uverse, Charter Communications, DirecTV, Dish Network, and Verizon. All told, the agreement with RSM provides Alkame with a broad range of potential entertainment- related cross marketing platforms.

Skateboarding Legends Ray "Bones" Rodriguez and Christian Hosoi Join Alkame

In October, 2013, the company announced that it had added Ray "Bones" Rodriguez and Christian Hosoi to the Alkame Action Sports Team, two of the most prominent athletes in the professional skateboarding space. These two athletes join Julie "Julz Lynn" Kindstrand and represent Alkame Water brand in the skateboarding community through the strategic application of media, including print, online, radio, and television.

Ray Rodriguez joined Powell Peralta in the mid-1970s and formed what would soon be know at the Bones Brigade, certainly one of the most high-profile skateboarding teams -- and industry pioneers -- of the time. The Brigade would soon boast of some of the most successful and prominent athletes in the sport, including Tony Hawk, Lance Mountain, and Mike McGill.

Turning pro at age 14, Christian Hosoi became one the top competitors of vertical riding, commonly know at "Vert Riding". This key feature of competitive skateboarding -- as well as other board sports such as snowboarding and Bicycle Motocross (BMX) -- transposes the traditional horizontal plane of the sport to the vertical plane and as a result opens the athlete to a significantly wider range of tricks. Turn on just about any board-related competition today and vert riding will be at the heart of it.

Transworld Skateboarding (TWS) named Christian Hosoi the fourth most influential skateboarder of all time in 2011. And in 2013, The Skateboarding Hall of Fame inducted Christian Hosoi into the Hall of Fame, along with

In 2011, Transworld Skateboarding named Christian Hosoi #4 on their list of the 30 Most Influential Skaters of All Time. In 2013, Christian Hosoi was inducted into the International Skateboarding Hall of Fame, along with skating legends Rodney Mullen, Woody Woodward, and Wendy Bearer Bull.

Securing these top skateboarding athletes supports the company's marketing efforts.

Alkame's Impressive List of Brand Ambassadors

All told, the company has recruited an exceptional list of brand ambassadors, including athletes and other celebrities:

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Athletes

Christian Hosoi	Skateboarding Champion
Colin Moran	Professional Surfer
Cory Cronk	Professional Snowboarder
Danny Green	San Antonio Spurs
Darrell Stuckey	San Diego Chargers
Julz Lynn	Skateboarding Champion
Ray "Bones" Rodriguez	Skateboarding Champion
Robbie Gould	Chicago Bears
Walter Thurmond	Seattle Seahawks

Actors / Actresses

Bryton James	Actor
Rachel Elizabeth	Actress

Radio / Social Media

Alkame Water's radio advertising is currently on plan in over two hundred radio stations. That amounts to about 2,000,000 listeners per week. In addition, the company's social media platform -- Facebook, Twitter, Instagram and other platforms -- drives 50,000,000 unique visitors per month.

Community Leadership

In addition to brand ambassadors, the company is committed to providing strong corporate leadership in its communities. Currently, the company donates a portion of its sales of Alkame Water to NOYS (National Organizations for Youth Safety) -- an organization committed to reducing road related crashes, the number one cause of death worldwide for youth. Plus, it makes donations to Millions for One, an organizations working to provide clean water for people around the world that are in need.

Management

Robert Eakle, CEO

Robert Eakle, CEO found his calling working with water. With his love for the "blue gold", Mr. Eakle -- a life-long surfer -- began a path of extensive education, development, and research into its properties. With Alkame Water, his life-long vision is now coming to life.

Frank Lewis, Vice-President of Sales

Frank Lewis, Vice-President of Sales, oversees sales and marketing strategies for the Alkame brand. He also provides the company with industry strategies and key retail and wholesale

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beverage industry relationships. Mr. Lewis has held positions with Dr. Pepper Snapple Group, Glaceau Smart Water, Fiji Water Company, and Whole Food Markets.

Eric McClure, Director of Cause Marketing & Creative Director

Eric McClure, Director of Cause Marketing & Creative Director, manages the strategic long term partnerships -- and brand alignment -- with non-profit organizations. With over 25 years in the entertainment industry, Mr. McClure has brought together national corporations, federal agencies, youth organizations with socially active organizations and campaigns such as NOYS, DARE, and Heal The World.

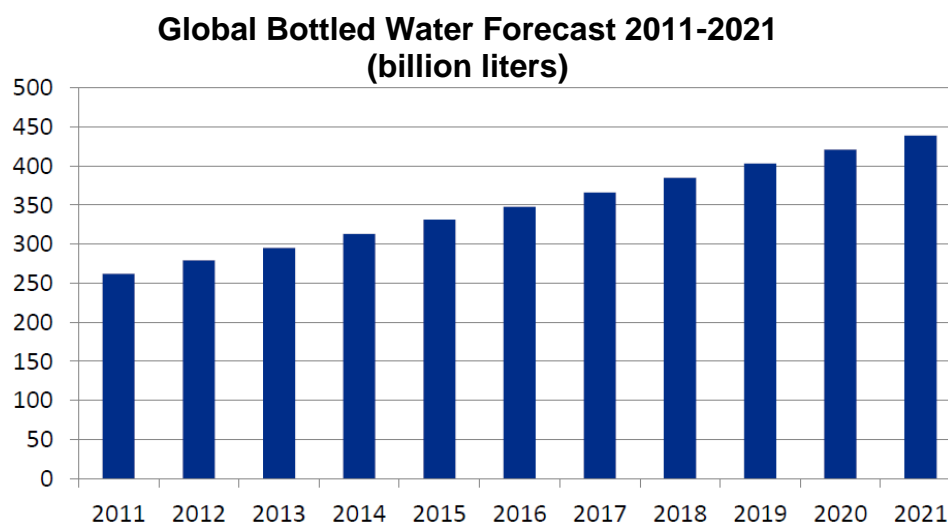
Ray Ibe, Senior Social Media and Marketing Advisor

Ray Ibe, Senior Social Media and Marketing Advisor, is a marketing specialist with over 15 years of experience in the youth marketing, sports, and online markets. His past and current client lists include ESPN X Games, Logitech, and Live Nation.

Bottled Water Market Taking Off

When it comes to robust outlook for a product, the case for bottled water is among the best.

Global beverage consultant Zenith International calls for global bottled water sales to reach nearly 450 billion liters (119 billion gallons) by 2021. Compared to a forecast of about 300 billion liters (79 billion gallons) in 2013, that translates to an exceptional 50% increase in the global bottled water market:



90 countries

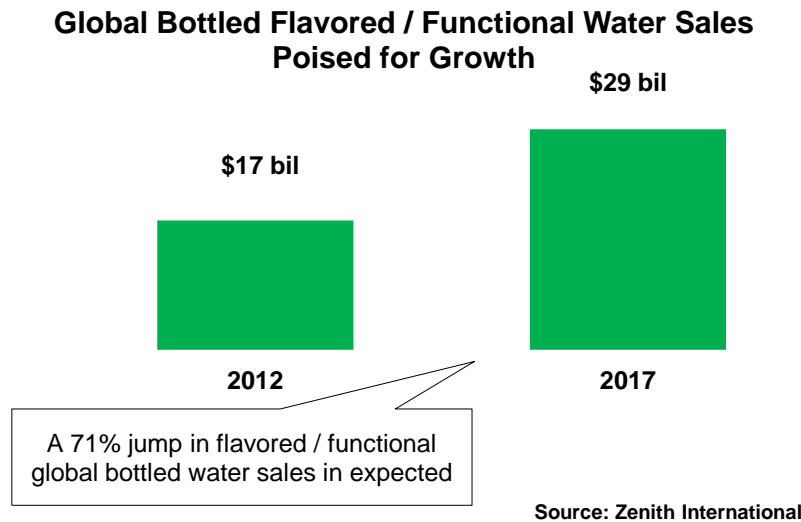
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specialist consultants to the food and drink industries worldwide

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A subset of the overall bottled water market is Flavored and Functional waters. Functional waters are waters like Alkame's products -- waters that add botanicals, vitamins, minerals and other ingredients. And in 2012, this subset of global water sales reached \$17 billion. And by 2017, that number is expected to jump again -- this time to \$29 billion:



As you can see from this chart, global bottled water sales are expected to increase 71% over the next five years, a substantial rate for certain.

But that's not all. According to global beverage consultant Zenith International, the trend in Alkame's bottled water market is a strong one.

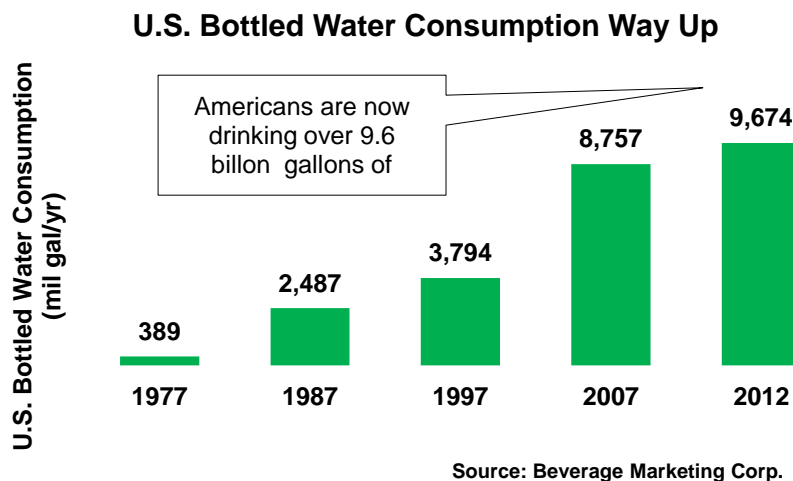
"With greater global awareness of the need for healthier diets and consumer choices, companies are increasingly presenting flavored and functional waters as a welcome middle ground between soft drinks and water, offering products with less calories than some carbonated beverages and which may add extra interest to plain bottled water."

Richard Hall, Chairman of Zenith International.

Supporting this strong outlook for the global bottled water market are strong historical trends in U.S. bottled water consumption.

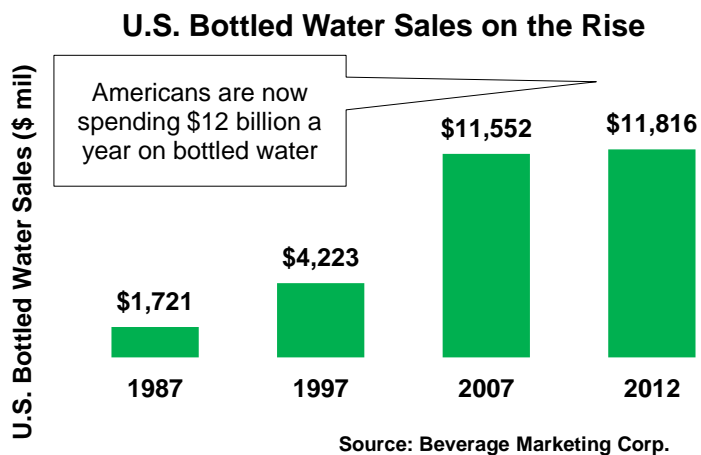
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In 2012, U.S. consumers drank over 9.6 billion gallons of bottled water. That's up from 2007's 8.8 billion gallons and a substantial 155% increase since 1997.

But these strong trends in overall bottled water growth is not just a volume story: It is also a sales story:



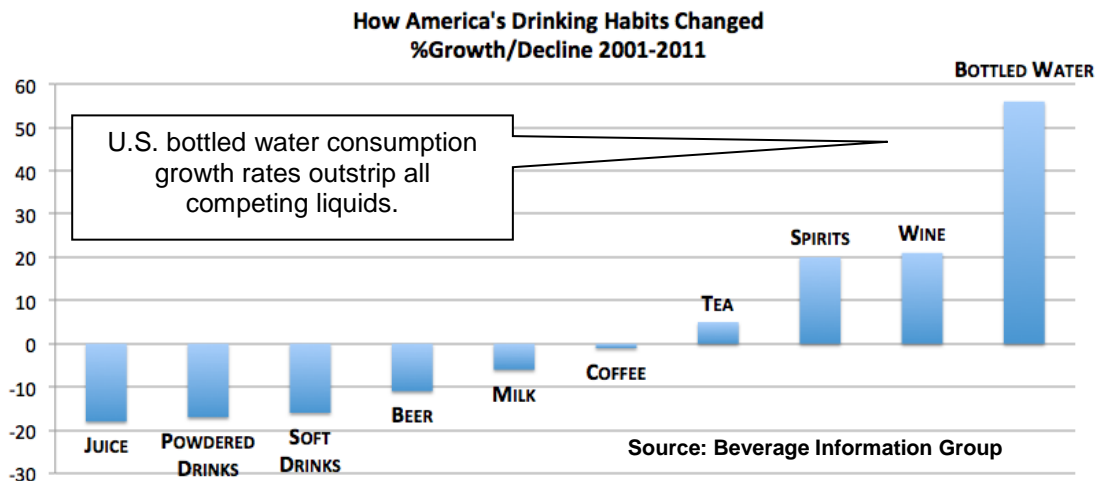
As you can see from this chart, U.S. consumers spent nearly \$12 billion on bottled water products during 2012, up from \$11.6 billion in 2007. And compared to 1997, bottled water sales have jump 180%.

Adding even more power behind the bottled water market is the shifting landscape among American's liquid diets.

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During the 1990s, soft drinks make up about a third of the typical American liquid diets. But over the last ten years from 2001 to 2011, soft drink / soda consumption has dropped by 16%. Meanwhile, during the same span, bottled water consumption has jumped over 55%.



All told, from a global and domestic vantage point the case for a strong growth in the broad bottled water market -- and Alkame's subset Flavored and Functional water market -- in positive indeed. And that includes both a volume and sales perspective.

Financial Outlook

Alkame Water was formed June, 2013 and is a start-up company. And as such it does not have a broad and robust sales and operations history.

For the nine months ended 9-30-13, the company generated \$17,274 in sales and expenses of (\$3,889,543), resulting in a net loss of (\$3,872,269). The company was able to fund its operations primarily through the issuance of stock and debt. At the end of this nine month period, the company had \$249,230 in cash and an accumulated deficit of (\$3,907,045).

As of September, 2013, the company has not been able to produce a profit. And together with its accumulated deficit, it is heavily dependent on acquiring new sources of financing in order to continue its operations. The company's auditors have stated in their report that they have substantial doubt whether the company will be able to continue as a going concern without acquiring new financing.

The company's unique product portfolio, proprietary technology, strong marketing and distribution, experienced management team, and robust industry outlook are certainly positives going forward. And they can contribute to mitigating its financial challenges.

Name and Ticker Change

In January, 2014 the company's Board of Directors approved a 3-to-1 reverse stock split of its Common Stock. The split was effective on January 8, 2014 and was accompanied by the assignment of stock symbol PINSD. The company's permanent ticker will be ALKM on or about February 4, 2014. In addition, the company changed its name to "Alkame Holdings, Inc."

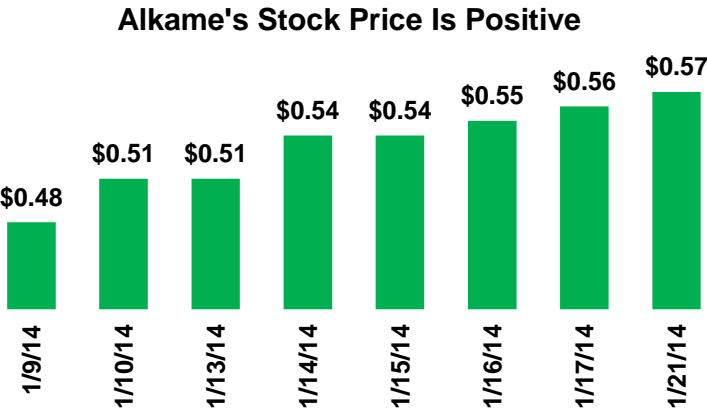
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These are positive changes for the company. Reverse splits reduce the number of shares outstanding and for small companies like Alkame Water they can provide a more robust stock price going forward. The name change and permanent ticker change also indicate a clear direction for the company and its flagship product.

Recent Stock Price

Like many companies that trade on the OTCBB (Over The Counter Bulletin Board) Alkame's recent stock prices tend to trade on very light volume. That being said, the recent action in the stock has been positive:



OTCBB Stocks Are Risky

Alkame Water trades on the OTCBB market. An OTCBB security is generally a stock that is not listed or traded on the NASDAQ or a national securities exchange. The OTCBB is a regulated quotation system that helps facilitates these trades. Investing in an OTCBB security can be highly risky. Many securities traded on OCTBB are illiquid or "thinly traded". That means that prices tend to be more volatile than larger volume stocks. Making a trade in an OTCBB stock can also have a much more dramatic effect on its price that trading in a traditional security. Investors should use extreme caution when investing in OTCBB securities.

Risks

More Financing Required

With the company just beginning operations, it requires more financing in order to continue as a going concern. If it does not secure additional financing, the company's financial future may be in jeopardy.

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Stock Price Could Be Volatile

Because Alkame Water trades on the OTCBB -- and at very low volume -- its stock price could be highly volatile. As a result, clear and transparent pricing may be difficult to attain. This could be a drawback for the average investor.

Acquisition of Xtreme

The acquisition of the Xtreme Technologies -- the owner of the technology underlying Alkame's proprietary water technology -- is a key to the company's product and marketing plans. Should the acquisition fail to happen, the company's plans will be substantially effected. The terms of the acquisition may also be detrimental to Alkame's financial position.

Highly Competitive Marketplace

The global and U.S. bottled water markets are large, robust, and populated with many strong players. While these markets present opportunity for Alkame, the sheer size and breadth of the competitors provides a significant task for Alkame management.

Economic Factors

The economic climate in the U.S. is improving, but economic factors such as unemployment, slow income growth, and fickle tastes of consumers could have a negative effect on the outlook for the company.

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