

**AQUA CAPITAL ANNOUNCES PARTNERSHIP WITH PURAVIDA, THE LEADING FOOD
TECH IN THE BRAZILIAN HEALTH AND WELLNESS MARKET**

The goal is to consolidate its leadership in Health & Wellness in Brazil

Aqua Capital—a private equity manager focusing on agribusiness and food companies in Brazil and South America—announced today its investment in Puravida, the leading food tech in the Brazilian health & wellness market boasting a wide portfolio of clean label products.

Founded in November 2015 by Flávio Passos, the company serves a market in Brazil that turned over R\$102 billions in 2019. Passos will still lead Puravida as the officer responsible for creation, innovation, digital framework and new product development. Adrian Franciscono, also a partner at Puravida, continues as CEO, leading the implementation of the value creation strategy and structure, in addition to being responsible for market relations.

“With this partnership, we have combined strategic synergies for Puravida's growth, premising on maintaining our culture and philosophy, and our desire to contribute more to society. Consumers have increasingly demanded healthy, minimally processed, sustainable foods”, Passos explained. “Together with Aqua, we will be able to further expand our consumer base without compromising our core values and striving to meet our consumers desire to trust products that are more in harmony with nature he added.

The global market for food, supplements and wellness products now exceeds US\$756 billion, and comprises categories with double-digit annual growth. “The global food and beverage industry has been forced to reinvent itself. Puravida was born to promote this transformation and consolidate itself as the leader in Health & Wellness in Brazil”, Franciscono said.

In nearly five years of operation, Puravida has developed more than 120 products including high-end encapsulated supplements, organic chocolates, collagen protein, grassfed or plant-based whey, snacks, granolas, cosmetics, and high-performance shampoos. In addition to products, the company offers health education and knowledge in order to promote the most current scientific production on the subject—which has led the company to become the national Top of Mind in the health nutrition professionals category.

“Puravida is a case of success that proves the high value of joining respect for nature, a focus on sustainability, and the promotion of health and knowledge. The brand rapidly created a superior perception in the markets where it operates. We are proud to be part of this unique story whose new chapters will be even more successful”, says Sebastian Popik, CEO and founder of Aqua, which invests in 26 companies operating in Brazil and Latin America.

About Puravida

Puravida is a Brazilian food tech company that unites education, innovation, design, sustainability, and technology in a distinguished manner. The company was born as a DNVB (digitally native vertical brand) with a clear value proposition: facilitating the practice of an organic lifestyle combined with the strong belief that knowledge transforms. In addition to a broad and innovative portfolio of natural and functional foods, concentrated and tailored supplements, superfoods, and dermo cosmetics, the company offers a series of related services that promote the best experience for its customers, all designed in a unique way and in harmony with health and well-being. Website: www.puravida.com.br

About Aqua Capital

Founded in 2009, Aqua Capital is an independent private equity fund whose philosophy is to expand companies with potential for leadership and growth in the agribusiness and food chain, with a track record of success and good stewardship in Brazil and South America.

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