

AMASS Brands Group to Acquire Majority Stake in HpO Sparkling Protein Water

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AMASS Brands Group, a premium, multi-category beverage platform spanning non-alcohol, functional, and alcohol 2.0 products, announced the planned acquisition of a majority stake inÂ HpO, a sparkling protein water brand delivering 5g of plant-based protein per can with zero sugar, clean-label ingredients, and real fruit flavour. The transaction adds a high-growth functional hydration asset to the AMASS portfolio, capturing two of the most powerful macro trends reshaping the U.S. beverage market simultaneously: protein consumption and premium hydration.

HpO delivers 5g of complete-amino-acid plant protein per can, with zero sugar, no artificial sweeteners, no additives, and approximately 22 to 30 calories per serving. HPO is positioned as an upgraded sparkling water with a light boost of protein to easily fit into consumers' everyday water consumption, versus more protein-heavy competitors. The brand's lineup includes Lemon and Blood Orange flavors, with additional product innovation planned across both ready-to-drink and adjacent hydration formats.

The U.S. protein water market, valued at approximately \$861 million in 2024, is projected to nearly double to \$1.96 billion by 2034, with the sparkling segment expanding at a compound annual growth rate of 12 to 14 per cent.^{1,2} That growth is being accelerated by the widespread adoption of GLP-1 medications, with approximately one in eight U.S. adults currently taking a drug such as Ozempic or Wegovy³ and households with at least one GLP-1 user projected to represent 35 percent of all U.S. food and beverage units sold by 2030.⁴ GLP-1 users are shifting decisively toward high-protein, low-sugar, nutrient-

dense beverages, driven by a clinical need to preserve muscle mass within a significantly reduced caloric intake, and HpO is purpose-built for exactly that consumer.

"Protein consumption is accelerating across every consumer demographic, and the widespread adoption of GLP-1 medications is only intensifying that demand," said Mark Thomas Lynn, Founder and Chief Executive Officer of AMASS. "HpO sits at the convergence of these powerful forces, and it is exactly the kind of brand we have been building toward. Clean label, plant-based, zero sugar, and built for everyday consumption rather than the sporadic post-workout occasion."