



**PRESS RELEASE**  
For immediate release

**TSX: HEO**  
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## **Maple Business Line Launches New Web Transactional Website**

**Quebec City, November 27, 2023** – (TSX: HEO) – H<sub>2</sub>O Innovation Inc. (“H<sub>2</sub>O Innovation” or the “Corporation”) is pleased to announce that its Maple business line has launched a brand-new transactional website through which producers can now purchase maple syrup equipment.

The development of a new transactional website will enable H<sub>2</sub>O Innovation to further showcase its comprehensive line of equipment and products dedicated to maple syrup production. The fact that both H<sub>2</sub>O Innovation and Leader Evaporator (“Leader”) products will be sold on the same platform is a perfect example of the synergies that have been developing between the two companies since the acquisition of Leader in 2022. This integration echoes the presence of both lines of products in the Corporation’s product catalog in last year’s edition. Since the website and catalog will be complementary, customers will benefit from an enhanced shopping experience and will be able to navigate more easily through a listing of over 2,500 products. The website will also evolve over time to reflect the diversification of the equipment and product offering as the Corporation continues to grow in the agri-food market over the coming years.

Customers will now be able to place orders at any time, without having to drive to the store or worry about opening hours. This new platform will also enable H<sub>2</sub>O Innovation to reach a wider range of customers, since products can now be shipped worldwide. Furthermore, the website will improve inventory turnover and streamline the ordering process for minor consumable items, such as storage and maintenance products, which are used only at the beginning and end of the sugaring season.

The Corporation’s distribution network, which boasts around 100 distributors in North America, will also have access to a dedicated platform.

“We’re very excited to launch this transactional website, which marks an important milestone in our commitment to innovation and to improving our customer experience. Plus, this new platform fits in perfectly with our strategy of branching out into the agri-food industry, since it will give customers direct access to our growing range of products as they become ready to hit the market. As a result, we’ll be able to reach a larger customer base far more quickly,” **stated Frédéric Dugré, President, Chief Executive Officer and co-Founder of H<sub>2</sub>O Innovation.**

A second phase, which is already underway, will feature an equipment selection tool. This will help maple syrup producers choose equipment and products according to the size of their sugarbush.

To visit the new website, go to [h2oinnovation.net](https://h2oinnovation.net).

### **Prospective disclosures**

Certain information and statements contained in this press release and in other Corporation’s oral and written public communications regarding the Corporation’s business and activities and/or describing management’s objectives, projections, estimates, expectations or forecasts may constitute forward-looking statements within the meaning of the applicable securities legislation. Forward-looking statements include



the use of words such as “anticipate”, “believe”, “continue”, “could”, “estimate”, “expect”, “if”, “intend”, “may”, “plan”, “potential”, “predict”, “project”, “should” or “will”, and other similar expressions, as well as those usually used in the future and the conditional, although not all forward-looking statements include such words. H<sub>2</sub>O Innovation would like to point out that forward-looking statements involve a number of uncertainties, known and unknown risks and other factors which may cause the actual results, performance or achievements of the Corporation, or of its industry, to materially differ from any future results, performance or achievements expressed or implied by such forward-looking statements. Major factors that may lead to a material difference between the Corporation’s actual results and the projections or expectations set forth in the forward-looking statements include, without limitation, poor performance or reliability issues of such new technologies, the disruption of the Corporation’s activities due to climate change and unpredictable weather conditions, the Corporation’s ability to expand its activities in the agri-food market, the Corporation’s ability to attract new customers and retain existing ones, despite the competitive environment in which it operates and such other risks as described in the Corporation’s Annual Information Form dated September 27, 2023, which is available on SEDAR+ ([www.sedarplus.ca](http://www.sedarplus.ca)). The forward-looking information contained in this press release is based on information available as of the date of the release and is subject to change after this date. Unless otherwise required by the applicable securities laws, H<sub>2</sub>O Innovation disclaims any intention or obligation to update or revise any forward-looking statements, whether as a result of new information, future events or otherwise.

#### **About H<sub>2</sub>O Innovation**

Innovation is in our name, and it is what drives the organization. H<sub>2</sub>O Innovation is a complete water solutions company focused on providing best-in-class technologies and services to its customers. The Corporation’s activities rely on three pillars: i) Water Technologies & Services (WTS) applies membrane technologies and engineering expertise to deliver equipment and services to municipal and industrial water, wastewater, and water reuse customers, ii) Specialty Products (SP) is a set of businesses that manufacture and supply a complete line of specialty chemicals, consumables and engineered products for the global water treatment industry, and iii) Operation & Maintenance (O&M) provides contract operations and associated services for water and wastewater treatment systems. Through innovation, we strive to simplify water. For more information, visit [www.h2oinnovation.com](http://www.h2oinnovation.com).

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H<sub>2</sub>O Innovation Inc.  
[www.h2oinnovation.com](http://www.h2oinnovation.com)

#### **Contact:**

Marc Blanchet  
+1 418-688-0170  
[marc.blanchet@h2oinnovation.com](mailto:marc.blanchet@h2oinnovation.com)