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Prague, 30 November 2016

SodaStream International Ltd
Gilboa Street POB 280
Airport City, 70100
ISRAEL

Soda Club (CO2) SA
Aabachstrasse 5
6301 ZUG
SWITZERLAND

By e-mail and registered mail

Dear Sirs,

As the legal counsel for “Svaz minerálních vod”, the association of mineral water producers in the Czech Republic, we are hereby addressing you in response to the online video commercial “SodaStream- s**te na plastové flašky”, which is currently being broadcasted on YouTube.cz on the TVSodaStream channel. The recording was posted on youtube.cz from the sodastream.cz domain that is owned by Soda-Club (CO2) SA. The party which explicitly claims responsibility for the advertising video is SodaStream International Ltd. (as the client), as indicated by the press release published by Czech media agency Phoenix Communication.

With respect to the contents of the video and the Czech subtitles, the video is a Sodastream commercial aimed specifically at, and with an impact on, the Czech market (see even the business e-mail info@sodastream.cz included in the text on YouTube). Given the impacts of the commercial in the Czech Republic, the recording must be in line with Czech advertising rules and policies. Your commercial is in breach of both the statutory regulation and code of ethical conduct in advertising since the story insults consumers who buy water, including mineral water, in plastic bottles, as well as producers of mineral water which is bottled in plastic bottles. The story is based on an expressive verbal and non-verbal message that producers and consumers of bottled water, including mineral water, are bad, stupid, deplorable and socially inferior people. Rather than a kind of social criticism, the story is merely a business communication with exclusively business aims. The commercial even includes expletives.

Your commercial, as well as the expressions used therein, are in breach of Czech advertising legal regulation and applicable ethical rules, and it constitutes a commercial that insults and defames the products of producers of bottled mineral and other water. Such commercials are banned by Czech law and by Czech ethical rules. The members of the Czech Association of Mineral Water Producers are harmed by this commercial, and we thus ask you to immediately cease disseminating it, i.e. to delete the version for the Czech market from YouTube. Both our client and the disseminator of the commercial are liable for compliance with Czech statutory and ethical rules and policies.

Please inform us once you have deleted the commercial from YouTube.

Sincerely yours,



Hana Heroldova
Attorney-at-law