

INFINITE WATER

PRESS RELEASE

INFINITE WATER INC.

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Infinite Water Incorporated

<https://InfinitemwaterUSA.com>

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“What’s in a name?” to quote William Shakespeare

Infinite Water Inc has several brands and **Infinite Complex** even more. Together, the 100 most valuable brands in the world are worth more than **\$5 trillion**. So, there is something very substantial in a name. Why? Because brands play an important role in driving shareholder value. But these financial benefits are fairly open to interpretation, because most financial regulators don’t usually accept brand assets on balance sheets.

Apple tops the brand value list with \$516 billion while **Microsoft** at #2 values at \$340 billion and #3 **Google** sits at \$333 billion and #4 ranked **Amazon** has a brand value of \$308 billion. Infinite Complex sees two things that the top 4 have in common. One they are all based in the USA and second, they are driven primarily by technology. Even **Amazons** AWS supports nearly a 17%, and growing, of their total revenue. In the case of these brands, financial regulators would be foolish not to include them in their balance sheets.

Infinite Complex is able to qualify a ‘brand value’ using this formula: Take the brands revenue (including royalties) multiply it by a combination of brand strength, brand investment, brand equity and brand performance and the and the brands value will be determined.

Take for example, **Infinite Complex** following **Apple**. When someone says the word ‘apple’ the fruit isn’t the only thing that comes to mind. You can’t help but see the tech giant’s iconic logo as well and it’s all because of the masterful Apple branding. For a company with a simple logo, Apple branding is in a class of its own.

While currently, **Infinite Water Inc & Infinite Complex** might not yet be household names, they and their subsidiaries will eclipse familiar names like **Shell** because unlike oil, water is a real necessity.

