



Welcome Note

April 16, 2014

With the first quarter behind us already, I'm pleased to be back with an update for our visitors and regular followers. It's quite reassuring to start with some good news about the overall economy and business climate, which seems to be improving on the back of local and regional developments. I presume you are also feeling the uptick in business since the announcement of Dubai's selection to host **Expo 2020**, as well as the new assurances and more signs that preparations and construction projects will be kicking off in earnest in the very near future for the **World Cup 2022 (FIFA)** in Qatar.

Looking back at the first 3 months of 2014, it has certainly been a good quarter for us and the uptick promises to continue thru the current quarter and quite possibly for the remainder of the year. As we saw in the last few months of 2013, the momentum is building with our market penetration continuing to increase in key segments and our base of new customers growing. As usual, here are some of the opportunities and successes of the past quarter worth sharing:

- The DEWS Facebook page is growing in readership and following. If you haven't visited yet and "Liked" us, please click [here](#) and go there now to see the latest stories and what others are saying about DEWS.
- Sales of **PHSI** dispensers saw an uptick in the quarter, particularly in October and November, during which a number of new installations materialized, as both commercial and residential customers continue to adopt this eco-friendly, cost-saving alternative to bottled water at home and in the workplace.
- At the last update, we reported the total reduction in CO₂ emissions which our customers had achieved in 2013 by Making the Switch to bottle-free water, and as promised, we'll be reporting similar figures quarterly and annually. In Q1-2014 alone, we helped our 33 commercial and residential customers avoid a total of approx. **84 Tons of CO₂**. These customers have from 1 to 38 PHSI dispensers each.
- In the hospitality segment, one of our strongest for **PHSI** dispensers, we have added 2 international hotel chains to our customer list. Switching to Bottle-free drinking water gives our hotel customers numerous benefits, including considerable cost savings, a significant reduction in CO₂ emissions, and freeing up lots of storage space. The dispensers are being used particularly in staff dining facilities, offices, and health clubs.
- Retail sales of **Retap** glass bottles at **The Change Initiative** in Dubai picked up in the quarter. As an eco-friendly product that fits well within the *sustainable living* theme of the store, customers have started appreciating their high quality and award-winning design that provide an excellent alternative to plastic bottles for use in homes or offices, as well as smart and "Green" gift ideas.

Lastly, I came across a very interesting and informative article last month, which I would urge you to make time to read. It's about the potential risks of using BPA-free plastic containers, which we assume to be completely safe because they do not contain Bisphenol-A (BPA), a chemical that has been deemed a health hazard by quite a few studies and experts. Click here for: ["The Scary New Evidence on BPA-Free Plastics"](#) and please spread the news by sharing it with your family and friends... it is also posted on our FB page to make it easier to share.

Thank you for visiting DEWS today... please don't hesitate to send us your comments, ideas, or suggestions.

Bassem P. Fakhry
President