



# Welcome Note

## January 26, 2015

What a year it was !! 2014 was a special year for DEWS in more ways than one. I will start with belated Happy New Year wishes in case you are visiting us for the first time in 2015.

We had great expectations for last year and most materialized for us. The outlook for 2015 holds even greater promise that this will be a landmark year for DEWS, its continued growth prospects, and some big changes that might happen during the 2<sup>nd</sup> half... stay tuned.

The last quarter of 2014 proved to be another busy one leading right up to the year-end holiday season. Here are some of the opportunities and successes of Q4 worth sharing:

- Sales and deliveries of **PHSI** dispensers continued at a strong rate in Q4, as more commercial and residential customers continued to opt for our eco-friendly alternative to bottled water and *Make the Switch* to bottle-free drinking water, while reaping other benefits and saving money as well as recording considerable Carbon footprint reductions.
- A number of new customers joined our fast-growing hospitality segment, which continues to grow from repeat business or the addition of new chains and properties. We were very happy to add two new hotel chains and geographical locations to our list of hospitality customers – **The Cove Rotana** resort in Ras al-Khaimah and the **Wyndham Grand Regency** hotel in Doha (Qatar).
- The new **3i-M** model has been a “hit” with customers and we expect this new and updated 3rd generation of the PWT product line to drive orders in 2015. We’re quite confident that first-time users will quickly see its many benefits and order more dispensers in the new year.
- We are pleased to report the total reduction in CO<sub>2</sub> emissions during the quarter from *Making the Switch* to bottle-free water which our customers achieved. In Q4–2014 alone, we helped our **51** commercial and residential customers (each of whom has from 1 to 38 dispensers at one or more locations) avoid a total of approx. **207 Tons of CO<sub>2</sub>**.
- This brought the total Carbon Footprint reduction for the full year to approx. **610 Tons of CO<sub>2</sub>** avoided.
- We also estimated the number of persons now drinking regularly from our dispensers at all customer sites at more than **12,500** and we are confident that this number will keep growing as adoption of bottle-free water increases steadily.
- Retail sales of our **Retap** glass bottles at TCI in Dubai took off in the 4th quarter, particularly in December. A single customer purchased more than 60 bottles as seasonal gifts in one go.

I will close as usual by thanking you for visiting DEWS today and wishing you a spectacular new year... may 2015 be your best yet. Please don’t hesitate to send us your ideas, comments, or suggestions at any time.

**Bassem P. Fakhry**  
President