



Welcome Note

January 8, 2014

Happy New Year to our visitors and best wishes for a bright and prosperous 2014, hoping the past year closed on a positive note for all.

As another year starts, nobody knows for sure whether it will be better than or less fruitful than 2013, but I believe it is a reason for us to pause and take stock of our past achievements, while looking ahead optimistically to bigger and brighter ones in 2014. Some years end with a "*Bang*" and others start with a "*Boom*"... so if I were to judge 2014 by its first week, even the first few days, I would have to say it could well be a landmark year for us, as we have already landed our first order with a new customer.

It is obvious that the U.A.E.'s impressive bid and well-deserved success to host **Expo 2020** in Dubai has generated its share of euphoria and positive business sentiment across most sectors. Our hope is that this optimism will have a lasting and sustained effect on the economy, rather than a short-lived jump in activity that subsides after some months owing to the fact the start of the Expo is actually 6 years away.

Looking back at the last 3 months, I must say that it was definitely a good quarter for us. Although it was shortened by a number of holidays or extended breaks in October, November, and December, we managed to grow our quarterly and annual sales. In a clear sign of building momentum, our market penetration is increasing in key segments and our footprint growing as we make inroads with new customers. Moving to some of the opportunities and successes of the past quarter worth sharing, I am happy to report the following:

- DEWS is now on Facebook !! We launched our new FB page in October... please check it out, follow us, and be sure to ["Like"](#) us.
- 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.
- Last month, we started reporting the total reduction in CO₂ emissions which our customers have achieved so far by *Making the Switch* to bottle-free water, and going forward, we will report the figures quarterly and annually. In 2013 alone, we helped our 29 commercial and residential customers avoid a total of approx. **225 Tons of CO₂**. These customers have from 1 to 38 PHSI dispensers each.
- The hospitality segment has proven to be one of the strongest for our **PHSI** bottle-free dispensers, particularly in staff accommodation and staff dining facilities of large hotels. By *Switching to Bottle-free* drinking water, our customers are reaping many tangible advantages, including large operating cost savings and a significant reduction in CO₂ emissions.
- 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.

Please spend some time surfing our Website and check the updates or additions to Customer Testimonials, Featured Products, Our Solutions Renewable Resources. Thank you for visiting DEWS today... and your comments, ideas, or suggestions will be more than welcome.

Bassem P. Fakhry
President