



Welcome Note

July 12, 2013

Greetings & as always, it gives me pleasure to welcome our regular as well as first-time visitors. It is fitting to start by wishing those of you celebrating the holy month a "Ramadan Mubarak" !!

Last month, we marked an important milestone in the company's short journey, as ***DEWS turned 3 years old on June 23rd***... I'm happy to announce that we are still very much "alive and kicking," as they say. It's quite reassuring to see how far we have come in a relatively short time, finding a more steady footing and clearer direction in this landmark year. Along the way, we naturally had to make a few changes and adjustments to the business focus and product mix, but the one constant has been our resolve and commitment to our goals and values.

I must say, as I often do in the face of headwinds and difficulties, that we remain optimistic about the prospects for DEWS after having celebrated 3 full years in business. All start-ups experience challenges in their all-important formative years, which drive most to fight on harder, some to completely redefine themselves, while deterring a few others. At DEWS, along with some important successes, we have had our fair share of major setbacks in our short history. However, we remain confident that there is a bright and prosperous future ahead for innovative water treatment solutions, as well as solar energy... eventually.

In the past quarter, we continued to expand our footprint further in existing segments and exploring new markets, culminating in the few updates below that we believe are worth sharing:

- **Retap** formally appointed DEWS as exclusive distributor of its range of high-quality, eco-friendly glass bottles for drinking water. These stylishly designed, award-winning bottles complement our bottle-free dispensers to allow us to offer a *total drinking water solution* that virtually eliminates the use of plastic bottled water.
- We are increasing our penetration in the hospitality segment for our PHSI bottle-free dispensers, where we have found a good fit and mutually rewarding application in a hotel's staff accommodation and staff dining facilities in particular, whereby the *Switch* translates to considerable cost savings for the customer and significant reduction in the establishment's Carbon footprint.
- As for other water treatment opportunities in the past quarter, we submitted bids for H2O watermakers and EnSolve oil-water separators to customers from Turkmenistan to Russia, as well as Abu Dhabi.
- On the major project front, we are still actively involved in a few opportunities and await the results of tenders, particularly in a large-scale O&G project, where we are offering high-quality Grundfos pumps for water and wastewater services.
- Our *solar-to-water* initiatives continue to progress, albeit slowly, as we gear up and raise funds to launch a new range of locally-designed innovative products.

As you surf our Website, you may have noticed the recent addition of the new ***Customer Testimonials*** section, which we update at every chance. Needless to say, we are very proud to share with you what our customers are saying about DEWS and their experience with our products and services. This is the best incentive for us to work even harder to add more success stories and testimonials in the future.

Thank you for your time and your visit today. We hope you will visit us again soon and do so often.

Bassem P. Fakhry
President