



# Welcome Note

**June 23, 2011**

Today marks *One Year* in the life of ***Dynamic Energy & Water Solutions*** since its official launch in June 2010. Our first year as a company has been interesting, to say the least, and not without its challenges. We may have taken our first few firm steps, but we know we still have a long way to run to achieve our goals.

On the all-important people front, **Valerie B. Molina** became our first full-time employee earlier this year, officially assuming the key role of Marketing Executive on May 1. Ever since she began transitioning to this new position last December, Valerie has been instrumental in pre-qualifying and registering DEWS as a future supplier to a growing field of customers. Every day, she strives to find new opportunities to match what we offer with what customers may need to succeed and grow. As we build momentum, the DEWS team will continue to grow to increase our reach and capabilities, particularly in marketing, sales, and customer support.

One constant that has marked our first year is our relentless drive to change and refresh our portfolio of products and services in response to market changes and new trends, so as to stay current and relevant, while remaining true to our vision and focus. As we redirected our efforts in the areas where we believe we can make the most impact, we have re-organized the company into 3 main divisions and continue to seek out opportunities to join forces with new partners and suppliers.

*Solar Energy Solutions* is and will always be a strategically vital area for us. We remain optimistic about the bright prospects of this segment, as new regulations and incentives come into force in the future, along with favorable pricing dynamics, to encourage wider use and acceptance across the Middle East.

*Industrial Water Solutions* will continue to play a *central* role in our portfolio, with increasing focus on water recycling and re-use for a wide range of applications. It is not by chance that this division is at the center of the new structure and still receives most of our attention.

Our newest division, *Drinking Water Solutions*, was born of a need and an opportunity we saw in the market to serve an emerging niche of companies, consumers, and service providers, who are increasingly aware of their *socio-environmental* responsibilities. This division will be tasked with bringing them technology-based solutions to satisfy those needs both responsibly and cost-effectively.

As you browse the ***Our Solutions*** tab, you will find the new company structure and all our offerings re-aligned accordingly.

This is truly an important milestone for us and we are genuinely full of excitement and optimism as we look ahead to a brighter and more prosperous future.

**Bassem P. Fakhry**  
President