



Welcome Note

October 17, 2013

Greetings to our visitors and best wishes to those of you celebrating "Eid al-Adha", hoping you enjoy the long and well-deserved holidays.

It's hard to believe that the 4th quarter has already started and that the year will soon be over. Looking back on the past quarter, I would say that it turned out to be a rather quiet summer for us, as expected, with the extended vacations and Ramadan falling mostly in July this year. As such, we are even more aware now of the importance of the next 3 months as we work to round out the calendar year on a positive note.

Before moving to some of the opportunities and results in the past quarter, I am quite happy to report (as many of you may likewise be experiencing) that there has been a noticeable uptick in business in just the last four to six weeks. Our hope is that this trend will be sustainable and carry us thru this quarter and well beyond. The combined effect of the economic optimism in Dubai in particular, and the Gulf in general, seem to be lifting prospects for growth in several sectors and this appears to be having a positive impact on business sentiment.

As usual, the past quarter saw further expansion of our markets and entry into some new segments, giving rise to new opportunities and successes that are worth sharing:

- **Retap** glass bottles made their retail debut at **The Change Initiative** in Dubai in August. These high-quality, award-winning bottles are now available in 2 sizes and different packaging options for purchase in the store by individuals looking for an eco-friendly alternative to plastic bottles for use at home, office, etc.
- Sales of **PHSI** dispensers also saw a small pick-up in September at **The Change Initiative**, as more customers embraced the eco-friendly alternative to bottled water at their homes.
- We continue to pursue a number of new opportunities in the hospitality segment for our PHSI bottle-free dispensers, particularly in the staff accommodation and staff dining facilities of hotels. The *Switch to Bottle-free* drinking water offers many tangible advantages to the hotel, including considerable operating cost savings and a significant reduction in CO₂ emissions.
- Our *solar-to-water* initiatives have seen limited progress in the quarter, as we face some challenges in raising funds and finding trial sites and pilot customers to launch the new range of locally-designed innovative products.

As you surf our Website, you will notice some updates in the Customer Testimonials, Featured Products, list of Principals & Partners, and Our Solutions page now includes details about **Retap**.

Thank you for making time to visit DEWS today... we would certainly welcome any comments, ideas, or suggestions you may wish to share.

As always, we look forward to your frequent visits in the future and hope you will also tell your friends and business associates about any good stories or take-aways.

Bassem P. Fakhry
President