



# Welcome Note

**April 23, 2012**

The journey continues... on a clearer path.

As we approach the end of our second year in business, in the last month of this quarter, I wish to share with you some updates and important milestones from the first quarter of 2012.

The first 3 months of the year were full of opportunity and promise for *DEWS* as we continued to build momentum and gain more recognition in the marketplace. To name a few, here are some of the important success stories since the start of 2012:

- On the all-important *People* front, M. Nawazul Haq joined us in March as our Area Sales Manager – Gulf. Nawaz is an experienced sales professional who has worked in a number of industries in India, his home country, as well as the GCC. He will focus primarily on PHSI sales growth, driving market penetration in the Gulf countries, appointing and managing the indirect sales channels necessary to support PHSI's regional success.
- Held last month in Dubai, WETEX 2012 was a major success for us, where we made our first full-scale appearance on the regional water scene with our complete portfolio of solutions, showcasing the products and services of our *Industrial Water* and *Drinking Water* divisions. Also featured at our booth was March Pumps, represented by Mr. Robin Montgomery of Dorian Drake International, as well as a seal-less sea water pump on display. By my estimate, we must have had more than 250 visitors to our booth over the 3 days of the show. You can read more about DEWS at WETEX under Featured News or the News & Events page.
- We have already seen the fruits of our participation in WETEX in a number of successful PHSI bottle-free dispenser installations.
- On the *Partner* front, we concluded or are in the process of concluding agreements with a select few authorized service providers to support our growing sales.
- We continued to pursue a number of fairly large projects including water recycling, sea water R.O., oil-water separation, and hope to report more successes in those areas in the coming months.

Of course, with business growth and rising opportunity come challenges. Some of the challenges we still face include the persistent regional unrest and political uncertainty, which may not affect us directly in the U.A.E. and most Gulf countries, but they do often translate to general business uncertainty, slower decision-making, and other related operational difficulties. Oddly though, we seem to be busier than ever and continue to be optimistic about the future, so we certainly intend to be around to reap the rewards of the recovery and market stabilization, be it in a few months or a couple of years.

Please make the time, when you can spare some, to visit often and browse our Website... needless to say, your thoughts and ideas are more than welcome.

**Bassem P. Fakhry**  
President