

Multi Purpose Industries



it starts with water

MPI Clean Water Company profile



December 2010



it starts with water



Water works for you!



History MPI

- Multi Purpose Industries (MPI) founded 2004
- Main shareholders: Mr. A.D. (Ton) Koens
Mr. W.J.B.M. (Wim) Hoppenreijts
- May 2010 Kenya, Nairobi, Demonstration first MPWU
- August 2010 First order MPI Clean Water: 25 MPWUs
- Autumn 2010 Baarn, start building factory Waste-to-Energy
- December 2010 New shareholder

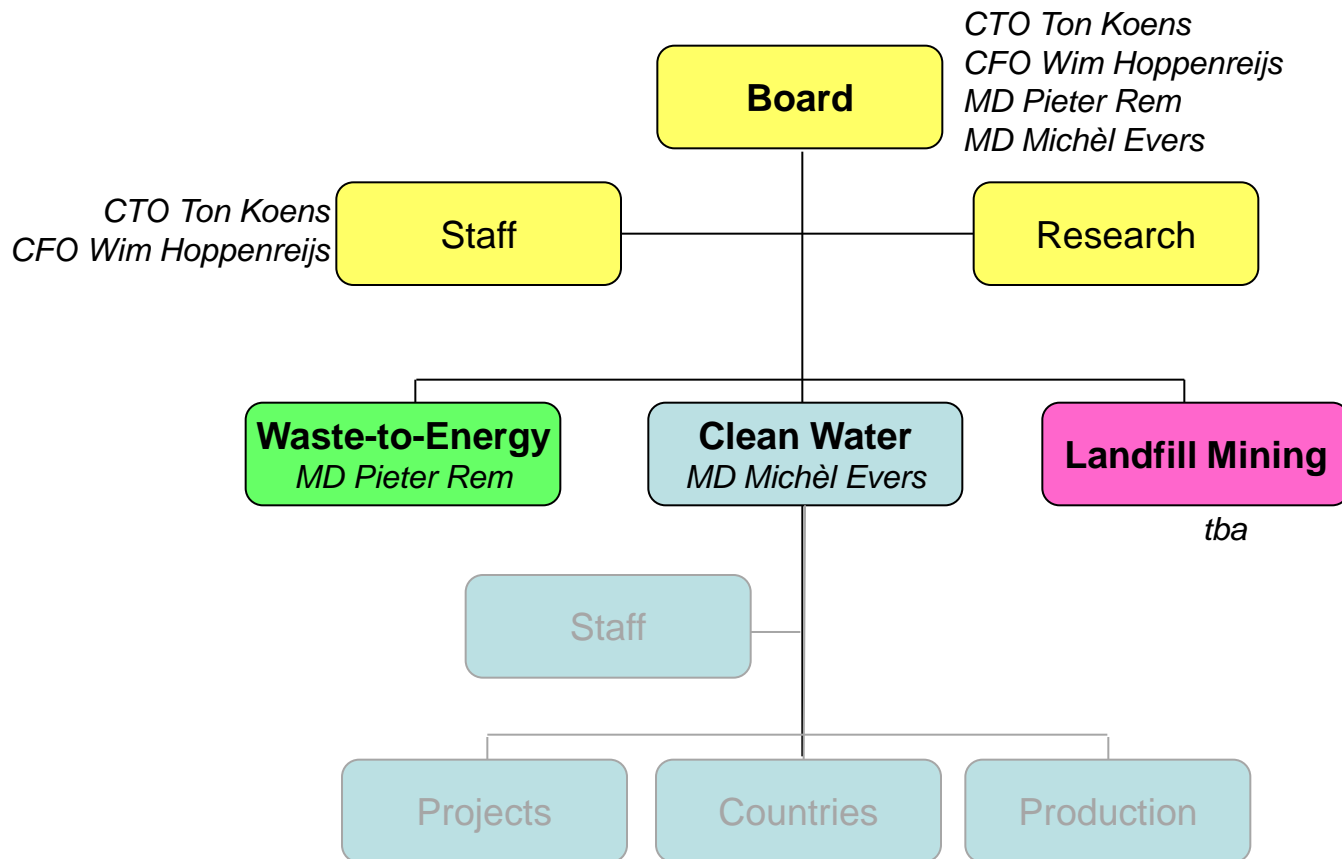


Multi Purpose Industries Strategy

- **Vision**
 - Every body has access to clean drinking water
 - Sustainable solutions for the worldwide waste treatment problems and the increasing number of dumpsites
- **Mission**
 - ... to leave the planet cleaner than we found it
- **Business Lines**
 - Waste-to-Energy: conversion of non recyclable residues into energy
 - Clean Water: conversion of polluted water to clean drinking water
 - Landfill Mining: sanitation of landfills combined with energy production from waste

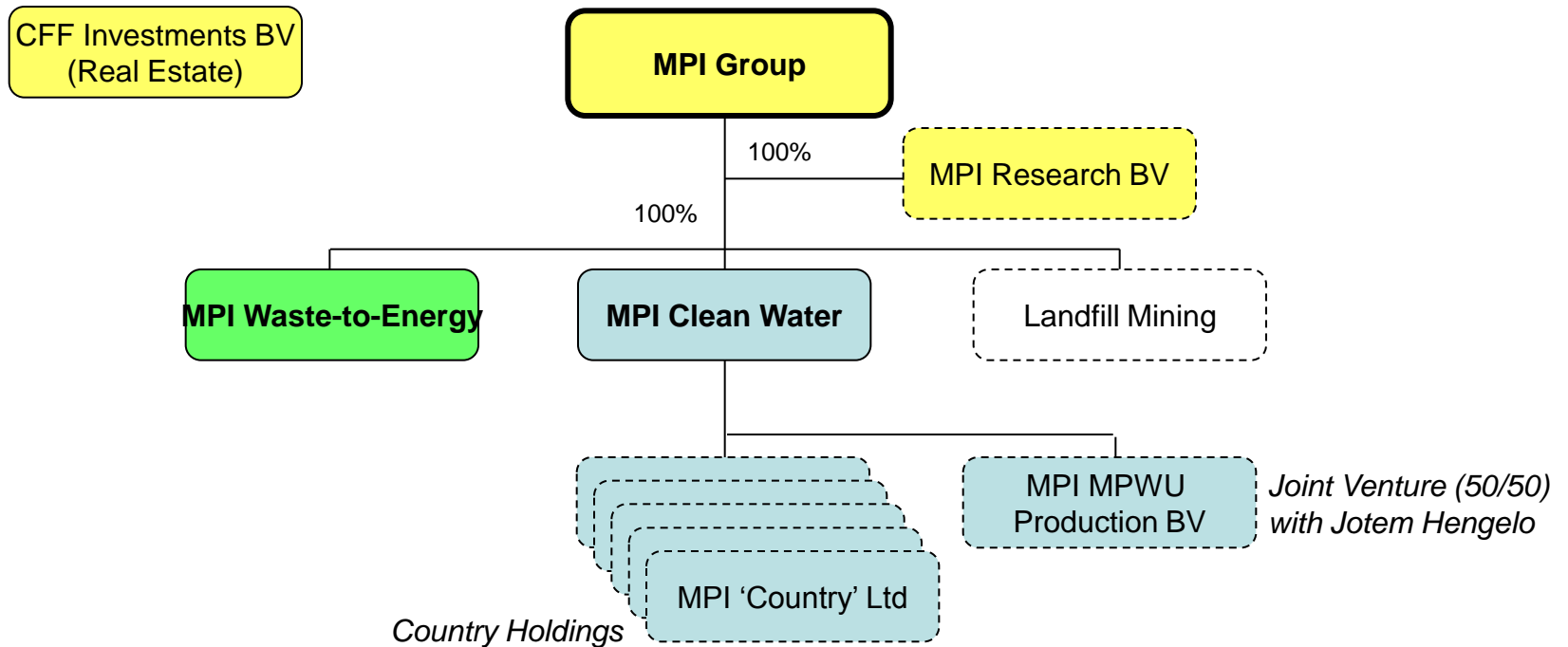


Multi Purpose Industries Organization Structure





MPI Legal Structure





Management Team MPI

Ton Koens

Chief Technology Officer

Wim Hoppenreijns

Chief Operating Officer

Pieter Rem

Managing Director MPI Waste-to-Energy

Michèl Evers

Managing Director MPI Clean Water



Partners of MPI

Technology

Water

Jotem Waterbehandeling BV, Hengelo, the Netherlands

Norit Projects BV, Enschede, the Netherlands

Waste-to-Energy

Clean Fuels BV, Oldenzaal, the Netherlands

Enhanced Power Controls, Nieuw Roden, the Netherlands

Knowledge

ECN (Energy research Centre of the Netherlands),

Technical Universities Twente and Delft

Public Relations

Een wereld idee (1we), Amersfoort, the Netherlands

Finance

Rabobank; ABN AMRO Bank

Audit & Tax

Ernst & Young

Legal

Damsté Lawyers, Enschede, the Netherlands

Notary

KienhuisHoving, Oldenzaal, the Netherlands



MPI Clean Water Strategy



Mission:

*In the next 15 years **to provide 1 billion (less privileged) people** with clean and safe drinking water at a price they can afford.*

Approach:

We sell clean and safe drinking water by establishing water companies / water shops. We create jobs and have an impact on local economy. We don't sell technology.



Unique selling point:

A stand-alone decentralized solution for almost every kind of polluted and or contaminated water from almost every water source (even salt); 60,000 litres per 24 hours



MPI Clean Water Lines of Business



Lines of Business

• Micro Water Companies

- 20 L Bottles
- 0,5 and 1 litre bottles
- Bulk

• Business to Business

- Custom Made Solutions

Customers

- Small and Medium Sized Organizations, Retail shops, Households, Schools,
- Retail shops, Hotels
- Hotels, Bottling Companies, Government, Appartments, ...
- Hotels, Hospitals, Food Factories, Government, Port Authorities, Navy



MPI Clean Water Business Functions



- **Business Functions**
 - Water source development
 - Water purification
 - Water distribution
- **Clean drinking water from:**
 - Polluted Fresh water
 - Brackish water
 - Salt water from sea, well
- **Sources:**
 - Boreholes, well
 - Surface Water (river, lake, sea, ocean)
 - Sewage
 - Industrial discharge water
- **Production:**
 - App. 60.000 litres per 24 hours
 - Drinking water for app. 12.000 people





Micro Water Companies

the concept



- **Micro Water Companies**

- Independent companies

- Business functions:

- Water production
- Marketing/Sales (local)
- Distribution (local)
- First line Maintenance

- App. 20 employees

- Micro Water Companies are linked to

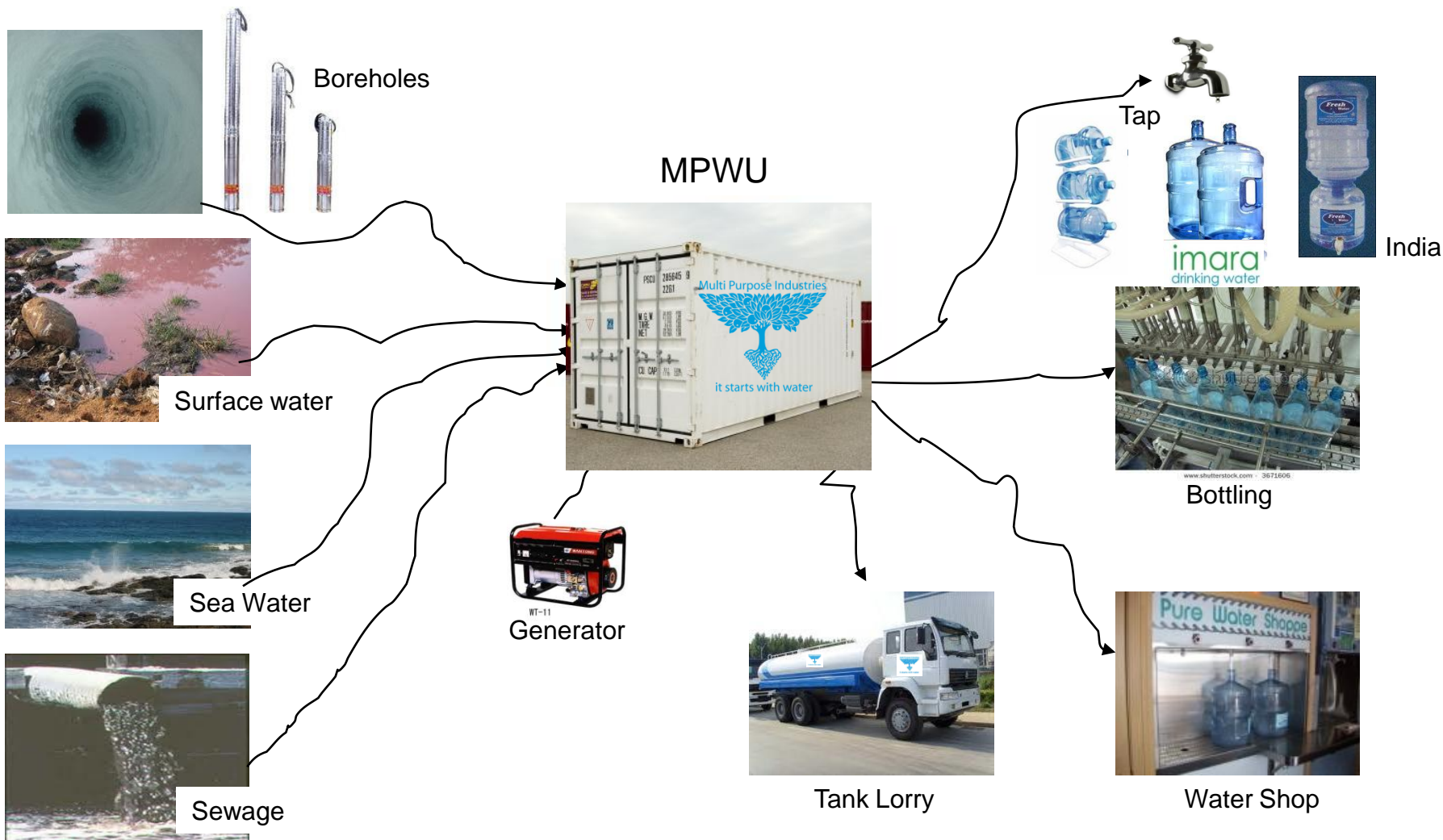
- Communities/tribe/family (employees; security)
- Government
- Business partners (JV)





it starts with water

Micro Water Companies the concept



Micro Water Companies

- Sales and distribution -

MWC basic



MWC



Water Shop



Bottling



Tank Lorry

Country Operations: leverage



Multiplier



Micro Water Companies Technology



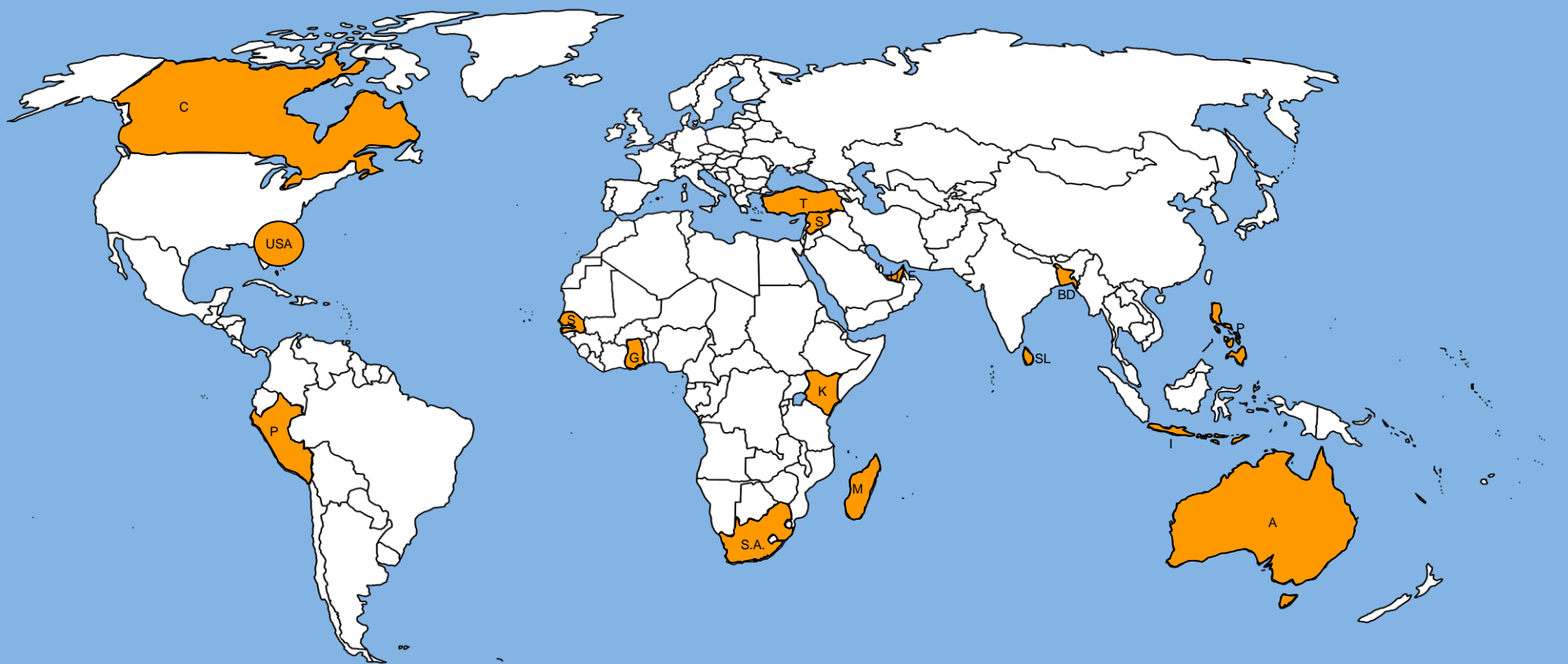
• Technology

- Secure proces, tested by Dutch KIWA (according to WHO standards).
- 9 steps
 - Pre Filtration / Inlet
 - Ultra Filtration (all visible polution)
 - UV light (anti bio)
 - Micro Aeration (oxidation)
 - Active Carbon (adsorption)
 - Reverse Osmoses (nano filtration)
 - UV light ((anti bio)
 - Marble Filter (optional)(mineral adding filtration)
 - Micro Aeration (oxidation).
- Capacity: 60,000 litres; 12,000 people,
- Operational temperature range: 0° - 60° C.,
- Bacteria and Virus retention > 99,9%,
- 20 foot Sea Container.





Country Operations projects



Operations:

- Kenya (1)

Work in progress:

- Kenya (10)
- Canada (5)
- *Unknown* (10)

Leads:

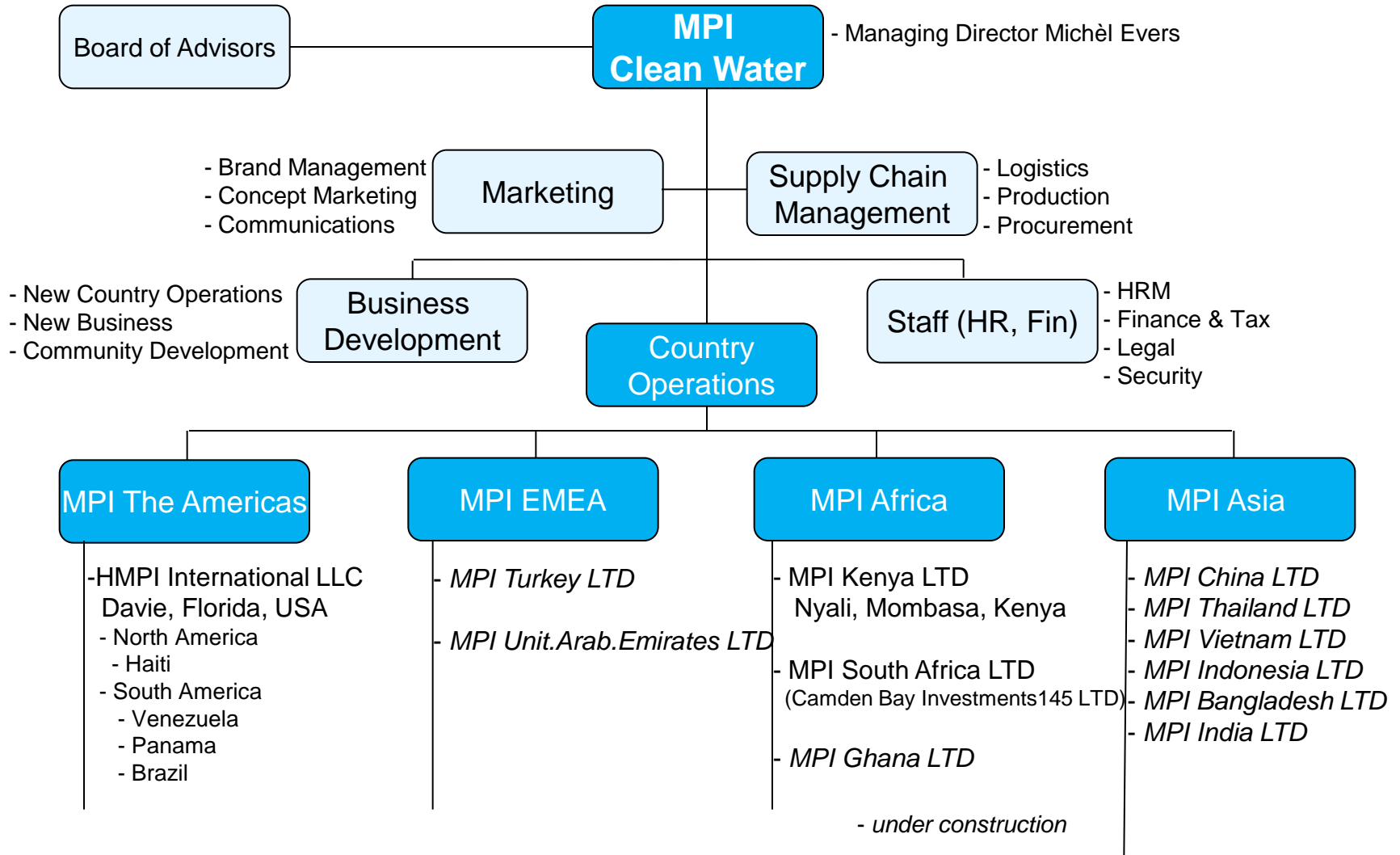
- Kenya (4)
- Bangladesh
- Indonesia
- South Africa
- Syria
- Turkey

Interests:

- Kenya (4)
- Philippines
- USA,
- Australia
- Madagascar
- Ghana
- Senegal
- Peru
- United Arab Emirates
- Sri Lanka
- Germany



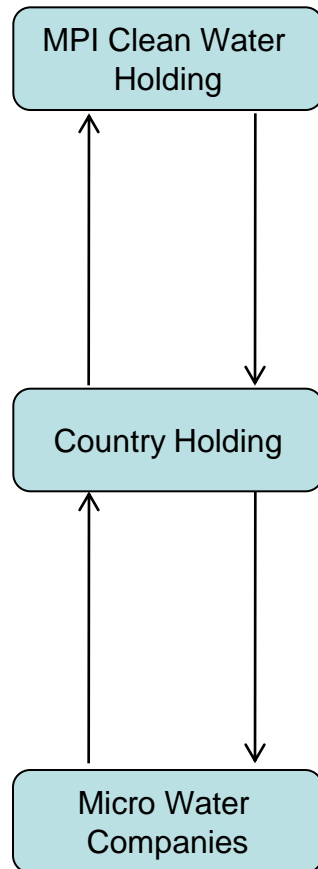
MPI Clean Water Organization





Taskdivision

MPI Clean Water (in countries)



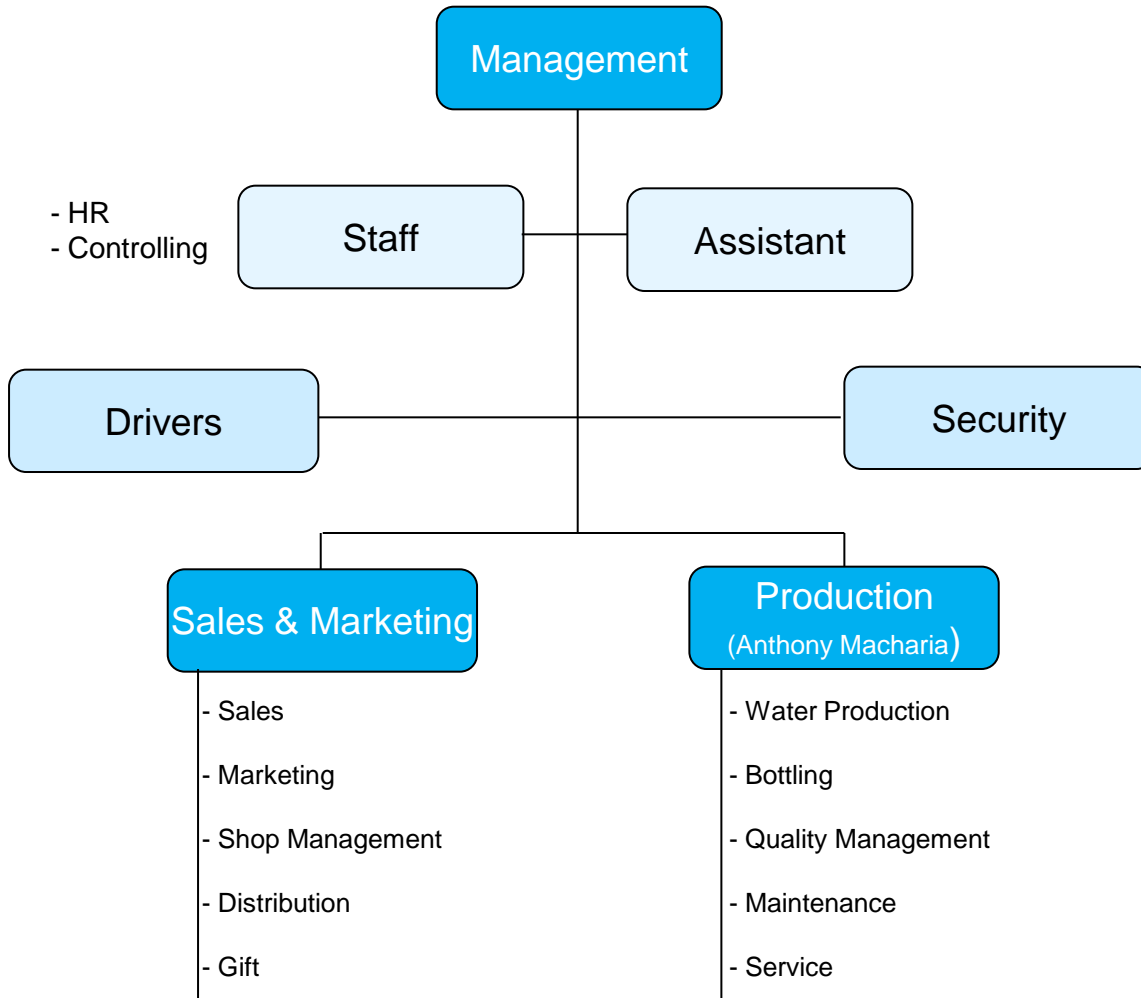
Ideas, patents, managing start up of a country operation, licenses, investor relations, managing country holdings, producing technology and selling to country holding, management support

Managing MWC's; provision of technology and equipment (cars, offices furniture), maintenance & service, programs for business and community development, MPI Academy, brand management & marketing, legal and fiscal structure, refurbishment shops, outdoor and indoor signage shops.

Producing, bottling, selling and distributing drinking water; local marketing, running a shop, ...



MPI Clean Water Organization MWC





MPI Water Business Academy

The Idea: To train and employ high educated unemployed young people

The Approach: 3 months 6 days a week training
circa 25 young people; **50% guaranteed a job** at a MWC
tough selection at start
most trainers are experienced business man of MPI.

Content:

MPI business philosophy: Business model, businesscase, business ethics,

Theoretical knowledge: Entrepreneurship, Retail, Water Technology, Marketing,

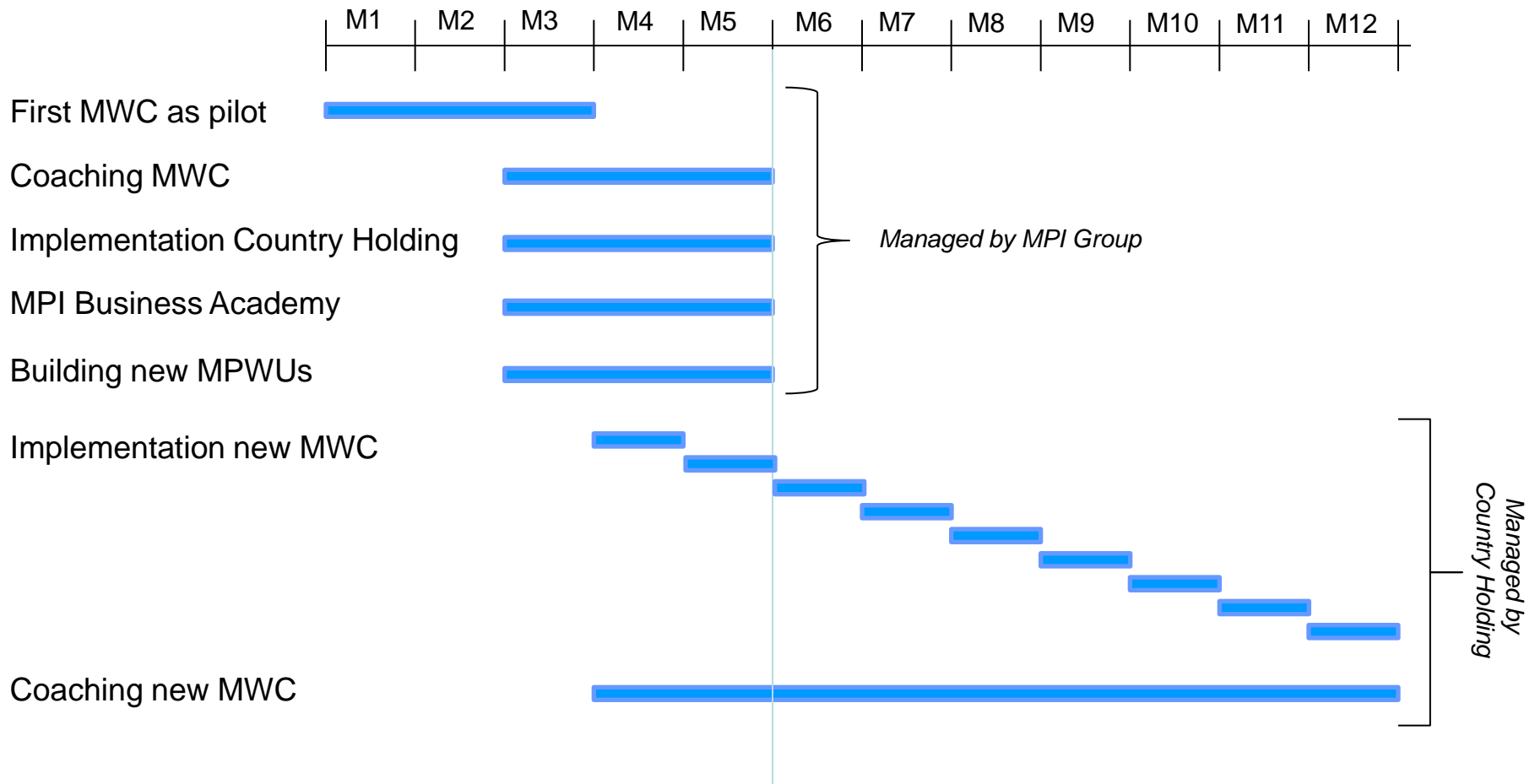
Practical experience: Intermediate ship in business, retail and technology (own MWCs)

Certificate: Exam, official registration, recommendation

Country Operation Implementation



The ideal project: Implementation 10 MWC (indicative)





Information



MPI Clean Water

Managing Director
Michèl M. Evers
gsm +31 6 20506614
m.evers@mpi-group.eu

PO Box 455,
7570 AL Oldenzaal
The Netherlands

Marconistraat 20,
7575 AR Oldenzaal
The Netherlands

tel. + 31 (0) 532 741
e-mail: info@mpi-group.eu

MPI Clean Water movies

www.mpi-group.eu

dvd: it starts with water

www.1we.com

*(Six crazy guys, a white
container and a world issue
to solve...)*

you tube:

k24-mpi-nairobi-dam.VOB

