

AFFILIATED COMPANY TO EXCEL INTERNATIONAL, INC USA









Agriculture F

Health

NUTTITION +¥ □

XcelAtel

The Water Generators



Energy & Petrochemicals





























Minerals











excelAginseng

owerful days, active Life













A Break Down of Excel Group Activities

BY COMPANY/DEPARTMENT



A STRATEGIC PLAYER IN A BUSINESS WORLD WITHOUT BORDERS

Founded in 1990

The First "Excel" on Excel Group of Companies, first established in 1990 in the State of Delaware by its President Hisham Fawzi, Excel International brings a wealth of experience to foreign commerce. Under Mr. Fawzi's direction, Excel International has grown into a prestigious company that is extremely adept at navigation through the many processes, agencies and regulations that stand in the way of trade. At the heart of the organization are thriving networks of representatives with relationships through affiliating organizations across the globe. Through years of delicate commodities trade between various countries, Excel International helped to shape the world trade market as an active buyer and seller.

AQUASPHERE

In addition to work on behalf of Excel, excelinternational.com, Hisham Fawzi developed cutting edge water technology with Aquasphere®, a revolutionary air-to-water generation system with government, commercial and military applications. Many governments are currently planning the eventual implementation of such technology.

Recognition

In November 2001, Excel International Chairman, Hisham Fawzi was honored by the Export Achievement Award presented by the U.S. Secretary of Commerce Don Evans. And in early April of 2001, Excel Holdings was acknowledged by President George W. Bush and has been used as an example of a successful small business in his speech to promote international trade. The US Department of Commerce continues to recognize Excel Holdings as a leader in the development of overseas





business and supports efforts of the company wherever possible. Through these efforts, Excel Holdings has been presented the Asia-Now Award for promoting trade between the USA and Asian Countries.

Expertise

Over the past fifty years, the size of the world economy has exploded and the volume of international trade with it. Whether it is oil production or refinery development, commodities trading, finance, marketing or logistics, Excel International's expertise in foreign trade can help businesses, large and small, take advantage of profitable opportunities in Asia, the Middle East and North Africa.

How We Work

When Excel's management visits a country on a business development trip, we connect with the most influential people in the country's commercial, political, and financial worlds. We then tailor our business strategies to the dynamics of each country's unique cultural heritage and regional resources. We monitor and evaluate business trends and developments in various countries to help us determine how and when we do business.

Teamwork

Teaming with Excel International means you are assured a partner that will work diligently so you have all the resources, be they financial, technological, developmental or managerial, to help you achieve your goals. And at Excel International we also realize trade and development extend beyond order fulfillment. Clients deserve superior personal service and trading support. With Excel International you'll get that and more.

Systems integration

Construction, Procurement and Management of various refinery and manufacturing facilities for the processing or creation of commodities requires complex planning and development. Excel International has the global connections to help you maneuver successfully in many crucial mining, petrochemical and food refineries and mills. We bring the right resources together with capable, well-educated and experienced teams to deliver quality projects. Longer term programs need guidance and the critical influence of responsible leadership. We determine the appropriate blend of management and service capabilities to provide successful project





integration. With Excel International, projects are assured of goal achievement and a positive cash flow.

Full-Service Trading company

We help to facilitate and often clear the way for successful business arrangements and transactions in over 100 countries around the world. Our network of financial support extends into key financial institutions and research verification companies with offices around the globe. We provide all the logistical support needed to navigate the often complex range of related issues, such as letters of credit, tax cred- its, customs, tariffs and duties, and provide our partners and clients with effective solutions to their most challenging transportation, financing, insurance and logistical needs.

Foreign Trade

Excel International maintains a worldwide network of partners to provide services tailored to each and every client. We specialize in foreign trade of major commodities such as petroleum, sugar, spices, steel, scrap metal and much more. With our financial tools, resources and knowledge of government protocol, Excel can help buy and sell as a principal in commodities exchanges with companies around the globe. We have key people in different parts of the world who are able to bring buyers and sellers together to achieve the most profitable results.

Quality Assistance

As a borderless trade world continues to develop, Excel International helps many clients with growth in what would otherwise be effectively closed markets. With over twenty-nine years of experience in the movement of commodities such as chemicals, building materials, food, machinery and more, Excel have forged significant respect in the foreign trade arena. Many businesses worldwide have come to know the intellectual caliber of Excel's negotiations and multi- national expertise.

Finance

Today's business operates within a new high tech global economy. At Excel International, we are experts at finding and sourcing buyers and sellers. Our worldwide consulting services through our subsidiary, Excel International Consultants, help you in crafting a vision for your organization and then providing a





specific business and technology framework that will make that vision a reality. As a full service trading company we help to facilitate and clear the way for successful business arrangements and transactions in countries around the world; always with one goal in mind to develop and maintain ever more profitable revenue streams and sources of income for your company.

Joint Venture & Partnerships

We strive to be involved in the right industrial project around the globe either through our own Excel subsidiaries and/or divisions or through joint ventures and partnering with third parties/entities. Some of these industrial projects are building material plants such as ready concrete, Cement, brick, and ceramic to Iron and steel plants, water bottling, agricultural processing project, and much more. As long as the project presented meets or our criteria, we study and we take the right decision.

Oil Production

Navigating today's world market requires a strong global partner. And only Excel International has the connections and capabilities necessary to supply a comprehensive range of products, systems and services. From onshore and offshore exploration to the design and supply of production facilities, Excel is continuously searching for ways to diversify your business. Our agents will act as a bridge between you and the global economy, putting together business strategies designed to enhance existing assets and seek out additional sources of revenue.

Refinery Development

For any oil company, research and development is the driving force behind technological innovation business development and sustainable growth levels. Excel International's network of key contacts connect you to the right local agencies to help your company face these challenges and find workable solutions for them. In a market easily influenced by current economic and political conditions, Excel acts as your ambassador and advisor.

Legal Issues

The key feature of an international sales transaction is the fact that it crosses international borders, with each country having distinct legal systems and trade laws. We help businesses get through these complicated legal issues, find out what their respective rights and obligations are, and assist in finding remedies.





Moving a World of Goods to Markets around the World

Excel's emphasis is the movement of all of the following into the world trading market:

- Petrochemicals
- Health Equipment
- Crude Oil Services
- Water Systems (others)
- Lumber
- Copper
- Sugar
- Textiles
- General Merchandise

- Waste Management
- Commodities (different)
- Water Generators
- Chemicals
- Iron and Iron Ore
- Machinery
- Cotton
- Agriculture Products

Our Mission

Businesses in today's global market need partners who can talk about strategy, finance and technology in the same conversation. At Excel Interna-tional, we are experts at finding and sourcing buyers and sellers. Our cross-industry, cross-world consulting services help you craft a vision for your organization and then provide a specific practical business and technology framework that will make that vision a reality.

A realistic and unique approach to the promotion of world business





WE OFFER MORE THAN JUST ADVICE AND REPORTS; WE FOCUS ON RESULTS

The gateway to all Excel Group business

In addition to the normal consultation services EIC offers, EIC has been established in 2011 to be the Consultant and/or the Business Development arm to Excel group of companies. EIC is the gateway of all businesses approaching any Excel company.

The Consulting Company "EIC"

EIC is a global firm, comprised of consultants and research and information professionals. We serve a broad range of private, public, and social sector organizations. We are a global partnership that believes in a strong set of values, focused on client impact. Our services spread across Europe, the Americas, Asia Pacific, the Middle East and Africa.

EIC Services

1. FINANCIAL

The Corporate Finance/Restructuring practice at EIC Consulting focuses on the strategic, operational, financial and capital needs of a business. We address the full spectrum of financial and transactional challenges faced by companies, boards, private equity sponsors, creditor constituencies and other stakeholders.

Our success depends upon achieving optimal results for our clients:

- Interim Management
- Transaction advisory services
- Restructuring/ Turnaround services
- Private Equity
- Valuation & Financial Advisory Services
- Performance Improvement Investment Banking

2. ANALYTICS

Enables a shift of focus from simply delivering data to establishing a business analytic approach for evolving to an intelligent enterprise





3. BUSINESS PROCESS MANAGEMENT

Our strengths in risk and process implementations yield practical and valuable solutions for our clients in all key industries such as Telecommunications, Health Care, Financial Services, Life Sciences, Energy, and State and Local government.

4. CHANGE MANAGEMENT

EIC can help equip your company to drive and sustain change

5. CUSTOMER EXPERIENCE

Using a rigorous, disciplined approach EIC can help clients understand the needs of their customers, and help design, develop, and deliver engaging, seamless customer experiences, across traditional, digital, social and mobile media.

6. INTEGRATED BUSINESS PLANNING

We offer a gateway to understanding and implementing comprehensive business plans for finance, sales and marketing, operations, supply chain, procurement and engineering. We offer a structure to integrate the entire organization and translate business drivers into desired outcomes through a decision framework that covers strategy, design and execution.

7. ORGANIZATION DESIGN

EIC can help you discover a new organizational model that fosters increased productivity, clear alignment to business strategies and fit-for-purpose organizational structures.

8. OUTSOURCING

Outsourcing has become a key strategy for organizations seeking to reduce costs and improve services. EIC will help you with your outsourcing decisions.

9. SHARED SERVICES

We offer solutions for your current services delivery model that will result in increased agility and competitive advantage in addition to cost savings





10. TALENT MANAGEMENT

EIC shall implement a training plan for its clients on how to make smart decisions on hiring, promoting and retaining talent, which can make the difference between a brand that draws high-caliber talent and a company with jobs to be had





THE STANDARD FOR GENERATING SAFE & NATURAL DRINKING WATER

Introducing WEPS technology since 1997. Based in the United States, Excel Water Technology, Inc., (EWT) has been established to market Aquasphere® equipment around the world. For many years, countries and companies around the world have been spending billions of dollars annually in search of pure water to supply the ever-increasing world demand for drinking water. The global move toward industrialization and urbanization has contributed to the pollution and contamination of many of the available fresh water sources.

This continuous pollution and contamination have rendered many of the available water sources unfit for human consumption. Therefore, man-made systems have been developed that re-purify the water that has been contaminated.

Furthermore and out of desperation, many countries around the world have now resorted to re-purifying sewage and wastewater to deliver as drinking water to their populations. Drinking water that is pure, clean, free of chemicals and contaminants are in scarce supply in many regions of the world. Many conventional sources are polluted; for example, water from desalination plants is often of poor quality and taste, and chlorinated water, accepted as viable solution in many countries, can contain carcinogens and other pollutants that have harmful long-term effects. Drinking water is an increasingly critical issue for the world's population.

In 1997, the founder and the President of Excel Holdings Inc. (EHI) realized that there was an opportunity to aid in solving the current international drinking water crisis. Through EHI's wholly owned division and subsidiary, Excel Water Systems (EWS) and Excel Water Technology (EWT), Excel has developed the Water Extraction & Purification System (WEPS™) Technology being used in Aquasphere™ The Water Generator capable of producing water quantities from 20 to 3,000,000 liters per day from the air. And more; Manufacturing of the Aquasphere series is on a specialized custom-ordering basis.





Excel Water Technologies introduced a new water production technology to produce water from the air that is being offered to the world – a technology that does not draw from contaminated or impure water sources; a technology that is environmentally friendly and pollution free; a technology that delivers pure water free of harmful chemicals; a technology that produces healthy and safe drinking water at a fraction of the cost of buying packaged or bottled water; a technology that can be utilized in virtually any array of applications; and a technology that produces an unlimited supply of water without utilizing any traditional source of water.

The key proponents to this technology's success involve three main variables that must be in perfect harmony in order to generate a viable drinking water product: quantity of water produced, quality of water produced, and total cost of water production. This critical milestone has been achieved through our nineteen (19) years of Research and Development, Marketing, and Sales efforts, and we are now strategically poised to exploit this technology worldwide through a series of customer-focused products. Thus maintaining our leadership position in this novel industry.

AQUASPHERE® Bottling Facility, ABF, shall be the catalyst in bringing this water technology to the worldwide consumer. AQUASPHERE® water is the highest quality water yet selling with a fraction of the low-end quality water!!



Originally was the company engaged only in the Appliance 5 gallons per day water generator units, however it is going through a reorganization and shall be involved only on all conventional water systems other than "The Water Generators" such as:

- Filtration Systems
- Reverse Osmosis
- Desalination
- Bottling Facilities







STUDIES / INFRASTRUCTURE / CONSTRUCTION

Axes and objectives

Networks should be robust, fault tolerant, scalable, and open for: Ensure connectivity and national needs of current and future users; The interconnection of national networks with the networks of neighboring countries, through a national infrastructure integrated with the infrastructure sub-regional broadband streamlined; Ensure the connection with submarine cables.

Specific Objectives

Meet the capacity needs of all users in different locations in the country by the Inc. of a backbone of the transport of all types of signals; Ensure digital inclusion of the national territory; Promote investment in the ICT sector; Stimulate competition and encourage innovation which will result in the reduction of access costs and improving service quality to end customers; Promote the emergence and development of new services or broadband applications in all sectors including government, commerce, health, education etc.. Strengthen sub-regional integration process

XcelAtel Management / Operation

Our company is capable of operating and enhancing Telecommunication network by helping to improve and simplify the end-to-end operations while reducing costs and increasing customer satisfaction. XcelAtel offer a unique expertise, diagnostics, and models that help deliver to the end-user customer value proposition as well as identify and rationalize operational investments to improve margins and process efficiency. We are capable to deliver sustainable, significant value for our own organizations, business partners, and customers.

XcelAtel People

Our Telecom Operations group includes partner companies that have along history in Telecommunication Infrastructure and Management (Operation) and many





professionals who have joined Excel and have brought direct, in-depth knowledge of management processes, operations systems, and telecom services to our clients.

XcelAtel tools and insights

Our ongoing investment in operations research includes diagnostics and proprietary benchmarks, overhead spending and operations, customer-care operations and end-to-end customer experience. XcelAtel intensive training through modules and learning centers provide real time, hands on training to build the lean skills and capabilities of our Team members in a simulated production or business-unit environment

In Brief

XcelAtel shall operate the network putting in its account that the current integration of the internet applications, telecommunication, and knowledge management has resulted in a new, unified approach to managing vertical market segment, such as CRM (Customer Relationship Management), ERP, and health care, e-business, e-governance, tele-education, geomedicine. The unifying solution provides a platform that enables the integration of business operations, Business management, and business intelligent capabilities.





"SEEING IS BELIEVING", however in ExcelAgs's case, "SEEING IS CURING"!

Introduction

Introducing Excel Aid Guiding Systems "ExcelAGS" systems that are a non-contact, non-invasive aiding guiding method for study human and animal body temperature. Therefore infrared "ExcelAGS" finds increasing application in clinical medicine. Excel Aid Guiding Systems "ExcelAGS" has been established as our brand for the sole purpose of providing the state-of-the-art tools to assist the medical field in discovering the unknown of our human body.

Excel family is proud to achieve one of the highest levels in the USA trade and innovation. Excel is the pioneer of the Water Generators (generating pure potable water from the air) which again emphasis on a healthy living for all human race.

ExcelAGS - Technology

This technology has been invented in the 60s however it has been very primitive in addition the pictures interpretation was totally inaccurate. Now, we are putting all state-of-the-art technology to utilize this technology is the very accurate way possible giving a piece of mind to whoever utilize as an a tool for aiding guiding system that contribute to health maintenance and helping the practitioners in the medical field as a guiding management tool. The end result is creating a healthy citizen

The key proponents to this technology's success involve the understanding that beside that it is an aiding guiding system; ExcelAGS is also a guiding management tool. This means that we finally can see what is in our body in a very un-invasive way without any harmful X-rays exposure. This means that now we are able to introduce a quality product to a fine healthy living.

ExcelAGS - Sport Medicine

ExcelAGS has been shown to be useful in aiding diagnosis and guiding management of foot injuries of sports injuries.





ExcelAGS have also been used in studies of diabetic neuropathic feet, the detection of carpal tunnel syndrome, and in the monitoring of undesirable thermal proximity damage during surgical energized dissection and coagulation.

ExcelAGS has been shown to be effective in assessing the depth of skin burns by measuring different skin temperatures created by varying states of perfusion. It is therefore be useful as a real time assessment tool examining changes in peripheral perfusion during the resuscitation of a shocked patient, giving a continuous recording of response to treatment.

ExcelAGS is rapid, non-invasive, non-emitting and with improving technology becoming more user-friendly and more cost effective.

ExcelAGS is a novel method for evaluating inflammatory arthritis activity and can study the hangs in cervical disc herniation.

ExcelAGS - Not just for human but also for animals

Veterinary health care is growing in all the countries due to the culture and traditions of loving exotic animals. Our "ExcelAGS" for sure will be able to be the number one equipment to be able to understand what the animals are complaining from without operating on them. Horses are one of our main clients in the Veterans Clinics. Animals don't complain!!; but they suffer!!





ECO-FRIENDLY SOLUTIONS FOR WASTE DEGRADATION

What we offer

Microbes, enzymes, and innovation are the platform of our product lines. We have the technological capabilities to research and develop the most comprehensive and cost-effective products for waste degradation, odor control, bioremediation, and agricultural development.

Our environmentally safe, 100% natural, high quality, biological solutions are facilitating the general trend toward "green" or "natural solutions" for bioactive waste degradation. The advantages of these natural processes for treating waste have placed it in a priority role by global industry. Our technological capabilities foster eco-friendly solutions to deliver measurable reductions in waste disposal cost for our customers ultimately reducing the total volume of waste entering our landfills, rivers and streams.

Experienced microbiologists, chemists and production technicians to assure potency and safety of the ingredients, formulate all of our products under controlled environmental conditions. Experience in blending the most effective product formulations for the digestion of chemical, food and waste byproducts. Regardless whether you require aerobic, anaerobic, methanogenic, nitrifying, or other microbe species, our key personnel are ready to provide the support needed to bring the best solution to your process.

ExcelAGENT's product line utilizes natural bacteria, microbes, enzymes, and other essential nutrients that are biodegradable and non-toxic to humans, plants, or animals. Each formulation produced is certified salmonella free and is non-pathogenic in people or animals. Our successful combination of offering high quality products and services has enabled us to serve multiple business sectors both domestically and internationally.

Production Lines:

Residential	Agricultural	Portable Toilets	Commercial	R/V Marine	Aquatic
Municipal	Petrochemical	Pipeline Roots	Industrial	Institutional	Lakes & Ponds







A realistic and unique approach to the promotion of world business

Introduction

Management and control of energy trading activities are rapidly becoming essential for corporate survival. Our experts at Excel International have strong backgrounds in crude oil, exploration technologies, securities and gas trading and are skilled in dealing with such issues as trade selection, execution, and settlement, as well as order management, reference data management, trade reconciliation, risk management, support services, and customer relationship management

Operation

OIL, GAS, AND PETROCHEMICALS In order to compete in the world market, oil and gas production and prospecting, as well as petrochemical manufacturing, requires integrated capabilities at many levels. Excel International has the capabilities and contacts in the necessary regions to supply a comprehensive range of products, systems and services, from onshore and offshore exploration technologies, procurement, engineering, management, refinery and distribution, to the design and supply of production facilities, refineries and petrochemical plants. Plus, we will find other lucrative ways to diversify your business. Our agents will help put together business strategies designed to enhance existing assets by finding other avenues of income from the sale of crude oil.

Oil Refinery Development & Research

Excel International Consultants has the global connections to help you maneuver successfully in the oil industry. It is a market that is easily influenced by economic and political conditions. If a country is in a recession, fewer products are being manufactured, and fewer people drive to work, take vacations, etc. All of these variables factor into lower energy consumption by that country. Excel's network of key contacts connect you to the right local agencies to help your company face these challenges and find workable solutions. Research and development is the





driving force behind technological innovation, business development and sustainable growth for any oil company. Excel International Consultants has the resources to help in the overall planning and implementation of research and development. We subcontract technology units as necessary to carry out new construction and facility improvements and resolve bottlenecks. This helps reduce operating costs and increase your revenues.

Exploration

Oil refinery development relies heavily on exploration research and services. Whether you need descemetitis research or consultation services for basin studies and reservoir modeling, Excel International Consultants has the connections to facilitate the process. Our network of representatives around the world has the know-how to advance projects that face such complex issues as: Geophysical exploration: The measurement and interpretation of the earth's geomagnetic and gravitational fields to better understand geologic structure and lithology Drilling exploration Chemical analysis underground structure mapping Micro-Paleontology: the study of microscopic fossils and organisms. One of the most important applications of micropaleontology today is in oil exploration because petroleum is derived from decayed phytoplankton, microorganisms that live in the sea.

Petrochemicals

Excel has the capabilities to help your organization develop external resources that will maximize your profit from the sale of crude oil. In particular, plastics occupy a considerable portion of the petrochemical industry's activities in many industrialized counties, and with our help, could bring valuable opportunities to your company. By diversifying, you will be developing new revenue streams. Networking with our research and development experts will facilitate the Inc. of new products and processes for your company, while at the same time allowing you to exchange information with our knowledgeable professionals.

Environment & safety

Excel International Consultants is committed to helping clients adhere to government environmental protection policies, as well as industrial safety standards. Our global network will put you in contact with agencies that are well versed in pollution rules and regulations and safety and risk management, so you can carry out successful protection strategies for your business abroad.







Who are we?

Excel International Establishment, a company established under the Kingdom of Saudi Arabia laws, located at the Jeddah, Saudi Arabia.

Excel International Establishment, Saudi Arabia, is an affiliated company to Excel International Inc of the USA which is part of Excel Group that started business since 1990.

Excel International Establishment, Saudi Arabia, since it formation has been an instrumental part of Excel Group's business in the middle east and the GCC countries.

Excel International Establishment of Saudi Arabia comprise of top professional management team that strive to serve our worldwide customers the best that can be offered in this international arena.

Excel International establishment of Saudi Arabia activities as part of Excel Group

Excel's principal business philosophy has been, and continues to be, the establishment of a synergistic network of enterprising international partners and affiliates. The Company continuously adds new affiliates to its multinational network, and the management of Excel has traveled the world to classify and designate its core of sophisticated and motivated world representatives.

Excel is a leading international trade, business development, consulting, marketing, investment, and industrial group.

With integrity and inventiveness, we are customer-driven, and service-oriented. These qualities continually drive Excel Group to achieve greater success throughout more than 31 years of history (Established 1990).

Together with our subsidiaries, affiliates, divisions, and our team members, Excel is at the forefront of introducing innovative goods and services to a multitude of countries around the world.





We continue to lead the way in offering revolutionary products and systems that have made significant positive impacts in their respective industries. We will continue to provide the best quality products that are ranked at the top of our respective markets.

Our operations always remain efficient and adhere to the highest levels of quality. And as we continue to expand our operations with excellent partners, surely they too will achieve solid growth as well as long-term success.

Excel family is proud to achieve one of the highest levels in USA trade and innovation. Excel's family has been acknowledged by no less than the President of the USA and awarded "Export achievement Certificate" for small and medium size companies and "Asia Now" award for facilitating the trade between USA and Singapore and for its effort locally and globally.





We are not just a group of companies; we are a family



SINCE 1990

PASSED THROUGH 4 RECESSIONS & 2008 RECESSION THAT WAS "CLOSE TO THE GREAT DEPRESSION OF 1929-1939"

AND STILL GOING!!

The above and more can be visited by clicking on the QC logo or directly to our website: http://excelinternational.com



