



Roadshow Presentation
November 2011



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Financial Highlights

- Sales increased 18%, H1 2011 vs H1 2010
- Gross profit margin of 49%
- Recurring revenues from global Oil and Gas (O&G) companies
- Strong and growing sales pipeline
- Raised \$20 million in gross proceeds through IPO

Use of Funds: Expansion

Strategic New Hires

- Chief Operating Officer
- Controller
- Central engineering team additions
- Account management hiring in Middle East (ME) in progress

Locations

- United Kingdom (UK) office
- Houston office/warehouse location in progress
- Exploring strategic location for ME expansion

Project Trials

North America

- Alberta, Canada – Month-long trial completed in October
- Wyoming – November trial scheduled, 4 weeks
- Gulf of Mexico (GoM) – November trial scheduled, 2 months
- Houston, Texas – Trial completed September resulting in purchase order in October 2011

Middle East

- Saudi Arabia – Trial completed in October for new application
- Saudi Arabia – New customer trial in progress
- Qatar onshore – Trial completed in July
- Qatar offshore – Trial completed in August
- Qatar onshore LNG – Trials completed in July and October

Global Air Filtration

- OEM trials successfully completed in September with global air filtration company

Alberta, Canada Trials



Alberta Trial Samples



Rental Program

- Standardized rental equipment in fabrication process
- 4 large scale rentals pending – 6 to 12 month duration
- Rental equipment delivery, first phase – Q1 2012
- Approved two new equipment fabricators to manage higher volume

Marketing Strategy

H2 2011 - Engaged Marketing firm

- Target position and brand identity
- Customer Relationship Management (CRM) platform
- Marketing materials development
- Website
 - Content expansion and improvement
 - Search Engine Optimization (SEO)
- Develop comprehensive Marketing Plan

H1 2012 – Marketing Plan implementation and roll out

Chevron Penetration

- 2nd GoM platform – Retrofit installed in October
- 3rd GoM platform – Rental pilot install in September
- 4th GoM platform – Pending
- Rocky Mountain region – Pending
- Australia platform – Pending

SABIC Penetration

- Saudi Kayan – Media sales increased once system was operational
- Prototype for additional larger rental systems
 - Saudi Kayan – Trial new application in October
 - SABIC affiliate – Trial in progress

Summary

- Breakthrough water treatment solution to the Oil and Gas industry
- Recurring revenue from global O&G companies
- Strong and growing pipeline
- Successful pilot trials continue to increase in number, size and scope, shortening the sales cycle
- Growth strategy focused on global locations with a high concentration of large volume production sites where water treatment is critical to operations

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Appendices





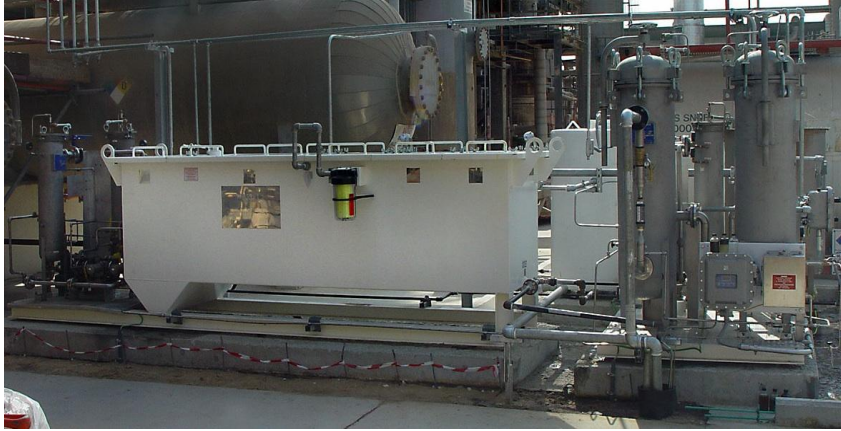
Demonstration of properties of MyCelx polymer



MyCelx system installed on an offshore rig



2011 Winner of
Spotlight on
Technology

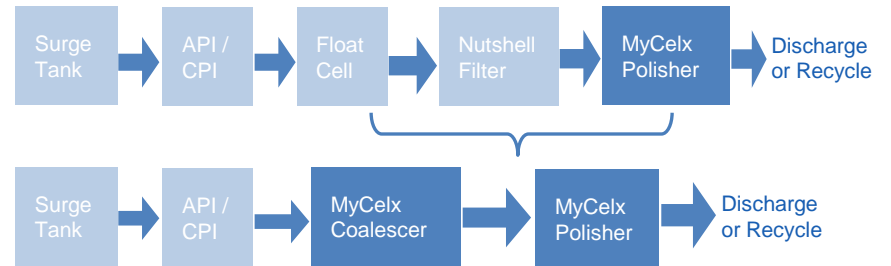


*MyCelx Clean Water System at SABIC petrochemical facility
(Coalescer shown in centre)*



MyCelx Polisher at Qatargas in Ras Laffan

MyCelx Polisher used as Conventional Polishing Unit



MyCelx Coalescer/Polisher as Secondary/Tertiary Treatment



Pre-Coalescer

Post-Coalescer

Post-Polisher



Chevron's Jack #2 Well



Saudi Kayan Petrochemical Plant (a SABIC Affiliate)



