

Desert Fountain

The logo icon consists of two overlapping triangles. The top triangle is white and points upwards and to the right. The bottom triangle is a lighter shade of blue and points downwards and to the right, creating a diamond-like shape.

YOUR **PARTNER**
IN **BUSINESS**

DESERT FOUNTAIN A SUBSIDIARY OF MEXIMS ONTARIO CORPORATION IN CANADA AND W.L.L. IN BAHRAIN



DELIVERING A DECISIVE ADVANTAGE

ABOUT US

VALUES THAT SET US APART

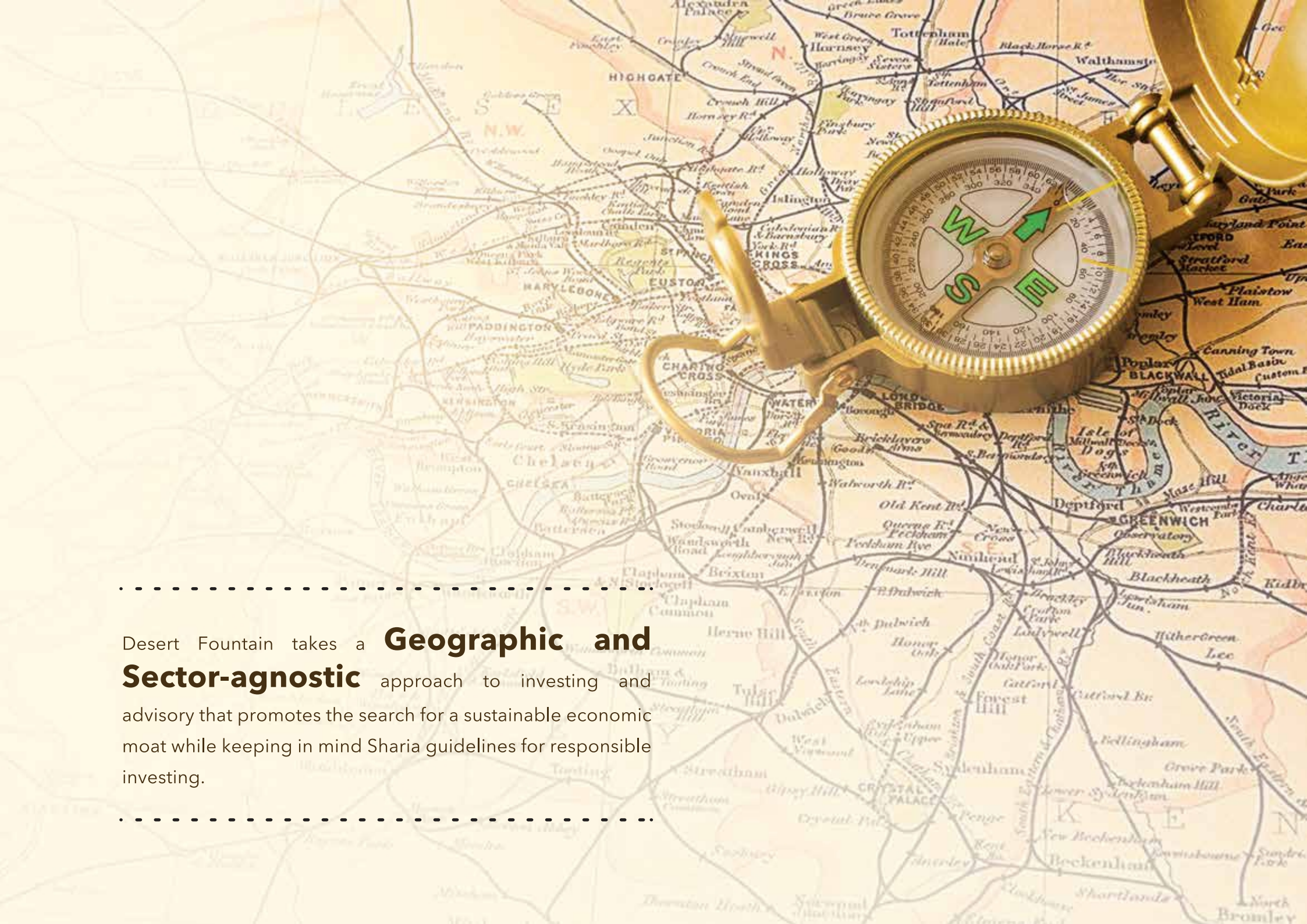
We at Desert Fountain believe that the key to attaining sustainable levels of success is one that avoids a zero-sum mindset and takes a long term view of the opportunities that will benefit from a scarcity of supply relative to demand.

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As a result, our approach is **Highly Idea-driven** and we eschew news or events-driven investing that treats businesses as a stepping platform for quick investment returns. We at Desert Fountain ensure that the business owners we partner with are aligned along the same investment principles as ours.

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Desert Fountain takes a **Geographic and Sector-agnostic** approach to investing and advisory that promotes the search for a sustainable economic moat while keeping in mind Sharia guidelines for responsible investing.

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Our partners can access a wide range of capabilities that spot, seize and sustain advantaged positions and bridge the gap between ideation and execution

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- **SPOT • SEIZE**
- **SUSTAIN • REPEAT**



HOW WE CREATE VALUE

Alternative Investments

Capital Market

Corporate Strategy

ALTERNATIVE INVESTMENTS

CORE SERVICE OFFERING

Highest Best Use studies

Real estate, industrial assets valuation

Technical due diligence, project monitoring and contact point verification

Financial contractual structuring

Liquidation valuations

General advisory to real estate, private equity and infrastructure funds

VALUE ADDED SERVICE

- Desert fountain AI (Artificially intelligent investment advisory)



CAPITAL MARKET

CORE SERVICE OFFERING

Debt arrangement from commercial banks, ECA and DFI

Negotiation of financing terms and financing documents from lenders

Lifecycle support for private placements

Preparation of funding proposal, PIMs and pitchbooks for fundraising process

Negotiation of SPA with equity sponsors

VALUE ADDED SERVICE

- Bid advisory for PPP projects
- Project finance for offtake agreements



CORPORATE STRATEGY

CORE SERVICE OFFERING

Feasibilities and pre-feasibilities

Preparation of detailed financial model for business valuations

Financial dashboard for executive management

Commercial strategy or business restructuring and recapitalization

General transaction advisory for M&A and IPO transactions

VALUE ADDED SERVICE

- Preparation of business plan
- Product development
- Assistance with regulatory approvals with authorities



A collection of light bulbs is scattered across a surface. One bulb in the center is illuminated, casting a bright yellow glow. The other bulbs are unlit and appear as dark shapes against a blue, slightly textured background. The lighting creates soft shadows and highlights the glass and metal parts of the bulbs.

EMPOWERING IMAGINATION

CAPITAL MARKETS

Long term or short, straightforward or complex, we have the understanding and ability to shape the right financing solution for our partners.



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Each Situation is Unique, each client is different, and the marketplace is always changing. One constant, however, is our goal to give our partners the best possible advice, tools and execution to help them succeed - whatever their goals.

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APPROACH

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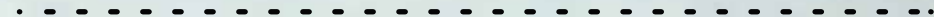
Long term or short, **Straightforward or Complex**, we have the understanding and ability to shape the right financing solution for our partners.

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APPROACH



APPROACH



We recognize that our partners have an **Intimate Understanding** of their own business. We complement their insights by offering them access to some of the best minds in capital markets, financing and restructuring, as well as transactional expertise.




I Agree

STRUCTURED SOLUTIONS

Debt
Capital
Market

Equity
Capital
Market





STRUCTURE FOLLOWS STRATEGY

CORPORATE STRATEGY

Desert fountain ensures businesses have a TSR-driven corporate playbook to showcase to sponsors.

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At Desert Fountain , we believe that the
**Shape and Asymmetry of
Investment Opportunities**
are far more important than the **Precision of the
Calculations** behind them.

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PHILOSOPHY

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**A Value-Oriented
Corporate Strategy is Key** to having a
genuine dialogue with sophisticated investors. Being able to
demonstrate how value is being created at every trench, from
human capital to business processes, is key to communicating
how Total Shareholder Return (TSR) is being maximized.

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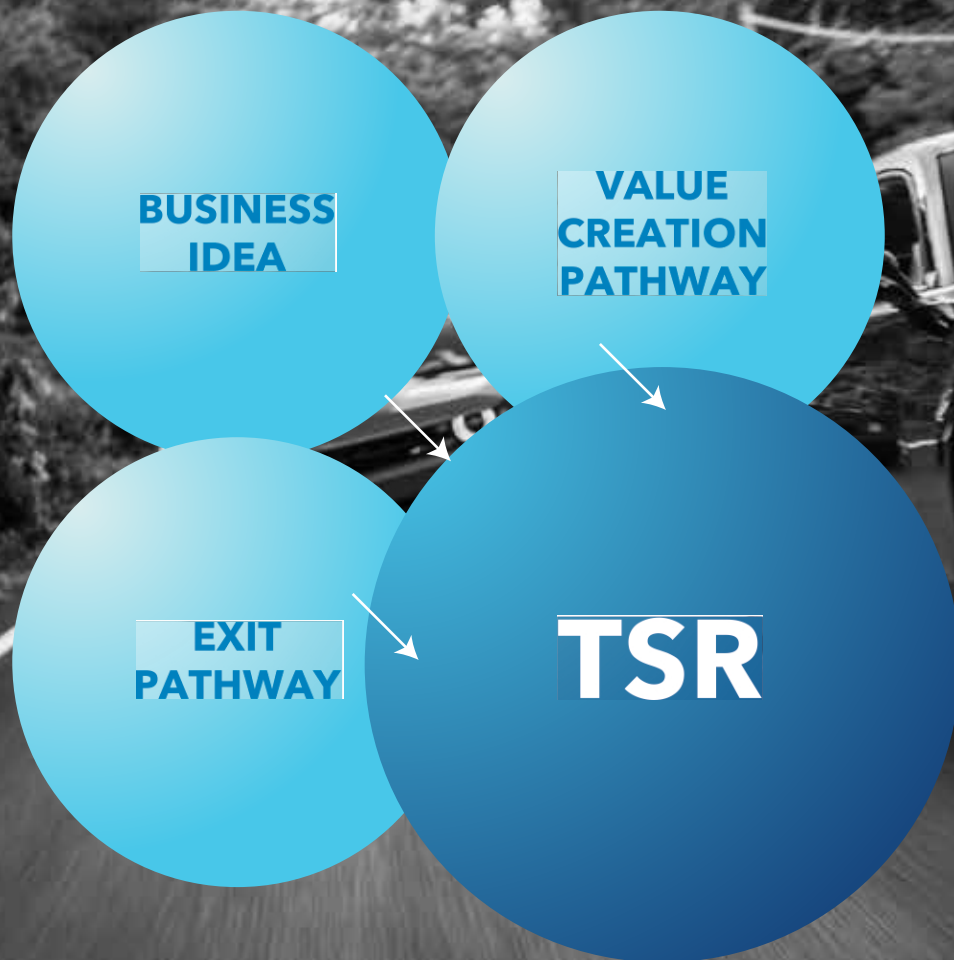
PHILOSOPHY



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DESERT FOUNTAIN ENSURES BUSINESSES HAVE
A **TSR-DRIVEN** CORPORATE PLAYBOOK TO
SHOWCASE TO SPONSORS.

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**DATA BEATS
EMOTIONS**

MULTI-DISCIPLINED APPROACH

At Desert Fountain , we help you determine

- (i) who you are
- (ii) where you want to go
- (iii) how you will get there
- (iv) and how you will measure success.

1. MARKET ASSESSMENT

Macroeconomic analysis

Market assessment

Target goods/ services assessment

Regulatory factors

Proximity to demand generators



2. COMPETITIVE LANDSCAPE

Identification and assessment key products/service providers

SWOT analysis



3. DEMAND SUPPLY GAP

Demand segmentation

Cumulative existing supply

Additional capacity per year

Government initiatives



4. BUSINESS MODEL IMPLICATIONS

Optimal service mix

Business model option analysis

Key success factors and risks



5. FINANCIAL ASSESSMENT

Financial Model

Development

Returns analysis

Revenue and cost model



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