



With our highly absorbing *Hyper Silica Plus*, our innovative 360° drying technology, we increased the probability of full recovery of any mobile device after contact with water to up to 90% within 72 hours only!

OVER 36 MILLION SMARTPHONES ARE DESTROYED BY LIQUIDS EACH YEAR!

All around the world people rely heavily on their phones.

452 million unique mobile subscribers in Europe in 2017, accounting for **84% of the population**.¹

In Western Europe **100,000** smartphones are destroyed by liquid damage every single day, (equaling about 36.5 million Smartphones per year!).²

5.10 billion people subscribed to a mobile service, accounting for **67% of the global population**.³

65% of consumers lost data from a computer or mobile device and 29% of businesses suffered a data loss event that led to downtime.⁴

(¹The Mobile Economy, 2017; ²IDC Mobile tracker; ³The Mobile Economy, 2019; ⁴World Backup Day Survey, 2019)

"Smartphones are a vital part of our everyday's life and are nowadays the devices people say they would miss the most" (Ofcom's Communications Market Report, 2018)

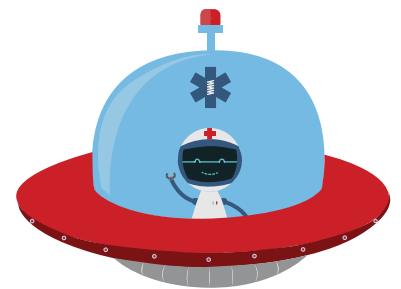
RECOVERY AFTER WATER CONTACT IS INEFFECTIVE AND COSTLY

- Direct competitors can neither show any investigation nor proof of success regarding their recovery technology. Most claim to be the fastest method (recovery periods vary from 6 to 24 hours). But: Overall success rates are limited to 20 to 30% only.
- Even if some mobile devices are declared as waterproof, they are only guaranteed to maintain impermeability of up to few meters in depth for a maximum of 30 minutes only and under perfect conditions (IP67/68).
- Tech repairing service centers offer solutions that consist of treating wet smartphones with common household products, where first tests already cost 50 EUR and follow-up repair resulting in costs of well over 200 EUR and take minimum one week's time.
- In a worst-case scenario, consumers/repair shops try to disassemble and dry their device with rice, oatmeal, hair dryers or direct sunlight, resulting in a completely destroyed phone and a total loss in data.

EFFECTIVE RESCUE

Dr. Dry® is an emergency kit that provides a new innovative and effective way of rescuing wet mobile devices and its data with a success rate of up to **90% within only 72 hours**. Definitely a technology out of this world!

A UNIQUE SOLUTION



- Dr. Dry® rescues all kind of pocket-sized electronic devices from water related defects.
- It has a highly effective and unique sachet design with a 360° drying technology.
- It contains **Hyper-Activated Silica**, a superior dehumidifying material.
- Trademark registered and product patented.



EASY TO USE



DR. DRY'S FUNCTIONALITY TESTS

Tested for over two years to create THE PERFECT SOLUTION

- Functionality tests were carried out by Camen Quimica® during a period of 2 years (between 2015 to 2018).
- Camen® tested multiple electronic devices such as: smartphones, smartwatches, watches, cameras, tablets and computers.
- Functionality was tested using different kinds of liquids to measure effectivity under different conditions, other than water.

Over 100 phones submersions to TEST DR. DRY®

- Over a hundred water submersions with many variations were executed to measure:
 1. Original weight of the devices prior having contact with water.
 2. Weight after dropping the device
 3. Weight after using Dr. Dry® for 24, 48 and 72 hours.
 - Additionally, tests were executed inside a climate chamber to observe the consequences of submitting electronic devices to extreme climate conditions found in common environments such as: inside shower, on the beach, in the mountains, etc.

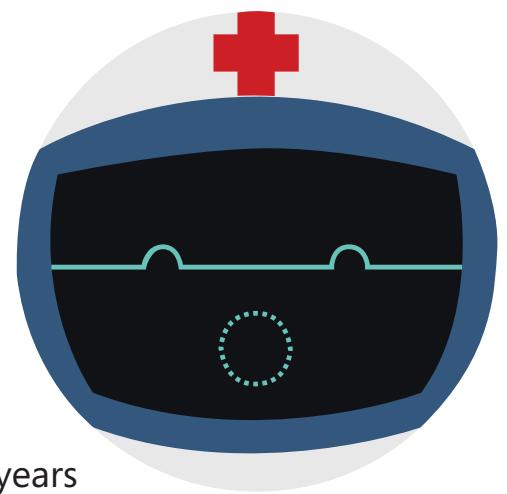
Results with up to 90% SUCCESS rate of recovered phones

- Dr. Dry® Rescue Kit was capable of preventing corrosion in electronic microcircuits when the device was highly saturated with freshwater, therefore, rescuing mobile devices with up to 90% success rate.
- These tests determined that when devices did not fully recover, the main causes of the malfunction were:
 1. The drying period inside Dr. Dry® was less than 72 hours.
 2. The time prior to using Dr. Dry® exceeded 48 hours.
 3. The device was submerged for a period of time longer than 10 minutes.
 4. The device was exposed regularly to highly humid conditions such as the shower.
 5. The device was dropped in another liquid than water.

ADDITIONAL INFORMATION

Who are we aiming at: Currently targeted at millennials from 18 to 35 years old (the most influential generation in social media)

Also intended to target an older audience from 35 to 55 years old. Our goal is to be the most effective solution available on the market.



Dr. Dry® emergency kits are aimed at private consumers, could be provided by private and public institutions (offices, schools, swimming pools) and can also be used by repair shops as an efficient and effective way of recovering phones of customers.

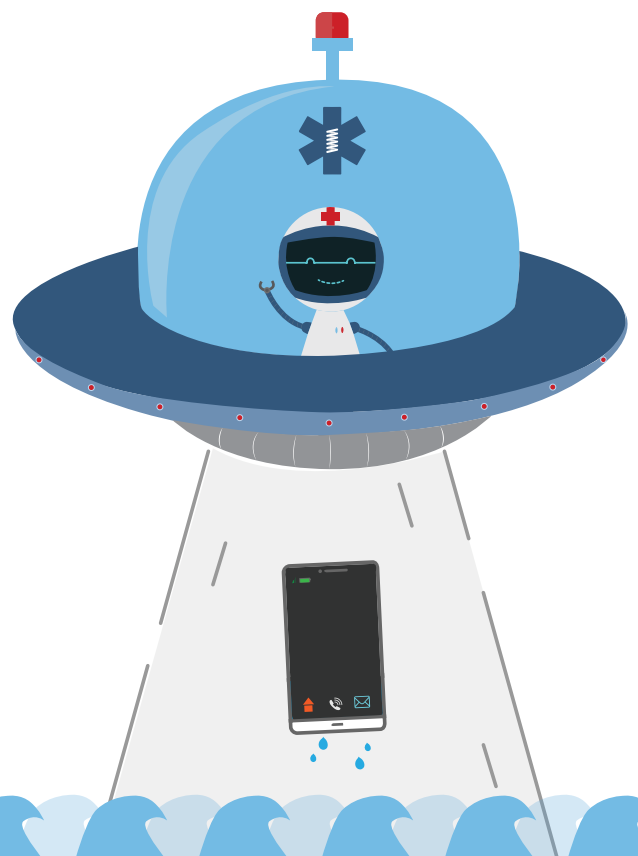
Most of the smartphone market share belongs to Android Operating Systems. Samsung and Huawei are the top manufacturers and therefore, it's the technology most commonly found between consumers. (Sales strategy is based on this fact)

Water related accidents with mobile devices statistically happen to consumers once a year on average. These types of accidents are very common and require a fast and convenient access, action and a wide distribution strategy.

Currently, there isn't any serious competition for this product category at any physical sales point in Western Europe, although, some substitutes, as well as direct competitors with less effective products are available online through multiple e-commerce sites.

The bag must not be opened prior to usage. The sachet can only be used once, as Silica Gel immediately absorbs moisture.

Silica Gel is environmentally friendly.



DISTRIBUTION CHANNELS

Primary

- Mobile accessory stores & Vending machines
(Consumer awareness = Preventive behavior)
- Mobile repair store, eg. ihelpstore
(Emergency customer = Solution provider)
- Mobile Carriers eg. Vodafone, Telecom, o2
(To reduce insurance claims)
- Gas stations
(Urgency = 24 hr. service)



Secondary

- Supermarkets
(Preventive behavior)
- e-Commerce
(Preventive behavior)



CONTACT US

sales@camen-q.com

www.camen-q.com

EUROPE DISTRIBUTION BY

CAMEN QUIMICA
@ EXPANDEERS HANSEATENHOF
KATTREPELSBRUECKE 1
D-20095 HAMBURG
Ph. +49 40 2286 4671

