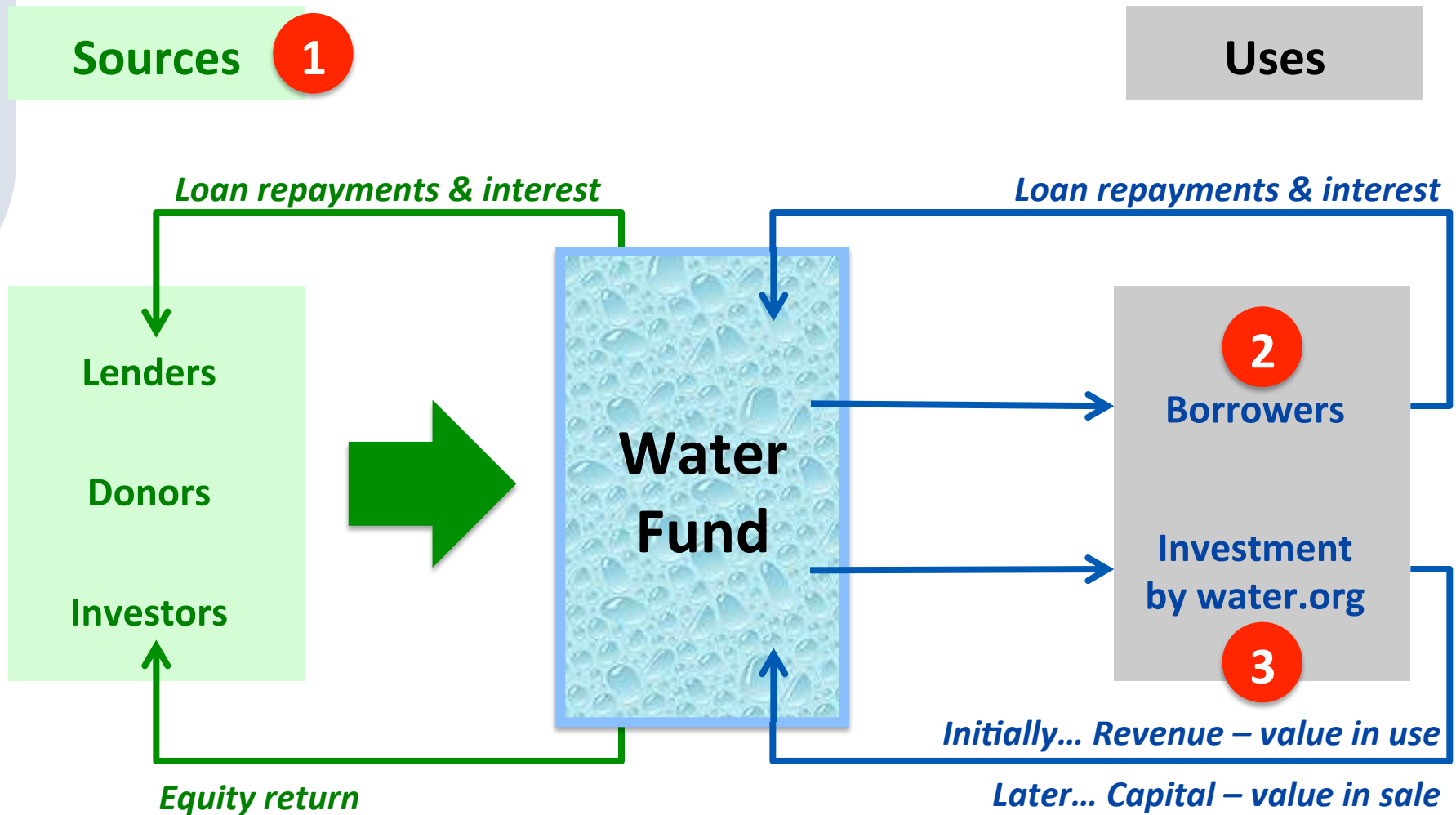


The water fund creates a flood of flexible capital



water.org will drive funding by creating affinity between providers and users of funds

1

Select Social Project



water.org
website

(aquity.com)

Where do I find a low risk social investment opportunity?

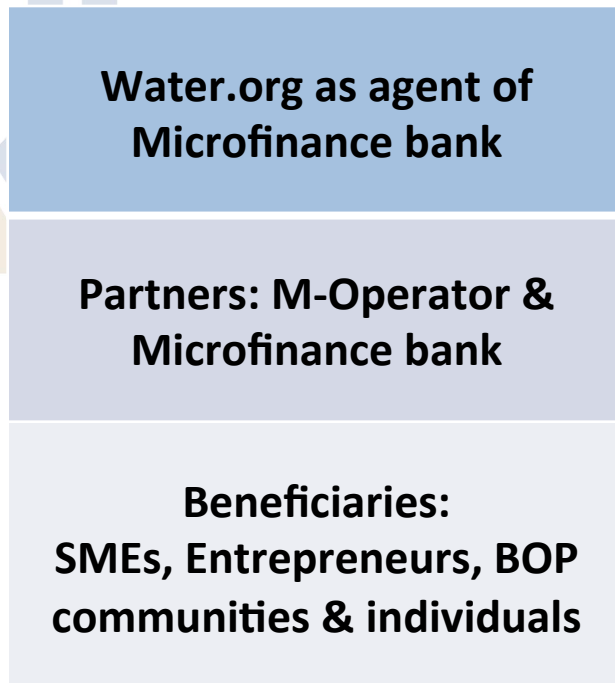
Upfront Loan



Where do I find the money to install a water pump?

Mobile technology increases BoP accessibility and drives scaleability

2



Applications	Benefits
Loan disbursements & repayments	<ul style="list-style-type: none">- BOP convenience- Lower costs- Transparency
Data mining	<ul style="list-style-type: none">- BOP detailed and valuable data
Wide scale coverage	<ul style="list-style-type: none">- BOP greater outreach- Information services to BOP

Success breeds success → Increasing BOP demand

Investment by water.org will drive awareness and generate demand

3

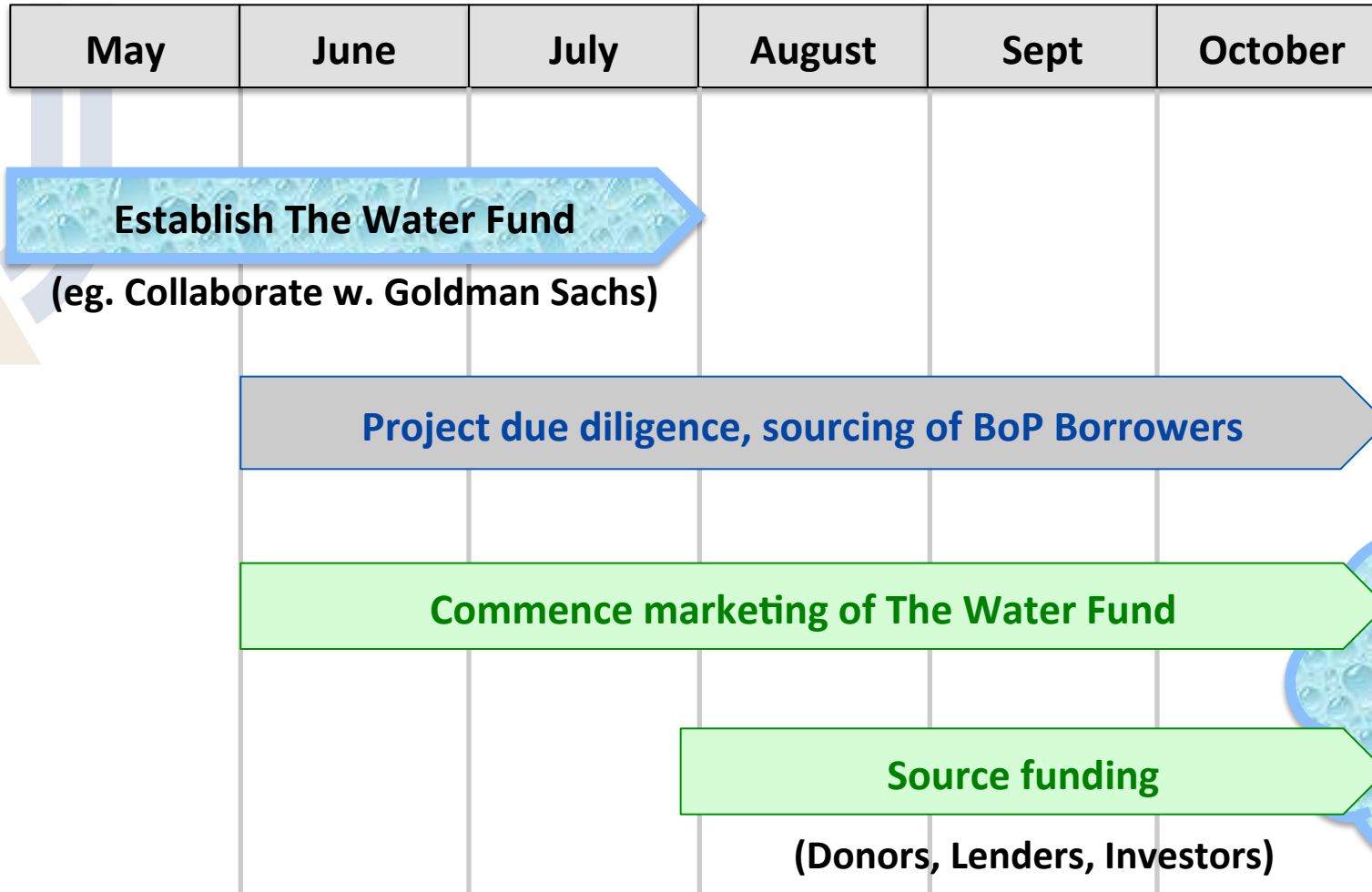
To encourage demand-driven initiatives by the BoP, water.org may need to model the way

- Undertake mini-infrastructure investment
- Overcome market inefficiency
- Demonstrate success
 - To BoP
 - To donors, lenders and investors

Once established, the investments can be...

- Sold ... for a capital return (Potential buyers: BoP, local govt, SMEs, NGOs)
- Managed ... for ongoing revenue

6 month implementation is achievable

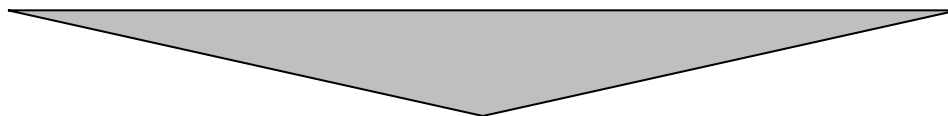


Lending and investment by year-end

The Water Fund will grow to \$250m and benefit 100m people within five years

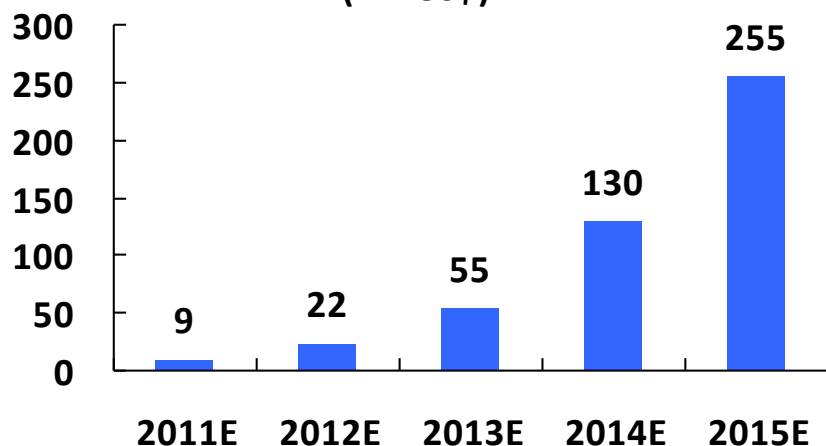
Key assumptions of capital source

(thd US\$)	2011E	2012E	2013E	2014E	2015E
Donor	500	800	1,200	1,800	2,700
Lender	2,500	3,500	4,550	5,915	7,098
Investor	6,000	18,000	48,600	121,500	243,000



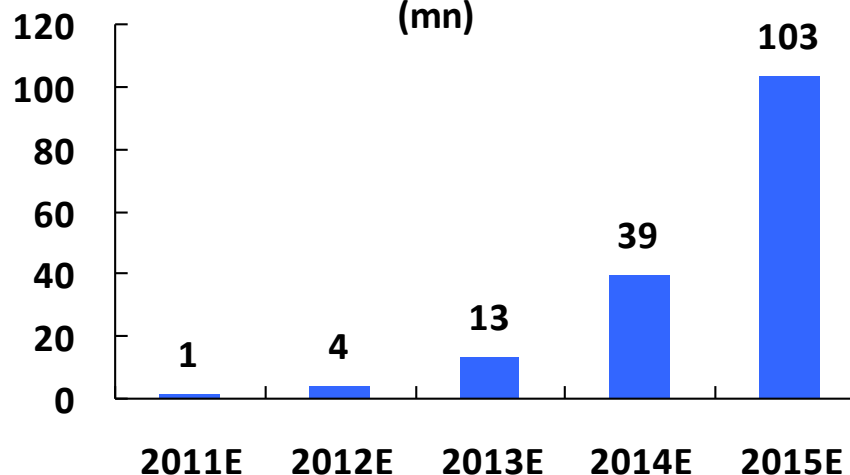
Size of Water Credit Fund

(mn US\$)



Accumulated number of people benefited

(mn)

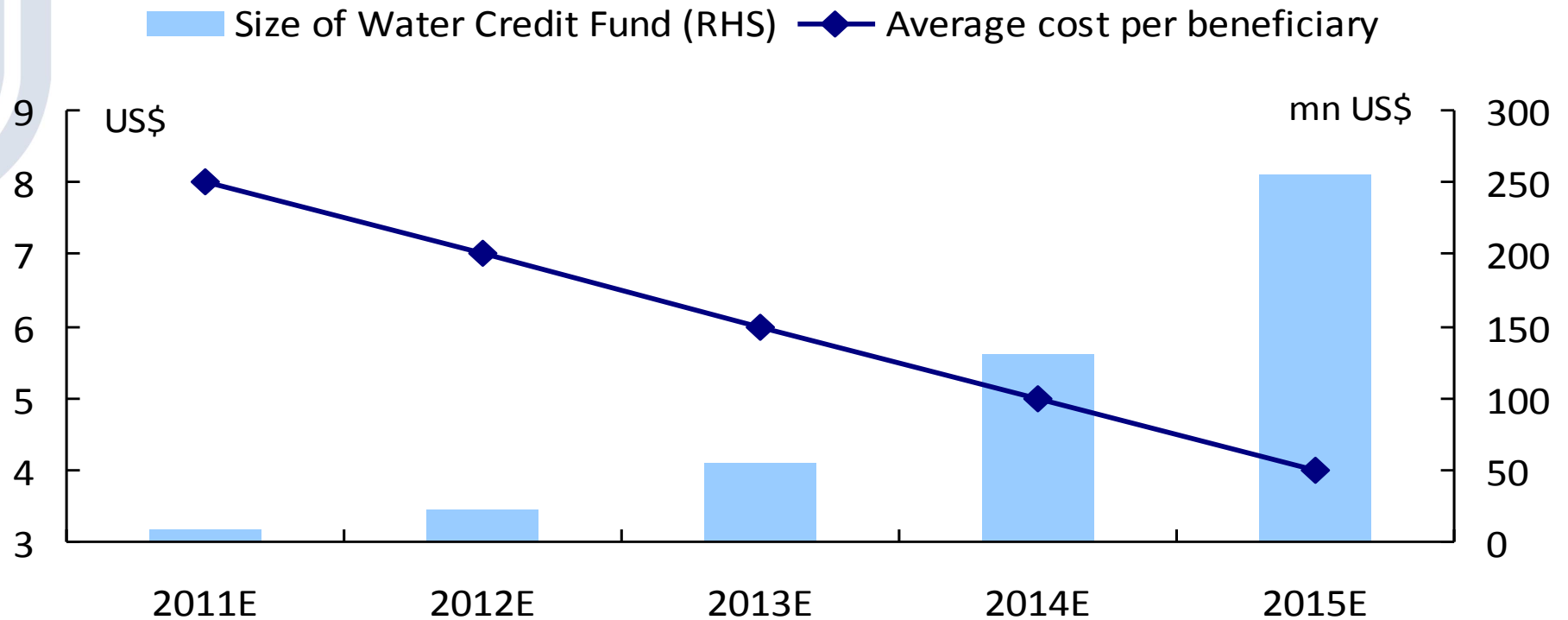




Appendix

Appendix

Average cost per beneficiary goes down driven by scaling up



Appendix

Capital source forecast	2011E	2012E	2013E	2014E	2015E
Donor	500,000	800,000	1,200,000	1,800,000	2,700,000
<i>Growth</i>		60%	50%	50%	50%
Lender	2,500,000	3,500,000	4,550,000	5,915,000	7,098,000
<i>Growth</i>		40%	30%	30%	20%
Investor	6,000,000	18,000,000	48,600,000	121,500,000	243,000,000
<i>Growth</i>		200%	170%	150%	100%
Water.org	0	178,000	396,656	837,492	1,828,979
<i>Growth</i>			123%	111%	118%
Total	9,000,000	22,478,000	54,746,656	130,052,492	254,626,979
<i>Overall growth</i>		150%	144%	138%	96%
Capital use	2011E	2012E	2013E	2014E	2015E
Loan	5,400,000	13,486,800	32,847,994	78,031,495	152,776,187
Investment	3,600,000	8,991,200	21,898,662	52,020,997	101,850,791
Revenue from loan	648,000	1,618,416	3,941,759	9,363,779	18,333,142
Revenue from investment	720,000	1,798,240	4,379,732	10,404,199	20,370,158
Total revenue	1,368,000	3,416,656	8,321,492	19,767,979	38,703,301
Paying back lender	250,000	350,000	455,000	591,500	709,800
Paying back investor	840,000	2,520,000	6,804,000	17,010,000	34,020,000
Expense	100,000	150,000	225,000	337,500	506,250
Net profit for Water.org	178,000	396,656	837,492	1,828,979	3,467,251