



ECO Systems

Company Profile

AR Challenges Ltd. And its subsidiaries in the USA, India and UK are bringing many years of specific expertise in W2E and Alternative Energy.

The company owns several IP titles for inventing, designing and integrating complex systems especially in “Zero Waste” and Hybrid W2E solutions.

AR Challenges has both design & consulting agreements with their suppliers enabling it to perform better services that include of site manufacturing and special adaptations to specific market needs.

Headquartered in Israel, the company has a European office in London UK to better handle the EU marketplace and India.

The company is a leading provider of Waste to DME and Bio-Jet Fuel with new more efficient and less costly systems.

The company includes an array of experts on a project basis.

The TEAM

Rafael (Rafi) Sela – A recognized leader in both Engineering & World class solutions in both security and process industries.

Abraham Tenne – An experienced engineering manager and world expert in water desalination and purification. Consults with many water authorities worldwide.

Musa Greenberg – Expert waste management systems

Eldad Waxman – Logistics expert (Former VP operations of the port of Ashdod)

Experience & references

The company has provided solutions for the W2E market in Europe, Israel, Indonesia and India. We have won several large orders in India and Indonesia.

We have one of the best solutions to the dire problems faced in three sectors.

- 1. Power Generation**
- 2. Potable Water Supply**
- 3. Municipal Waste Mitigation**

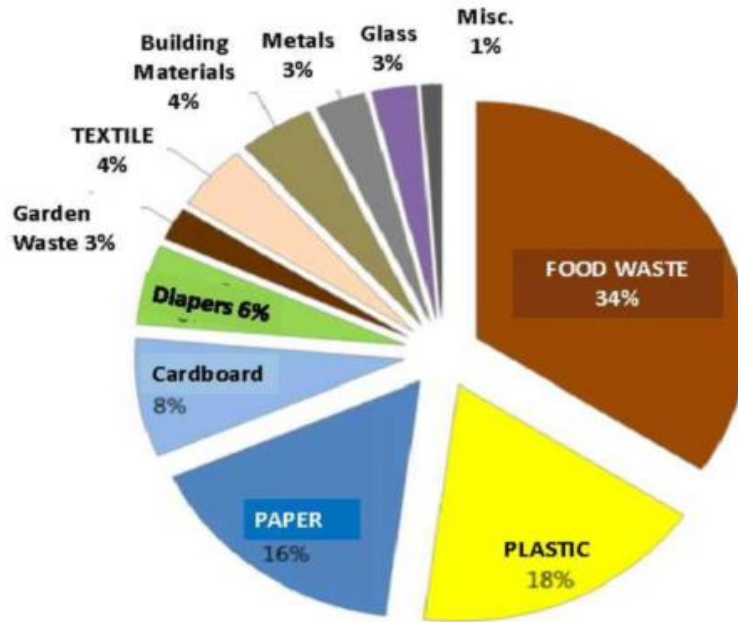
Special Caloric RDF production

We have developed a special system that handles Waste from various sources. It is usually based on a regional basis where municipalities supply all their waste to us and we process it.

It usually contains the following ingredients:

ECO Systems

MSW by Weight



The system separates the organics from the rest of the waste stream. The dry waste is then sorted to its various ingredients (Glass Metal Plastic & paper). The organics are dried via a patented system that controls the final moisture level. The dried organics are then shredded to a specific size.

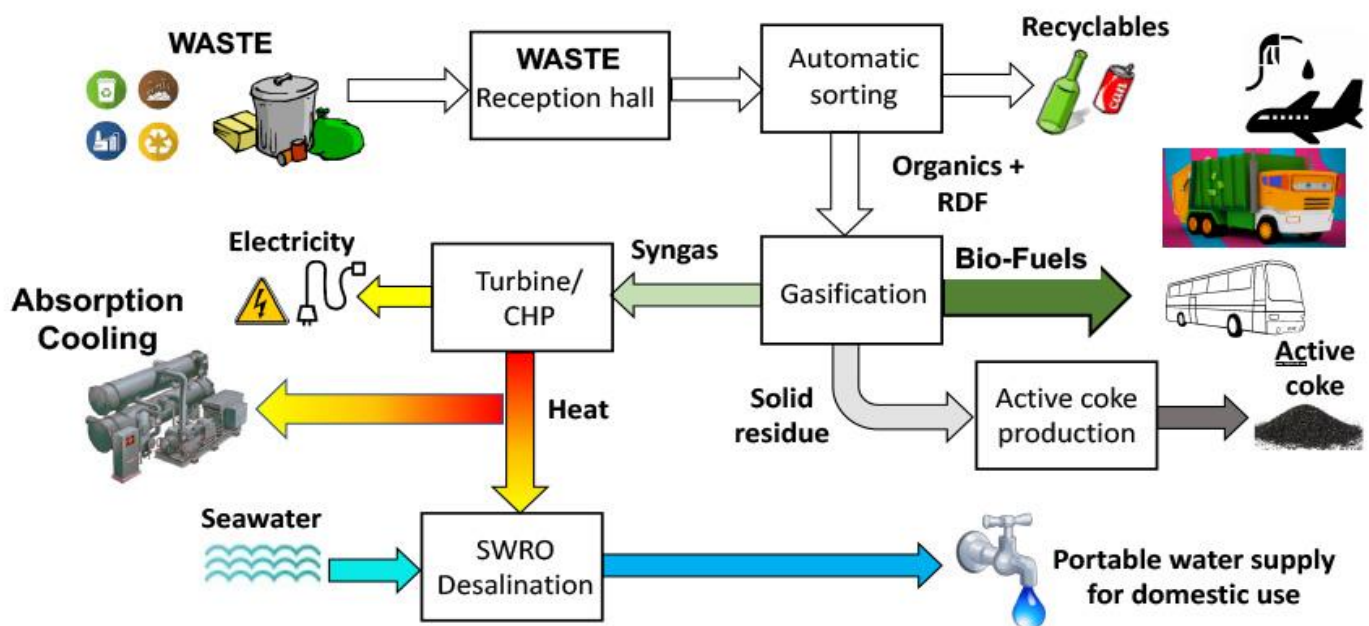
The IP calls for the exact re-mixing of the sorted ingredients to be fed into a pelletizer and a standard mixed pellet is produced. This is a unique new way to control caloric value so that the pellets are excellent fuel for replacing coal and Wood Pellets.

The average caloric value is 15-18 MJ/Kg.

Therefore, the pellets conform with all shipping standards and is NOT viewed as waste.

The current pellet availability from Israel is app. 600,000 MT/Y. The total potential is 1.5M MT/Y.

General System Overview



FROM: The Lord Mackenzie of Framwellgate OBE LL.B (Hons)



**House of Lords
Westminster
London
SW1A 0PW**

**Telephone: 020 7219 8632
Fax: 020 7219 1997
E-mail: mackenzieb@parliament.uk
Web: www.Lordmackenzie.com**

6TH November 2013

TO WHOM IT MAY CONCERN

**Rafi Sela - President
AR Challenges - Israel-USA-Canada
Israel: POB 39 Kfar Vradim 25147
USA: 5815 Edson Lane # 201**

I have known Rafi Sela for the past ten years in my various capacities as a security consultant in the House of Lords. I was formally the national President of the Police Superintendents' Association of England and Wales.

I can vouch for his loyalty, honesty and integrity both as a colleague and as a friend. His background and experience in Israel speak for themselves and I know that both Rafi and his company are well respected in the security world.

He has over the years attended important events in the Palace of Westminster, met with ministers and colleagues and has always displayed a professional expertise of the highest order.

What Rafi and his company promise - they do with 100% commitment!

In the world of security AR Challenges, led by Rafi Sela are the best in my experience and I commend them to any potential employer of security services.

Yours faithfully



**Brian
[Lord Mackenzie of Framwellgate OBE]**