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THE WORLD ECONOMIC FORUM ANNOUNCES TECHNOLOGY PIONEERS 2008: fluXXion B.V. SELECTED

Eindhoven, **29 November 2007** – The World Economic Forum today announced 39 visionary companies selected as Technology Pioneers 2008. fluXXion B.V. has been selected as one of these Technology Pioneers. The Technology Pioneers 2008 were nominated by the world's leading technology experts, including venture capitalists, technology companies, academics and media. The final selection from 273 nominees was made by a panel of leading technology experts appointed by the World Economic Forum. Technology Pioneers 2008 are invited to participate in the World Economic Forum Annual Meeting 2008 that will be held in Davos, Switzerland, from 23-27 January and in the Annual Meeting of the New Champions that will be held in Tianjin, People's Republic of China from 25-27 September 2008.

Information on the Technology Pioneer: One of this year's Technology Pioneers is fluXXion B.V., the only Dutch company selected. The CEO of the company Mr. Thijs Bril has a long track record within the semiconductor industry. FluXXion's unique microsieve filtration technology is applied to liquid and gas filtration, and is based on semiconductor technology and a license from the original inventor Cees van Rijn. Apart from the special sub micron sieves, fluXXion has also developed a special high frequent backpulse mechanism to keep the filters clean during the filtration process. The microsieves are characterized by low flow resistance, high chemical and thermal stability and an extremely narrow pore size distribution. This disruptive microfiltration technology opens the door to new products e.g. within the food (ingredients), beverage and biotechnology industries, providing higher health safety levels and product quality standards. Furthermore many existing production processes could be made much simpler and physically more compact using this new technology. The range of applications is widespread from laboratory-scale analytical procedures to fine and sterile filtration of large production flows, providing considerable energy consumption reduction, reduced chemicals usage and substantial waste reduction compared to conventional industrial filtration technologies. FluXXion is located at the High Tech Campus Eindhoven.

Quote from Executive: "We are very honored and proud to be selected by the World Economic Forum for Technology Pioneers 2008", says Thijs Bril CEO of fluXXion. "It is very gratifying that our company and the capabilities of our technology are recognized by the technology experts panel. This selection will certainly support us in finding and realizing new applications, both with end users and potential business partners operating within various specialized industries worldwide. We are grateful to all our investors Mr. Hui from Malaysia and Royal Philips from the Netherlands and our more recent investors Emerald Technology Ventures from Switzerland, WHEB Ventures from London and Capricorn Venture Partners from Belgium for their faith in us."

Technology Pioneers are companies that have been identified as developing and applying highly transformational and innovative technologies in the areas of energy, biotechnology and health, and information technology. To be selected as a Technology Pioneer, a company must be involved in the development of life-changing technology innovation and have the potential for long-term impact on business and society. In addition, it must demonstrate visionary leadership, show all the signs of being a long-standing market leader – and its technology must be proven. Previous Technology Pioneers have included Business Objects, Cambridge Silicon Radio, Corel Corporation, Encore Software, Google, Mozilla Corporation and Napster.

The companies' products and services include identity management on the Internet, understanding of individuals' genetic information, robotic radiosurgery, pollution control materials, low-cost remote diagnosis solutions, virtual interface technologies, wiki-based projects and next-generation business intelligence solutions.

Twenty-three of the Technology Pioneers 2008 are US-based companies. Israel and the United Kingdom each boast three; Sweden and Switzerland two each; Canada, France, Germany, India, the Netherlands and Russia, one each. Technology Pioneers are nominated in three main categories: Energy/Environment, Biotechnology/Health and Information Technology.

The entire list of Technology Pioneers and interviews with the CEOs of the selected companies can be found here: <http://www.weforum.org/techpioneers/2008>.

"This year the World Economic Forum received a record number of applications from companies around the world to become a Technology Pioneer. From a highly competitive field, we are extremely pleased to have a community that is using innovation and technology to dramatically affect the way society and business operate and doing so in a markedly collaborative manner. We are excited to welcome the Technology Pioneers class of 2008 to the larger community of the World Economic Forum and we are looking forward to the fruits that their collaboration will bring," said Peter Torreele, Managing Director of the World Economic Forum.

The selection criteria include:

- 1) *Innovation*. The company's technology must be truly innovative. A new version or repackaging of an already well-accepted technological solution does not qualify as an innovation. The innovation should be recent – not more than two years old. The company should invest significantly in R&D.
- 2) *Potential Impact*. The company's technology must have the potential to have a substantial long-term impact on business and society in the future.
- 3) *Growth and Sustainability*. The company should have all the signs of being a long-term market leader and should have well-formulated plans for future development and growth.
- 4) *Proof of Concept*. The company must have a product on the market or have proven practical applications of the technology. Companies in "stealth" mode and companies with untested ideas or models will not qualify.
- 5) *Leadership*. The company must have visionary leadership that plays a critical role in driving the company towards reaching its goals.
- 6) *Status*. The company must not currently be a Member of the World Economic Forum. This criterion applies to the parent company – thus wholly-owned subsidiaries of large firms are not eligible.

Other Information: During the last year fluXXion has been strongly involved in the filtration of micro organisms from a wide variety of food products, such as removing moulds, yeast cells and bacteria from wine, beer and dairy products. The excellent selectivity of the membranes makes sure that only the unwanted products are removed and that proteins, taste and odour stay in the product and that no additional heat treatment is necessary to kill the micro organisms. This makes the technology far superior above existing filtration membranes.

About the World Economic Forum

The World Economic Forum is an independent international organization committed to improving the state of the world by engaging leaders in partnerships to shape global, regional and industry agendas.

Incorporated as a foundation in 1971, and based in Geneva, Switzerland, the World Economic Forum is impartial and not-for-profit; it is tied to no political, partisan or national interests. (www.weforum.org)

Notes to Editors:

- Go to <http://www.weforum.org/techpioneers/2008> for the entire list of Technology Pioneers and interviews with the CEOs of the selected companies. For more specific information, please e-mail: tech.pioneers@weforum.org.
- Download print-quality high resolution photographs of the CEOs of the selected companies at: <http://www.pbase.com/forumweb/techpioneers2008>
- Nominate a company to be a Technology Pioneer 2009 at: www.weforum.org/pdf/techpioneers/nomination_form_2008.pdf . Deadline for submissions is May 2008.