



In loving memory of
Rami Makhzoumi 1977 - 2011



Ladies and gentlemen, good evening.

My name is Saif Alwan. Rami Makhzoumi and I were at school together in London and became best friends and companions. I have worked at Future Pipe Industries, the Makhzoumi family business, for the past 10 years.

When Rami died so suddenly in April of last year it became a priority for his family and those close to him to try to document his life story so that others could learn and benefit from all that he achieved.

Shortly thereafter, we approached his old professor from London Business School to write Rami's business biography. Professor Steven Sonsino was already a successful author and he teamed up with his wife Jacqueline Moore, an ex-Financial Times journalist, to research and write this book. In the past, Steven had been engaged by Rami as a consultant and was involved in several strategic projects at Future Pipe. This put him in a unique position to author this biography – he knew Rami well and knew the business well.

Steven once told the management team at Future Pipe that *Leadership is what happens when you leave the room*. At Future Pipe today, the spirit of Rami's leadership endures and will continue to endure as we work to implement the initiatives that he envisioned – initiatives that will help place best practices, good governance, ethics and transparency at the heart of everything that Future Pipe does. This biography will ensure that Rami's message is available to whoever wants to learn more about what he achieved and what influenced him to become the remarkable human being that he was. And when they get a little bit older, it will also give his young daughters an opportunity to better understand why their father was so inspirational and so universally-loved.

The book that we are launching today – the CEO's Journey, has taken over a year to complete and is the product of over 70 interviews with family members, friends, colleagues, suppliers and customers who knew Rami well. It is an honest, true and independent account of Rami's life.

Unfortunately Steven could not be here today but we will now show you a short video that Steven prepared a few days ago in London for this event.

Thank you.