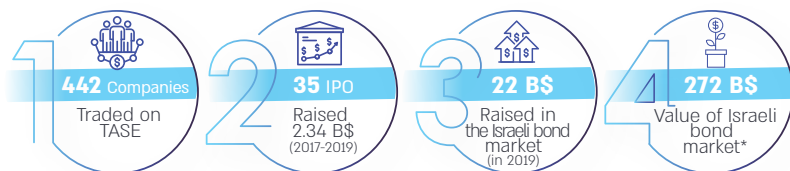


Global IPO in Tel Aviv

- A Global IPO in Tel-Aviv means an offering of securities to overseas investors, usually through a global investment bank, utilizing the book building process.
- The Global IPO process enables companies to gain exposure to leading global institutional investors, achieve valuation in-line with global markets and receive English research coverage from globally recognized sector analysts.

The Israeli Capital Market



* 32 series of gov. bonds and 723 series of corp. bonds

Listing Process Diagram - Book Building



Benefits of Global Listing in Tel-Aviv

- Access to Israel's fast-growing pool of capital.
- Potentially more attractive pricing by global investors and potential for issuance to achieve substantial amounts.
- Issuance and ongoing expenses on TASE are significantly lower compared to other global stock exchanges.
- Trading as "the big fish in the small pond".
- Joining TASE flagship indices - increases liquidity.
- English prospectus, ongoing financial reports for Tech & Biomed companies on US GAAP/IFRS.
- Issuance expenses are tax-deductible.
- Exposure to global small and mid-cap investors (investing outside their home market).