

Yehoshua (shuky) Abramovich

Education

1983-1987 -BA Economics and Management, Tel Aviv University

1987-1989 MBA, (emphasis on Financing and Marketing), Tel Aviv University

Employment History

2009- current –Nurit Hagalil –CEO &Founder

Founded Nurit Hagalil, a private investment firm specializing in debt and equity investments in small and middle-market companies.

The investment focus is “transformational transactions” such as, acquisitions, restructurings and recapitalizations, where the ability to provide a flexible debt and/or equity solution is a critical differentiator in achieving superior risk adjusted returns.

Since inception, the firm has pursued several proprietary and competitive transactions and completed successfully ten principal transactions to date

2006- 2015 -AvaTrade- Chairman & president

AvaTrade has been an innovative pioneer in online trading since 2006. The company was created as a combined effort of financial professionals and experts in web-commerce with the goal of perfecting the on-line experience for retail traders. Within a few short years, AvaTrade has expanded enormously, with over twenty thousand registered customers globally executing more than two million trades a month. The company's total trading volumes surpass \$60 billion per month.

AvaTrade's user-oriented perspective, combined with solid financial backing, is unique in the field of on-line trading. From its 24-hour multilingual support desks to its broad range of platforms and services, AvaTrade has created the optimal trading environment for every level of trader. AvaTrade's wide scope includes a full spectrum of trading instruments including Forex, stocks, commodities and indices.

Ava is a multi-national company with regional offices and sales centers in Paris, Dublin, Milan Tokyo, Sydney and New York. The company's administrative headquarters are in Dublin.

The company was acquired by playtech during July 2015.

2009- current -Somoto-chairman

Somoto Inc. was founded in 2009 by experienced web and shareware industry entrepreneurs, who recognized software developers and publishers day to day struggle for gaining distribution and revenues. Ever since, Somoto has been in the forefront of the internet monetization industry, helping thousands of software developers and website owners to generate income for their traffic.

Somoto network introduced 500,000,000 sponsored-apps from tier-1 advertisers with end-users from every point on the globe. With publishers ranging from amateur developers to full-scale corporations, Somoto can professionally tailor a monetization or distribution solution for any kind of software or website.

2014- current –I.D.I Insurance company –Member of the board of directors and chairman of the investment committee

I.D.I. Insurance Company Ltd. ("Direct Insurance") is the pioneer of direct insurance in Israel, and the largest and leading company in its field. Direct Insurance aims to give its customers excellent service and attractive rates. Its goal is to be Israel's leading insurance company in personal insurance. The Company, owned by the Schneidman Family, the Battery Ventures investment fund, and the public, has shown consistent growth in operating results, matched by a steady increase in new customers, and customer retention rates among the highest in the market. From its first day, Direct Insurance has strived to be the leading brand in the insurance sector. Since its inception, the Company has initiated and led consumer, business, and marketing campaigns that have changed the face of the Israeli insurance industry. In 2014, the company was ranked first in the service category of the Israel Management College's survey of employee empowerment.

2009-:-current Active director & chairman of the advisory committee in several companies

Splitit

Milestones upgrading & Industries CO,Ltd

Orbix Medical Ltd

HZRT

Argaman -Bareket

Jerusalem Media Line

Mustang Mezzanine Investments Ltd-2008-2010

Yair Sarusi (today the chairman of Bank Hapoalim , the largest Israeli bank) ,Dan Theory and myself established at 2008 a Mezzanine fund . we raised \$ 90M and we made a very successful investments. I was an active member of the investment comity of the fund.

2003- 2009 Chief Executive Officer, Clal Finance Ltd.

Clal Finance Ltd. (TASE: CLFN) one of the largest Israel's financial institution outside the banking system, providing a broad array of financial services ranging from portfolio management to brokerage and underwriting services. The Company owns and manages mutual funds, an in-house hedge fund, and offers individually tailored structured products to clients.

I was the CEO of the company and I was responsible for all the activity. With over 40 years of experience operating in the Israeli market, Clal Finance is a leading player in the finance industry.

The Company provides consulting services in the areas of business, finance, and macroeconomics. It provides advisory services in the merger and

acquisition field and to a wide spectrum of industries, including banking, insurance, real estate, industry, energy, healthcare, and high-tech, amongst others.

Brokerage Service

CFB Brokerage is the leading private brokerage firm in Israel, providing advisory and trade-execution services for the local financial markets to Israeli and foreign institutional investors, including both local and international leading Asset Managers, Hedge Funds and Investment Houses. Expert analysts cover a broad spectrum of industries, companies, and the local macroeconomic environment, offering a comprehensive view of the Israeli market.

Underwriting Services

Clal Finance Underwriting is the investment banking arm of the IDB Group. The Company is one of the leading underwriting firms in Israel with an impressive track record.

Clal Finance Underwriting raises funds for public and private companies through underwriting, building advanced financial products, managing debentures, distributing securities, consulting on mergers and acquisitions and cash flow securitization.

Derivatives

The Company is a leader in the local derivatives market, generates high returns, and accounts for 15% to 17% of total daily volume in the Tel Aviv Stock Exchange's derivatives sector. The company employs an extensive range of strategies, trading in options, ETFs, foreign securities, and government bonds.

Hedge funds

Obtaining high absolute returns on their investment.

Index Linked Certificates

Mabat Index Linked Certificates enables investors to commit funds to equity and bond indexes in Israel and abroad, in addition to foreign currencies.

As of 30.10.09, Mabat had 59 exchange traded funds. The division's wide-ranging offerings include ETFs for major overseas indexes, leading indexes in the Israeli markets, bonds indexes, currency-linked Certificates, short-selling Certificates, which enable investors to benefit from falling markets, and sector-linked Certificates.

MABAT ETFs brochure.

Managing Mutual Funds

The company provides a broad array of funds that include proprietary asset-allocation vehicles, enabling all clients to invest any sum directly, while establishing a preferred level of equity exposure. All investors thereby enjoy access to investment vehicles available in the past only to high net worth

individuals and institutions.

Over The Counter Products

The Company over-the-counter unit constructs unique financial products for institutions and business clients, including:

- On-call daily shekel-denominated deposits at the interest rate set by the Bank of Israel.
- Options and futures contracts on specific Israeli equities and bonds.
- Options on equity and sector indexes.
- Options and futures contracts on the consumer price index.
- Foreign currency deposits and deposits with assured minimal returns linked to designated equity indexes.

Unique Trading Information

The Company provides clients who trade for their own accounts with a fully operational trading room, enabling them to conduct transactions on all global markets throughout all trading hours in the Israeli, European, and U.S. markets. The trading room fields hundreds of calls and executes thousands of transactions a day, at the highest level of execution available.

2000- 2003 VP, Clal Insurance Enterprises Holdings Ltd.

Clal Insurance Enterprise Holdings manages approx. \$50 billion in assets, investing these funds in tradable securities and alternative investments.

my position included responsibility for managing the group's alternative investments including investment in V.C funds, M.B.O funds and C.B.O funds.

1996- 2001 VP, Economics Division, Manufacturers Association of Israel

The Manufacturers Association is the largest and most significant economic group to represent business interests in Israel. Taking the second most senior position in the organization, oversaw a range of investments in the industrial sector; managed business to government relations; also offered advice and assistance to industrial companies.

1986- 1996 Analyst in the capital market.

Abramovich Yehoshua – High Tech investments

AvaTrade

AvaTrade has been an innovative pioneer in online trading since 2006. The company was created as a combined effort of financial professionals and experts in web-commerce with the goal of perfecting the online experience for retail traders. AvaTrade is committed to empowering people to invest and trade, with confidence, in an innovative and reliable environment; supported by best-in-class personal service and uncompromising integrity.

Within a few short years, AvaTrade has expanded enormously, with over twenty thousand registered customers globally executing more than two million trades a month. The company's total trading volumes surpass \$60 billion per month.

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Ava is a multi-national company with regional offices and sales centers in Paris, Dublin, Milan, Tokyo and Sydney. The company's administrative headquarters are in Dublin, Ireland.

Shuky Abramovich was one of the founders and the first chairman of the company.

Valuation of the first round was \$3MN .

Current KPI:

Revenues -\$80MN

Ebitda -\$21MN

Current Valuation - \$150MN-

Somoto Limited

Shuky Abramovich was one of the investors in the first round - \$0.8MN investment – valuation of \$3.2 MN and became the first chairman of the company.

In August 2013 Somoto made an IPO in TASE - valuation of \$40MN

Current KPI:

Revenues -\$50MN

Ebitda -\$17MN

Splitit

Splitit offers a B2B2C technology that lets shoppers split orders into smaller monthly payments (installments) - on their existing Visa and MasterCard credit cards. Shoppers can get instant approval at checkout using their available credit line on their existing credit cards through Splitit's cloud-based platform. The company has signed over 150 merchants in the US and UK to date, and is integrated with all major payment gateways in both countries. . SplitIt has raised \$5.7m in equity from a family office and private investors and has a \$10m line of credit, extendable to \$100m to finance US consumer credit. The Company has 18 employees, 12 of which are based in Herzliya, Israel and 6 of which are based in New York City (where the CEO is based – 50/50). and UK

The Splitit Solution – FinTech platform to enable merchants to offer installment-based payments to their consumers: Splitit is a cloud based, FinTech solution designed to quickly integrate with the merchant's in-house ecommerce checkout solution. The solution universally appeals to merchants who are struggling to increase their AOV and to move away from the red ocean of pricing wars and aggressive promotions. It's also a win for consumers, by increasing their purchasing power and providing affordable and instant financing at the point of sale.

By simply adding one line of code, merchants integrate the Splitit Pay Button to their checkout page, thus providing their shoppers a web and mobile optimized user experience with Splitit Payment Wizard. Using Splitit, merchants can offer consumers 3-12 months installment-based plans with no interest. Upon checkout, Splitit places a hold on the consumer's credit card for the full amount of the purchase, and processes the monthly installment charge every month on the credit card thereafter for the installment period. Merchants are offered two payment plans: a basic plan and a funded plan. Under the basic plan, merchants receive the payments in installments, and Splitit charges a 1.5% merchant fee and \$1.50 per installment. Under the funded plan, merchants receive the full purchase price (minus fees) upfront, and Splitit charges a tiered merchant fee of 3%-7.5% (based on 3-12 installments) and \$1.00 per installment.

Shuky Abramovich was one of the investors in the first round - \$1MN investment – valuation of \$4 MN and became the first chairman of the company.
Current valuation :\$24MN

Qmarkets

Qmarkets is the world's leaders in “wisdom of crowds” software that allows large companies to transform the way they make decisions - by effectively aggregating the knowledge of their employees, customers and other stakeholders.

Business Summary:

Our best-selling product allows large companies to manage their innovation process from the initial idea spark, through idea collaboration, evaluation and analysis of the Ideas, through the final step of deciding which ideas are the most beneficial for the

Company. Qmarkets has a suite of mature software products, including Qmarkets' Idea Management, Qmarkets Real Time Innovator and Qmarkets' Prediction Management.

Our products are successfully deployed in leading companies in the US and Europe, including large banks (like Unicredit Group, UBS & Leumi), Consumer Goods (like Nestle, Phillip Morris –PMI - & Swarovski), Infrastructure & Services (like Lufthansa, ISS & Total), Hi-Tech (like Amdocs, Amadeus & Elbit) and more. Out of our existing customers today – 50 customers have more than 2,000 employees each using our product in an ongoing basis. We have 13 customers with over 10,000 users each! Revenue in 2016 was 3.5M\$.

Until 2014 Qmarkets was bootstrapped with no external funding.

In March 2014 the company received the first funding –1M\$ from 100 Club Plus – Shuky Abramovich was one of the investors. Valuation \$4MM
Last round was in SEP.2016. \$3.5MN investment with valuation of \$15MN

Nanorep,

NanoRep offers a complete online customer service solution that helps software providers, eCommerce and online retailers as well as business, financial and insurance providers to deliver great customer service experience in today's multichannel market. The company's knowledge base software learns requests & questions so customers can directly interact with a brand via intuitive tools across a website, mobile site or a Facebook business page. The knowledge base software is self-responsive and automatically answers repetitive questions. Only new or high-value questions are escalated to sales and support agents, which increase the efficiency of sales.

- Founded in 2009, the company has 36 employees located in Tel Aviv.

To date, Nanorep has over 200 paying customers, including brands like FedEx, Ikea, Intuit, Vodafone, and El Al and forecasts \$6M in annual recurring revenue (ARR) by the end of 2016.

Shuky Abramovich was part of group of investors that invested during 2015 in a valuation of \$12 MN.

Nanorep is raising in Q42016 a Series B preferred equity round of \$5.5MN with a pre-money valuation of \$17.5m, led by OurCrowd, an equity crowdfunding platform with participation from Titanium Investments, Oryzn Capital, Gigi Levy-Weiss, iAngels, and others.

Hospitech Respiration Ltd. (Hospitech)

Hospitech is a privately held Israeli medical device company, developing innovative airway management solutions aiming at reducing complications and hospitalization costs for mechanically ventilated patients.

Business Summary:

The Hospitech product family consists of an automatic airways management system (AG100) with associated disposable devices. Several multi-national clinical trials have been conducted starting in 2009, with over 400 patients successfully managed, demonstrating lower levels of ventilator related complications.

All disposable products are FDA and CE cleared. The AG100 is CE (Europe) cleared and pending 510(k) approval, submitted in Jan 2015. Hospitech holds four issued patents, with four additional applications pending. Initial distribution agreements have been signed or about to be signed as follows:

- A distribution agreement for the sales of disposables in the USA was signed in Sep 2014 with Mercury Medical, a large US distributor. orders of \$23k were placed.
- A distribution agreement for the Cuffill device in Japan was signed in Oct 2014 with Covidien Japan. first order for \$50k was placed. Forecast for \$1.6-2m over five years. It is a pilot for potential global distribution.
- A distribution agreement for Europe with VBM (Germany) was signed in March. PO of \$120k was placed.
- A distribution agreement for all products has been signed with Curative Medical (China).

Shuky Abramovich was part of group of investors that invested during 2015 in a valuation of \$111.6 MN.

Current Valuation: \$14.8M



אוניברסיטת תל-אביב

הפקולטה לניהול

בית דפוס: מוספנים נפעל עסקים ע"ש ליאון קמאטי

א י ש ו ר

הננו מאשרים כזה כי מר/מרת יהושע אברמוביץ ת.ז. 056557440 סיים(ה) את חוק ליסודיו(ה) לקראת התואר כוגר אוניברסיטה כחכנית כלכלה-ניהול


ציון הגמר בכלכלה: "טוב" (78)

ציון הגמר בניהול: "טוב" (83)

התאריך הקובע לזכאות לתואר הוא יולי 1987

התואר כוגר אוניברסיטה יוענק/תוענק לו(ה) בטקס הענקת התארים הקרוב/שתתקיים
בתאריך: =====

הערות: =====
=====
=====


ראש מינהל הפקולטה
דיה זלינגר

15.9.87
תאריך



אוניברסיטת תל-אביב TEL AVIV UNIVERSITY

הפקולטה לניהול
בית הספר למוסמכים במינהל עסקים ע"ש ריאון רקנאטי

ת ש ו ר

ת.ז. 056557440

הננו לאשר בזה כי מר יהושע אברמוביץ

סיים את לימודיו לקראת התואר:

"מוסמך במינהל עסקים" (M.B.A.)

ציונו הסופי לתואר הוא 82.83

התאריך הקובע ליזכאותו הוא 29.3.1989

התואר יוענק לו במקום הענקת התארים הקרוב.

הערות:

מסבוכ רב,
[Handwritten Signature]
דיה זלימגר
ראש מינהל הפקולטה



חותמת

9.4.1989

תאריך: