



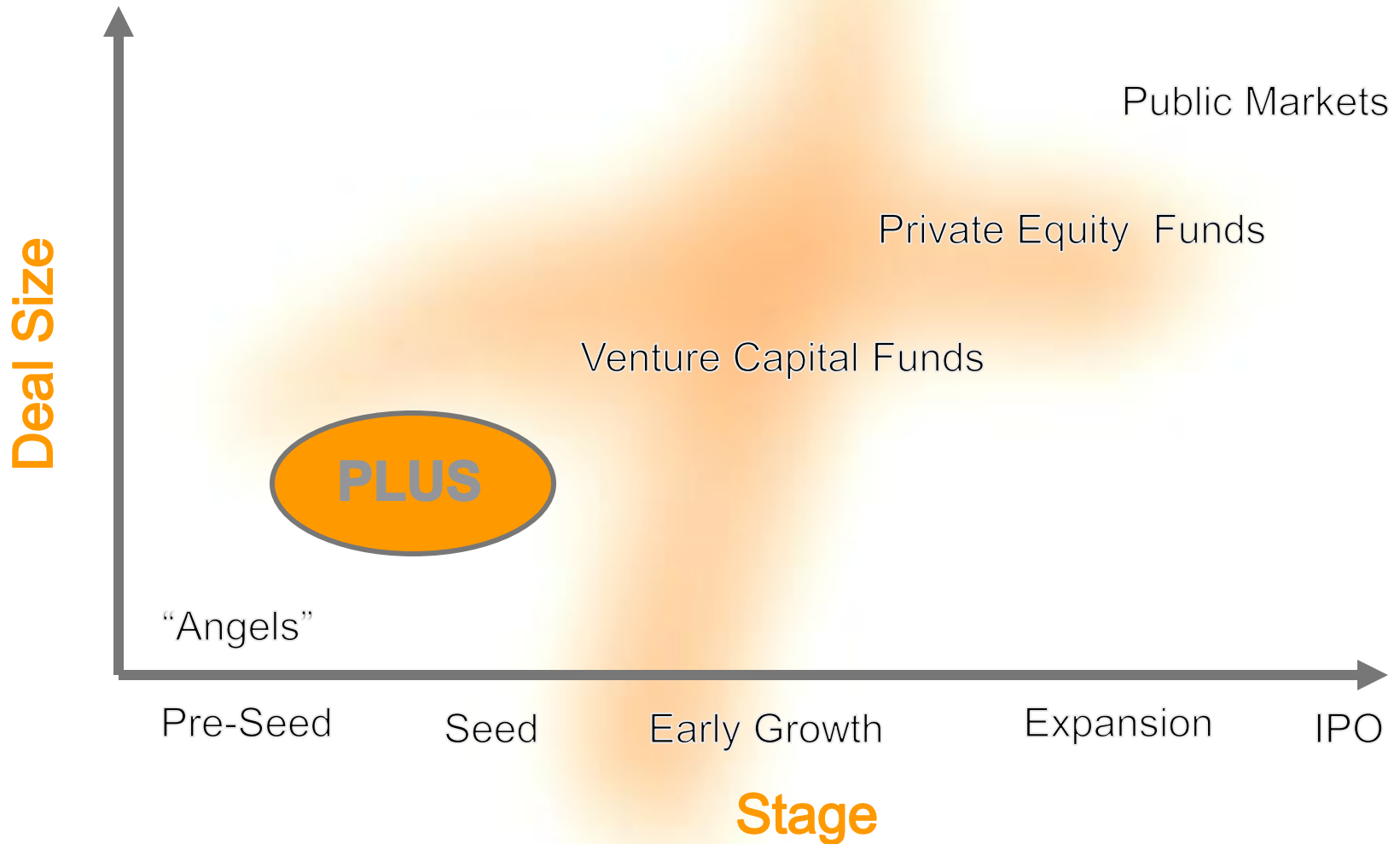
Ventures

PLUS VENTURES MEMBER OF THE MOLDAWSKY GROUP

PLUS Ventures

- PLUS Ventures is the current technology investment vehicle of Moldawsky Group.
- Specializes in identifying early stage Israeli and Israeli related ventures.
- Focuses in the fields of internet, cellular and new media.
- A professional investor, filling the void between angel investors and VC's.

PLUS - Unique Position



PLUS Ventures - Assembly Line

- Enjoys consistent high quality early stage deal-flow
- Quick and effective screening process
- Developed a detailed evaluation process to identify the next shining stars.
- Thorough due diligence process.



We have in fact created a proven and accredited 'assembly line' for sourcing successful technology companies

Deal-Flow

Deal Flow Sources:

- Word of Mouth
- Bring a Friend
- Portfolio Companies
- VC's
- Professionals
- Key industry experts
- Senior executives
- Academy
- Brokers

Evaluation

Our screening process includes:

- Entrepreneurs
- Technology
- Business model
 - ❖ Market size
 - ❖ Competition
 - ❖ Entry barriers
 - ❖ Expected revenues
 - ❖ Margins
 - ❖ Cash needs
 - ❖ Use of proceeds

Due Diligence

Our due diligence process includes:

- IP
- Market
- Entrepreneurs
- Financial
- Legal

Added Value

PLUS Ventures supply added value:

- Strategic guidance
- Key personnel
- Business Development
- Management support
- Fund raising
- Financial backing

Investment Criterias

- Industry Sector (internet, cellular and new media)
- Revenues (within 6-12 months)
- Capital requirement (up to \$1M)
- ROI (min X 10)
- Valuation (up to \$3M)
- Exit oriented

Management

- Yossi Moldawsky - Chairman

- Joint General manager, Moldawsky Group
- Over 11 years experience in start-ups investments
- Co-founder Samurai ventures
- LLB, Bar Ilan University, MBA, Technion



- Duby Lachovitz - CEO

- Over 11 year with the Moldawsky Group in variety of executive positions.
- Extensive experience in establishing and managing new ventures.
- Former CEO Global Brands SA, publicly traded on AIM
- LLB, University of Kent



PLUS' USP

- Unique positioning as an early stage professional investor
- Fastest decision making cycle
- In-depth understating of the hurdles entrepreneurs face
- Taking an active role in portfolio companies, providing operative and financial support through various growth stages
- Over 10 years experience in investing high-tech ventures
- Proven track record

Ventures





- Sector: Internet, IPTV
- Activity : capture, encoding and streaming of live TV and Video on Demand solution; The company has signed long term license agreements with the major content providers in India to market subscription and advertising based packages

• www.watchindia.tv

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- Sector: Internet, gaming
- Activity: multi-user, real-money Rummy games over the internet
- www.rummyroyal.com

The screenshot shows the Rummy Royal website homepage. At the top is the Rummy Royal logo and the tagline "The Home of Online Rummy Games". A navigation menu includes links for Download, How to play, Promotions, Tournaments, About us, Support, and Rummy Forum. The main content area features a "How to Play Rummy?" section with a "Choose Demo:" dropdown menu listing Gin Rummy, Kalooki, Oklahoma Gin, and Traditional Rummy. Below this is a "Available in Tiles" section with a "Click to play!" link and a small image of a tile. To the right is a large image of a rummy table with the text "You are invited to experience..." and a prominent red "CLICK TO PLAY" button. The "Testimonials" section contains two quotes from users. The "Quick Links" section lists links for learning to play, current promotions, game preview, inviting a friend, getting started, and FAQ. A "FREE DOWNLOAD" button is also present. The bottom section features three promotional boxes: "We Double Your First Deposit" (100% match bonus up to \$200), "Freerolls Weekly & Daily" (daily, weekly, and monthly freerolls), and "Royal Stars Club" (loyalty program with prizes). Below these are two columns of bullet points listing game features and support. At the bottom, there is a "LIVE HELP Available" chat button, a "Start Chat" button, and a footer with payment logos (PayPal, MasterCard, VISA, NETELLER), a security seal, and a copyright notice for 2007.



- Sector: Cellular
- Activity: monitor activity of telecom operators and service providers by simulates and analyzes subscribers' experience
- www.cellexnetworks.com

The screenshot shows the Cellex website homepage. At the top is the Cellex logo with the tagline "Turning Loss Into Profit." and a navigation menu with links for Home, About, Product, Services, Help Desk, Customers, and Contact Us. A "Direct Links" dropdown menu is also visible. The main content area features a large banner with a family and a man on a phone, with the text "Finally the service is working, now I can use it!". To the right is a "Service Quality Assurance" section with a "Learn More" button. Below this is a "Service Assurance for Operators" section with a "Learn More" button. At the bottom, there are three columns: "Cellex SMP" (Service Monitoring Platform), "The Challenge", and "Cellex News". Each column contains a brief description and a "Learn More" button. The footer includes copyright information for Cellex Networks Ltd. and a note that the site was designed by AVCOM.

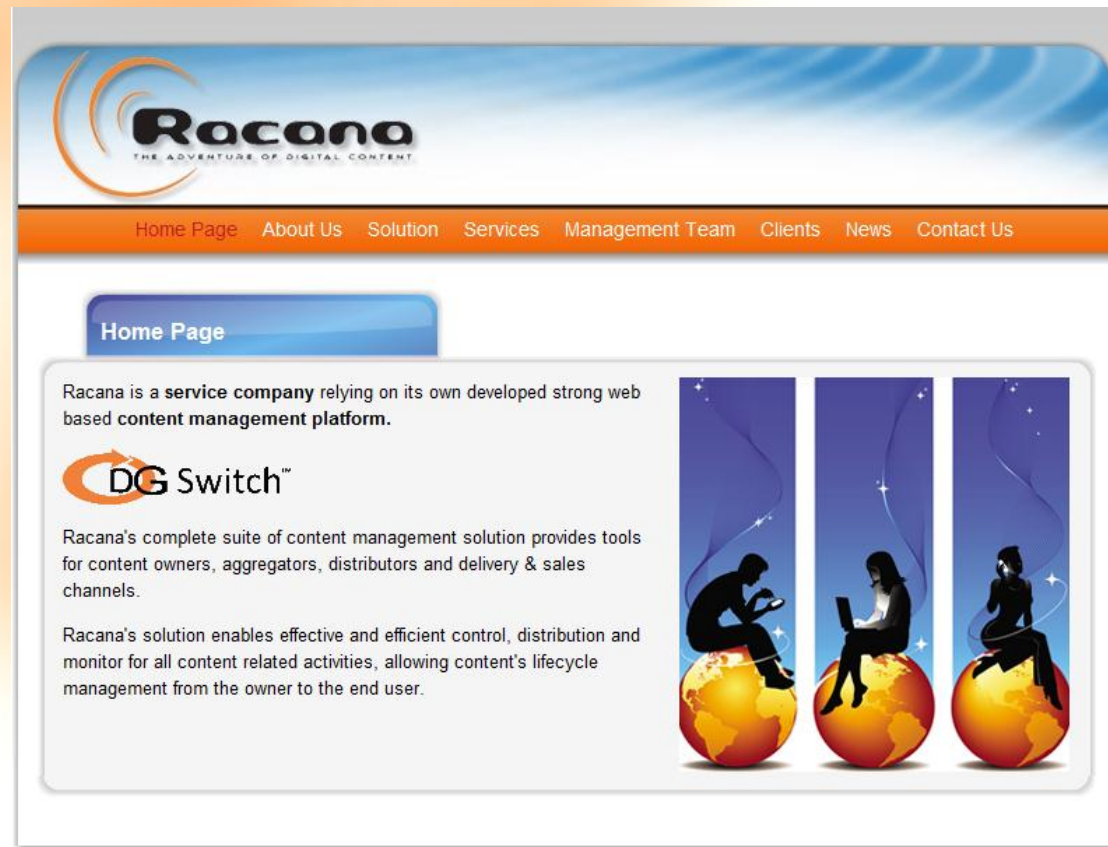


- Sector: software, internet
- Activity: Developer of DrivingDNA™ technology, a tool that enables to quantify the risk of drivers, where road safety meets risk management
- www.sensomatix.com

A screenshot of the Sensomatix website homepage. The header features the Sensomatix logo and the tagline "how risky is it?" in red. Below the header is a navigation bar with buttons for Home, Pay As You Drive Insurance, Fleet Safety, Technology, About, Contact, and Login. The main content area includes a headline: "Sensomatix is a leader in road safety analytics - where road safety meets risk management". Below this is a quote from Malcolm Gladwell (2001) and a link to a free trial programme. In the bottom right corner, there is a circular infographic showing a hierarchy of road safety statistics: 12,000,000 observations, 1,200,200 decisions, 30,000 mistakes, 122 near collisions, and one Accident.



- Sector: New media, internet
- Activity: Racana's innovative switch is a platform which enables effective and efficient control, distribution and monitor for all content related activities, management from the owner to the end user.
- www.racana.com





- Sector: New media
- Activity: Develops unique technology which allows Pay-TV providers (Cable, Satellite & IPTV) to harness the power of TV advertising format and experience
- www.justad.tv

Overview Management Careers Contact Us About us

TV ads **just** got smarter...

justAd.TV is an early stage startup that develops unique technology which allows Pay-TV providers (Cable, Satellite & IPTV) to harness the power of non-linear TV advertising format and experience. Based in Tel-Aviv, Israel, the company is currently in stealth mode and plans to release its initial product in 2009.

We are still in stealth mode.
To stay tuned please email us:
info@justad.tv



- Sector: Cellular
- Activity: Develops unique technology for remote control over cellular devices
- www.communitake.com

A screenshot of the CommuniTake website homepage. The header includes the CommuniTake logo and navigation links for Home, Products, Services, Markets, and Company. The main banner features a woman on the left and a man on the right, both using mobile devices. The banner text reads "MAKING A WINNING DIFFERENCE THROUGH UNIQUE RESOLUTIONS" and lists features: "Automated resolution macros", "Step by step textual guidance", and "Real-time on-screen drawing". Below the banner are buttons for "Marketing", "Finance", "Service", "IT", and "Enterprises". The main content area has three tabs: "Our Identity", "Our Difference", and "Our Value for You". The "Our Identity" tab is active, showing text about the remote service platform. A sidebar on the right contains "News", "Events", and "In Focus" sections. The footer includes copyright information and a link to the website design company, EXDESIGN.

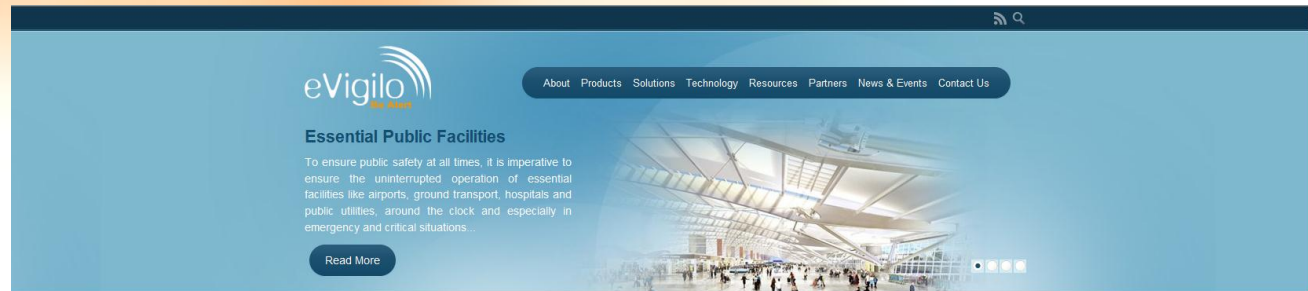


- Sector: Internet
- Activity: Develops unique Toolbar (applications, casual game, social notifications and online management tools)
- www.razoss.com





- Sector: Mobile (homeland security)
- Activity: Mass notification and emergency communication platform
- www.evigilo.net



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