

Harel-Hertz Investment house Ltd (HIH)

The Leading Israel –Japan
consulting and investment banking
boutique



HAREL - HERTZ
Investment House Ltd.

Who we are



Founded in 1994



Offices in both Hertzelia (Israel) and Tokyo (Japan)



5 highly experiences professionals and 4 advisory board members



Tens of successful projects leading to hundreds of millions in sales and equity funding



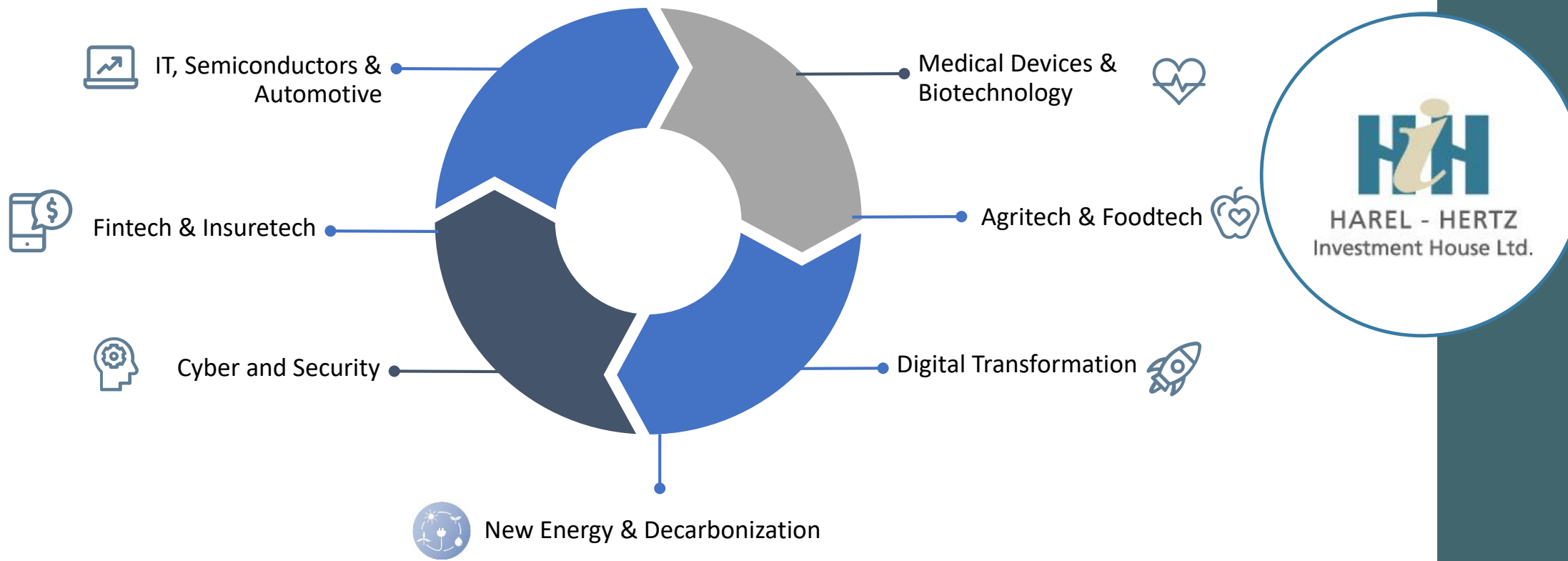
Our Services

Investment Banking	Identify strategic investors	Placement Agent	M&A Advisory
Strategy Consulting	Feasibility study & market research	Competitors & legal barriers mapping	Deal structure and time to market strategy
BizDev Consulting	Map and build cross boarder strategy	Lead engagement through all stages of negotiations	Deal closing: JV, NRE, Open office, channel partner etc.
Technology Scouting	From university research to public companies	Company & liaison office representation	Licensing deals and investments



Word of Trust

Industries we support



Why HIH

Experience - 27 years of experience in leading tens of companies and projects to successful engagement

Time to market - Intimate familiarity with both Israeli and Japanese corporations, financial services, venture capital funds, universities and governmental institutes

Language and culture – Multilingual team located in both Israel and Japan

Proven track record – hundreds of successful deals brokered across all industries



Our team



Mr. Elchanan S. Harel is a former executive banker at Israel Discount Bank, where he was Head of the Foreign Trade Activities of the bank and one of its Senior Credit Officers.

Mr. Harel was recently awarded with the Emperor's "Order of the Rising Sun" decoration by the Government of Japan, for his contribution in enhancing relations between Israel and Japan.

Mr. Harel is a former Chairman of the Israel – Japan Friendship Society and Chamber of Commerce, and is now its Honorary President.

Mr. Harel's experience and expertise in international banking and foreign trade, as well as his numerous contacts with companies and trading houses in Israel and in Japan enable him to provide commercial diversified services and international financing.



Our team



Avital Peritz, Manager Life Science

Joined HIH in 2014, Avital is responsible for all Life Science related activities. Prior to HIH Avital worked as CRA for a global pharma company. Avital holds a B.S.C in Life and Medical Sciences from Tel-Aviv University and a CRA diploma



Benzi Serbero, IT Specialist, Business Development

Joined HIH in 2017. Benzi is a highly experienced CIO and IT senior executive. Prior to HIH Benzi served as CIO, VP IT at EFR Group, Headed technology development & Innovation at Cal Israel Credit Cards and several technical and managerial roles at IBM. Benzi holds B.Sc. In statistics and computer science



Helena Goldman, Business Development IT & Semiconductors

Joined HIH in 2021. Helena is responsible for IT and Semiconductors bizdev activities. Prior to joining HIH Helena worked as a chemical laboratorian QA at Paz Oil Company. Helena holds a B.A. in Economics and East Asian Studies from Tel-Aviv University.



Niv Vidal, Business Development IT & Automotive

Joined HIH in 2021, Niv is responsible for IT and Automotive bizdev activities. Prior to joining HIH Niv worked at the Ministry of Social Equality at the budgetary division. Niv holds a B.A. in Economics and East Asian Studies from Tel-Aviv University.



Our team



Kanitsugu Miura, Executive Advisor – IT Management & Communications

Senior experienced business executive with 41 years at Marubeni Corporations. Among his recent positions, Miura-san served as President and CEO of Marubeni IT Solutions Inc. Miura-san provides business leadership, outstanding network, B2B communications strategy and high conflict resolution and negotiation skills.



Hiroshi Matsumoto, Executive Advisor – Life Science

Senior executive with extensive leadership experience from companies across wide range of industries. Matsumoto-san held leadership position at Boston Scientific Japan and DVx. Currently Matsumoto-san serves as President of Nissei Meditec and acts as a board member of a US Medical device company. Matsumoto-san holds an MBA from University of Chicago.



Mirei Kuroda, Executive Advisor - Financial Services & Investments

Presenting an unparalleled career tracks at major US and Japanese Telecom providers and Investment banking industries. Specializing in the TMT sectors. Mirei-san was the CFO of IRI Ltd. The first Japanese company that went public at TASE. Mirei-san hold a B.A. in Political Science from Waseda University and MBA from INSEAD.



Eran Harel, Executive Advisor – Business Strategy

Joined HIH in 1999, Eran served at the company's Managing Director and managed both its Israel and Tokyo office until 2011. Currently Eran serves as Chief Business Officer at AppCard Inc. Eran served as Chairman of XDM Ltd and member of the board at Explay Japan. Eran holds a B.A. from the Hebrew University of Jerusalem, an MBA from the College of Management and completed his doctoral research in Economics from Keio University.



Proudly completed transactions with

IT & communications



Life Sciences



Venture Capital Partners & Associates



It's all about success - Life Science

Medi-Tate

Medi-Tate is an Israeli medical device company. **Olympus** made its initial **investment** in Medi-Tate in November 2018, under an agreement that included the **rights to distribute** Medi-Tate products and gave Olympus an option to acquire 100% of the Israeli company at a later date. Olympus Corporation announced on Friday February 26th 2021 that it was exercising its options on the remaining shares of Israeli medical device company Medi-Tate Ltd. in a \$300 million cash deal. Medi-Tate was first introduced to Olympus in July 2017 by Harel-Hertz, functioning as Olympus Technology Scouting Consultants in Israel.



Sensible Medical Innovations has developed the ReDS medical radar technology. ReDS is designed to monitor and manage patients with fluid management problems, including patients living with heart failure (HF), taking diuretic medication, or recovering from an event related to coronary artery disease. HIH linked Sensible Medical to **Century Medical Inc. (CMI)** for **regulatory and distribution** in Japan.



HIH consulted Accellta and Hitachi Chemical in establishing an **IP licensing agreement** and managed the process until completion. **Hitachi Chemical Company, Ltd.**, together with its subsidiaries, manufactures and sells functional materials, and advanced components and systems in Japan and internationally.



Brainsway

HIH consulted **Century Medical Inc. (CMI)** and Brainsway in establishing a **marketing and distribution agreement** and managed the process until completion. The company is, now, **completing the regulatory process**.



HIH advised Magenta in its Round B fundraising by introducing it to potential Japanese investors. **JAFCO VC** took part in the round and **invested \$3M** into the Israeli medical device startup.



It's all about success - Life Science



HIH assisted Impliant in undergoing the **regulatory process** in Japan and its regulatory classification.



Based on a comprehensive **market research** and followed by a strategic approach to relevant potential partners, BioView and HIH, identified the **Tokyo Medical University Hospital** as a key opinion leader hospital in the field of Oncology leading to the installation and nomination of **distribution partner** for the Japanese market.



Following a comprehensive **market research** and prioritization of players, HIH assisted Procognia in establishing a marketing and **distribution agreement** with **CTC Laboratory Systems Corporation (CTCLS)**, a subsidiary of Itochu Techno Solution.



HIH assisted IceCure in establishing the relationship with **Dr. Eisuke Fukuma**, Director of Breast Center, Kameda Medical Center in Japan. Dr. Fukuma is a top key opinion leader in the field of breast cancer treatment and Cryotherapy worldwide. This led to an enrollment of a clinical trial of 30 early stage, small breast cancer patients at **Kameda Medical Center**.



HIH assisted **Century Medical Inc. (CMI)** and HeadSense Medical in establishing a marketing and **distribution agreement** and **equity investment** and managed the process until completion.



HIH assisted Itamar Medical in completing the regulatory process in Japan and receiving the approval for their EndoPAT product – for the early detection of cardiovascular disease. HIH assisted in basing the relationship with its **research market distributor- Nihon Kohden Corporation-** and in **finding additional partners** to broaden Itamar Medical's activity in Japan.



It's all about Success IT & Communications



TechSee provides an Omni-Channel visual customer engagement platform. It provides a visual platform for contact call centers enabling online/offline customer support for digital channels (App, Chat, Social Media). HIH **evaluated potential partners** in Japan and introduced TechSee to the **Terilogy Group**. With whom Techsee formed **a distribution and support partnership**.



Develops a smart AI-based technology that creates unique, high-quality content from scratch to assist human writers save time on various projects. As a result of successful targeting an introduction by HIH, **a Japanese public company together with a Japanese financial investor** have joined Articoolo's CLA **capital raising**. The investment marks the Japanese company first ever activity of that kind in Israel and is a strategic one since the **goal is the promotion of Articoolo's product in the Japanese market**.



Is a social payment solution that enables banks to provide their users with peer-to-peer payment options through any social or messaging platform. Following HIH meaningful introductions to Japanese **strategic & financial investors**, the startup accelerator and VC, **Legend Partners**, has **invested** in the company. and will be acting as the company's **growth partner** to the Japanese market.



Is a SaaS platform dedicated to option trading professionals. It executes back testing algorithms on big-data infrastructures to spot market anomalies and market opportunities in real time. HIH assisted Samurai in **allocating and introducing an early-stage strategic Japanese investor** for the company's **seed capital raising**. This was the first investment of the Japanese micro-fund into an Israeli startup.



Agora offers an all-in-one investment management platform integrated with an investor portal for real estate GPs and LPs. The solution is designed to help companies raise and preserve more capital by automating back-office operations, increase investor satisfaction, and provide advanced research and reporting tools for better marketing efforts. HIH **advised and managed Japanese investment** into the company at the **seed stage**.



It's all about success IT & Communications



Deep Instinct is the first company to apply artificial intelligence's deep learning to cybersecurity. Leveraging deep learning's predictive capabilities, Deep Instinct's on-device solution protects against zero-day threats and APT attacks with unmatched accuracy.



Faception is a facial personality profiling company whose computer-vision and machine-learning technology analyzes facial images and automatically reveals personalities in real time.



Votiro develops and licenses unique security software solutions that help protect organizations from external cyber attacks. The company applies an active cleansing process to all incoming files and email messages, neutralizing undisclosed exploits without having to detect signatures.



Offers a preemptive incident-response platform designed to help security teams cut incident response time to minutes, remediate attacks surgically without impacting business continuity, and bolster their defenses against future attacks. HIH initialed and accommodated the **Marubeni IT-Solutions** evaluation and engagement with SECDO. Marubeni was interested in innovative endpoint security solutions to offer to its' Japanese clients and found SECDO as the perfect match to fulfill this demand. At the end of a successful negotiation process, Marubeni **signed a distribution agreement** with SECDO.



Scouting services provided to:

Sōgō Shōsha



Life Science



IT Companies



תודה רבה , 有難う御座いました、 Thank You



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Case studies - Semiconductors



Altair Semiconductors is developing mobile WiMAX silicon solutions optimized for handsets and handheld devices.

Following a comprehensive market research and prioritization of players, HIH and Altair began technical evaluation and agreement discussions with Willcom Inc. Japan's selected carrier for the 4th generation wireless services. Altair obtained a multi million NRE deal for the design, development and sales of Willcom's XG-PHS Baseband chip.



Amimon is a fabless semiconductor company pioneering wireless uncompressed high-definition video for universal connectivity among CE video devices. Its uncompressed Wireless High-definition Interface (WHDI™) allows flat-panel televisions and multimedia projectors to wirelessly interface to all HDTV video sources at a quality equivalent to that achieved with wired interfaces such as component video, DVI and HDMI™. With HIH's lead, Japanese investor **NTT Finance** participated in Amimon's Series C financing round in October 2008.



ASOCS is a fabless semiconductor company, developing a Malleable Baseband chip targeting multi-protocol, multi-technology convergence handsets.

Signed an agreement with **Fujitsu Ltd.** that includes distribution, co-development, foundry services and investment. HIH is also a shareholder of the company.

HIH also obtained additional funds for the company from FGC of Japan.



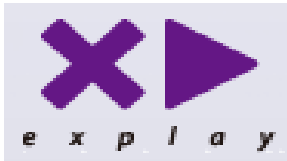
Case studies - IT & Communications

Storwize is a provider of a unique real time storage compression solution.

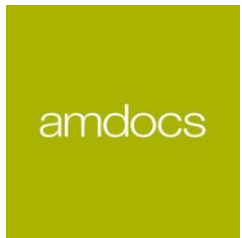
Following a comprehensive market research and prioritization of players, HIH and **Storwize** identified **Tokyo Electron Devices** as a leading master distributor. At the end of a successful evaluation and negotiation process, the two parties signed a binding distribution agreement. HIH provided **TED** with Japanese vendors and VARS (i.e. Fujitsu, CTC). In addition, **TED** had invested in the company.

The high value proposition of Storwize was recognized and lead to its acquisition by IBM Corporation, announced On August 30th 2010. The Storwize company is part of IBM Systems and Software Group.

Explay is a developer of ultra-compact pico projector engine for portable devices. Following the liquidation of the company in Oct. 2009, HIH lead the acquisition of the company's assets together with MIC (Mobile Internet Capital Inc.) as a leading investor and ADM Inc. HIH also lead the establishment of a new entity under the name of XDM that serves as a fully owned R&D center to a mother company based in Japan called Explay Japan. Mr. Eran Harel of HIH acts as active Chairman of XDM in Israel and a board member of Explay Japan.



Case studies – Japan Entry Strategic Planning



Amdocs is a market leader in customer experience software solutions and services for some of the world's largest communications, entertainment, and media service providers. Amdocs' solutions include BSS, OSS, network control, optimization, and network functions virtualization



ADAMA Agricultural Solutions Ltd (acquired by ChemChina) is one of the world's leading crop protection companies, providing farmers with the following solutions - herbicides, insecticides, fungicides, plant growth regulators and seed treatments – that improve the quality and quantity of their crop yields by providing protection from weeds, insects and disease.



TowerJazz manufactures integrated circuits with geometries ranging from 1.0 to 0.13-micron, offering a broad range of customizable process technologies for more than 200 customers worldwide in various markets, including RF, high-performance analog, power, imaging, consumer, automotive, medical, aerospace, and defense. HIH consulted TowerJazz's M&A activity in Japan

