



JVP Overview

Jerusalem Venture Partners ("JVP") is a leading Israeli venture capital firm dedicated to building world class media technology companies. Established in 1993 by JVP's founder and managing partner, Erel Margalit, JVP now has over \$900 million under management. With its eighteen year track record in Israel and international markets, JVP is well positioned to source Israel's best early-stage media technology deals, creating joint ventures with international media leaders to extend their digital media initiatives, as well as embark upon consumer and media initiatives with the leading technology players in the Israeli market. The majority of the Fund's activities are led out of its International Media Quarter in Jerusalem with industry advisors in New York, Los Angeles and Paris as well as an international network of strategic partners.

JVP Media Quarter

JVP is pioneering a new type of entrepreneurship bringing together profit and social profit, innovation and creativity, technology and leadership, in one place, the JVP Media Quarter in Jerusalem. The JVP Media Quarter brings together entrepreneurship from various disciplines and forms coming together to create the leaders of tomorrow, making a difference, driving both business and social transformation. Beautifully situated in the heart of Jerusalem's "Cultural Mile", the JVP Media Quarter gives expression to the vision of JVP to fuse technology, creativity and social action in one exciting complex. Located in the renovated national Mint of the British Empire and the Ottoman warehouses next door, the JVP Media Quarter is heralding the revitalization of the area surrounding Jerusalem's old train station. Today over 300 young, dynamic employees gather here daily to work in the venture capital firm, in The JVP Media Labs (our technology incubator), in one of the dozen JVP start-up and portfolio companies that chose to be headquartered in Jerusalem, in our performing arts incubator and theater, "The Lab" (Ha'Maabada), or in our social profit organization "JVP Community".

Digital Media Focus

As an entrepreneurial venture capital fund, JVP often explores new and innovative technology areas. Past initiatives led to prominent achievements in the wireless, optical, enterprise software and semi-conductor spaces. Since targeting the digital media space in 2003, JVP has built a pioneering portfolio in this area, focusing on consumer driven applications and services. In addition to traditional deal flow channels, JVP partners with media industry leaders to identify and develop new companies and business models in the digital media space. JVP also identifies core technologies in various markets, applying these technologies to the media space through new initiatives.

Proven Track Record

The foundations for JVP's track record derive from the firm's entrepreneurial spirit, experienced team and agile investment strategy. Through twenty one initial public offerings, acquisitions and mergers for its portfolio companies, JVP has helped to create some of the largest companies to come out of Israel over the past eighteen years. Specifically, JVP was the seed investor in Netro Corporation, in which JVP sold its position when the company was traded on NASDAQ for \$5.5 billion. JVP was also the lead investor and the largest shareholder in Chromatis Networks, which was sold to Lucent in 2000 for \$4.8 billion. Additionally, JVP was the largest shareholder in Precise, selling its position in 2001 when the market cap was in the range of \$700 million, and in Cogent Communications, which, in March 2007 when JVP sold its position, was trading on NASDAQ at a market cap of \$1.2 billion. In July 2010 JVP's portfolio company QLIK Technologies was listed on NASDAQ,

and with a recent market cap of roughly \$2.0 billion, is being perceived as one of the most successful IPO's of a European-originated company in close to a decade. Beyond these examples, JVP has contributed significantly to a variety of technology companies that exited through industry sales and NASDAQ IPOs. In March 2011 JVP was chosen by the readers of Private Equity International as the leading venture capital firm in Israel, among the top three in Europe and the fund with one of the best three exits for 2010 as a result of the QLIK IPO.

JVP Media Labs

JVP Media Labs operates from the JVP Media Quarter in Jerusalem, is an incubator, which is much more than a simple investment vehicle, we create an environment of support that enables promising young entrepreneurs to blossom from ideas into reality. JVP Media Labs invests in early stage startup companies in the field of new media, enterprise software, mobile internet, gaming and advertising. Its mission is to provide a suite of customized services, including seed financing, hands on management, office space and strategic guidance. The team supporting the JVP Media Labs startups is composed of experts in the fields of business, technology and media with a strong track record and years of experience in building successful companies.

JVP Community

JVP Community, JVP's social profit initiative comprises two activities – JVP Bakehila and the Lab ("Ha'Maabada"). JVP Bakehila is an educational empowerment program operating in 4 Jerusalem underprivileged neighborhoods, including 15 schools and 10 Learning Centers. The program has 20 dedicated professionals directing 46 18-year-old year-of-service volunteers living and working in the neighborhoods. Furthermore, the program runs leadership training and activities for youth in the evenings, as well as supports parent empowerment groups. Altogether, the program touches over 3,000 children. The Lab (Ha'Maabada): is a performing arts incubator for graduates of Jerusalem's arts academies; founded in 2003 by Erel Margalit and his wife Debbie. Since September 2011 the Lab has partnered with Zappa, Israel's premier music club franchise, to create *Zappa Jerusalem in the Lab* offering the Jerusalem audience access to leading Israeli and International Artists.

The JVP Media Quarter – Where New Pioneers are Collaborating to Build New Companies and Concepts, Transforming Reality

