



Alfa Ventures

September 2021

(TASE: GROUP107)

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GROUP ACTIVITIES

LEVENT

Fintech - Trading Platform

ISRAEL IT

SANKARA TECH

Outsourcing High-Tech
Teams recruiting
and training

ABOUT THE GROUP

■ Offices in Tel Aviv and Ukraine



Alfa Ventures

5
WOMEN IN SENIOR
MANAGEMENT

272
WORKERS

~16
MIL' ILS
REVENUE
RATE 2021

Did the IPO on the
Tel Aviv Stock
Exchange. Raising an
amount of NIS 18 M
at a value of NIS 67 M
after the money

110%
GROWTH FROM
Q2/2020

+81
OPEN JOB
POSITIONS

2020
GROUP107
2019
ISRAEL IT
2015
LEVENT

~85
NEW CUSTOMERS
FROM 2020

BUSINESS PARTNERS AND CUSTOMERS



MANAGEMENT AND BOARD OF DIRECTORS



GUY AMAR

Founder & CTO

Expert in end-user technology and product characterization. Excellent record of bottom line results while achieving allotted goals. Has military training



ADI KATZ

Founder & CEO

Serial entrepreneur, results-oriented leader with high energy with proven achievements in managing and handling business needs for the corporate market and financial institutions



DANNY COHEN

Chairman of the Board

Over 25 years of experience in senior positions in large financial corporations, Bank Leumi, CEO of Leumi Card



MAYA FINGER

Director

Director of "Acto" - the Academic Center for Impact Entrepreneurship and Investments. Senior lecturer, with financial expertise and banking experience



MAYBAR DURST

Director

Founder and CEO of MD Consultancy years senior manager at Cisco USA, 14 Marketing Director of Netvision Israel



TAMAR YASUR

Advisory Board

Extensive experience in senior positions in large financial corporations, Chairman of the Isracard Group



EUGENE KANDEL

Advisory Board

An Israeli economist, the CEO of the Start-Up Nation Central, and an Emil Spyer Professor of Economics and Finance at the Hebrew University of Jerusalem



HANNA SHINDLER

Advisory Board

Over 20 years of experience. Hannah has led major projects at Amdakus and Bank Leumi and served as CEO of Pepper Golbel



SANDRA U.

COO

Senior Director with a master's degree in international economic relations and 16 years of experience in management in companies such as Credit Europe Bank



ROI KATZ

CFO

CPA, candidate for a PhD in Accounting and Finance, Senior .Partner at Amos Katz & Co

TRADING IN THE CAPITAL MARKET

LEVENT

Democratize Trading

- The Levent platform is offered as a B2B2C product
- The target Potential Customers is banks, brokers, institutional entities that will offer it to their clients (private traders) who are interested in trading in stocks
- Offered to potential customers as a White Label
- A modular product that every potential customer can adapt to his needs, both in terms of visibility (Look & Feel) and in terms of the functions that will be included in the platform that will be used by their clients (private traders)
- Works in full cooperation with the FIBI Bank Group
- Levent is an R&D company and all the technological development is done in house



INNOVATION - THE UNIQUENESS OF THE LEVENT PLATFORM

What Makes Us Special Over Others



Setting up trailing stop in advance

Repeat strategy mode

Running a backtesting

System language accessible to any user

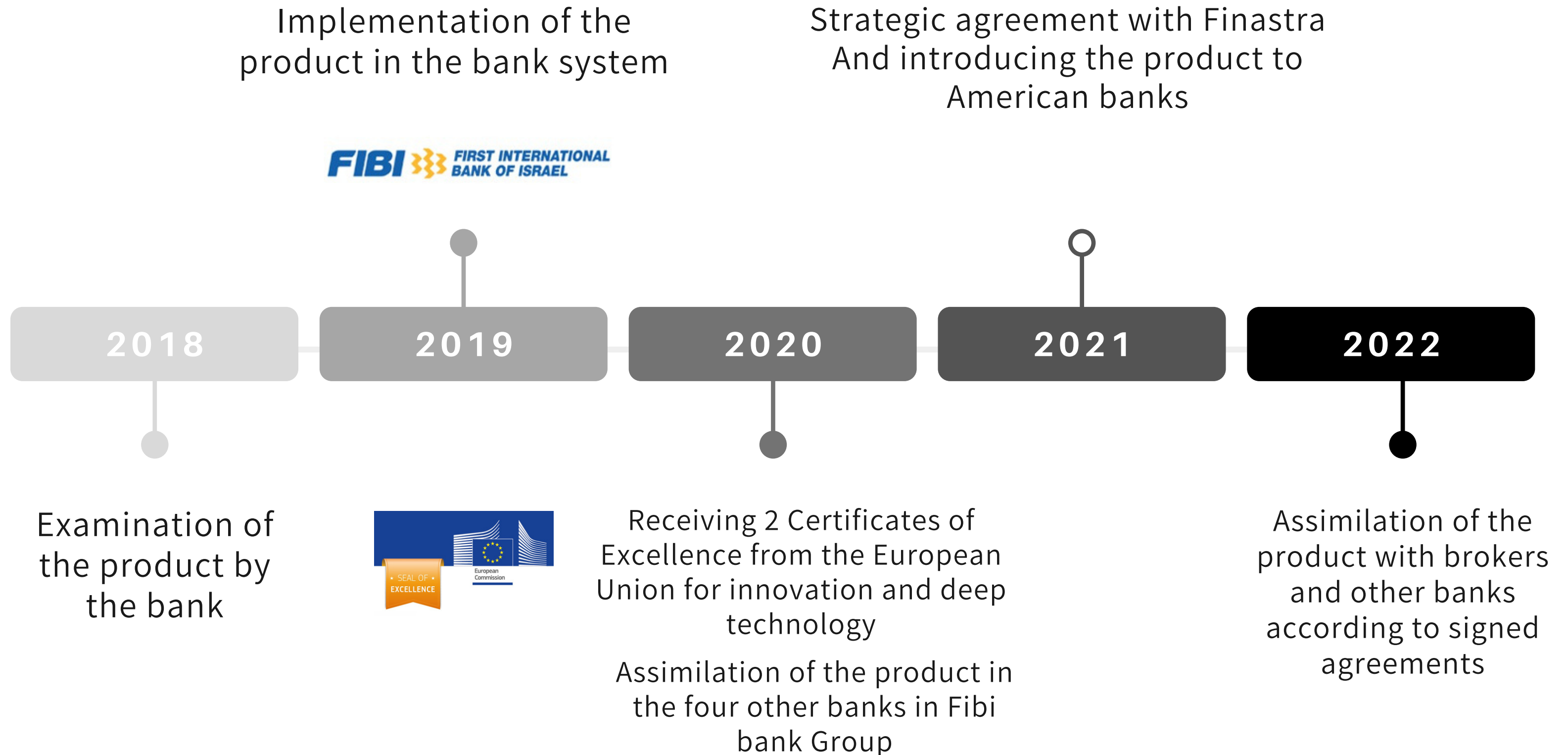
Set entry and exit in advance

No use of buying power in strategy building

The strategy has no validity

Diverse exit conditions from strategy

LEVENT - THE COMPANY OVER THE YEARS





חדש בבינלאומי!

SmarTrade

להשקיע בשוק ההון
עם הכלים הטכנולוגיים
הכי מתקדמים בשוק

מהיום ניתן לבנות אסטרטגיות ETF
וניירות ערך זרים של חברות בעלות
שווי שוק בסך 300 מיליון דולר ומעלה.

לנוחיותך, הועלה לאתר הבנק סרטון ומדריך דיגיטלי
בנושא השימוש במערכת המסחר **SmarTrade**

לצפייה במדריך >>

משקיעים בך
הבינלאומי

LEVENT - STRATEGIC PARTNERSHIP

Levent Strategic Partnerships



Technology infrastructure of financial entities in the United States.
Finastra will present and market Levent's product to its customers, which are actually banks



BORSA LIVE app
Build real-time alerts on shares in the Israeli market for free as a part of a real-time data distributor agreement signed with Tel Aviv Stock Exchange

LEVENT - STRATEGIC PARTNERSHIP



One of the largest fintech companies in the world

130 countries

+9,000 customers
(Banks and financial institutions)

+10,000 employees

+175 ml retail accounts

\$ 2.1 billion in revenue

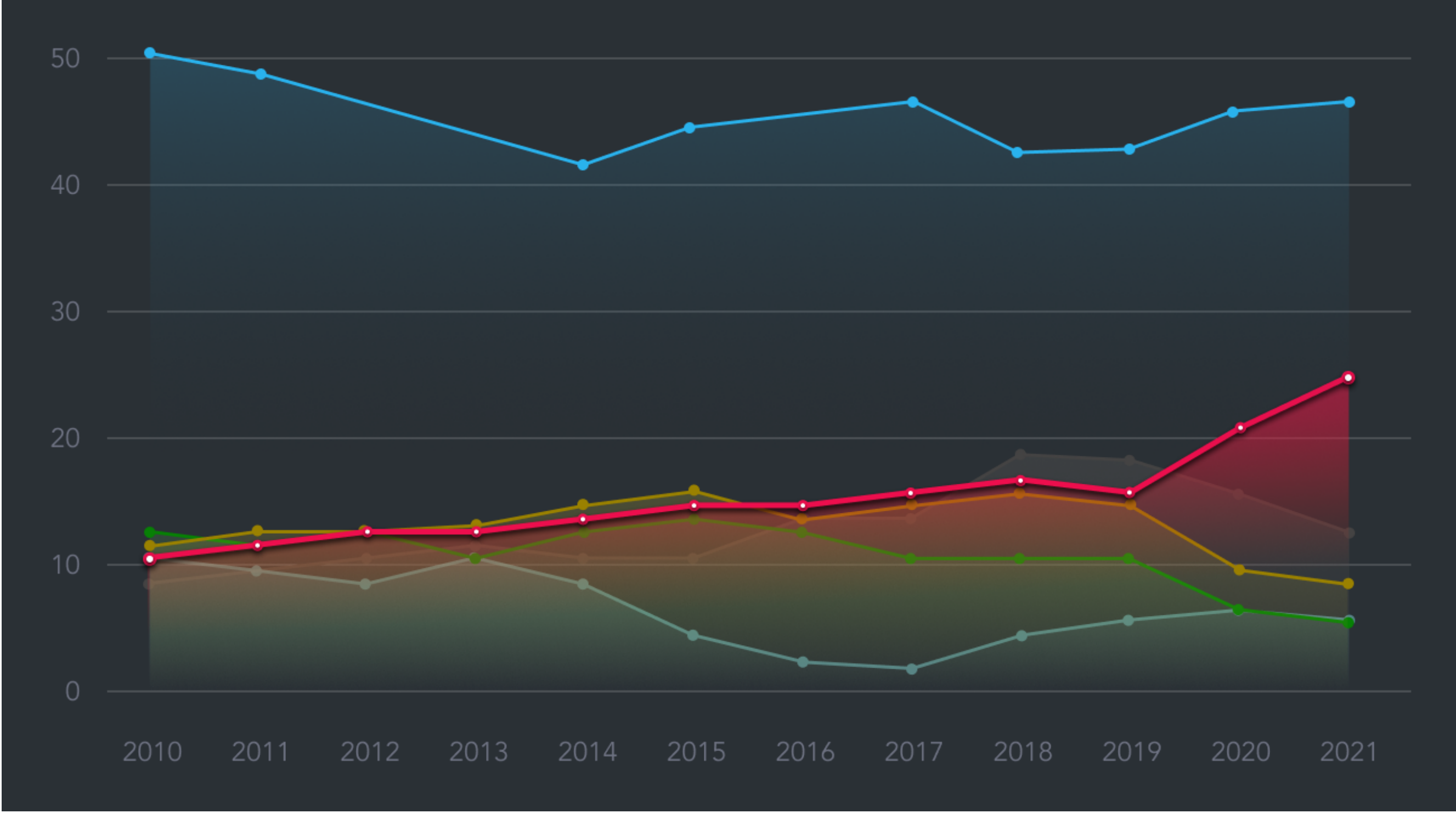
+4,400 developers

THE GLOBAL MARKET

\$ 89.5 trillion global stock market value in 2021

Between November 2020 and April 2021 (5 months), traders brought about \$ 569 billion into the US capital markets, compared to the amount of about \$ 452 billion that was put into the markets during 2009-2020 all together.

U.S. TRADE VOLUME OF TOTAL ACTIVITY IN PERCENTAGE

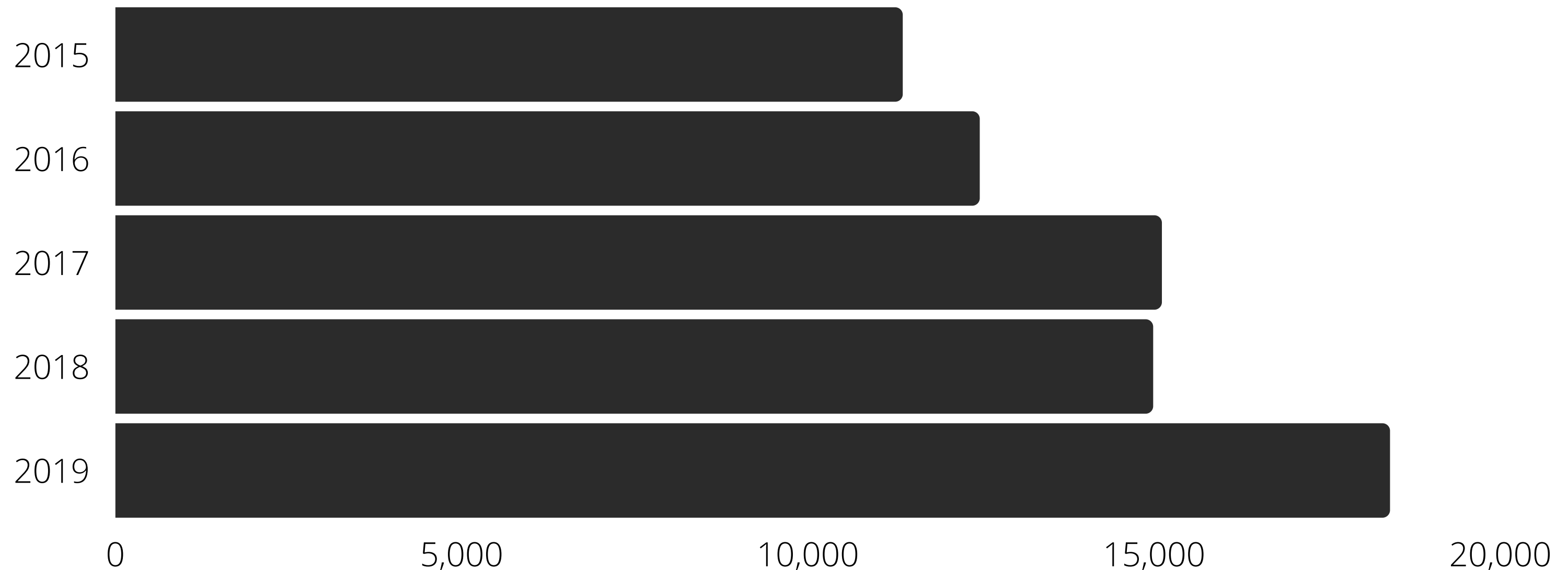


Market makers Banks Mutual Funds Investment firms Hedge funds Retail traders

THE VALUE OF ASSETS MANAGED BY THE LEADING TRADING PLATFORMS IN THE US

Throughout 2020 most of these brokers broke new records and now they serve more clients and hold more assets than ever before.

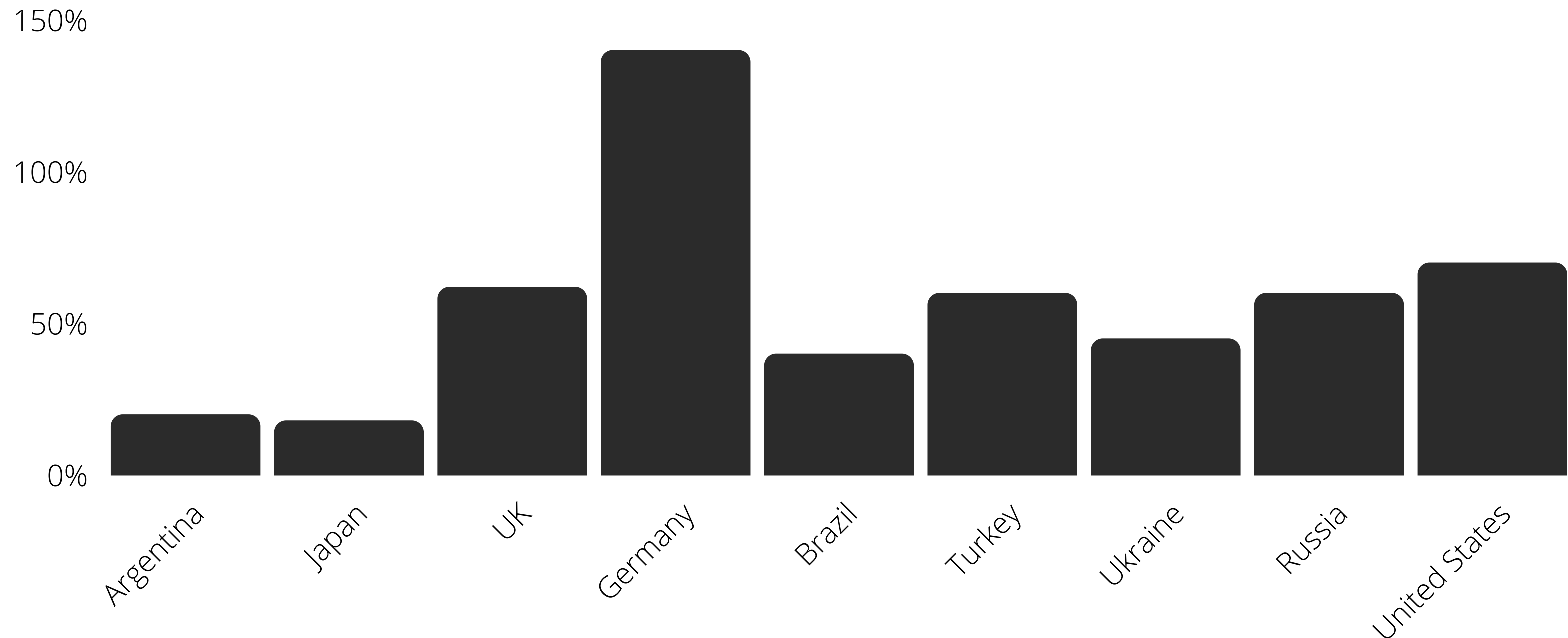
According to a solid expectation of an average growth of 13% per year (which does not take into account the accelerated growth data in the field in 2020) as seen in 2016-2019 - it can be assumed that by 2027 the total assets held by clients at large brokers will be twice the value of today.



The numbers are in the billions of dollars
[/https://www.fool.com](https://www.fool.com)

TRADING BY THE YOUNGER GENERATION

Below is a chart describing the increase in downloads of investment applications in the first half of 2020 compared to the corresponding period in 2019



LEVENT'S SOLUTION - APPLICATION WITHIN ~ 90-120 DAYS



USER EXPERIENCE

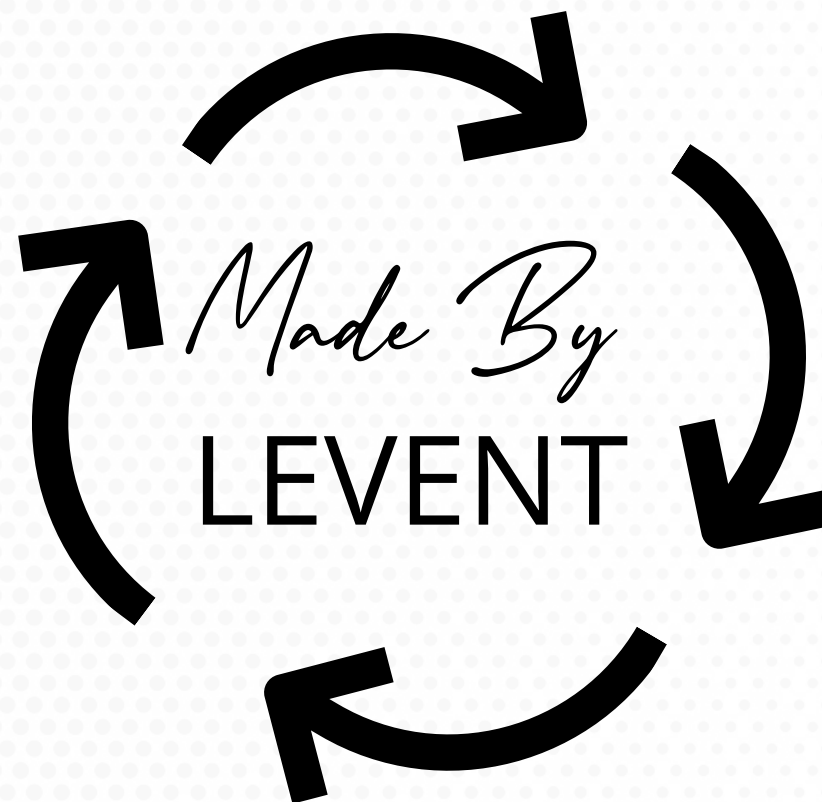
Made by the customer

Define entry and exit conditions from a position in an easy and simple way from a large selection of conditions. You can perform a backtesting on the strategy and then activate it with the click of a button

Get real-time data

For the realization of the entry conditions into position

Make an immediate sale
after the exit conditions
have been met



Make an immediate purchase
Once the conditions of entry
have been met

Get real-time data

For the realization of the exit conditions from position

GROWTH POTENTIAL

~ 500-5,000
Banks and financial institutions

75K-600K
Potentials customers for any financial institution

0.15\$-0.25\$
Per transaction / Monthly payment

2.5%
Estimated penetration rate of

LEVENT

Democratize Trading

OUTSOURCING FOR HIGH-TECH WORKERS AND PROJECT DEVELOPMENT

ISRAEL IT

Grow Your Team. Scale Your Business

Premium Offshore Teams

SANKARA  TECH

Unique Type Of Development

THE MAIN PROBLEM IN THE HIGH-TECH INDUSTRY

There is a huge shortage of high-tech workers

Along with a steady increase in employee
salaries and recruitment costs

ONE STOP SHOP

Placing, recruiting, training and managing teams
for the high-tech market

Planning and development of technological projects

ISRAEL IT

- One of the fastest growing IT companies
- Founded in July 2019 and with a hundreds of percent increase in sales in 2021
- 121% growth in ARR up to June 2021
- Word-of-mouth organic growth without marketing expenses
- The company provides placing, recruiting, training and management services for teams in the High-tech field for companies all over the world
- The company provides end-to-end technological project planning and development services
- The company is engaged with over 272 professionals in the fields of information technology and media, as independent contractors



WHAT MAKES ISRAEL IT UNIQUE?

Grow Your Team. Scale Your Business

Recruitment in an effective time frame

Adherence to quality human capital

Employee costs are about 55% lower

Transparent and known business model

Success in matching a candidate

100% savings in recruiting costs

High employee stability

Technological and social hub

ISRAEL IT
Grow Your Team. Scale Your Business

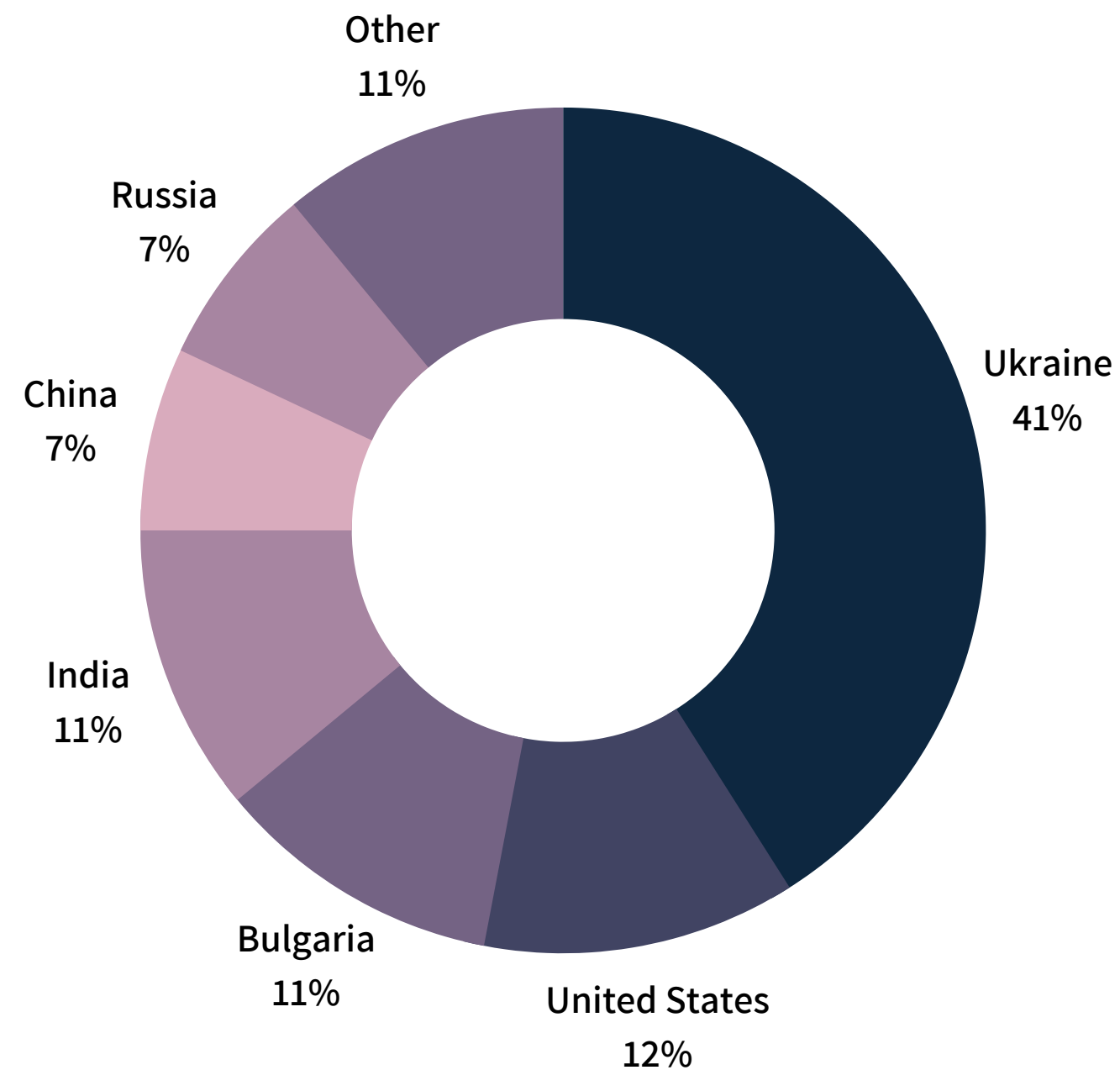
THE GLOBAL MARKET - THE WORLD DEMAND FOR HIGH-TECH WORKERS

\$ 318.5 billion market capitalization of outsourced workers in the global high-tech industry in 2020 It is expected to grow to a market value of \$ 425.19 billion by 2026



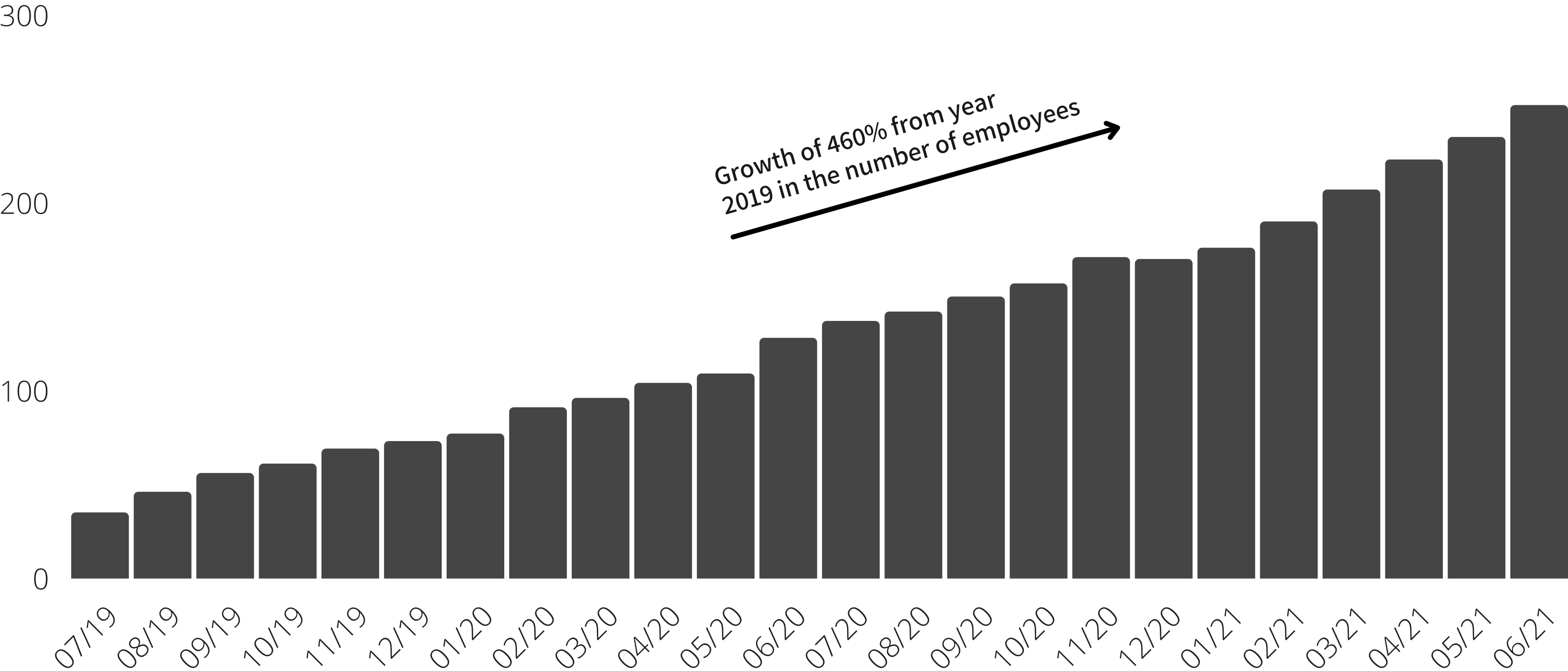
THE GLOBAL MARKET

Ukraine is the main foreign market to which Israeli customers head for Outsourced development services



GROWTH RATE

The technology center is diverse and consists of development professionals, designers, recruiters and management staff



GROWTH POTENTIAL

The IPO will allow the company to grow faster and open additional technology centers

The average commission per contractor
per month is \$ 850

Over 80 jobs in the recruitment process

Organic growth without marketing

FURTHER DEVELOPMENTS UNDER THE GROUP

The group employs excellent research and development personnel and their main goal is to develop advanced and groundbreaking technological products to promote the company and establish it in the arrow of technological innovation.



Real-time App (Beta version) on Israeli stocks



An AI platform for managing team's resources and tasks

SUMMARY OF GROUP 107'S GROWTH POTENTIAL IN THE COMING YEARS

LEVENT

Democratize Trading

Assimilation of Levent's trading platform in banks and financial institutions

Bank = 75-600 thousand customers on average
multiplication of penetration rate
multiplication of Number of transactions per year in average per customer

multiplication of \$ 0.15-0.25 per action / monthly payment

ISRAEL IT

Grow Your Team. Scale Your Business

Premium Offshore Teams

Continued accelerated growth in the number of contractors and the opening of additional centers

Recruitment rate of about 150-200 additional contractors in a year
multiplication of
\$ 850 Average monthly commission per employee

group
107

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Thank you!