



Corporate Overview

JVP Overview

Jerusalem Venture Partners ("JVP") is a leading Israeli venture capital firm dedicated to building world class media technology companies. With \$680 million under management and a fifteen 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 bulk of the Fund's activities are led out of its International Media Center in Jerusalem. Additional investment team members and advisors operate out of JVP's affiliated New York office, while business development advisors assist in leading JVP's portfolio companies in Europe and Asia. JVP's investment team is deeply involved in reviewing the portfolio companies' product strategies, fine tuning business models, pinpointing target markets and enhancing management teams. Much of JVP's leadership lies in its ability to combine hands-on company building in Israel with the capacity to guide these companies to international success in the media and technology worlds.

Digital Media Company Building

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 eighteen 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 fifteen years. Specifically, JVP was the seed investor in Netro Corporation, in which JVP sold its position when the company was traded on NASDAQ at well over \$5 billion. JVP was also the lead investor and the largest shareholder in Chromatis Networks, which was sold to Lucent in 2000 for \$4.82 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. Beyond these examples, JVP has contributed significantly to a variety of software, communications and semiconductor companies that exited through industry sales and NASDAQ IPOs.

JVP Innovation

JVP is actively seeking new investment opportunities in companies that can demonstrate the technological depth and business acumen to achieve market leadership in the digital media space, spanning software, hardware and content. In addition, JVP generates its own innovative, groundbreaking companies through its incubator, JVP Studio, which attracts unique ideas and pioneering entrepreneurs. JVP employs an aggressive strategy that remains true to the fundamentals of sound venture investing while exploring and discovering innovative technology sectors and markets that offer a solid return on investment. JVP has the depth of expertise, operational experience, investment track record and international reach required to build the next generation of digital media leaders.