

Media Release

CallVU Wins Start-up Award 2014 at Credit Suisse's first High Tech Forum in Tel Aviv

Tel Aviv, November 11, 2014 – **140 selected High-Tech entrepreneurs, investors, and experts from Israel and abroad attended Credit Suisse's first High Tech Forum in Tel-Aviv. The forum provides a unique networking platform for the Israeli High-Tech entrepreneur community to share ideas and business opportunities. As part of the forum, Credit Suisse in partnership with SOSA, a start-up and innovators community in Israel, hosted the Pitching Ring Award 2014 for start-ups.**

Five promising Israeli start-ups, pre-selected by SOSA and Credit Suisse, were given five minutes to convince the audience that they are the most innovative and promising business in their field. The majority of the votes went to CallVU, a developer of a user-friendly visual solution for call centers.

Ziv Orr, CallVU's Co-Founder, said: "Winning the Credit-Suisse start-up pitching ring is a great honor for CallVU and is our fourth prize this year, which shows the recognition we receive from executives in cross-vertical industries that have seen CallVU in action. We look forward to continuing the fruitful discussions with Credit-Suisse towards more mutual opportunities."

CallVU was awarded with a one year scholarship for two of its team members, which includes the participation in one of Credit Suisse's global Entrepreneur Conferences in Asia or the USA, coaching sessions by Credit Suisse experts from Investment Banking and Private Banking, and a public relations package.

Speaking at the Forum, **Chris Cottrell**, Head of Digital Media/TMT at Credit Suisse Investment Banking New York, said: „The future of high-tech industry today is brighter than ever. This is due to the ever greater opportunities offered by each new computing cycle, and the fact that mobile internet is bound to drive significant new applications and developments.“ According to Cottrell, tech IPO issuance is still below the late 90s peak, but companies are reaching IPO in a more mature state.

Eyal Waldman, CEO of Mellanox Technologies, who also spoke at the Forum explained that high tech will remain an important engine for the Israeli economy. Asked for his advice to young entrepreneurs Waldman said: "Be consistent, but flexible enough to change direction when threats are identified; do not limit your horizons to a single sector, and above all keep transparency and share your problems with board members and investors"

David Rowan, UK editor of Wired Magazine, hosted a diverse podium discussion with entrepreneurs and investment professionals at the Forum. While all participants were united by an optimistic perspective on future markets developments, they differed on the expected highlights. **Rami Bracha**, Senior Partner at Pitango Venture Capital Fund, believes Israeli firms

should continue to focus on basic core technology, while **Daniel Cohen** of Carmel VC Fund shared the view that the field of consumer applications for end users has an equally high potential.

Credit Suisse Israel

Credit Suisse has a strong track record in Israel, in both Investment Banking and Private Banking. In the last four years, Credit Suisse Investment Banking has raised USD 20 billion of equity and debt financing and assisted mergers and acquisitions transactions worth USD 10 billion involving Israeli companies with a focus in High Tech.

Credit Suisse Private Banking in Israel has been recognized for the “Best Private Banking Services Overall” by the industry-leading Euromoney Award in 2014.

Credit Suisse High Tech Forum

Building on Credit Suisse’s long-standing commitment to the high-tech sector and the Israeli market, Credit Suisse created this forum to give successful entrepreneurs and investors a unique platform to get together and exchange views on how to manage their company and private wealth across all stages of entrepreneurial development. The personal nature of this event allows participants to obtain exceptional first-hand insights into the topics, as well as gain new inspiration.

Further information about the Credit Suisse High Tech Forum can be found at credit-suisse.com/hightech.

SOSA

SOSA is a community for start up entrepreneurs and high tech professionals, a uniquely designed members’ facility for companies, angel investors, local and international VC investors as well as major players in the Israeli technology sector, service providers and international corporations.

Further information about SOSA can be found at <http://sosatlv.com/>

CallVu

CallVU develops a visual solution for call centers. Menus, interaction with the agent and call wrap up information are presented on the user’s mobile phone’s screen. Founded and patented in 2008, CallVu adds an “Interactive Display Response” (IDR), a unique visual layer, to the telephone call.

Further information about CallVU can be found at <http://www.callvu.com/>

Information

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