

Media Release

“The Pub Hub” wins Start-up Pitching Ring Award 2016 at Credit Suisse’s third High-Tech Forum in Tel Aviv

Tel Aviv, October 21th, 2016 — **Credit Suisse, together with OurCrowd and Tadmor & Co. Yuval Levy & Co, have named The Pub Hub as the winner of the Pitching Ring Award 2016, for its effective and productive use of unexploited bar areas, during the day, as a joint work space. 220 entrepreneurs, investors, start-ups and experts from Israel and abroad attended Credit Suisse’s third High-Tech Forum in Tel-Aviv.**

Doron Averbuch, CEO Credit Suisse Israel on the winner at pitching ring event said "This third high-tech forum event held by Credit Suisse, brought together top notch investors and entrepreneurs from all over the globe to Israel, one of the most exciting places in the world of high-tech. Participants came together for this event, seeking unique opportunities for investments. The Winners of our pitching ring event, The Pub Hub, was unique in showing a simple and clear business model, that allows scalability and potential profitability. We are looking forward to start this process with them and help achieve this goal."

The Pub Hub, founded by Daniel Rubin and Doron Maman, was awarded a one-year scholarship from Credit Suisse which includes the participation in one of the bank’s global investment conferences, coaching sessions by Credit Suisse experts in Investment Banking and Private Banking as well as a fast-track due-diligence process which could result in a potential USD 250-500K investment by OurCrowd First.

Daniel Rubin and Doron Maman, founders of The Pub Hub said, "we are thrilled to be voted winners and get such a unique opportunity to develop our dream into reality."

Yori Nelken, General Partner of OurCrowd First, said: "The five finalists this year are an awesome representation of the current Israeli early-stage entrepreneurship. **The Pub Hub** stood out for its innovative and refreshing approach, and we at OurCrowd First are greatly looking forward to getting to better know **The Pub Hub**. As a former high-tech entrepreneur I have the utmost respect for the sweat and toil that goes into building a venture. I am confident that these entrepreneurs have exciting journeys ahead."

Adv. Yaniv Aronowich, co- head of the Cross Border and Domestic M&A practice group at Tadmor & Co. Yuval Levy & Co. said: "As part of our ongoing support of the Israeli start-up community, we are pleased to be able to contribute to the winner of the contest with a legal service package".

Information

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Credit Suisse Israel

Credit Suisse has a strong track record in Israel, in both Investment Banking and Private Banking. In the last six years, Credit Suisse 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 has also been named Best Private Bank in Israel for the third consecutive year by the industry-leading Euromoney Awards in 2015.

Credit Suisse AG

Credit Suisse AG is one of the world's leading financial services providers and is part of the Credit Suisse group of companies (referred to here as 'Credit Suisse'). As an integrated bank, Credit Suisse offers clients its combined expertise in the areas of private banking, investment banking and asset management. Credit Suisse provides advisory services, comprehensive solutions and innovative products to companies, institutional clients and high-net-worth private clients globally, as well as to retail clients in Switzerland. Credit Suisse is headquartered in Zurich and operates in over 50 countries worldwide. The group employs approximately 46,600 people. The registered shares (CSGN) of Credit Suisse's parent company, Credit Suisse Group AG, are listed in Switzerland and, in the form of American Depositary Shares (CS), in New York. Further information about Credit Suisse can be found at www.credit-suisse.com

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 companies 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 www.credit-suisse.com/hightech.

The PubHub

The PubHub, founded by Daniel Rubin and Doron Maman, uses unexploited areas of bars - during day time - into joint work spaces, making an effective and productive use of the space. The transition brings empty spaces, that are not utilized, to life for anyone who's looking for a place to work or hold meetings. Two locations have already begun taking shape and an active community has been created. The pub hub is in a growth process and plans to provide its services to bars, which are looking to increase their revenue, and people, looking for a joint space to work and meet new people.

OurCrowd is a leading equity crowdfunding platform for investors from around the world to invest in global startups. Managed by a team of seasoned investment professionals and led by serial entrepreneur Jon Medved, OurCrowd vets and selects opportunities, invests its own capital, and brings companies to its accredited membership of global investors. OurCrowd provides post-investment support to its portfolio companies, assigning industry experts as mentors and frequently takes board seats.

OurCrowd has raised US \$250M for its nearly 100 portfolio companies, generating eight exits in three years. The OurCrowd community of 14,000+ investors from over 110 countries, mentors and partners is comprised of a diverse makeup of backgrounds, professions, locations, and investing experience.

OurCrowd First is Israel's premier seed-stage venture fund, raised annually on the OurCrowd world-class equity crowdfunding VC platform. The fund is managed by General Partners Eduardo Shoval and Yori Nelken, both serial entrepreneurs who bring to OurCrowd First's portfolio over four decades of management experience growing early-stage startups. Further information can be found at www.ourcrowd.com and www.ourcrowdfirst.com

Tadmor & Co. Yuval Levy & Co

A leading Israeli law firm with a global perspective, dedicated to providing sophisticated, first-rate legal advice to clients operating in all sectors of the economy.

The firm's Hi-Tech and Venture Capital practice group is considered one of Israel's leading practice groups and has extensive experience in representing start-up companies (and their founders) in all stages, from inception through financings, commercial growth and exit, as well as representing investors, of all types, in such companies. The practice group is business minded with a deal making attitude, and regularly represents clients from various industries including: fintech, internet, media, software, enterprise software, e-commerce, bio-tech and medical devices, pharmaceutical, big data, communications, information technology, and clean-tech.

The firm's hi-tech and innovation club, UpLink, regularly initiates various meetups and lectures to members of the Israeli tech ecosystem. For more information: www.tadmor.com