

Four Xenia Portfolio Companies Raise NIS 69 Million this Month

## Superfish Reports NIS 36 Million Funding Round

Israel, Herzliya, July 2013, Xenia Venture Capital (TASE:XENA), announced a funding round of NIS 36 million in Superfish (in which Xenia holds 12.6%), led by Vintage Investment Partners, with the participation of existing investors DFJ (Draper Fisher Jurvetson) and DFJ Tamir Fishman Ventures. Superfish has developed the most advanced visual search technology in the world. The company's visual search engine is capable of analyzing an image using algorithms, and of identifying similar images, in real time, without requiring tags or human intervention.

**According to Xenia CEO Anat Segal:** "We are happy to announce the completion of Superfish's fundraising, which reflects the vast potential this company possesses. Xenia is currently pursuing the rapid growth of its portfolio companies, and this month we have seen our portfolio companies raise NIS 69 million. These funding rounds provide unequivocal evidence for the attractiveness and maturity of our portfolio companies in the eyes of investors. Superfish is a commercially- and technologically-groundbreaking company. Its technology, used for identifying similar images, is utilized by leading online trading websites, and is about to enter the world of social media as well."

**According to Adi Pinhas, Co-Founder and CEO of Superfish:** "We focus on empowering users while providing new ways of experiencing visual online content by means of developing the most advanced visual search technologies in the world and implementing them in order to offer new search capabilities for consumers and businesses. Since the huge number of images in social networks plays such a significant role in the lives of web users, we see a tremendous opportunity in solving new visual search issues, and are eager to continue developing innovations and reinventing the way users make use of their images."

Superfish has been focusing on developing visual search technologies, and in 2011 launched its WindowShopper platform, which is based on a technology designed to improve the online shopping experience. Today WindowShopper is used by tens of millions of users with thousands of searches taking place every second. Now that it has proven its ability to ensure the mass-scale use of its technology and to provide added value for its users, Superfish intends to launch visual search solutions in social network and mobile device environments as well, and also seeks to make the technology available to third parties.

In the present funding round, which was led by Vintage Investment Partners and included existing Superfish shareholders, investors undertook to invest USD 8.5 million in the company. In addition, as part of the present funding round, a convertible loan of USD 1.5 million, given to Superfish by its existing shareholders, was converted.

### **About Superfish:**

Superfish is developing a technology and software for identifying images with similar content, in fact enabling visual searches on the web. Its technology's applications include searching for products in order to conduct price comparisons, searching products for purchase purposes or finding similar products, classifying products into categories, etc. The software can handle websites containing millions of images, with a very quick response rate.

Superfish's website: [www.superfish.com](http://www.superfish.com)



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**About Xenia Venture Capital:**

Xenia Venture Capital is a publically traded investment company which operates a privatized technology incubator that invests in seed stage start ups and initiatives in the fields of medical devices and IT. Among Xenia's founders and main shareholders are the Novacom Group and C. Mer Industries, leading institutional investors such as IBI, Menora Insurance Group, Dash Apax, Mivne Taasia (of the Fishman Group), Anat Segal (CEO), as well as additional hi tech and industry figures. Xenia's Board of Directors and Advisory Board comprises highly successful entrepreneurs and high-tech industry executives, including Haim Mer, Tal Menipaz (Chairman of the Board), Prof. Gaby Barabash, Dr. Yafit Stark, Prof. Yossi Shacham, and others. The aim of the company is to jump-start and accompany start up companies in the field of technology and medical devices, striving to increase the companies' chances to succeed and realize their business potential. Since its inception, Xenia has invested in dozens of companies, many of which have completed follow-on investment rounds, launched products in global markets, reached significant sales and profitability, and formed valuable strategic partnerships.

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