

Playcast, a Xenia portfolio company, offers high-quality cloud-based television games:

## **Playcast Launches Content-Rich Cloud-Based Gaming Service of Console-Quality Using Ouya'S Dedicated Device**

**According to Anat Segal:** "Playcast is the first to launch a high-quality, unique service which appeals to the global market in general and the US market in particular"

**Israel, Tel Aviv, May 4, 2014, Xenia Venture Capital (TASE:XENA)** is announcing a significant milestone for its portfolio company Playcast. Playcast has launched a gaming service which includes high-quality, graphics-rich computer games that appeal to game consumers throughout the world and in the United States in particular, through the use of Ouya's device, which enables an over-the-top internet connection for televisions, in addition to its gaming portal.

**According to Xenia CEO Anat Segal:** "This launch is the first of its kind, and it offers AAA-rated cloud-based television games. Millions of gamers throughout the world and in the United States in particular will now have access to premium games currently available only through video game consoles."

Playcast is the world's only supplier of cloud based game services for cable and IPTV suppliers. The Company provides access to most of the world's major video games through an attractive distribution model, including monthly subscriptions. Playcast's service, which was commercially launched in 2011, serves hundreds of thousands of TV subscribers in France, Portugal and Korea. The launch on the Ouya device is the first time its game service is available in North America.

Xenia has a portfolio of 12 active companies at various stages of maturity, in the fields on internet, media, communications, medical devices and pharma. Xenia's portfolio companies have unique technologies with deep intellectual properties, most of which have developed unique products sold in global markets, forged strategic partnerships with leading companies in their fields, including marketing, distribution, and well as direct investment agreements. Xenia's portfolio companies have so far raised more than NIS 280 million in aggregate, from leading investors in Israel and abroad, and are valued (in accordance with latest funding rounds) at more than NIS 580 million.

Xenia has made two exits so far -- one in 2012 and the other in 2013, first -- the sale of Arcos (in which it held 35% at closing) to a Canadian Company, for NIS 100 million, and the second -- the sale of its holdings in SAManage.

The Company has forged strategic partnerships with leading investment firms and companies both in Israel and around the world. Its advisory committee includes key figures in its areas of expertise, and its shareholders include industry and capital market leaders from Israel.

Xenia has cumulative holdings (its share) valued at NIS 23.7 million, according to its portfolio companies' latest rounds.

The following are some of Xenia's most valuable holdings:

**Superfish** -- a visual web-based search engine with over 80 million users.

**Polypid** -- a platform for local, delayed and controlled release of a range of drugs in a wide variety of applications, including orthopedics, dental implants, bone cancer, etc.

**Playcast** -- technological platform for cloud-based games. Has cooperation agreements for media content sharing with the world's leading brands, such as: Sega, Atari, Capcom, and Disney.

**Saguna** -- a software offering mobile caching to relieve loads in mobile networks due to the increasing volume of video and image content in these networks.

**Ortho-Space** -- an expendable balloon implant which is intended to treat patients suffering from shoulder pain as a result of the Rotator Cuff Syndrome. ArthroCare has made a strategic investment in the Company.

#### **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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