



POWERHOUSE OF THE ENTREPRENEURS

A Xenia portfolio company completes another successful financing round:

SoftBank Led a NIS 4.5 Million Investment Agreement in Saguna, at a Post-Money Valuation of more than NIS 100 Million

The current tranche is part of a larger investment round in which cloud services giant Akamai is also participating

Tel Aviv, 12 February 2015 – [Xenia Venture Capital Ltd.](#) (TASE: XENA), a publicly-traded Israeli company engaged in the establishment, development, and investment in IT and life sciences start ups, has announced that portfolio company Saguna signed an investment agreement of approximately NIS 4.5 million (about \$1.2 million). The investment was led by SoftBank Ventures Korea – the investment arm of communications giant SoftBank, one of the world's largest groups investing in communications technologies. This is the first investment by SoftBank Ventures Korea in an Israeli company. The financing round was made at a post-money company value of more than NIS 100 million for Saguna.

The agreement is the second tranche of a \$3.2 million financing round. The first tranche, which was completed in August 2014, included cloud services giant Akamai and some of Saguna's existing shareholders. Following the financing round, Xenia owns approximately 11.3% of Saguna's share capital, fully diluted.

According to Xenia CEO, Anat Segal: “We are pleased to announce the closing of another successful financing round for Saguna, which includes investments by two strategic parties, highly prominent in their fields – Akamai and SoftBank. This is a vote of confidence in the company's products and their business potential by leading companies. We will continue to promote our portfolio companies and create value for our shareholders in 2015.”

According to Lior Fite, CEO of Saguna: “We are proud to have industry leaders such as Akamai and SoftBank choose to invest in the company alongside the support of our existing



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investors. We see this as evidence of the value of Saguna’s solutions, which both improve the user experience and the profitability and capability of operators to monetize mobile networks.”

According to Daniel Kang, SoftBank Ventures Korea COO: “We are proud that Saguna is SoftBank Ventures Korea's first investment in Israel. Mobile traffic, driven by the needs of end users, who must be connected at all times, is projected to show strong growth over the next five years, while operators will use technology to deal with bottlenecks. Saguna’s technology is a persuasive solution that allows operators to offer a response to critical future needs.”

Saguna’s software solution provides local caching of popular content on mobile websites, thereby lowering costs and improving service availability and quality, and the transmission and adaptation of rich content to mobile end devices, including smartphones and tablets. Saguna is targeting the solutions market for relieving traffic loads on mobile networks, which are rapidly growing due to the rising use of rich content on mobile devices. Saguna was founded in 2010 at the Xenia Incubator, and its offices are located in Yokne’am. In addition to Xenia, the main shareholders in Saguna are Akamai, German communications company ADVA Optical Networking, 2B Angels, and private investors.

About Xenia Venture Capital

Xenia Venture Capital Ltd. (TASE: XENA) is a publicly–traded Israeli company engaged in the establishment, development, and investment in IT and life sciences start ups, Xenia is engaged in investing in early stage companies in the areas of high tech and med tech in Israel. In addition to financing, Xenia provides its companies with mentoring, business and strategic counseling, and fundraising assistance, as well as extensive services necessary for managing technological ventures. Xenia's management, board of directors and advisory board are comprised of highly experienced entrepreneurs and business professionals with proven track records in a wide range of industries. Since its inception in 2004, Xenia has invested in over 26 companies, which have attained significant technology and business achievements, resulting in substantial valuation increases. Over the years, Xenia has obtained a significant position in the Israeli high tech eco system, and has established significant cooperation and strategic relations with leading partners in Israel, US, Europe and the Far East. il.co.xenia.www



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Xenia's portfolio companies include the following:

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 and dental implants.

Playcast – a technological platform for cloud-based games.

Saguna – a mobile caching platform designed to relieve loads in mobile networks of mobile service providers and content providers.

OrthoSpace – which developed a degradable balloon implant for treating the rotator cuff syndrome.

About SoftBank Ventures Korea:

SoftBank's investment fund was founded in 2000 and constitutes the investment arm of the SoftBank Group, which is based in Seoul, Korea. The SoftBank Group is one of the largest ICT groups worldwide. The company focuses on mobile technologies, broadband, landline and web infrastructure. To date, the company has invested \$388 million in 175 start up companies. The fund's parent company, SoftBank, is a public company traded in the US (OTCMKTS:SFTBF) at a \$71 billion market cap.

About Akamai:

Akamai is a leading supplier of cloud services designed to help organizations provide network services for any mobile device. Based on its Akamai Intelligent Platform™ technology, the company's solutions enable quick, reliable and secure internet services. Akamai is a public company traded on Nasdaq (NASDAQ:AKAM), at a market cap of \$11 billion.