

## **Xenia and Existing Shareholders Invest USD 1.5 Million in Superfish**

**The investment made by way of convertible loan stock amounting to USD 313,000**

**Israel, Kiryat Gat, June 10, 2012, Xenia Venture Capital (TASE:XENA),** announces a USD 1.5 million investment in the portfolio company Superfish (in which Xenia holds 14.2%), which has developed a technology and software program for conducting visual online searches.

**According to Xenia CEO Anat Segal:** "Superfish's technology is well-suited for the core activity of major online trading websites, which contain millions of product images. A visual product comparison, which is more efficient than a text search, which is made by online viewers on retail websites using Superfish's technology, is already a source of revenue for the company. Xenia and existing shareholders continue to invest in the company as the increased use of this technology will continue to generate a great deal of value for the company."

**According to Adi Pinhas, CEO of Superfish:** "In addition to our activities with leading websites and in light of the ever-increasing penetration of smartphones and camera-featuring tablets, we see here a great opportunity in implementing the technology in mobile devices so that consumers will be able to find and compare products from any location."

The investment agreement stipulates that existing shareholders, Xenia among them, invest a total of USD 1.5 million in Superfish by way of a convertible loan stock. Xenia's share of this investment amounts to USD 313,000.

### **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.

### **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, Dr. Orna Berry, Roni Einav, Aki Ratner, Gideon Mantel, 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 in 2003, Xenia Venture Capital has invested in more than 20 companies, many of which have



POWERHOUSE OF THE ENTREPRENEURS

completed follow-on investment rounds, launched products in global markets, reached significant sales and profitability, and formed valuable strategic partnerships with leading players in their fields. Leading IT portfolio companies include, among others, Correlix, Arcos, BandWD, M-Photo, SafePeak, Saguna, BookPulse, SAManage, Superfish, Intuview, and Playcast. In the medical device field, Xenia has invested in BioProtect, NeatStitch, Medi-tate, Polypid, ActiVein, Xenolith, OrthoSpace, PolyPid, ActiVein and other. Please visit our website at: [www.xenia.co.il](http://www.xenia.co.il)