

Moshe Gaon – Chairman, Gaon Holdings

Mr. Gaon, in his capacity as active Board Chairman since June 2008, leads the Directorate at Gaon Holdings, along with serving for more than a decade as Director at various subsidiary companies in Gaon Holdings Group.

Gaon Also serves as the Israeli co-chairmen of the USICF- US-ISRAEL Cleantech Forum, of the Israel-America Chamber of Commerce and Industry (AmCham Israel) and he is considered among Israel's leading strategic business and political thinkers.

Gaon holds an M.S.in Advertising from Northwestern University, USA; and a B.A., Political Science & Communication from Tel Aviv University.

Backed by an experienced and professional management team and strong financial resources, Gaon Holdings has become one of Israel's fastest growing holding companies.

Since its inception by the late Benny Gaon in 1998, the company's mission of playing a fundamental role in the Israeli economic community has been realized. Gaon's three business sectors are: Financial Services; Agro/Cleantec; Wholesale/Retail.

The company's *Agro* business, is a market leader in the water infrastructure industry, water related projects and agriculture solutions, including: Aqua-Agro, a technology lab, investing in seed-stage Israeli or Israeli affiliated companies in the fields of water, agro-high-tech and cleantech, AquaAgro Fund, a VC investing in mid to late stage technology companies in the water, agro & cleantech sectors, and Gaon Agro Group - a diversified portfolio of industrial companies providing end-to-end water infrastructure solutions such as: desalination, purification plants, waste-water, leading water, pumping, well purification and agriculture. Gaon Agro and Gaon's AquaAgro VC fund's vast knowledge in the cleantech area, position them today as the leading choice for water focused partners and technology companies searching for partnerships in smart agriculture, solar energy, wind and alternative energy technology.

Gaon is also a market leader in the *non-food retail* in the Israeli market. Its portfolio covers variety of companies and international retail brands in the fields of fashion, home improvement, toys, cosmetics and agricultural hardware and products in Israel and abroad.

In June 2009, Gaon Holdings merged 'Gaon Capital Markets', the Gaon Group's *financial branch*, with 'Meitav Investment House'. The merged investment house is one of the largest and major players in Israel's capital market, offering an extensive array of financial services. Total assets managed at NIS 16 billion.

Moshe Gaon, 45, is a father of four, two girls and two boys: 14, 11 and 5 years old.