



Business profile July 2019

Business Advisory

Melnik Ltd. provides a wide range of financial advisory services to clients in Israel and overseas, specializing in the following fields:

Valuations - since 1996, *Melnik Ltd.* has compiled valuation reports of various companies, ranging from heavy industries and infrastructure companies, real-estate and construction, financial institutions, tourism and services, high-tech, leisure, etc.

M&A Services - Evaluation of business potential, deal structuring, economic due diligence.

Fairness Opinions and Economic Reports
Special economic reports, such as expert witness reports, quantifying economic damages, fairness opinion on valuations, etc.

Business Plans - *Melnik Ltd.* has compiled business plans for various enterprises: from one of the five biggest banks in the world down to 'seed stage' startups; 'Hi-Tech' and 'low tech' and 'old-economy' companies.

Israeli and International Clients Since its inception, Melnik Ltd. is serving clients in Israel, US, France, England, Germany, Luxemburg, Hong Kong and China.

The Management

Mr. Oded Melnik - Prior to founding *Melnik Ltd.*, Oded gained experience while subcontracting at the investment firm of Singer Barnea & Co. for compiling business valuations and economic reports. Prior to that, Mr. Melnik worked as a consultant to Singaporean Authorities in the fields of Command & Control and system engineering.

Mr. Oded Melnik had also applied his academic skills as lecturer and business plan instructor at the Tel Aviv University (M.B.A and LAHAV Programs, and other institutions).

Mr. Melnik has a **B.Sc.** in Mathematics (majoring in Computer Science) and an **M.B.A.** (majoring in Finance and International Management), both from Tel Aviv University.

Reference Projects

Following is a list of projects executed by Oded Melnik and *Melnik Ltd.*, either wholly or in part, as a prime contractor or as subcontractor to Singer Barnea Investment House Ltd. and Economic Models Ltd.

China

Melnik Ltd. Has been engaged by Compass Ventures General (www.compassvvgg.com) in business plans compilation and valuing cutting-edge technologies for the Chinese market. These technologies include:

- **Waste water management**
- **Open-sea aquaculture projects**
- **Medical device**

The valuation reports and business plans were presented to Chinese Government Entities and were used for investment decisions and for establishing new enterprises.

Melnik Ltd. has also compiled business plans for an Israeli company engaged in constructing and operation green houses in China in cooperation with the Chinese Agriculture Ministry.

RHOEN KLINIKUM AG

RHOEN KLINIKUM AG (“RKA”) (www.en.rhoen-klinikum-ag.com) headquartered in Bad Neustadt an der Saale. RKA owns and operates hospitals and clinics in Germany. It is a leading private hospital group in Germany.

RKA had established a venture capital fund for investing in biomed start-ups, in Israel and Germany. *Melnik Ltd.* has been engaged by RKA for valuing candidate start-ups.

Hardware & Software Development and Applications

ISB Luxemburg S.à.r.l. – Valuation of a software development company, headquartered in Luxemburg’ having international activities.

OZ Interactive – Valuation of a British software development and marketing company.

Used IBM Equipment Sales and Servicing Company – A Purchase Price Allocation report (PPA according to IFRS).

Software Services Companies - A Purchase Price Allocation report (PPA according to IFRS).

Goodwill Impairment reports – Reports that assess the need to impair goodwill that was created as part of acquisition transactions (according to IFRS).

Application Software Company – A valuation report of a software company which had been engaged in the development of data processing applications and manpower outsourcing. The valuation was compiled as an expert opinion for litigation support.

SCO vs. IBM – Participating in the preparation of expert opinion which quantifies damages caused to SCO by IBM. SCO claimed that IBM had, without authorization, contributed SCO's intellectual property to the codebase of the open source, Unix-like Linux operating system.

Software Company – Valuation of a company which is mainly engaged in providing outsourcing services.

Employee Stock Options – Valuation of stock options granted to an executive in publicly traded SW company.

High Tech and Venture Capital

Feasibility Study and Business Plan Compilation for Establishing a SW Development Center – Assisting **one of the five biggest banking institutions in the world** in assessing the feasibility of establishing a software development center in Israel, and compiling a business plan for that operation.

Equivio – Valuation of a company engaged in developing and marketing applications for ‘big-data’ environment. Equivio was acquired by Microsoft.

FAR Technologies – Compiling business plans for the commercialization of military aviation patents.

NICE (NASDAQ: NICE) – In-depth analytical report of a company which is a worldwide leader of multimedia digital recording solutions, applications and related professional services for business interaction management. The report was compiled for prospective investors.

Crystal Coating – valuation of a manufacturing plant.

GIS Software Licence – Valuation of licence rights of a unique GIS application software.

CyberInt – Indications for valuation of a company engaged in developing cyber application. The indicative value which was proposed served as a baseline for successful investment round.

Cyber protection – Valuation of two start-ups, developing cyber protection solutions.

Communication

Rural Telephony – Compiling business plans for a European communication company for setting up rural telephony services in Africa and SE Asia.

Call Centre – Active management of a call centre development and implementation project: requirements definition, contract design, tender management, system engineering, and project management.

Radio Station – Compiling a business plan for **Radio Kol-Chay**, a domestic radio station, catering to the ultra-orthodox public.

Financial Markets

eXcellence-Nessua - Purchase Price Allocation (PPA) and Goodwill Impairment reports – Valuating the intangible assets of Mizrachi-Tfachot providence funds, which were purchased by eXcellence-Nessua.

Class Action Expert Witness reports – Expert witness reports to support a class action claims regarding delisting of publicly traded companies: two real estate companies and one holding company.

Expert opinion – Quantification of economic damages caused by misconduct of a bank regarding subscription rights which were sold by the bank, without their owner’s consent.

Employee Stock Options – Valuating options which were granted to employees.

Mobile Structures Financing Ltd. – Acting as managing partner of a leasing company, pioneering in the area of providing financial solutions for the mobile structures market.

Pharma, Medical Devices, Clinics

Kite Pharma – Valuation of royalties rights for oncology CAR-T patents.

CardioSecur – Valuation of a German start-up, engaged in the development and marketing an innovative personal AKG device.

Timocco – Valuation of a start-up, engaged in the development and marketing virtual motion gaming system that accelerates the development of motor and cognitive skills.

G-MED – Valuation of a start-up, engaged in the development and marketing of telemedicine services and social medical network.

Pharma Start-up – Valuation of a start-up, engaged in developing a drug for treating psoriasis.

Plastic Surgery Clinic – Compiling a business plan.

Hearing Aids Company – Valuation of intangible assets.

Real Estate and Construction

PAREF (www.paref.com) – PAREF Group is a publicly traded real estate French company. Representing the company and managing its investments in Israel for more than 15 years.

U. Dori Group – U. Dori is a publicly traded leading real estate and construction firm. Compiling valuation reports of the group for merger purposes. The merger was approved by the Israeli Securities Authority and by the Tel Aviv Stock Exchange.

British Real Estate Company – A valuation report of a privately held British real estate company owned by Israeli companies.

Shopping Mall – Economic potential assessment of a shopping mall in Jerusalem. The assessment was compiled for prospective buyers.

“Meshulam Lewinstein Construction Company” – A compilation of an expert opinion for the court concerning a hostile takeover attempt.

Cost of Equity Capital in Construction Projects – Compilation of expert opinion report to support litigation.

Lev Hamifratz Shopping Mall – Feasibility study and market survey to support the evaluation of an opportunity to open a modern large cinema complex as an expansion to an existing mall. The results of the study were included in a business plan for the mall.

Dolphin M. S. Investments Ltd. – Mr. Melnik is the managing partner of a real estate company.

Heavy Industry and Infrastructure

Israel Electric Company – Economic report regarding expenses accrued as a result of laying a gas pipe adjacent to an active quarry.

Petrochemical Industries Israel Ltd. and Gadiv Petrochemical Industries – Valuations of petrochemical companies.

Dead Sea Magnesium Ltd. – Fairness opinion report of DSM’s valuation.

Haifa Basic Oils Ltd. – Economic feasibility of enhancement program.

Asphalt - Economic feasibility study for importing asphalt.

“Paz” - Oil and Gas Company – Valuing a minority holding in one of Israel’s three largest oil and gas companies. The report was compiled as an expert witness testimony to support litigation.

Piping system for crude oil and refined products – Economic feasibility study about total cost of ownership of a deep water unloading system and piping systems for crude oil and refined products.

Power plant – Valuation of holdings in a private power plant.

Industrial Companies

Emco Marine Ltd- Valuation of a company, engaged in marine and coastal services and light construction.

“HaArgaz” - Train Coaches, Buses and Metal Products – Compiling a business plan for a company engaged in assembling train coaches and buses and production of metal furniture. The business plan was compiled for a prospective buyer.

Aviation assemblies’ manufacturer – Valuation of industrial activities of metal made aviation assemblies manufacturer.

NIA Metal Works Ltd. – Valuation and deal structuring for a prospective buyer.

Wood products manufacturer – Business plan and debt restructuring. The Business Plan was presented to its creditors. Follow-up monthly update reports to the banks.

Metal security doors manufacturer – Valuation report.

Composite materials – Business plan for a manufacturing enterprise, specializing in production of aviation assemblies made from composite materials.

Agriculture

SCR – Valuation of intangible assets.

APAI – Valuation of citrus grower and packager.

Royal Fish – A business plan for an open-sea aquaculture enterprise.

Subflex - A business plan for a builder of open-sea aquaculture farms.

Biodiesel - A business plan for a large scale biodiesel growing and manufacturing enterprise.

Irrigation Equipment – A valuation of a privately-held irrigation equipment manufacturing company.

Irrigation Equipment – Expert witness report concerning economic damages caused to an irrigation equipment producer due to patent infringement. The report was compiled as litigation support.

Agriculture Materials – Valuation of a company engaged in direct marketing of pesticides and fertilizers.

Vegetable Seeds Producer – Business plan for its China operations and valuation.

Agriculture Farm in Namibia – Compiling a business plan for a large scale farm in Namibia.

Trade

GPM – Valuation of a US company, operating hundreds of gas stations and convenient stores in the East Coast.

Construction additives and ready made building materials – Economic assessment of damages to support litigation.

Gas stations – An expert opinion reports about miscalculations of charges, fairness of tariffs and equitable rental fees.

Importer of Chemicals – Valuation report of a local branch of a multinational chemicals trading company.

Tourism and Recreation

ISSTA – Economic assessment of a proposed new call center.

Tourism whole-seller – Valuing the company **Aviation Links Ltd.**, a publicly traded company.

Travel Agency – Valuation report.

Services

Senior Citizens' Homes – Valuation reports of three enterprises.

Coffee Shops and Restaurants – Compiling several business plans for new and existing enterprises.

Relocation of Experts – An article, assessing the economic impacts and values created by relocation of experts on a temporary basis.

Function Halls (5) – Valuation and expert opinion reports regarding economic damages to function halls.

Insurance Agency – Valuation report.