



CITRINE  
G L O B A L

EMPOWERING HIGH-GROWTH COMPANIES

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# Our Vision

To be the address for high-growth technology companies empowering them via our financial and business expertise.

**MULTI-STRATEGY SOLUTIONS  
EMPOWERING HIGH-GROWTH COMPANIES**



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# About Citrine Global

# Citrine Global's Services

Citrine Global supports high-growth technology companies via an array of services, from assistance with strategic business planning to financing and operational execution, customized per individual company's needs.

## Financing

- Venture & Alternative Lending for Working Capital
- Asset-Based Financing
- Bridge Loans
- Raising capital via public and private offerings and more.



## Biz Dev & Consultancy

- Assisting the company management in building strategy and milestones for global success.
- Provide board advisory support
- Business development, creating synergistic partnerships, M&As, IPOs and more.

## Asset & Real Estate

- Provide solutions for companies' real estate to support company local and global expansion
- Financing the companies' specific growth needs for equipment, R&D, labs infrastructure, mass production and more.

# Citrine Global - More than Just Financing

Citrine Global provides dedicated business development services for companies to help them reach global success.



## the board

Provide board advisory support and assist in finding the right team



## Recruit Top Talent

Our extensive network allows us to find the right partners



## Streamline Operations

With a strong operational background, we assist in improving operations



## Public company

As a publicly traded company we help with solutions adapted to public trade



## Optimize Product Strategy

We bring marketing and industry experts to perfect product strategies



## Ramp up Sales Force

Having scaled businesses globally, our team assists in further sales ramp-up



## Expand Globally

Assisting the company management in building strategy and milestones for global success



## Scale Infrastructure

We want our businesses to be references in terms of their infrastructure.



## Preparation for Mergers

Support with financial valuations, preliminary negotiations, and more



## Asset & real estate

Provide solutions for companies' real estate and assets to support company local and global expansion

# Citrine Global's strategy

- **Multi-Strategy Solutions:** we offer a unique mix of financing tools, business development methods and asset/real estate support to aid our companies achieve growth milestones.
- **Strong Group Backing:** we are a meeting point of experts, partners and market leaders in technology, biotech, real estate, financing, banking, investment, and strategic development.
- **Key Target Markets:** we target growth-stage technology companies focused on Health and Wellness assisting them to become global leaders and improving global quality of life.
- **Selection Criteria:** we deliver a careful assessment of each company's technology and IP, management team, financial model, market strategy and growth potential, competition, and potential for strategic partnerships, mergers and investments.
- **Risk Mitigation:** we provide financing after completion of due diligence and assessment of legal, financial, technological and business aspects; including equity/collateral secured loans, and assets/real estate securities in order to minimize risk.





Physical Wellbeing

Medical cannabis

**Target Market**

Personalized Nutrition

Prevention Management

Food Tech

Consumer/  
Digital Healthcare

Health and Wellness Industry  
Improving Quality of Life



**CITRINE**  
GLOBAL

# The Health and Wellness Industry

- The Health and Wellness industry is growing consistently and rapidly on a global scale.
- Health and wellbeing tops the consumer agenda in a market estimated at trillions of \$\$.
- Realizing the great potential of these emerging fields, Citrine Global took a decision to focus on Health and Wellness, by empowering innovative companies to become global leaders and improve the health and quality of life of millions of people worldwide.
- The health industry, and specifically biotech, seek to solve many of the world's medical problems.
- Advanced technologies propel solutions in the fields of digital and personalized healthcare, food engineering and supplements, medical cannabis and more. |
- The COVID-19 pandemic has brought attention and budgets to developing solutions to answer market needs for treatment, prevention and every-day life solutions in this new situation. |

# Health and Wellness Industry Snapshot

The appeal to many investors of investing in biotech is that the market worth is growing at a compounded annual rate and expected to reach a total market worth of \$775.20 billion by 2024.

<https://www.entrepreneur.com/article/345226>

		 <p>Digital Health Market - Forecast Period 2019-2025 CAGR:29.6% 2025 Value Projection: 504.4 Billion (USD) <a href="https://www.gminsights.com/industry-analysis/digital-health-market">https://www.gminsights.com/industry-analysis/digital-health-market</a></p>
 <p>Wellness is defined as “the active pursuit of activities, choices and lifestyles that lead to feeling better about yourself”</p> <p><a href="https://globalwellnessinstitute.org/press-room/statistics-and-facts/">https://globalwellnessinstitute.org/press-room/statistics-and-facts/</a></p>	<p>ADDRESSABLE TARGET MARKET OF TRILLIONS OF DOLLARS!</p>	



## CITRINE GLOBAL Real Estate & Assets

- Healthcare and Medical Cannabis companies specifically need infrastructure and assets that are licensed and guarded according to various regulations and involve long-term rentals.
- Citrine Global built a model, tailored to each company's needs, for local and global expansion, which includes :
  - Real estate solutions: innovation centers, laboratories, pharmacies, clinics, and more.
  - Financing solutions for: equipment, R&D, labs, infrastructure, operations, mass production, and more.





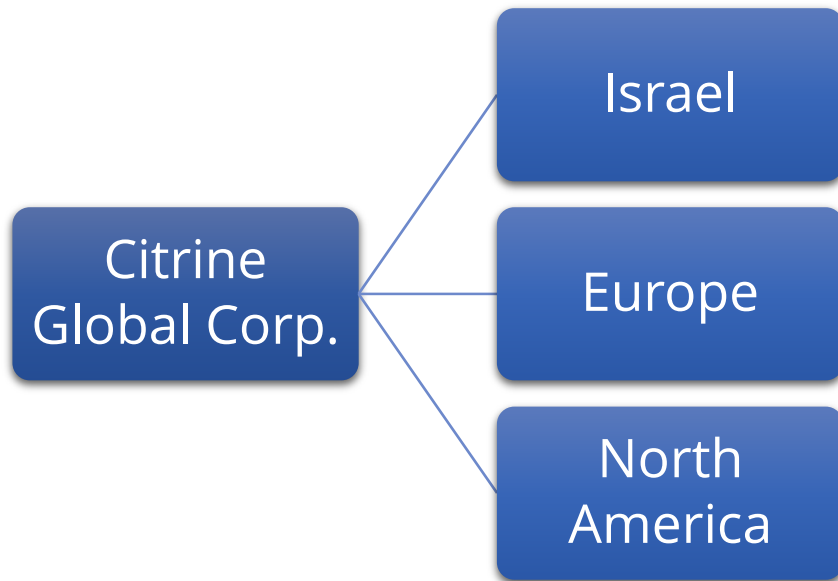
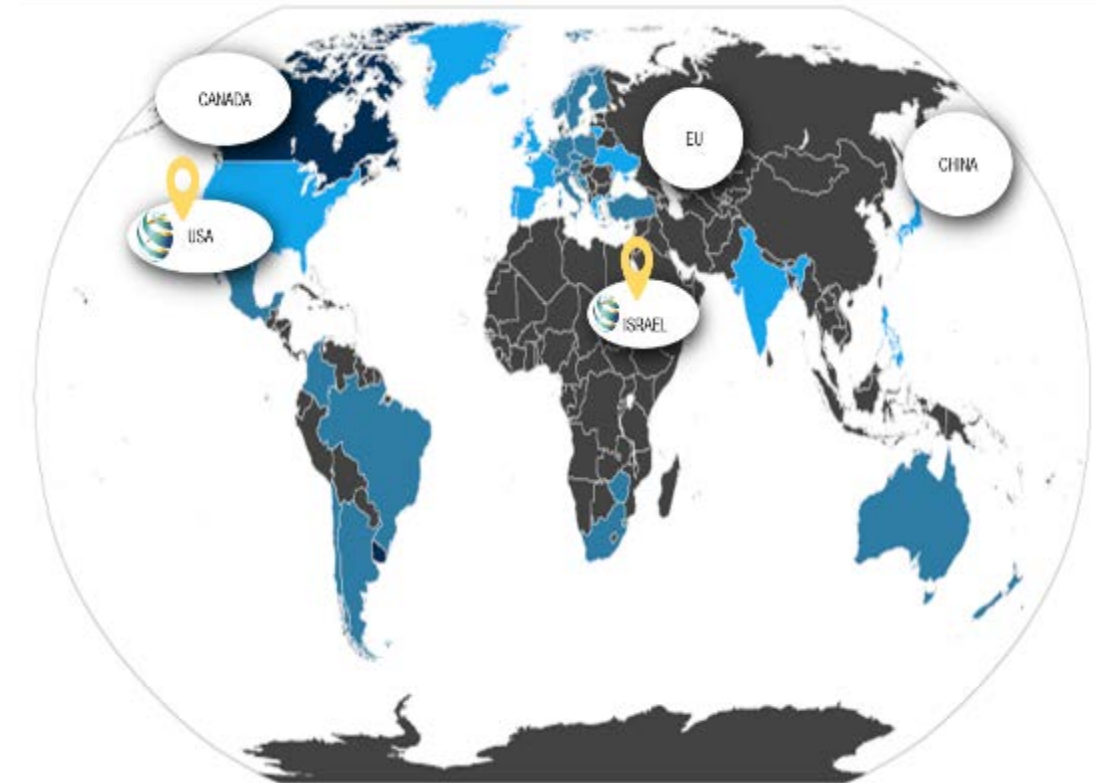
# Citrine Global Structure

## Partners & Leading Team

# Citrine Global corp.

Citrine Global Corp. provides solutions to companies from Israel, USA, Canada, Europe and around the world, through its subsidiaries, local teams and partners in each region.

First stage our activity is focused on Israel via Citrine Global Corp. 100%-owned-subsidiary.



# Citrine Global's Owner-Partners

Citrine Global, backed by a strong experienced group, is a meeting point of owner-partners with expertise in finance, investment, business development, technology, biotech, and real estate.



**Citrine Group**

Hi Tech &  
Biotech Funds



**Wealth Stone Group**

Real Estate &  
Hedge Funds



**Neto Finance**

Insurance & Financial  
Consulting

# Citrine Global's Owner-Partners



Citrine S A L is an Israeli Investment Group operating in various fields of technology and includes the following investment funds:

- **Citrine S A L Biotech** - Specializing in managing investment funds in the areas of Medical Devices and Digital Health, Medical Cannabis and Foodtech.
- **Citrine S A L High-Tech** - Specializing in partnerships in the areas of high-tech, cyber, media, hardware and software.
- Citrine S A L is an investor and strategic partner of ICB – Israel China Biotech Fund .

## Citrine Global's Owner-Partners and Leading Team



WealthStone Group specializes in Alternative Investments and operates in various fields with extensive financial knowledge and experience. WealthStone Group has Real-Estate, Technology and Hedge Funds and manages more than half a billion dollars in strategic development and investments in Israel.



Neto Financial Planning was founded over 27 years ago and is one of the largest companies in the Israeli private and business financial planning and insurance industry. Neto has thousands of loyal customers, which it has been accompanying for many years, providing financial advisory services to a market worth of over \$3 billion.



### PEARL COHEN

Pearl Cohen Zedek Latzer Baratz international law firm and patent attorney operates in Israel and around the world and has an outstanding reputation for representing customers in global transactions involving high-tech & biotech deals, capital markets, IPOs, senior mergers, taxation, litigation and intellectual property. Pearl Cohen is a leading firm in the field of medical cannabis in Israel, involved in over 50% of the deals in the field.



**Ora Soffer**  
**Partner , CEO & Chairman**  
**of the board**

Ora is a prolific entrepreneur, CEO, investor, director and advisory board member with over 30 years of experience in various sectors worldwide. Ora has a proven track-record in turning Israeli companies into international technology leaders with market value of billions of \$. She specializes in leading and advising private and public technology companies on strategy, investment, capital raising, financing, M&A and IPO.

Ora is co-founder of Citrine S A L investment & Holdings, Citrine S A L Biotech and Citrine S A L High Tech. Ora is a board member of WellBe Digital Ltd, Biocep Ltd, Nicast Ltd , Nanomedic Ltd , Beyond Blade LTD and more.

Previously, Ora was Founder and CEO of Chip PC Technologies, managed and led the company from startup to international technology leadership including the company's public IPO.

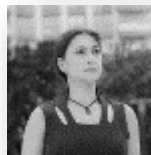
Ora is also Founder/ Investor of Beeity, Cellergy, Beyond Blade, Xseed, Beezhome Technologies and more.

Ora is based in Israel.



**Ilan Ben Ishay**  
**Partner & Director**

Ilan Ben Ishay is a businessman, director, advisory board member, investor, owner and CEO with over 25 years of experience in taxation, finance and insurance, specialized in advising and leading customers, both private and institutional, on strategy, investment, capital raising, financing, M&As and IPOs. Ilan is a Major in the IDF Reserves. Ilan is CEO and co-founder of Neto Financial Planning, which has been operating for over 27 years and is one of the largest companies in the Israeli private and business financial planning and insurance industry. Ilan is owner & chairman of the board at WealthStone Group.



**Ilanit Halperin**  
**Director**

Ilanit Halperin, CPA worked for over 21 years in one of the six largest accounting firms in Israel, for the last 11 years as a partner. Currently she owns and manages "Halperin CPA, Financial Consulting & Management" firm. Ilanit has extensive experience in auditing and preparing financial statements according to Israeli, international (IFRS) and US GAAP standards. Ilanit specializes in accompanying early and mature stage companies, providing, inter alia, tax advice, general financial consulting, assistance in preparing business plans, and assistance and accompaniment with investors, private placements and IPOs in Israel and NASDAQ and OTC-traded companies.

## Citrine Global – partners & Executives



**Yaron Pitaru**  
partner &  
Strategic Advisor

Yaron brings with him over 30 years of experience in Israeli and global capital markets. Specialties: Hedge Funds, Portfolio Management, Private Equity, Real-Estate and Technology .

Previously, Yaron served as manager of the Investment Division at Bank Leumi Providence Funds with investments of over \$8 billion AUM and as VP of investments at Prisma Investment House, managing \$15 billion in investments AUM.

Yaron is co-founder and CEO of WealthStone Group which specializes in Alternative Investment in various fields, Hedge Funds, Real-Estate and Technology, and is co-founder of Citrine technology funds .



**IDAN KATZ**  
partner &  
Strategic Advisor

Idan is co-founder, owner and CEO of Neto Financial Planning, one of the largest companies in the Israeli private and business financial planning and insurance industry, with experience in taxation, finance and insurance, specialized in advising and leading customers, both private and institutional, on investment strategy. He is a licensed pension insurance consultant and is a Certified Financial Planner. Idan is owner and director at WealthStone Holdings Group.



**Zviel Gedalihu**  
CFO

Zviel Gedalihu CPA, MBA, has extensive experience in the field of finance. He currently serves as Chief Financial Officer of WealthStone Holdings Ltd. He previously served as Chief Financial and Operations Officer of Markstone Capital Group LLC, where he worked with hundreds of investors worldwide, gained board-level experience in a wide variety of companies, and held key management positions in various companies. Previously, Zviel worked as Finance Manager of Modus Selective, an investment company owned by the First International Bank of Israel.

THANK YOU  
FOR YOUR TIME



CITRINE  
GLOBAL

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