

Anthony DeChellis Appointed President of OurCrowd

Former Credit Suisse CEO of Private Banking Americas Brings Expertise to Equity Crowdfunding

Jerusalem, Israel, February 17, 2015 - OurCrowd, the world's leading equity crowdfunding platform, has announced that Anthony DeChellis, former CEO of Private Banking Americas at Credit Suisse, has joined as the President of OurCrowd, operating out of the firm's New York office. Prior to Credit Suisse, DeChellis was head of Private Wealth Management at UBS and ran Private Banking in Europe for Merrill Lynch.

"Anthony DeChellis has joined OurCrowd because equity crowdfunding has become a major force in disrupting the future of capital markets," said OurCrowd CEO, Jon Medved. "Crowdfunding is now competing with traditional sources of capital by delivering more efficient investment flows driven by transparent and collaborative processes. DeChellis, who ran wealth management businesses at three of the world's largest banks, now brings to OurCrowd his critical global perspective and proven industry leadership."

Anthony DeChellis commented, *"I am pleased to join the equity crowdfunding market leader OurCrowd, which is bringing capital to entrepreneurs with ground breaking efficiency. OurCrowd has opened up opportunities for investors who were previously shut out of this alternative asset class. Broadening the VC investor community should serve to not only democratize wealth creation opportunities, but also enhance the probability of success for those companies who engage and fund through 'the crowd.'"*

About OurCrowd:

OurCrowd is the world's largest equity crowdfunding platform for accredited investors to invest in Israeli and global companies. Managed by a team of well-known investment professionals and led by serial entrepreneur Jon Medved, OurCrowd vets and selects opportunities, invests its own capital and brings these startups to its accredited membership. OurCrowd investors must meet stringent accreditation criteria and invest a minimum of \$10,000 per deal of their choice. OurCrowd provides post-investment support to its portfolio companies, assigning industry experts as mentors and taking board seats. OurCrowd has raised over \$100 million in equity crowdfunding for its 58 portfolio companies which include leading companies, such as: Borro, BillGuard, Consumer Physics (SCiO), BioCatch, Abe's Market and ReWalk, OurCrowd's first portfolio company to complete a successful IPO on the NASDAQ. Visit us online at: www.ourcrowd.com.

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