



LIFE SCIENCE . MASSIVE OPPORTUNITY . MASSIVE IMPACT

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LIFE SCIENCE - MASSIVE OPPORTUNITY. MASSIVE IMPACT.

The size of the medical devices market in 2020 reached

\$456 Billion

The medical devices market is expected to grow at a CAGR of 6.1% from 2021 and reach

\$603 Billion

The global Digital Health Market in 2019 was approximately

\$84 Billion

The market is expected to grow at a CAGR of 14.8% and is anticipated to reach around

\$220 Billion

Sources: <https://www.globenewswire.com/news-release/2020/10/27/2114984/0/en/Global-Medical-Device-Market-2020-Size-To-Increase-Due-To-Rising-Infectious-And-Chronic-Disease-Cases-As-Per-The-Business-Research-Company-s-Medical-Devices-Global-Market-Opportuni.html>

<https://www.globenewswire.com/news-release/2021/03/22/2196996/0/en/Global-Digital-Health-Market-Size-Will-Grow-to-USD-220-94-Billion-by-2026-Facts-Factors.html>

AGE ADVANCE IS THE MOST IMPORTANT RISK FACTOR FOR CANCER

The incidence rate for cancer overall climbs steadily as age increases



from fewer than
25 cases per 100,000
people in age groups
under age 20



to about 350 cases
per 100,000 people
among those
aged 45–49



to more than 1,000
per 100,000 people
in age groups
60 years +



The chances of cancer and
coronary heart disease at age 60



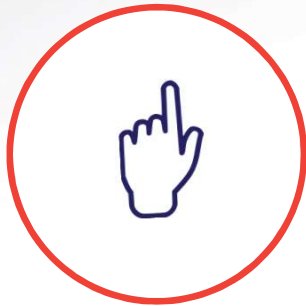
is 40 times higher



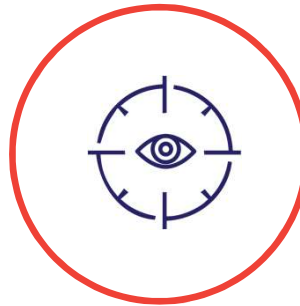
than at age 20



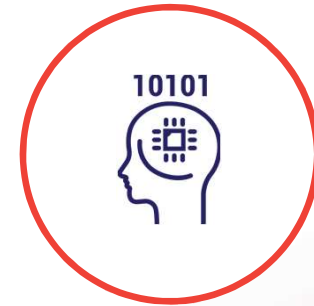
Digital revolution in medicine



Economic burden on global
medical systems
necessitates change



Early detection of serious
and chronic diseases is the
key to coping



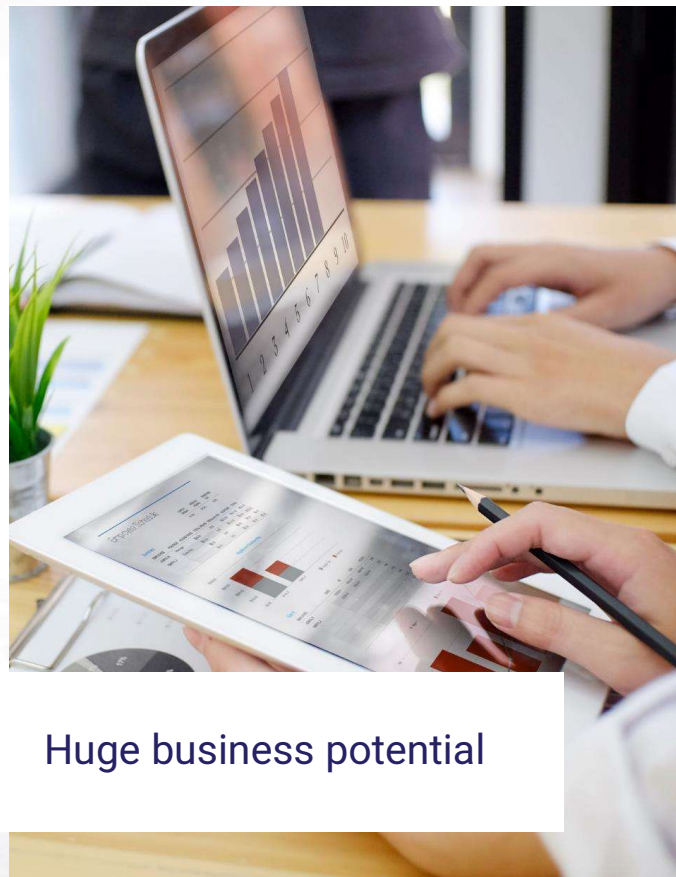
The solution:
Accelerated
technological innovation
for the medical world

Identifying the right opportunities at the right time leads to success



Identifying companies
with low technological risk

8



Huge business potential



Significant value increase

Strong management team

Strong management team with a combined background in the fields of capital markets and the life sciences.



Eli Arad
CEO

Has vast experience with Israeli startups and served in many leading roles in Israeli biomed companies (Bio-Cell, Biomedix Incubator, D Medical, NasVax, Integra, etc.).

Has extensive experience in all areas of financial management. Previously served for seven years at accounting firm PWC Israel.



Rani Lifshitz
Chairman of the Board

Attorney and economist with experience of over 20 years in various senior management positions in the fields of capital markets, finance and energy in Israel and globally.



Dr. Eran Schenker
Medical Director | IL

Dr Schenker has more than 20 years of experience in technological and business development of companies dealing with medical equipment, pharmacology and bio-pharmaceutics.

Dr. Schenker was medical director at Kamada, Neurim, and NeuroIief.



Ilan Goldstein
President

Holder of a controlling interest in the company. Certified lawyer (USA) with 40 years of experience managing the Goldstein family's global real-estate investment and 15 years of experience investing in high-tech and biotech companies.

Members of the Scientific Advisory Committee

Expertise and international connections from Israel and the US

Dr. Arnon Chait USA

Founder and CEO of Cleveland Diagnostics, Inc. Has over 25 years of experience in NASA. Founded and led biomed companies, research companies and companies engaged in optical electronics.

Prof. Avital Fast IL

Director of the Rehabilitation Department at Ichilov Medical Center. Served for 17 years as head of the Rehabilitation Department at the Montefiore Hospital in New York. Initiated several patents in the field of rehabilitation. Has an extensive network of contacts and entrepreneurial vision.

Kevin Mendelson USA

Medtech and life sciences consultant to a diverse range of companies, including JUMPSTART, University of Pittsburgh, and more. Formerly served as VP of finance at CardioInsight which was sold to Medtronic in 2015.

Elhanan Streit IL

Active in investments for several decades, primarily at the international level. Served as Managing Director of the Weizmann Institute's Yeda Company and of Miles Laboratories (owned by Bayer Germany). Was involved in dozens of licensing agreements of developments in the field of life sciences.

Eldad Yassur IL

CEO of ARROW Israel. Arrow Electronics is a leading global distribution company that supplies electronic components and assemblies to high-tech and electronics companies in Israel and around the world, with a turnover of \$18 billion.

Merchavia's strategy - guerrilla investments

- Investments that enable involvement and influence from an early stage.
- Ability to maintain our share in continuing investments.
- Transparent and declared dividend policy.
- **A “lean and mean” team and lineup.**



Identifying the right opportunities at the right time leads to success

In **6 years** of investment
activity in **10 companies**



Identifying the right opportunities at the right time leads to success



1

First exit RMDY merged with OPRX, a company traded on Nasdaq.



4

4 Portfolio companies

Raised investments in the past year in a total combined amount of \$28 million.*

* CDX, EFA, Aura, Cardiacsense



220

Last round valuation in 4 companies at **\$220 million in total.** *

An increase of 100% per year





Cleveland Diagnostics

Detecting cancer early, when it can be cured

An innovative and proven diagnostic technology platform intended for the diagnosis of cancer in an early stage using blood tests.



MILESTONE

The FDA has granted IsoPSA a "Breakthrough Device Designation".



MULTI BILLION DOLLAR MARKET

additional tests for breast cancer, lung cancer and other disease diagnosis



CLINICAL STAGE

ISOPSA first test in the market, FDA submission completed, approval decision estimated in Q1 2022.



MERCHAVIA HOLDINGS

Investments to date \$1.5 million



MERCHAVIA HOLDINGS TO DATE

5.5% on Fully Diluted basis



LAST ROUND VALUATION

In January 2021, CDx completed raising \$17 million at a value of \$112 million post money.



EfA Engineering for All

EFA develops RevDx. The First Affordable Hand-Held Device for on-the-spot CBC tests (Complete Blood Count) with no expertise required.



MILESTONE

CBC is the most requested test worldwide and the physician's "best practice".



MULTI BILLION DOLLAR MARKET

Helps diagnose infectious diseases, hematological malignancies and immune system deficiencies.



CLINICAL STAGE

Clinical pilot trial with Maccabi.



MERCHAVIA HOLDINGS

Investments to date \$0.4 million



MERCHAVIA HOLDINGS TO DATE

7.9% on Fully Diluted basis



LAST ROUND VALUATION

\$8.2 M post



MILESTONE

Since there is no heating in the process, there is no change in the properties of the cannabis and no production of byproducts that usually occur during heating or burning.



MULTI BILLION DOLLAR MARKET?

According to marketwatch, the medical cannabis market is expected to grow up to \$39 billion by 2023. Sales of cannabis concentrates to the cannabis market exceeded \$3 billion in 2018.



CLINICAL STAGE

Device prototype ready, pre-clinical trials completed. Formulation based on synthetic CBD tested for droplet size.



MERCHAVIA HOLDINGS

Investments to date \$0.4 million



MERCHAVIA HOLDINGS TO DATE

19.57% on Fully Diluted basis



VEOLI aims to redefine medical cannabis delivery by migrating novel technologies developed for the pharma industry to the cannabis space.



CardiacSense is a dynamic digital health company that has developed best-in class, wearable sensor technology with the sensitivity and specificity required for medical diagnosis and monitoring.



MILESTONE

Cardiacsense have signed distribution agreements for more than \$100M for the next 4 years



MULTI BILLION DOLLAR MARKET

Several other near-term applications are in development, including monitoring of other arrhythmias and vital signs such as blood pressure, respiratory rate, and oxygen saturation



CLINICAL STAGE

The initial focus is on monitoring and detection of atrial fibrillation. CardiacSense received CE clearance for AF detection and expects FDA clearance for AF detection by the end of 2021



MERCHAVIA HOLDINGS

Investments to date \$1.4 million



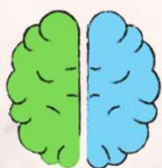
MERCHAVIA HOLDINGS TO DATE

5.57% on Fully Diluted basis



LAST ROUND VALUATION

In January 2021 Cardiacsense completed a raise of 2.4 M\$ at a company value of \$70 million pre money



TrainPain

DIGITAL THERAPY FOR
CHRONIC PAIN

TrainPain is a Digital Therapeutic platform targeting Fibromyalgia & Neuropathic Pain through interactive and adaptive gaming. The medical technological approach is based on a well-known theory in medical literature, according to which the nervous system is particularly sensitive in chronic pain patients, and by training the system, pain levels can be reduced.



MILESTONE

TrainPain approach is to train the brain to get better - on its own - at regulating nerve activity.



MULTI BILLION DOLLAR MARKET

According to marketwatch, the chronic pain treatment market is expected to grow to about \$83 billion by 2024.



CLINICAL STAGE

TrainPain finalized first clinical trial with High Satisfaction and engagement Among Test Users. Trainpain is in the process of initiating more clinical trials in University of Liege, Mt Sinai Hospital and U. of Haifa.



MERCHAVIA HOLDINGS

Investments to date \$0.2 million



MERCHAVIA HOLDINGS TO DATE

5.69% on Fully Diluted basis



Aura Smart Air aims to redefine air quality management and to become the World's Smartest Air Management Platform, A Data-Driven Air Quality Platform Based on User Behavior Algorithms.



MILESTONE

Aura detects indoor and outdoor air quality based on real-time monitoring through an array of smart sensors.



MULTI BILLION DOLLAR MARKET

"Indoor air is 5 TIMES more polluted than outdoor air"
World Health Organization



SALES

Marketing and sales, revenues initiated at Q4 2020. 2020 revenues summarized to \$3.8M.



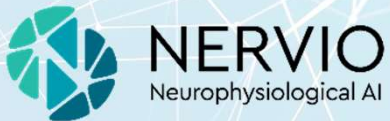
MERCHAVIA HOLDINGS

Investments to date \$0.5 million



MERCHAVIA HOLDINGS TO DATE

2.4% on fully diluted basis



Nervio is developing the world's first AI-DRIVEN neuromonitoring solution. Making neuromonitoring accessible and affordable for any operating room worldwide.



MILESTONE

Neuromonitoring is the only tool to prevent nerve injury during surgery. Spine, neck & other surgeries involve high risk of nerve injury. Neuromonitoring is a real-time, complex, error-prone process which is highly dependent on the user's experience and expertise.



MULTI BILLION DOLLAR MARKET

Less than 20% of all surgeries involved high risk of nerve injury worldwide are monitored, lack of experts and high costs involved limit its worldwide availability



CLINICAL STAGE

Nervio is in the process of Developing of an alert system ready for the Clinical validation- and launch clinical studies to prove the efficacy of the alert system.



MERCHAVIA HOLDINGS

Investments to date 250K NIS



MERCHAVIA HOLDINGS TO DATE

8.6% on Fully Diluted basis



OCON

Ocon medical Develops, manufactures, and commercializes innovative women's health products based on its proprietary flexible Nitinol platform, IUB (Intra Uterine Ball).



MILESTONE

The first product, Ballerine, is a long term (5 years in current markets) copper-based hormone-free intrauterine contraceptive. It is currently sold in 30 countries. To date, over ~100,000 women have used Ballerine.



MULTI BILLION DOLLAR MARKET

The next product based on the same platform is a treatment of abnormal uterine bleeding (AUB) with SEAD (Spherical Endometrial Ablation Device), the product is in a PHASE IIa clinical trial.



CLINICAL STAGE

Completion of enrolment and results of PHASE IIa clinical trial in The SEAD™. Commencing the enrolment of PHASE IIb clinical trial in The SEAD™. Series A round for executing the regulatory strategy for the Ballerine for FDA approval.



MERCHAVIA HOLDINGS

Merchavia invested \$350K



MERCHAVIA HOLDINGS TO DATE

7.56% on Fully Diluted basis

Upcoming Milestones over the next 18 Months



Completion of clinical pilot trial.

Series A round.



Completion of PHASE IIa clinical trial in The SEAD.

Series A round.



Expanding sales and marketing 2021.

In the process of expanding its production capacity.

The company is in the IPO process at TASE



FDA approval for ISOPSA test.

Platform demonstration via additional breast and lung cancer tests.

CMS reimbursement.



FDA clearance for AF detection.

First batch of 3,000 watches ready to be released to market by the end of Q2 2021.

Completion of clinical trials in the fields of respiratory rate and continuous blood pressure by the end of 2021.

The company is in the IPO process at TASE

We have all the necessary components for investing properly in life sciences



Investments with the right timing, after proving technological feasibility



The right team + global strategic connections



Proven successes

Thank you!