



Business profile March 2023

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.

Expert Witnessing – Providing expert witness reports on economic issues, to support litigation processes;

Engaged by Court or by one of the litigating sides.

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. 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.

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.

Mr. 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).

In March 2023 *Melnik Ltd.* Had awarded a tender, issued by **the Israeli Tax Authority**, to provide valuation services in business restructuring issues.

In 2022 Oded had conducted a special seminar on valuation of start-ups and intellectual property for the Israeli Tax Authority.

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In 2016 *Melnik Ltd.* Had awarded a tender, issued by **the Israeli Tax Authority**, to provide valuation services on special issues in intellectual properties.

Selected Reference Projects

Following is a partial 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.

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.

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 three 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.

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.

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

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.

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

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.

Aviation assemblies’ manufacturer – Valuation of industrial activities of producing metal and composite materials’ aviation assemblies.

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

Agriculture

SCR – Valuation of intangible assets.

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.

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.

Trade

GPM – Valuation of a US company, operating thousands 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.