

Simlat Ltd. At a glance

Simlat Ltd. invites you to consider a potential investment in the company, and provides a brief overview of the company to assist you in assessing the investment opportunity.

The Mission: Simlat develops highly innovative and revolutionary training systems for the UAV (Unmanned Aerial Vehicles/Drones) and ISR (Intelligence, Surveillance and reconnaissance) markets.

The Market: Israel has established its position as one of the leading countries in the UAV market. Canada has been allocating considerable resources to this market as well and therefore there is a huge potential for business collaboration between Canadian and Israeli companies. According to the latest Teal Group report (World UAV Systems, 2006) the overall UAV sector spending will total \$54-55 billion over the next decade (2007-2016). The UAV mission training and simulation market was estimated at approximately \$100 million in 2005 and is expected to grow over the next 5 years to an aggregated sum of a \$2 billion, according to Frost & Sullivan. Other reports suggest that one third of the aerospace market will be unmanned by 2020.

The Product: Simlat provides High-end ISR and UAV training systems and simulators for every platform, every mission and every payload alongside with additional comprehensive professional services and instructors. Simlat's training simulators are already in use by more than 12 High End Government and Commercial users in 9 countries around the world.

The Business Model: Marketing and sales of Simlat products through UAV manufacturers; Direct marketing and awareness of Simlat products within end-users, based on a global network of agents; Leasing option to new customers; Sales through service companies and affordable prices to penetrate the market. Simlat has established strategic collaboration with leading UAV manufacturers in Israel and around the world.

The Technology: Simlat's technology presents high quality and accurate simulation scenarios to replicate the real battle field environment, briefing and debriefing capabilities for trainee performance, automated personnel sorting and evaluation capability, system flexibility that enables rapid customization and advanced capability to update the changing variables of the operational theatre.

The Team: The Simlat's team is comprised of leading personnel in the defense arena with proven entrepreneurship spirit, vision and capabilities. This team presents a vast array of proven skills and has extensive experience that will enable Simlat to meet the demanding requirements of the industry, both domestically and internationally. The team consists of Yuval Peshin, Co-Founder & CEO, Roy Peshin, Co-Founder & VP R&D, Moshe Ortasse, Chairman of the Board, Mati Leshem, Member of the Advisory Board, Yoram Hessel, Member of the Advisory Board, Avigdor Berlin, US Business Development manager and more.

Simlat is seeking to raise **\$2M**, at a pre-money valuation of **\$7.5M**. Simlat will use the funds to enhance and expand the Marketing, Sales and R&D infrastructure for the years 2009-2010.