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| **Ministry of Economy and Industry** | | | | | | |
| “Smart Money” Program | | | | | | |
|  | | | | **Jerusalem** | | |
| **6 Tishrei, 5781** | | |
| **September 24, 2020** | | |
| **Request №** 1001348088 | | |
| **To:** | | | | | | |
| **Daniel Cohen** | | | | | | |
| **CEO** | | | | | | |
| **Exelot, Ltd.** | | | | | | |
| **Business Reg. №: 515434777** | | | | | | |
| **Via email:** [danny@exelot.com](mailto:danny@exelot.com) | | | | | | |
| **Dear Sir/Ms.,** | | | | | | |
| **Re: Writ of Approval – “Smart Money” Program** | | | | | | |
| **We would like to inform you that on** 04/08/2020, **Exelot’s request was discussed by the Program Committee, under CEO directive** 5.10**, the “Smart Money” Program (hereinafter referred to as the “Directive”).** | | | | | | |
| **The Committee approved the Company’s request for the target market in India.** | | | | | | |
|  | **The Committee approved as recognized expenses, expenses totaling NIS 1,078,800 as specified below:** | | | | | |
|  | **Support item requested** | | **Approved budget** | **Support from the Ministry of Economy and Industry (50% of the approved budget)** | **Special emphases for item** |  |
|  | **Professional consultants in target market** | | 250,000 | 125,000 | Only for target market |  |
|  | **Establishment of marketing arrays in the target market** | | 94,000 | 47,000 | Only for target market |  |
|  | **Employee salary in target market** | | 400,000 | 200,000 | Only for target market |  |
|  | **Information gathering** | | 43,000 | 21,500 |  |  |
|  | **Online advertising & marketing** | | 120,000 | 60,000 |  |  |
|  | **Exhibitions & demonstrations** | | 80,000 | 40,000 |  |  |
|  | **Travel expenses** | | 57,000 | 28,500 |  |  |
|  | **Regulations** | | 4,800 | 2,400 |  |  |
|  | **Legal advice** | | 30,000 | 15,000 |  |  |
|  | **Total budget** | | **1,078,800** | **539,400** |  |  |

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|  | | | | Ministry of Economy and Industry | |
| **“Smart Money” Program** | |
| Important notes. | | | | | |
| 1. The Committee approves the aforementioned recognized expenses that will be expended from the date specified in the Letter of Commitment. | | | | | |
| 2. The expenses are in accordance with the details of the Company’s request, and subject to special emphases as needed. | | | | | |
| 3. Payment is contingent upon signing the Letter of Commitment attached to this Writ of Approval within 10 business days from the date of receipt of this notice, and in accordance with all the conditions set forth in the Directive and its procedures. | | | | | |
| 4. The payment is contingent, and will be implemented against, the presentation of receipts and any other approvals required for proof of expenditure and date thereof and for proof of existing employee-employer relationship, as the case may be. | | | | | |
| 5. A company that received assistance and whose scope of exports in the target market as defined in the Plan has increased by 50% or NIS 1,000,000 (whichever is lower) relative to the base year, will be required to pay royalties to the Program, until full reimbursement of the financing received for activity in the target market where, as stated, there was an increase in exports. This will be linked to the Consumer Price Index. The royalty payment will be made annually, starting from the first calendar year in which the Company is not entitled to a reimbursement for expenses under the Program. The payment will be spread across a period of up to 5 years or until the amount of assistance given to the company by the Program is reimbursed, including linkage, as stated above. Further details concerning royalties are provided in Section 13 of the Directive. | | | | | |
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| 6. The base year for calculating royalties is 2020. | | | | | |
| 7. Assistance will not be provided to the applicant for components that another government entity is supporting in the Company. | | | | | |
| **Summation** | | | | | |
| The assistance rate will be for 50% of the recognized expenses; i.e., NIS 539,400 for 36 months (with the possibility of an extension of another 12 months). | | | | | |
|  |  | | Sincerely Yours, |  | |
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| Ms. Ofra Harari-Lieberman Vice-Comptroller, Ministry of Economy and Industry | | Mr. David Leffler CEO of Ministry of Economy and Industry | | | Mr. Ohad Cohen Director of Foreign Trade Administration & Committee Chairman |
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| Copies: | | | | | |
| Ms. Natalie Gutmann-Chen, Head of Industry Assistance Tools, Foreign Trade Administration, Ministry of Economy and Industry | | | | | |
| Ms. Sarah Diamant, Program Director, Industry Assistance Tools, Foreign Trade Administration, Ministry of Economy and Industry | | | | | |