



THE ELEPHANT SECONDARY MARKET GROUP

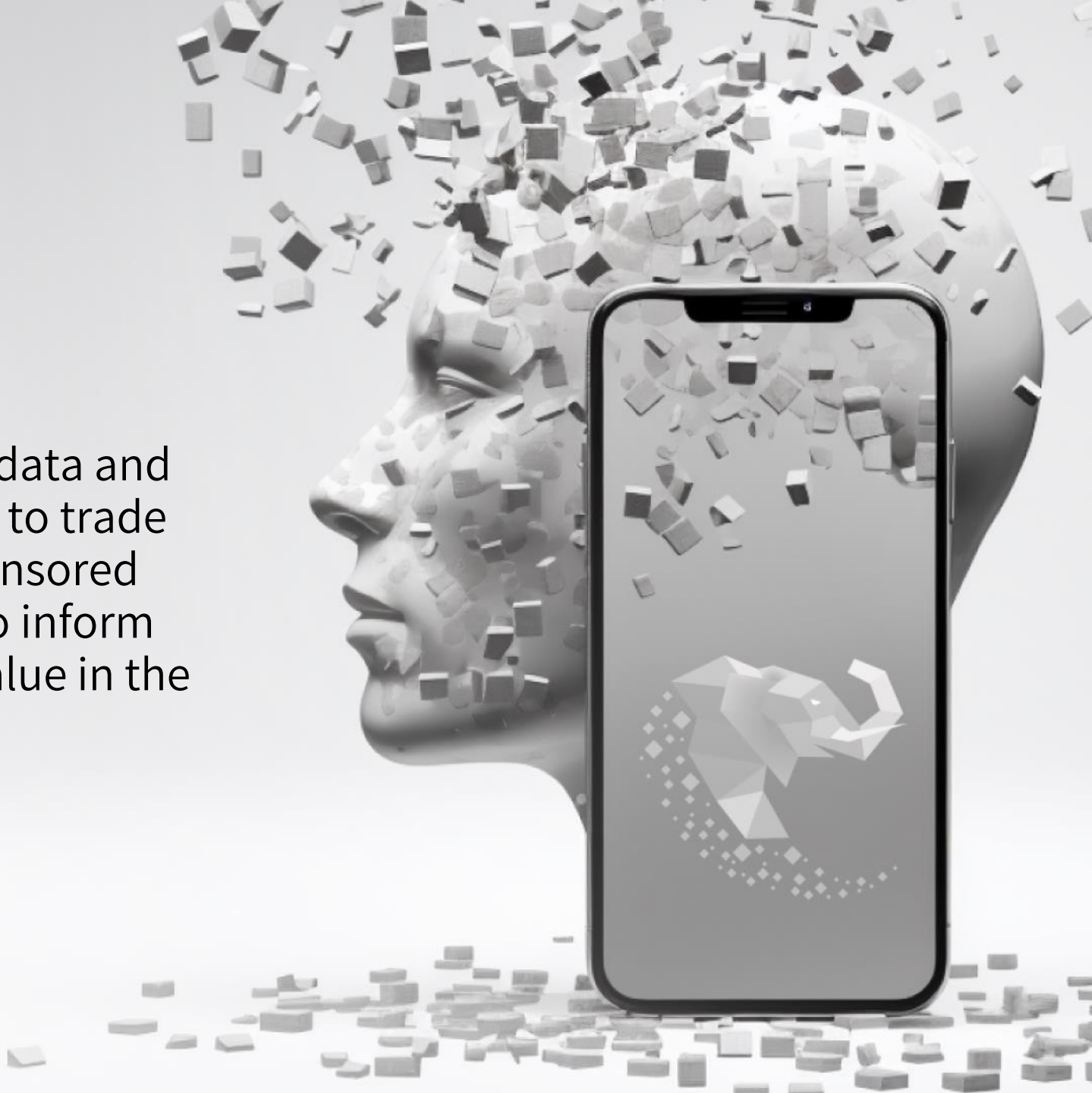
ACCESS THE NEW PRIVATE MARKET
OUR **VISION** IS TO UNLOCK THE VALUE OF SHARES OF
PRIVATE UNICORN AND LATE-STAGE COMPANIES

THE ELEPHANT

[Theelephant.io](https://theelephant.io) is an Israeli-owned global platform that operates as a secondary marketplace for private tech shares. The platform presents a portfolio of private shares in late-stage private tech companies, which are offered for sale by private shareholders.



Through our comprehensive trading, data and company solutions, we make it easier to trade private shares, manage company-sponsored liquidity programs, and access data to inform private market strategy and unlock value in the private markets.



Since 2015, The Elephant has worked with over a hundred private companies to provide shareholder liquidity. By working with companies, Elephant enables shareholders to execute stock transfers in compliance with the companies' procedures and policies.



RECENT TRANSACTIONS MADE ON THE ELEPHANT PLATFORM

The platform bridges the gap between sellers and buyers, otherwise dependent on the company's actions to liquidate their assets (IPO/M&A/primary combined with secondary).

scale

 CIRCLE



HUGGING FACE

 Discord





Klarna.











HISTORIC OPPORTUNITIES ON ELEPHANT PLATFORM

These Unicorns shares have been offered for sale on the platform prior to their IPO

Company	Lowest verified share price ask on the Elephant Platform	Share's price on IPO	% increase in share's price (IPO)	IPO Date	Stock price 6 months After IPO	% Total Increase in share price ⁽¹⁾
KLAVIYO	\$18.00	\$33.72	87%	September 2023	\$26.94	50%
ROBINHOOD	\$11.00	\$35.15	220%	July, 2021	\$14.65	33%
OUTBRAIN	\$7.00	\$20.05	186%	July, 2021	\$13.03	86%
SPRINKLR	\$6.25	\$17.60	182%	June, 2021	\$16.02	156%
23ANDME	\$5.22	\$12.59	141%	June, 2021	\$7.14	37%
MARQETA	\$3.63	\$29.90	724%	June, 2021	\$17.81	391%
SOFI	\$4.22	\$22.65	412%	June, 2021	\$16.32	269%
DOUBLEVERIFY	\$3.50	\$27.00	671%	April, 2021	\$39.53	1029%
AFFRIM	\$11.85	\$96.37	713%	January, 2021	\$68.37	477%
PALANTIR	\$4.80	\$9.50	98%	September, 2020	\$23.29	385%
UNITY	\$23.81	\$68.35	187%	September, 2020	\$100.31	321%
BIGCOMMERCE	\$12.50	\$72.27	478%	August, 2020	\$62.69	402%
PAGERDUTY	\$22.00	\$38.25	74%	April, 2019	\$26.09	19%
LYFT	\$22.00	\$78.29	256%	March, 2019	\$41.35	88%
SONOS	\$27.12	\$19.91	-27%	August, 2018	\$12.17	55%-
TANABLE	\$10.00	\$30.25	203%	July, 2018	\$26.81	168%
DOCUSIGN	16.00\$	39.73\$	148%	April, 2018	41.18\$	157%
CARDLYTICS	6.10\$	13.37\$	119%	February, 2018	19.43\$	219%

THE ELEPHANT RESEARCH

We understand the significance of information when it comes to generating an investment thesis. In order to provide investors a better way to evaluate and reach a well-informed investment decision, we provide investors with a thorough analysis of their target companies in order to provide a clear path to reach a well-informed investment decision.

The analysis includes information regarding:



Summary of the capital structure (preference rights such as liquidation preference, Water-Fall structure, voting rights) of Preferred Shares existing in the company.

THE ELEPHANT SECONDARY MARKET BROKERAGE

Our Platform provides access to the absolute leaders of the private markets universe and the world's most exciting tech-enabled companies – today's rising stars and, quite possibly, tomorrow's industry leaders.

OUR SERVICES

We offer brokerage services to institutional and Qualified investors by acting as your agent in buying or selling unregistered non-public company securities (“private company securities”), which include:



Preferred and
common stock



Equity structured
investments (SPV &
Forward)



Membership interests
in affiliated and
unaffiliated special
purpose vehicles
("SPVs")




Sourcing Services



The brokerage
services are limited
to investments in
private company
securities

ELEPHANT SECONDARY FUNDS

SECONDARY INVESTMENTS IN A PORTFOLIO OF LATE-STAGE TECH COMPANIES



The growing global demand for liquidity and our excellent access to off-market opportunities led us to form the Elephant Secondary Funds.

Our Vision: Taking advantage of the unique opportunities in the secondary market listed on the Platform and creating above average returns to the fund's investors.

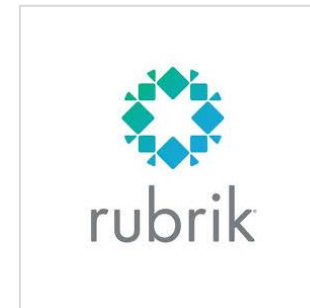
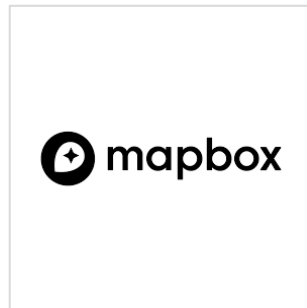
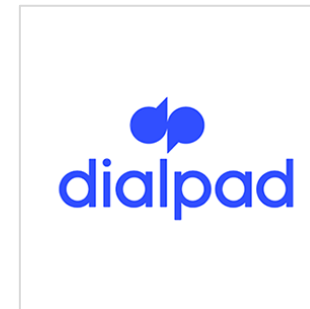
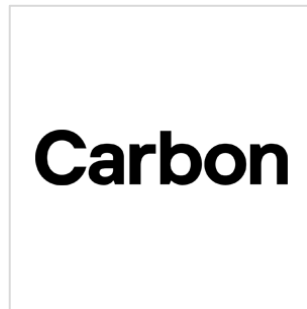
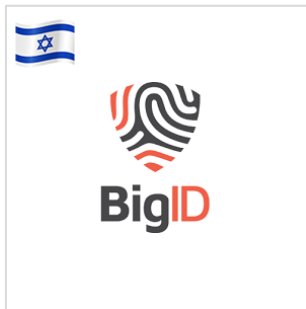
Our Product: Private equity fund for Institutional and Qualified investors, that will purchase shares of selected private late-stage tech- companies. The investment strategy will include investing on preferable terms, diversification in leading tech companies in different industry sectors and selling at a profit as the companies grow or list for trading in the relatively near future.

Fund Management: Managers with track record, experience and expertise in: private and public markets, leading businesses, fundraising, management of venture capital and investment funds, vast experience in the secondary markets, access to markets and transactions, and experience in managing investments.

ELEPHANT SECONDARY FUNDS (1) - PUBLIC FUND

- Elephant is a controlling shareholder in the GP of Unic-Tech, an R&D partnership [traded on TASE](#)
- Fund launched in May 2021 and funds are fully deployed

OUR PORTFOLIO

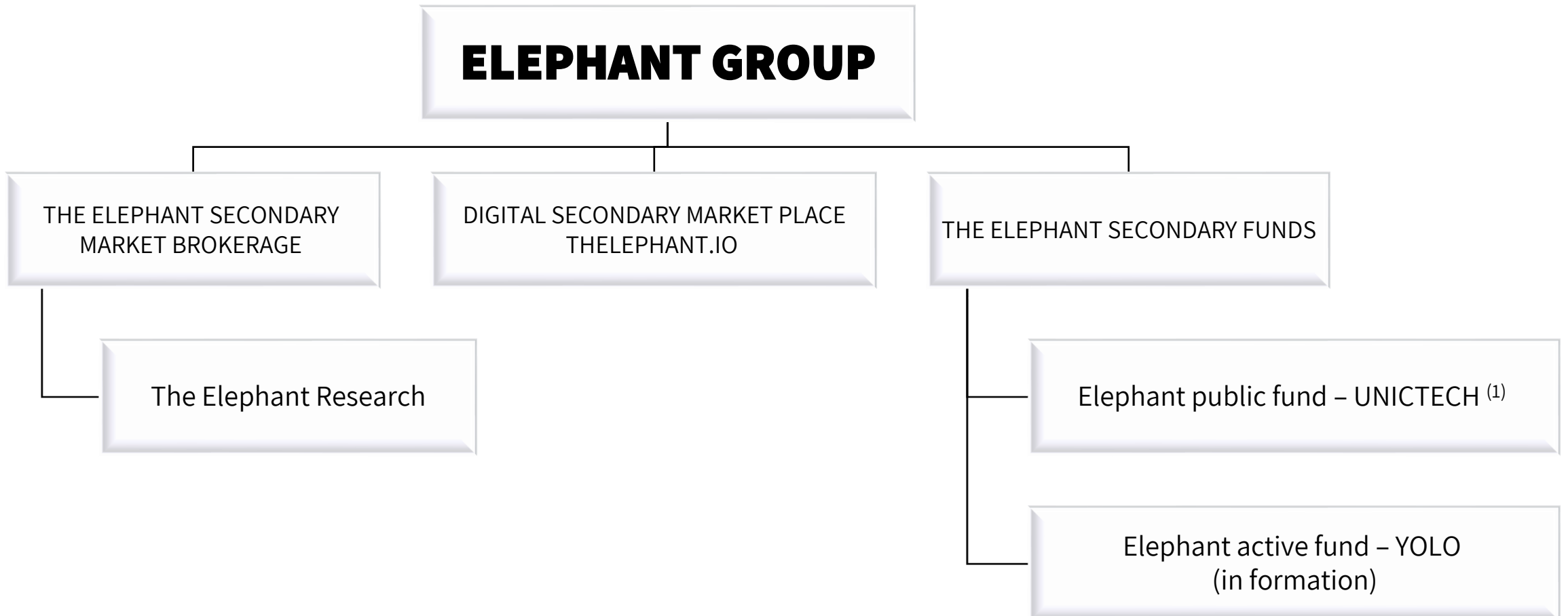


ELEPHANT SECONDARY FUNDS (2) - YOLO FUND (INFORMATION)

UNIQUE SECONDARY FUND FOR INVESTMENT IN LATE- STAGE HIGH-TECH COMPANIES

Private equity fund for Institutional and Qualified investors, that will purchase shares of selected private late-stage tech- companies. The investment strategy will include investing on preferable terms, diversification in leading tech companies in different industry sectors and selling at a profit as the companies grow or list for trading in the relatively near future

THE ELEPHANT SECONDARY MARKET GROUP



(1)

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Disclaimer

The information above does not qualify as a recommendation or an opinion with regard to conducting any transaction or investment. Each investor should conduct his or her own checks and verifications, while taking into account his or her specific circumstances and requirements. All the relevant aspects of the purchase, including the legal, economic and tax aspects, should be carefully examined with the assistance of professionals and consultants on the investor's behalf.

The information on this platform is for information purposes only. Offers for selling of the securities will be delivered only to 'ACCREDITED INVESTORS' as defined in the first supplement of the ISRAELI SECURITIES LAW, 5278-1968 or if you are residing outside of Israel, as defined under the laws applicable to you. Securities through ELEPHANT'S PLATFORM would only be offered to NON-U.S. ACCREDITED INVESTORS.

The Elephant Platform is not a registered Exchange or Broker-Dealer, and it does not provide investment advice or recommendations. The Elephant Platform is not Registered with the U.S. SECURITIES AND EXCHANGE COMMISSION (SEC) or elsewhere and is not intended to be used for selling securities to U.S. residents it is not an offer within the United States or elsewhere, and compliance with relevant U.S. and international securities laws and other applicable law and regulations is the responsibility of the potential seller. Prior to any transactions, you are advised to seek Independent financial and legal counsel. Participation in the Elephant Platform is subject to its terms and conditions. The Elephant does not guarantee any specific outcomes and past performance is not indicative of future results.

The Elephant, shall not be responsible or liable and shall not guarantee in any way the return of the investments to investors, including any profits earned as a result of such investments. The engagement with the investors shall be in accordance with the transaction documents and the conditions stipulated therein, subject to the negotiations that will be held with the investors.

The Elephant charges fees from sellers and buyers of securities, and therefore The Elephant has an interest in the information posted about various companies. The information published on the Site, does not constitute an investment consulting as defined in the Regulation of Investment Consulting, Investment Marketing and Portfolio Management, 1995, and the said information is not a substitute for professional consulting which among others takes into consideration the special needs of every person.

For those who are considering making an investment (including sale and purchase of securities) via the website, can apply different laws deriving from their residence or citizenship, including tax laws, laws relating to the statement or report on investment activity, laws relating to the eligibility of investing, regulatory issues in process and so on. Therefore, those who are considering making such an investment, undertake to examine the applicability of any applicable laws, as they are committed to take all necessary action in order not to violate the said laws, including to disclose fully and fairly in relation to any investment to any local lawfully authority, as the law requires such disclosure.



THANK YOU

THE ELEPHANT TEAM