

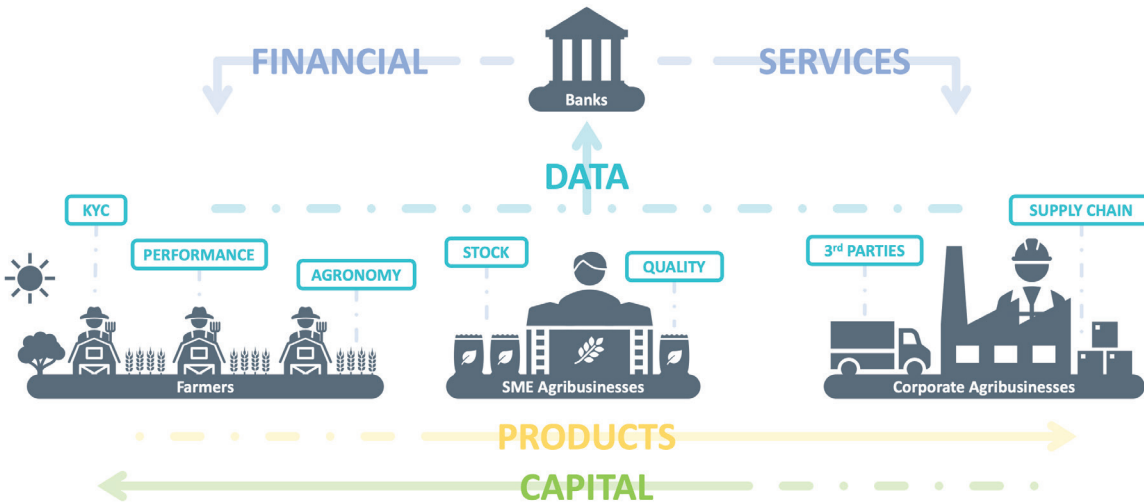
Fintech for Agriculture. Avenews is a fintech company connecting two of the largest and most important industries in the world: the financial industry and the agricultural industry. This is done through the Avenews platform that creates a digital infrastructure for trade, business, and financial interactions.

Agribusinesses work with Avenews to manage all their business and trade operations in one place including inventory, invoices, orders, and payments.

Banks work with Avenews to digitize their agricultural business network, extend their core banking capabilities, and seamlessly embed their financial products across the supply chain.



The Avenews Infrastructure. Avenews digitizes the three factors that characterize agricultural supply chains: products, capital, and data. In addition, the platform enables banks to embed financial products necessary for the proper operation of the supply chain.



Funding. Avenews is backed by one of Israel's biggest private equity funds.

Operations. Avenews focuses on Sub-Saharan Africa and works with the largest banking groups across the continent.

Founders.



Shalom Ben-Or - CEO. Brings firsthand experience in agriculture from the Kibbutz he grew up in as well as proven expertise in the planning and execution of international projects.



Ismail Kharoub - CTO. Selected as one of the most promising young entrepreneurs in TheMarker's 40 under 40 and brings extensive experience in managing development teams.



Ishai Ben-Or - CPO. Possess a deep understanding of the agriculture industry and its challenges along with proven experience in leading product teams.