



IASA ALUM IN THE FOREFRONT OF E-COMMERCE

Included below is an article that appeared in Globes, the financial publication of Israel. Forter's CEO, Michael Reitblat and President, Liron Damri are graduates of the Israel Arts and Science Academy's 9th class in 2000. Their years of studying, living and exploring together at IASA has grown into a life-long friendship. Both Michael and Liron served as officers in the IDF's Intelligence units.

Michael is very active with IASA's alumni organization. He not only contributes personally, but has also raised money from other alumni and friends. He has hosted several alumni events. Last month, he reaffirmed his commitment to the future of IASA by joining ICEE's Israeli Board. Michael feels he owes much of his success to the life-changing education received at IASA and wants to assure the future of this organization for the benefit of Israel. Michael carries on the IASA tradition of volunteering in many outside organizations.

Forter was founded in 2013 and we are proud that two of the three co-founders are among IASA's alum. Forter, an e-commerce fraud prevention company, now has 14 offices internationally. Michael and Liron have many IASA alumni working at Forter and continually search "within IASA's family" for more to join their team.

Michael is serial entrepreneur and has participated in many start-up companies. We are very proud of Michael and congratulate him on his enormous achievements.

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Forter raises \$300m at \$3b valuation

The Israeli e-commerce fraud prevention company has nearly tripled its valuation since its last financing round six months ago.

Israeli e-commerce fraud prevention company **Forter** today announced that it has completed a \$300 million in Series F financing round led by Tiger Global Management, with participation from Third Point Ventures and Adage Capital Management. Existing investors also participated including Bessemer Venture Partners, Sequoia Capital, March Capital, NewView Capital, Salesforce Ventures and Scale Venture Partners.



Ecommerce security co Forter raises \$125m at \$1.25b valuation

Forter has raised the money at a valuation of \$3 billion, nearly tripling its valuation over the past six months from when it raised \$125 million in its Series E financing round. Forter will use the additional funding to work with retailers, e-commerce platforms, banks and payment providers to fight fraud, enhance trust, boost confidence and improve the shopper experience.

According to Forter president Liron Damri, most of the money raised will be for investment with most employees not wanting to sell their options and only shares worth a few tens of millions of dollars sold as part of a secondary offering.

Over the last 12 months, Forter has doubled its revenue and doubled the size of its global network of merchants to exceed \$250 billion in annual online transactions while protecting more than a billion shoppers globally.

Forter was founded in 2013 by Damri, CEO Michael Reitblat and Alon Shemesh. The company has 300 employees including 200 in Israel where it plans doubling its work force over the next year.

Reitblat said, "We have set a new standard for trust in commerce. Forter's platform brings together merchants, banks and payment providers to dramatically improve authorization rates, eliminate false declines and allow consumers to shop with greater convenience and enjoy a more personalized, secure experience. This transforms fraud prevention into a growth and revenue enablement engine for the entire consortium of participating merchants, ensuring our customers can attract, convert and retain the best shoppers. The funding will enable us to accelerate our growth trajectory by investing in talent, technology and continued global expansion."