

# Save the Date!

## Going Public in the UK Road Map to Public Offering

Wednesday, 23 February, 2005- Dan Tel-Aviv Hotel

Offering in the UK can be your next winning move. This is the time to get ready!

The accounting firm PricewaterhouseCoopers London & Israel, (Kesselman & Kesselman); White & Case, Law firm; Deutsche Bank; Zellermyer, Pelosof & Co. Law firm and the London Stock Exchange invite you to jump on the train.

### Seminar Agenda:

8:30-9:00	Gathering
9:00-9:15	<b>Opening remarks</b> Kesselman & Kesselman, PwC and Zellermyer, Pelosof & Co.
9:15-9:45	<b>London - Gateway to European Investors</b> Graham Dallas, Head of Business Development, EMEA, London Stock Exchange.
9:45-10:15	<b>UK Flotation– Financial Requirements</b> Marek Grabowski, Partner, London Capital Markets Group, PwC London
10:15-10:40	<b>Going Public in the UK - Accounting &amp; Reporting Considerations</b> Moshe Peress, Partner and Head of the Professional Department, PwC Israel
10:40-10:55	<b>Israeli Tax Aspects of a UK IPO</b> Avi Heller, Partner and Head of Tax Department, PwC Israel
10:55-11:15	Coffee Break
11:15-11:55	<b>London listing considerations</b> Brian Griffiths, Managing Director, Head of European Technology Investment Banking, Deutsche Bank
11:55-12:25	<b>Listings in London - which market is best for you?</b> Joshua Kiernan, Partner, White & Case Law Firm
12:25-12:55	<b>Israeli Law Aspects of UK Offerings</b> Dr. Avraham Ortal, Partner, Zellermyer, Pelosof & Co.
12:55	Lunch

- Most of the lectures will be presented in English.
- Your participation is important to us. As the number of seats is limited, please confirm your participation as soon as possible, in order to secure your place.
- The conference is for investors, CEO's, directors and CFO's.

**On-line registration details will be available soon**