Barry Ben-Zeev (Woolfson) 9 Shmuel Shnitzer Street Tel Aviv 69583 Bbz8 @bezeqint.net Tel. 972 - 54 - 4976500, 972 -3 -7323237 www.woolfson-c.com

| Professional Experience | |
|-------------------------|---|
| Since 2009 | Strategic business consulting Independent director in: Partner Communications (Nasdaq) Ellomay Capital(Amex) Hiron (TASA) Poalim Asset Management(UK) Altshuler Pension& Gemel(Head of Investment Committee) |
| <u>Bank Hapoalim</u> | |
| 1/2008-12/2008 | CFO, Deputy-CEO- chief financial officer of the bank and head of the financial division. Served as Chairman of Board of Directors of Shura Insurance LTD in Guernsey. |
| 5/2006-12/2007 | Deputy-CEO , Head of Client Asset Management. As part of the position, managed and organized the bank's preparation for the implementation of the Bachar Committee conclusions, including sale of the provident funds and the mutual funds of the bank. Member of the TASE Board of Directors |
| 5/2002-4/2006 | Deputy-CEO , Head of International Private Banking. As part of the position, was in charge of more than 15 representative offices of the bank worldwide and 3 branches (Miami, London, Manchester) and served as the chairman of Bank Hapoalim Switzerland and the chairman of Poalim Asset Management |
| 1/2001-4/2002 | Deputy-CEO, Head of International Operations. As part of the position, was in charge of the establishment of Signature Bank and Signature Securities in New York and served as Deputy Chairman of the Board of Directors . Established Poalim Asset Management (PAM) UK, Ireland and served as Chairman of the Board of Directors |

| 4/2000-12/2000 | Manager of the International Division |
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| 5/1997-3/2000 | Manager of the Southern Business Center- Head of commercial banking from Jaffa(Southern Tel Aviv) to the Negev |
| 6/1993-5/1997 | Manager of the New York Branches-lead and successfully managed the debt arrangements with the business companies, while erasing the historic credit file that contained many real estate transactions. Established the syndicated divisions and substantially developed the activities of the Israeli division |
| 4/1989-2/1993 | Manager of the Givatayim Branch |
| 11/1986-3/1989 | Assistant to the Bank Spokesman (while studying for an MBA) |
| 2/1983-10/1986 | Manager of the Kikar Noah Branch |
| 1/1981-1/1983 | Manager of the Ramat Efal Branch |
| | |
| 1/1978-12/1980 | Manager of the Investment Department in the Kiryat Ono Branch |
| 1/1978-12/1980 Education | |
| | |
| Education | the Kiryat Ono Branch Credit courses at the City Bank School of Banking, New York-finished with distinct |
| Education 1993 | the Kiryat Ono Branch Credit courses at the City Bank School of Banking, New York-finished with distinct honors Masters in Business Administration from Tel- |
| Education 1993 1987-1988 | the Kiryat Ono Branch Credit courses at the City Bank School of Banking, New York-finished with distinct honors Masters in Business Administration from Tel- Aviv University, specialized in financing |
| Education 1993 1987-1988 1978 | the Kiryat Ono Branch Credit courses at the City Bank School of Banking, New York-finished with distinct honors Masters in Business Administration from Tel-Aviv University, specialized in financing Investment Broker courses-Bank Hapolaim |