

# Shlomo Eliahu Holdings

		<b>ESTABLISHED</b> 1965	<b>LINE OF BUSINESS</b> Financial Holdings Company
<b>Shlomo Eliahu</b> <i>Chairman</i>	<b>Israel Eliahu</b> <i>CEO</i>		

**E**liahu Holdings is Israel's leading and largest private financial services holding company.

- Eliahu is the sole owner and manager of Israel's most profitable insurance company.
- Eliahu is the largest public shareholder in Bank Leumi, Israel's leading bank.
- Eliahu has 50 years of operating experience in financial markets and 20 years of experience in the banking sector.

The name Eliahu is synonymous with trustworthy, reliable, and authoritative financial services. The Eliahu family management tradition derives from its substantive experience in risk management, insurance, banking and finance. The Group's success is a direct result of its broad knowledge and experience in these complex fields and its commitment to maintaining the underlying family values of honesty, creativity and responsibility.

### ■ Eliahu History

Eliahu Insurance Company Limited was founded in 1966 by Shlomo Eliahu. At the time he was managing a successful underwriting agency which represented the leading insurance companies in Israel. Eliahu's dramatic growth in the insurance sector is an often cited success story in Israel's relatively short business history.

Eliahu Insurance has achieved the best performing ratios in the Israel insurance industry with \$154M net profit and a 24.9% profit margin at 2009.

In 1992 Eliahu acquired a 27% interest in Union Bank, valued today at \$142M. In 1999 Eliahu acquired a 9.6% interest in Bank Leumi, to become the largest private shareholder. This holding is today valued at \$600M.

Eliahu Holdings has publicly expressed a strong interest in acquiring a controlling interest in Bank Leumi with the intent of expanding its current business base and identifying new growth opportunities.

Eliahu Holdings has also branched out through the establishment of two wholly-owned subsidiaries: Logos Projects & Real Estate and Eliahu Capital & Derivatives.

### ■ Company Values

**Long-Term View:** The Group's business strategies and operating practices derive from a long term goal of maximizing the success of constituent businesses for the benefit of partners, associates, employees, customers, and family members.

**Team Work:** The employment policy is based on hiring well-qualified individuals, communicating expectations, and providing the independence and resources needed to achieve their maximum potential.

**Uncompromising Standards of Honesty, Credibility and Respect:** In Eliahu we believe that honesty, credibility and respect form the foundation of successful relationships both at the personal and corporate levels.

**Pursuit of Efficiency:** In running the Group's businesses, management strives to minimize "process" and bureaucracy wherever possible. To this end, clear goals and targets are set, decision-making processes are expedited, and a lean, efficient management structure is maintained.

**Contribution to the Israeli Economy:** We work to support the realization of Israel achieving its potential as a leading international center of financial technologies.

### ■ Future Vision

Eliahu Holdings aspires to create value by making substantial investments in large, solid, conservative, financial companies, primarily in Israel. In pursuit of this vision the Group has established major equity positions in Bank Leumi, Israel's largest bank, and in Union Bank, its 6<sup>th</sup> largest bank. The combination of these positions has established the Eliahu Holdings as one of Israel's most significant bank investment groups.

Eliahu will continue expanding its holdings – both in Israel and in international markets. In the near-term, realizing the Group's controlling interest in Bank Leumi will remain a major objective of Shlomo Eliahu Holdings.

## Shlomo Eliahu Holdings Ltd.

Banking	Insurance & Finance	Real Estate
Bank Leumi le-Israel Ltd.	Eliahu Insurance Co. Ltd.	Eliahu Properties Ltd.
Union Bank of Israel Ltd.	Eliahu Capital & Derivatives Ltd.	Logos Projects & Real Estate Ltd.



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