

2024



INVESTING IN ISRAELI TECHNOLOGY

# Annual ESG Report



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# Introduction

# Word From Our Partners

*We are proud to present our inaugural ESG Report, showcasing our philosophy & efforts towards responsible investment since our inception. While we celebrate our achievements, this report sets the stage for future enhanced reporting, reflecting our commitment to an ongoing progress.*

*Our name, “Maor”, a Hebrew word translated as “Light” or “Light-giver”, symbolizes wisdom, hope and positive change. Despite being a minority shareholder in our portfolio companies, we give meaning to our name by creating and maintaining extremely close relationships with our founders & management teams. While this value often derives from creating business partnerships between our portfolio companies and European corporates, or by delivering financial advice, it also stems from helping the companies implement relevant ESG practices, as they grow.*

*Our approach to ESG is grounded in transparency and authenticity, which are our guiding principles as we seek to fulfill our commitment to generate value to both our Limited Partners and portfolio companies. This straight-forward approach leads us to consider ESG not merely as a “reporting obligation”, but rather to focus on the material ESG risks & opportunities that genuinely impact our portfolio companies. We address them through practical measures, that do not add unnecessary burden to our management teams.*

*This approach led us to identify one key issue, emerging across almost all portfolio companies: the need to further improve diversity in employee headcount. This reflects a wider issue affecting the Israeli tech ecosystem, which suffers from poor representation of specific groups (most notably Ultra-Orthodox Israelis, Arab-Israelis, and women). Our efforts regarding this topic so far have been successful - through ESG reporting (including on diversity KPIs), and partnerships with diversity-focused organizations, we've empowered our portfolio companies to achieve some progress in this area.*

*This report also sheds light on a few of our innovative portfolio companies - from an AgriTech solution helping farmers save water and improve food yields, to a FinOps platform contributing to reduce carbon footprint – and highlights their positive impact on the society and the planet.*

**Philippe Guez, Founding & Managing Partner**  
**Eric Elalouf, Founding & Managing Partner**

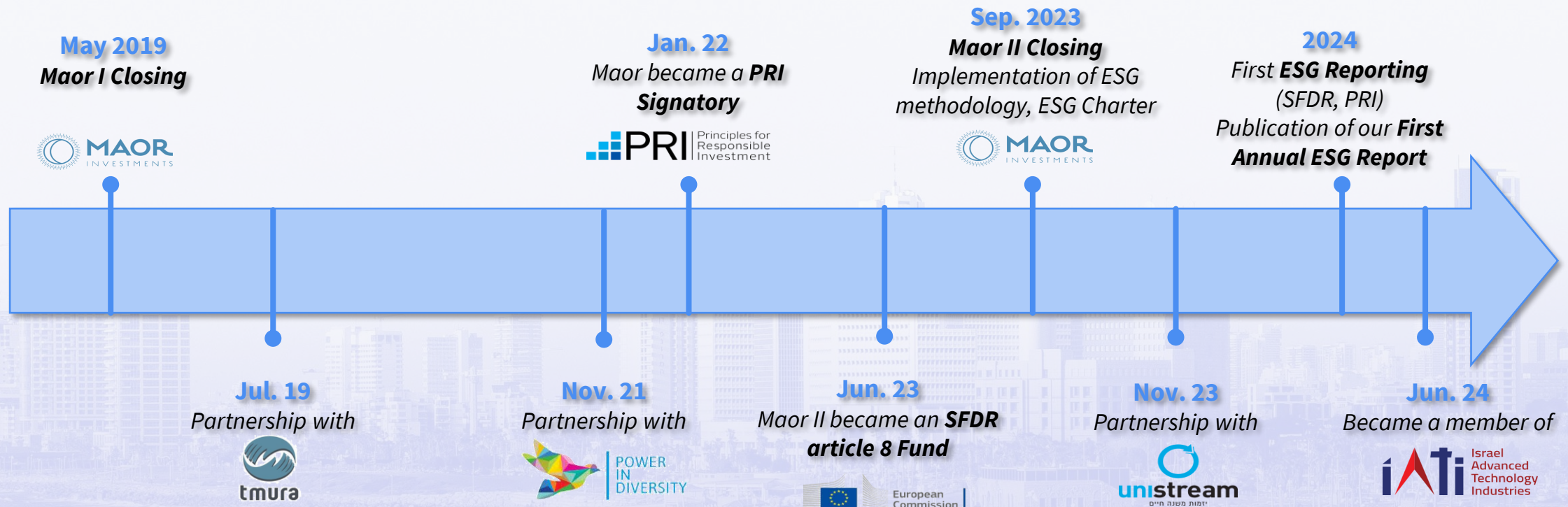
**Ido Hart, Partner**  
**Ilai Pines, Partner**

# Timeline of our ESG Practice

Since our inception in 2017, we decided to invest responsibly, committing to exclude non-ethical, borderline or offensive businesses from our investment scope.

In 2023, we made the decision to go one step further and align our formal commitments with our investment philosophy, by becoming an [SFDR Article 8 Fund](#), and integrating ESG rating & reporting into our investment process & portfolio monitoring.

To advance responsible investment industry-wide, we have actively participated in global bodies ([PRI](#)) and supported local industry initiatives ([Unistream](#), [Tmura](#), [IATI](#), [Power In Diversity](#)). Our focus has been on fostering diversity and inclusion within the venture capital and tech industries.



# ESG in our Portfolio

# Key Portfolio Achievements



# Integration of ESG in the Investment process (1)

## 1 Scope of Investment & Sectors of Exclusion

We are a sector-agnostic VC fund investing in Israeli-related tech startups that generate revenues, across most tech verticals. Our portfolios span a wide range of industries, from **Cybersecurity to SportsTech and or AgriTech**. To date, we have made 23 investments, **with 19 companies currently active across 16 different sectors**.

### Maor I and II active portfolio companies



We have also defined an **Excluded Investments Sectors list**, which consists of sectors that generate additional risks (ethical, legal, reputational). As such, Maor does not invest in:

- ⊗ Companies involved in production of and trade in weapons and ammunitions of any kind;
- ⊗ Companies involved in production of and trade in tobacco and distilled alcoholic beverages and related products;
- ⊗ Companies involved in internet gambling and online casinos, or pornography;
- ⊗ Companies that generate a significant part (>20%) of their annual revenues from coal-based production as well as fossil fuel production;
- ⊗ Companies whose business activity consists of illegal economic activity;
- ⊗ Companies that have demonstrated a systematic denial of basic human rights;
- ⊗ Companies that participate in child labor and or forced labor.



# Integration of ESG in the Investment process (2)

## 2 Due Diligence

For every advanced investment opportunity, Maor conducts a **proprietary ESG due diligence**, alongside the financial, legal and tech due diligence. Our ESG assessment involves a **holistic analysis of potential ESG risks and opportunities, drawing on multiple data sources:**

### Internal ESG Analyses

Internal ESG rating & materiality analysis– based on the Company's answers to our ESG questionnaire.

### Meetings with Company

On-site visit: meeting with top management and visiting employees' workspace.

### Industry Feedback

Collecting feedbacks within our industry network to check that the Company is well-managed, and that employees are satisfied with their work environment and conditions.

### Governance Practices

Meeting with board members and/or existing investors, and reviewing existing board materials and reporting packages to make sure that the Company follows good governance practices.

*Focus on next slides*



# Integration of ESG in the Investment process (3)

## 2 Due Diligence - Focus on Internal ESG Analysis

### ESG Questionnaire

As part of the advanced stage of our due diligence process, we assess prospective portfolio companies' ESG practices using a detailed questionnaire sent to the management team. Our ESG evaluation framework is aligned with established industry standards and benchmarks, including [ESG VC](#) and the [B Impact Assessment](#).



	Topics	Questions (~60 questions based on both quantitative and qualitative factors)
<b>E</b>	<ul style="list-style-type: none"> <li>Air &amp; Climate</li> <li>Water</li> <li>Circular economy</li> <li>Responsible Procurement</li> <li>Biodiversity</li> </ul>	<ul style="list-style-type: none"> <li>Type of facilities; Carbon monitoring; Carbon offsetting tools; Program to achieve net zero; External carbon certifications; Monitoring of energy usage &amp; renewable energy.</li> <li>Monitoring of water usage; Water conservation methods.</li> <li>Waste monitoring &amp; policy.</li> <li>Procurement spend from local suppliers; Procurement spend from carbon efficient suppliers.</li> <li>Presence in biodiversity-sensitive area.</li> </ul>
<b>S</b>	<ul style="list-style-type: none"> <li>Staff Composition (<i>not rated</i>)</li> <li>Financial Security</li> <li>Measuring Diversity</li> <li>Encouraging D&amp;I</li> <li>Health, Wellness &amp; Safety</li> <li>Career Development</li> <li>Engagement &amp; Satisfaction</li> <li>Working with the Community</li> </ul>	<ul style="list-style-type: none"> <li>Subcontractors / Outsourced services; Total, Part-Time, Temporary Workforce in years N and N-1.</li> <li>Company's lowest wage calculated on an hourly basis; % employees paid on a fixed salary; % FTE granted stock / ESOP.</li> <li>Attributes of diversity tracked; % of women in total workforce &amp; in senior management; % of senior management coming from underrepresented groups; % of employees with disability.</li> <li>Diversity &amp; Inclusion training for staff, Inclusive environment (e.g., disabled access); Inclusive recruiting and hiring process; Internships.</li> <li>Policy / Strategy to provide support around mental health and wellbeing; Study support.</li> <li>Training opportunities for professional development &amp; management teams; % of employees promoted; Layoff policy.</li> <li>Parental leave policies; Supplementary benefits; Employee satisfaction &amp; engagement monitoring.</li> <li>Examples of civic engagement (financial or in-kind, partnerships); Donations to community projects over the year (in \$).</li> </ul>
<b>G</b>	<ul style="list-style-type: none"> <li>Board Composition</li> <li>Board oversight</li> <li>Fair &amp; Equal Pay</li> <li>Data Governance &amp; Cyber Security</li> <li>Corporate Policy</li> </ul>	<ul style="list-style-type: none"> <li>Independent board members; Women board members; % of board members coming from underrepresented background.</li> <li>Number of board meetings / year; Sustainability item at board.</li> <li>Gender pay gap; Initiatives to reduce gender pay-gap (if existent).</li> <li>Processes and procedure to ensure compliance with data regulation; Data security certification; Personnel code of conduct and training on code/ AI systems; % Employees trained on cybersecurity; Cyber security controls.</li> <li>ESG policy &amp; leader; Diversity &amp; inclusion survey; Policies: Remote working, Code of ethics, Anti-bribery; Whistle blowing; Anti-harassment</li> </ul>

# Integration of ESG in the Investment process (4)

## 2 Due Diligence - Focus on Internal ESG Analysis

### ESG Rating

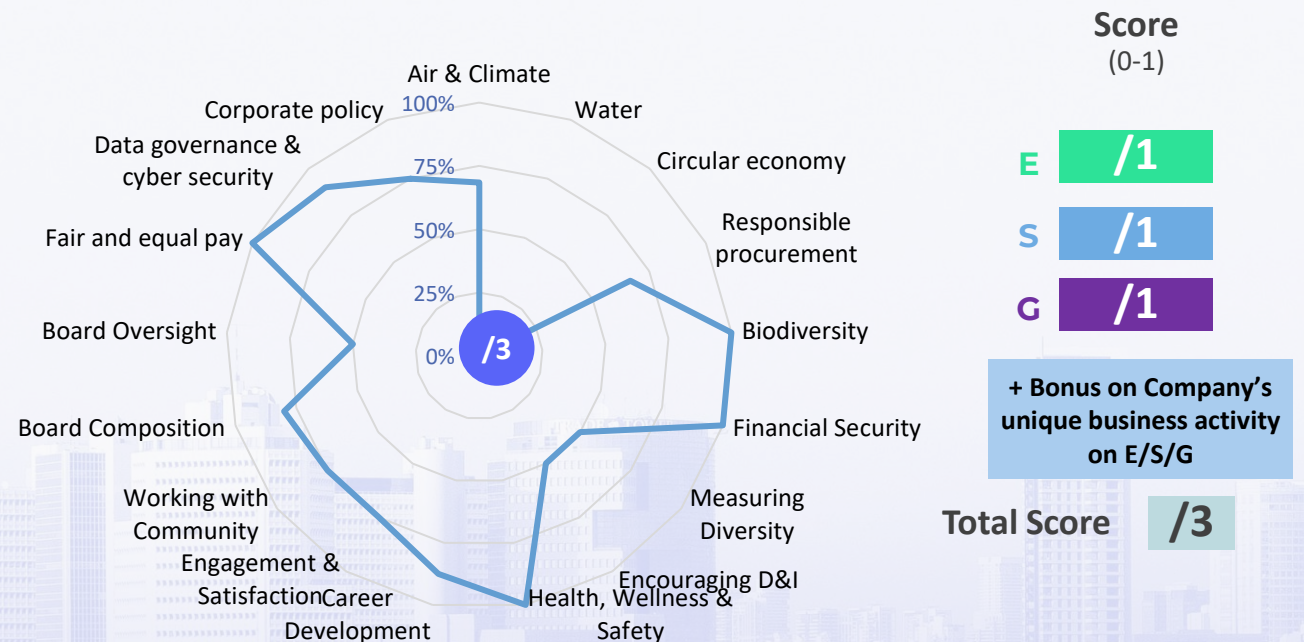
Each question (when relevant to the Company's activity) is scored based on both "cold", objective, criteria & subjective evaluation.

These scores are then tallied for each sub-factor, and then for E, S and G factors, before being combined to get to an overall ESG Rating. To refine this score, we apply specific weightings to each ESG factor.

Additionally, we may include a bonus score to recognize companies with exceptional positive impacts on ESG that cannot be reflected in the ESG questionnaire.

This ESG rating is incorporated into the ESG section of our investment memorandum.

This section provides a comprehensive analysis of the Company's ESG performance, based on the collected data and on our own judgement on each ESG factor.



**These analyses are discussed in the investment committee and are part of our decision-making process.**

# Integration of ESG in the Investment process (5)

## 2 Due Diligence - Focus on Internal ESG Analysis

### ESG Materiality Analysis

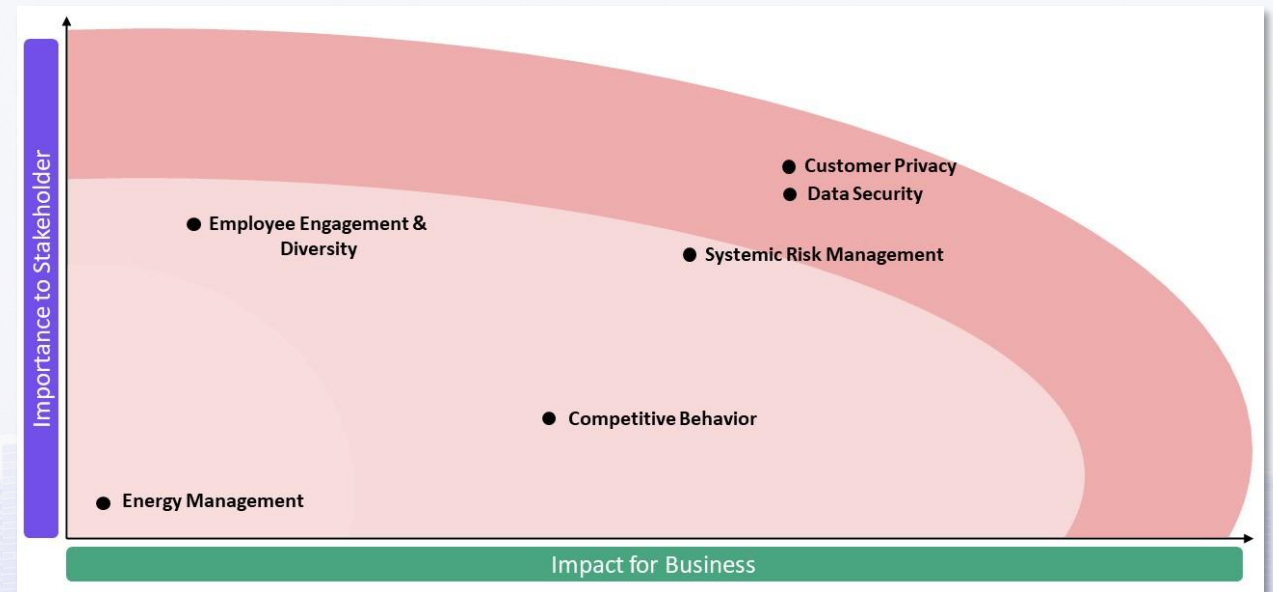
We conduct a thorough ESG materiality analysis using the [VentureESG Materiality Assessment for Venture Capital](#) framework and the [SASB materiality finder](#), to identify key ESG factors relevant to our portfolio companies.

This process helps us uncover potential "red flags" early in the investment process, enabling us to make more informed investment decisions.

By proactively addressing material ESG issues post-investment through portfolio support and board engagement, we aim to enhance the long-term business and financial performance of our companies.

Given our focus on technology, mostly in pure software, we've found that social and governance (S&G) factors tend to be more material for our portfolio companies compared to environmental (E) factors.

VentureESG/.



**These analyses are discussed in the investment committee and are part of our decision-making process.**

# Integration of ESG in the Investment process (6)

## 3 Investing - ESG and Diversity & Inclusion Term Sheet Clauses

When leading an investment round, Maor includes an ESG clause focusing on Diversity & Inclusion in the Term Sheet. Additionally, we require prospective portfolio companies to formally incorporate a Diversity & Inclusion commitment into their legal framework by including a clause in their Articles of Association (or equivalent document):

### ESG

- The Transaction is **conditional** on: (i) Completion of affirmatory due diligence procedures, including legal, financial and **ESG**.

### Commitment to Diversity and Inclusion

- The Company will commit to **building a diverse and inclusive team** when sufficient Company resources are available.
- In addition, the Company will follow an **equal pay policy**. While these are not legal terms, they espouse the Lead Investor's philosophy on good governance, and as such, the Lead Investor encourage the Company to align its operating practices on these values.
- The Company is also **expected to report every six months on the status and efforts made to promote Diversity & Inclusion**.

# Integration of ESG in the Investment process (7)

## 4 Portfolio Monitoring

**Updated ESG rating and materiality analysis:** In 2024, Maor collected updated ESG questionnaires from portfolio companies, allowing us to update ESG rating and materiality analysis. This ongoing evaluation helps us track emerging ESG risks and opportunities, as well as those identified at the time of investment. If necessary, Maor can create, together with the Company, an appropriate action plan to address any critical issue.

**Diversity & Inclusion Focus:** Committed to advancing Diversity & Inclusion, we partner with Power In Diversity (*see page 22*) and encourage our portfolio startups to monitor diversity data. This data-driven approach enables them to identify key strengths and weaknesses in terms of diversity representations.

**UN SDGs Contribution Mapping:** we conduct yearly assessment of our active portfolio companies' contribution to the [UN SDGs](#), at the specific targets level (*more details in p.14*).

Once having collected enough historical data, Maor will incorporate relevant KPIs as part of our annual report.

# Contribution to the UN SDGs\*



We conducted a comprehensive analysis of our entire active portfolio (Maor I and II), to determine the companies' alignment with specific [SDG targets](#). Our findings reveal that our portfolio companies contribute to 14 of the 17 SDGs, and primarily to Goals 8, 9, 12 and 16.



Note: (\*) The UN's Sustainable Development Goals (SDGs) are a set of 17 goals adopted by all member states in 2015. They aim to achieve peace, prosperity, and a healthy planet by 2030. Each goal has specific targets, supported by indicators.

# SFDR\*

- The Sustainable Finance Disclosure Regulation (SFDR) is a European regulation intended to improve transparency in the market for sustainable investment products, in terms of environmental and social responsibility within the financial markets.
- The SFDR aims to create transparency and consistency in how financial firms describe their sustainability practices. It does this by requiring firms to classify their financial products into three different categories that have specific requirements, ensuring alignment between both marketing materials and actual activities. Ultimately, SFDR seeks to steer private investments towards more responsible investments.
- Maor II is classified as an Article 8 fund under SFDR, which is defined as “a financial product which promotes, among other characteristics, environmental or social characteristics, or a combination of those characteristics, provided that the companies in which the investments are made follow good governance practices.”
- This classification was reflected in the fund’s Private Placement Memorandum, with all additional disclosures available on our dedicated limited partners portal.

## Practical Implications of the SFDR

Update of legal documentation
Definition of list of exclusions
Integration of the ESG analysis in the due diligence process
Defining an ESG rating threshold for new investment opportunities
Annual reporting on ESG
Etc.



# Case Study: SupPlant: Helping farmers speak better plant



Founded in 2017

Invested in 2022

- SupPlant is a technology company dedicated to **optimizing agricultural practices by conserving water and increasing crop yields worldwide.**
- The company's core technology is a sophisticated platform that analyzes **real-time data from plants, soil, and weather conditions.**
- By employing advanced algorithms, SupPlant generates **precise irrigation recommendations and actionable insights to help farmers maximize their crop production while minimizing water consumption.**
- To extend its reach to smaller farmers, SupPlant offers a sensor-less solution called "Plant". This service leverages data collected from other users to provide **affordable, daily irrigation advice via dedicated apps or WhatsApp.**



More info on [SupPlant website](#)

## Reduce Water Use, Improve Crop Yield, Reduce Climate Change Impact

- Thanks to SupPlant's technology, farmers can use less water and improve their yields. SupPlant is able to identify **how extreme weather events affect the plants** and act accordingly to protect and nurture the crops.
- SupPlant systems **quantify stress through the plant's growth patterns** and then minimize it through **precise irrigation**, by calculating the correlation between the stress levels of the plant and the water content in the soil and in the plant itself.

## Low-Cost Sensor-less Offering to Help Small Farmers Fight Climate Change

- Through its "Plant" offering, which is provided at an **affordable pricing**, SupPlant strives to provide **all small-scale farmers the opportunity to grow by easing and lowering the cost of data and knowledge.**
- The solution helps smallholders, especially in developing regions such as Africa and Latin America to **face the increasing threat of drought and yield more crops for their land.**

## Fostering Innovation & Diversity in the North of Israel

- SupPlant sets its headquarters in the north of Israel, in the city of Afula, a **region which lacks significant hi-tech activity.**
- Being the only growth-stage tech startup in the city, **SupPlant provides high-quality employment opportunities to the population in the region, including to minorities such as Arab-Israelis.**



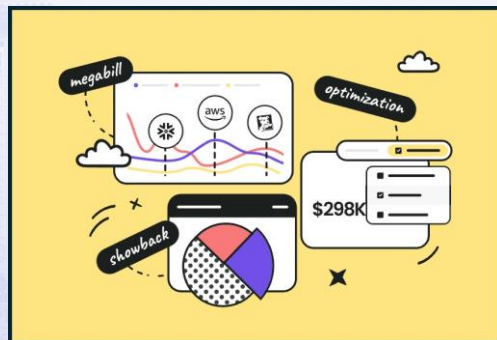
# Case Study: Finout: The enterprise-grade FinOps\* platform



Founded in 2021

Invested in 2024

- The increased usage and complexity of the cloud requires a solution to enable **companies to properly manage, allocate & reduce cloud spend across all cloud providers and services.**
- Finout empowers users to **fully allocate their resources** across their entire cloud infrastructure, **effortlessly identify inefficiencies and waste**, and generate **insightful FinOps actions that save big on both money and work**—all without the need for additional coding or agents.
- With Finout, customers **correlate their business metrics with the cloud cost** – finally understanding how much they are paying for each feature, customer, business unit and more.



More info on [Finout website](#)

## FinOps is GreenOps

- The rapid growth of cloud computing in recent years has come at a **significant environmental cost**. Massive data centers, with their immense energy consumption and cooling requirements, are major contributors to carbon emissions. Projections indicate that the technology sector could consume a staggering 20% of global electricity by 2025.
- In the [“FinOps is GreenOps”](#) article, Finout explains that **FinOps is also integral to sustainability monitoring**. *GreenOps* encompasses the operational framework and philosophical shift that brings together development, finance, and business teams to drive financial and environmental accountability. This means that FinOps platforms like Finout should serve two key functions **“visibility over both costs and carbon footprint.”**
- In this customer [Case Study](#), French e-commerce leader ManoMano explains **how Finout help them reduce their carbon footprint** by identifying their **exact compute needs** and **which servers may have been running for no reason**.

## Focused on Diversity & Employees Wellbeing

- Finout puts special efforts on **fostering a diverse workforce**. The Company monitors the % of employees from underrepresented group and is **working with recruiters to increase top of the funnel candidates**. The Company has also established an **equal pay commitment**.
- Finout also focuses on **employees’ wellbeing**, by providing **mental health professional support** to Israeli employees which had been in a reserves duty or had a challenging time in light of the recent geo-political tension in Israel.



# ESG at Maor

# Maor's Key Achievements



# Maor's Team



**Philippe Guez**  
Founding & Managing  
Partner

35y experience in Capital Markets  
& Investment Banking.



**Eric Elalouf**  
Founding & Managing  
Partner

20y experience in Capital  
Markets & Software.



**Ido Hart**  
Partner

15y experience in Cyber  
Technology & Financial Analysis.  
Officer in an Elite Intelligence  
Tech Unit of the IDF.



**Ilai Pines**  
Partner

10y experience in Legal &  
Finance.  
Officer in an Elite Intelligence  
Tech Unit of the IDF.



**Cathy Messas**  
CFO & COO



**Ofek Peretz**  
Associate



**Noémie Oiknine**  
Analyst



**Harry Brody**  
Analyst & IR Manager



**Esther Mimran**  
Controller



**Sandrine Betito**  
Office Manager



**Max-David Ghozlan**  
Business Development

Maor also accommodates  
temporary interns on a regular  
basis (between 1-3), to assist in  
the ongoing deal sourcing and  
investment analysis work

# Overview of Maor's Internal ESG Practices

<b>E</b>	<p>Maor's carbon footprint is minimal due to our small size and operational efficiency. To further reduce our environmental impact, we have implemented several sustainable practices:</p> <ul style="list-style-type: none"><li>• <b>Travel &amp; commute:</b> our Tel Aviv office is centrally located, in the heart of the Israeli tech and VC ecosystems, with most meetings held within walking distance. We do not have significant need for foreign travels.</li><li>• <b>Office footprint:</b> we prioritize energy efficiency through controlled air conditioning &amp; lighting: air conditioning is limited to specific temperatures; employees turn off the lights and air conditioning when leaving the office. Reusable cutlery, plates and water dispensers are used on a daily basis, eliminating single-use plastics.</li><li>• <b>Employees gifts / Caterers / Offsites:</b> we support local businesses for employee gifts, catering, and events including offsites.</li><li>• <b>IT equipment:</b> to extend the lifespan of our technology and reduce electronic waste, we prioritize internal recycling &amp; refurbishments before replacing equipment.</li></ul>
<b>S</b>	<ul style="list-style-type: none"><li>• <b>Multicultural team:</b> our team of 11 full time employees represents a diverse mix of cultures, with 5 nationalities represented (Israel, France, Canada, Morocco, Andorra). While we strive for gender parity, our current workforce is 36% female overall and 17% female within the investment team. We also partner with programs like Massa to host 1 to 3 international interns every 6 months and make them discover the local VC ecosystem.</li><li>• <b>Focus on diversity:</b> as part of our efforts towards fostering diversity in the VC ecosystem, we proudly partner with Unistream (<i>more details in p.22</i>) and offer a four-month internship to a Unistream participant coming from an underrepresented background, providing training to develop their skills as a VC analyst.</li><li>• <b>Employees benefits:</b> we offer several additional benefits to our employees incl. participation in carried interest for senior staff, annual bonuses, subsidized meals (Cibus card), and flexible work arrangements. To strengthen team cohesion, we organize regular celebrations at the office, team dinners &amp; offsites seminars.</li></ul>
<b>G</b>	<ul style="list-style-type: none"><li>• <b>ESG topics:</b> considered attentively, by the entire team, including by partners. To foster continuous improvement, we conduct regular training sessions (twice a year) to educate our team with the latest ESG updates. These sessions also serve as a platform for setting ESG goals, evaluating progress, and identifying new action items.</li><li>• <b>Reporting:</b> we are committed to transparency and have initiated sustainability reporting to our limited partners. This year marked the release of our inaugural SFDR periodic disclosure and PRI Public Transparency Report, accessible through our LP portal. The PRI report is also publicly available on the PRI data portal. We plan to share this annual ESG report with both internal and external stakeholders.</li><li>• <b>Policies:</b> our ESG Charter outlines our fundamental principles for responsible investment.</li></ul>

# Participating to Industry Initiatives



Unistream



Power In Diversity (PID)

- Maor is proud to support [Unistream](#)'s mission of providing **equal opportunities for all Israeli youth to develop their entrepreneurial talents**, by equipping them with entrepreneurial and innovation skills. Maor actively contributes to Unistream's different initiatives.
- In the past year, we hosted **first-year program participants at our offices, providing mentorship and guidance as they brainstorm and refine their business ideas**. The most promising concept is then selected for further development by the student over the three-year program.
- Additionally, we served as **judges** for Unistream's "Venture of the Year" competition, rewarding exceptional young talents.
- To further foster the development of future leaders, we have offered a **Unistream graduate a four-month internship** to gain a hands-on experience in venture capital.

- Maor is a proud supporter of the [PID](#) initiative, joined by 25 other Israeli venture capital firms and over 200 startups, **dedicated to promoting diversity & inclusion** within the Israeli tech sector.
- The initiative works to **develop both short-term and long-term strategies to create a more equitable ecosystem**.
- Each year, PID releases a **comprehensive diversity report analyzing the representation of women, Arab Israelis, and Ultra-Orthodox Jewish in the industry**. The report also spotlights companies demonstrating leadership in diversity and inclusion.
- We actively encourage our portfolio companies to participate in PID. By utilizing **PID's survey and reporting tools**, startups can track diversity data, pinpoint areas for improvement, and implement targeted strategies to foster a more inclusive workplace.

LARGE COMPANIES 500 Employees & More	MID-SIZE COMPANIES 100-500 Employees	SMALL COMPANIES 50-100 Employees
1. minute media	1. TAILOR BRANDS	1. Phone.do
2. yotpo.	2. syte	2. CARROW
3. bob	3. zencity	3. rise
4. verbit	4. HoneyBook	4. venn
5. AppsFlyer	5. BookWay	5. cymbio
6. melio	6. GROWTHSPACE	6. cloudshare
7. papayaglobal	7. duda	7. Dataloop
8. via	8. optimove	8. frontegg

PID published its "[2022 Diversity in startups](#)" report. [Minute Media](#), one of Maor's portfolio companies, was ranked the #1 most diversified company with >500 employees.

# Participating to Industry Initiatives



## Israel Advanced Technology Industries (IATI)



## Tmura

- In 2024, Maor joined [IATI](#), an NGO which connect Israel's tech industry players through **focused workgroups** and taskforces that together influence **public policy and foster industry stability and business certainty**.
- IATI members are part of the Israeli tech industry (investors, Israeli tech companies, R&D centers of foreign multinationals, service providers to the tech ecosystem, etc.). IATI operates through several committees focused on specific areas, incl.:
  - IATI VC & Investment Funds Committee: brings together managing partners and CFOs of leading Israeli VC firms and investment funds, that collaborate to identify and address industry challenges, and lobby the government for policies that favor a healthy investment environment.
  - IATI Diversity & Inclusion Committee: works towards creating a more diverse & inclusive environment within the high-tech sector, focusing on increasing participation from underrepresented groups (Arab Israelis, women, people with disabilities).

- Maor supports [Tmura](#), the Israeli Public Service Venture Fund founded in 2002 with the aim to **increase the involvement of the high-tech community in non-profit activity in Israel**.
- Tmura's mission is to support **educational initiatives and youth opportunities** in Israel, by **sharing the wealth** created by the country's technology sector.
- Tmura has a **unique business model** : early-stage companies give Tmura a warrant, convertible (at exit) into a small portion of their equity. If the company succeeds, **Tmura sells its shares and donates the proceeds to charities in Israel**; the focus is on education and youth-related activities, and the companies can indicate which organizations they want to support.



# Participating to Industry Initiatives



## Participation to PRI

Maor became a signatory of the [PRI](#) in 2022.

By signing the PRI, Maor committed to follow the six PRI principles, through practical actions.

These principles are designed to encourage the adoption of best ESG practices by financial professionals.

Principles for Responsible Investment	Maor's actions
Principle 1 - To incorporate Environmental, Social and Corporate Governance (ESG) issues into investment analysis and decision-making processes	<ul style="list-style-type: none"> <li>• Integration of ESG considerations in the DD process and within investment committee's memorandum.</li> <li>• Scoring of our investments per Maor's ESG criteria and annual update of the scorings.</li> <li>• Training around ESG topics.</li> </ul>
Principle 2 - To be an active owner and to incorporate ESG issues into our ownership policies and practices	<ul style="list-style-type: none"> <li>• Elaboration of our ESG Charter.</li> <li>• ESG &amp; Diversity &amp; Inclusion TS Clause when leading a round.</li> <li>• Engaging portfolio company to develop ESG practices.</li> </ul>
Principle 3 - To seek appropriate disclosure on ESG issues by the entities in which we invest	<ul style="list-style-type: none"> <li>• Annual follow up on indicators and targets defined alongside management.</li> </ul>
Principle 4 - To promote acceptance and implementation of the Principles within the investment industry	<ul style="list-style-type: none"> <li>• Publicly share updates about our own activities around ESG and our portfolio companies' activities in this topic.</li> <li>• Member of Industry Bodies: PRI, Power In Diversity, Tmura, Unistream (and potentially others in the future).</li> </ul>
Principle 5 - To work with the PRI Secretariat and other signatories to enhance their effectiveness in implementing the Principles	<ul style="list-style-type: none"> <li>• Continuous improvement of our in-house methodology.</li> <li>• Annual review of our practices in light of the developments in the industry.</li> <li>• Peer Learning: UN PRI Signatory.</li> </ul>
Principle 6 - To report on our activities and progress towards implementing the Principles.	<ul style="list-style-type: none"> <li>• Annual SFDR report &amp; PRI Assessment reporting</li> <li>• Annual ESG report at investment and portfolio levels.</li> </ul>

# Supporting Local Charities



ISRAELI CHILDREN'S FUND  
עטופים באהבה

- **Israeli Children's Fund:** founded in the aftermath of October 7th atrocities by a group of Israeli high-tech entrepreneurs and venture capitalists, [Israeli Children's Fund](#) is a voluntary initiative focused on providing much-needed help for the children who have experienced the trauma of terrorism, lost a parent or both, or lost their homes in the war. The fund's mission is to empower them to live fulfilling lives, by providing a secure financial foundation, access to continuous opportunities for healing and growth, and personalized professional support.



- **Zaka:** founded in 1995, [Zaka](#) is Israel's civilian, volunteer, non-governmental rescue and recovery organization. Over 3,000 volunteers are deployed around the country, on call 24/7 to respond to any terror attack, disaster or accident immediately, professionally and with the necessary equipment, working in close cooperation with all emergency services and security forces. After the October 7th attack, ZAKA volunteers were among the first responders that entered southern Israel communities and played a significant role in the difficult, yet necessary job, of collecting dead bodies and ensuring their proper burial.



- **Sport Gesher:** founded in 2019, the [Sport Gesher Association for Education](#) help teenagers break the cycle of violence through sports camp program. The association focuses on Israeli youth aged 11-18, with difficult background, such as broken families, history of violence, alcohol and drugs, criminal records and others. Through sports camps which gather dozens of trainees every year, trainees embrace the value of sport: rules and boundaries, self-discipline, respect of other, and respect for the rules. The association helps them to grow their self-confidence and take responsibility for their decisions, with pride.

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