

Press Release

Ran Maidan Appointed CEO of Netafim

- **Netafim is a high-growth potential company as its areas of operations closely align with global trends of water and soil conservation, energy efficiency, and alternative energy sources. It has over 4,000 employees in 16 factories around the world, and has operations in more than 110 countries today.**
- **Currently CEO for Asia Pacific & Africa at Makhteshim Agan Maidan said on accepting the appointment: "I look forward to working with Netafim's strong management team and its dedicated employees to strengthen our position as the world's leader in micro-irrigation".**

Tel Aviv February 19

The board of directors of Netafim is pleased to announce the appointment of Ran Maidan to CEO. Maidan is replacing Igal Aisenberg, who gave notice of his retirement after a 25-year career with the company. Maidan will start his new role on May 15 after concluding his obligations at Makhteshim.

Maidan, 43 and married with 3 children, is the current CEO of Makhteshim Agan for Asia Pacific & Africa. The company's revenues in this region more than doubled and sales margins improved significantly during Maidan's term. From 2006 to 2010 Maidan served as Makhteshim Agan's CFO. Before joining Makhteshim, Maidan served as CFO in Koor Industries, CFO in Elisra Electronic Systems, and Audit Manager at Somech Haykin KPMG. Maidan is an accountant with a BA in economics and accounting (with honors) and an MBA (in finance) from Bar Ilan University.

Netafim is the world's leading company in the field of drip irrigation technology designed to increase agricultural production ensuring maximum soil fertility and water conservation. The company has over 4,000 employees in 16 factories located in 11 countries, with 30 subsidiaries and local offices in more than 110 countries around the world. The company is the clear market leader with c.30% share of the global market. Netafim is a high-growth potential company as its areas of operations closely align with global trends of water and soil conservation, energy efficiency, and alternative energy sources. A company backed by the Permira Funds acquired control (61%) of the company in December 2011 from Yiftah and Magal Kibbutzim and from Markstone and Tene Funds.

Commenting on his appointment, Maidan said: "It is a great honor to become the new CEO of Netafim. I look forward to working in collaboration with the rest of the management team and the company's dedicated employees to strengthen our



position as the world's leader in advanced irrigation solutions and realize the enormous potential in this field. Together we will leverage Netafim's global infrastructure, which has been built up over many years, to accelerate growth and continue to offer unique solutions in micro-irrigation.”

Chairman of Netafim's BOD Rudolf Weber added, “I would like to thank Igal Aisenberg, the company's CEO in the last five years, for 25 years of his dedicated service to the company. From the position of sales rep to CEO, Igal made an enormous contribution to the company and its transformation into a global leader in its field.

Today, as Igal leaves us, we are pleased to turn the reins over to Ran Maidan. Ran has 15 years of experience in managerial positions in global companies, during which he held a variety of senior managerial positions, including in finance, operations, M&A, marketing and sales. In the last four years, Maidan very successfully established, grew and managed the Asia Pacific & Africa region in Makhteshim Agan, where he developed and entered new markets, demonstrating creativity and innovation, establishing long-term infrastructure and accelerating growth while improving margins. We believe that Maidan's wealth of global experience in general, and in business development in particular, will be invaluable to lead Netafim's growth and innovation over the coming years.”

Attached is an image of Ran Maidan, Igal Aisenberg, and Rudolf Weber.

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