



July 3, 2016

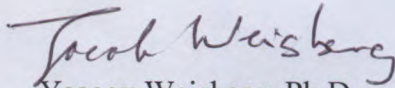
Einat Sadon
Co-Founder & CEO
Keywe

Dear Einat,

I would like to take this opportunity to express our thanks to you for your lecture to our International MBA students on May 23, 2016.

We hope that many of these students will play a significant role in Israel's economy. The knowledge and experience that you shared with them definitely enhances their background knowledge of entrepreneurship.

Sincerely,


Yaacov Weisberg, Ph.D.