



PeerApp Ltd. **Company Profile**

Executive Summary

PeerApp Ltd. is the leading provider of Intelligent Media Caching solutions that enable Internet Service Providers (ISPs) and Carriers to deliver and accelerate Internet video and other forms of multimedia content. PeerApp's UltraBand products economically deliver rich media content to broadband subscribers at the fastest possible rates while maximizing the effectiveness of network resources.

Using UltraBand products, ISPs and Carriers can:

- Lower their bandwidth and infrastructure costs
- Accelerate content delivery, enhancing subscriber Quality of Experience (QoE)
- Manage and control content
- Create new revenue opportunities
- Cost-effectively scale for growth

PeerApp solutions have been successfully deployed in all types of broadband environments: wireline (DSL, cable and fiber), mobile and satellite-based networks.

We offer the only broadband traffic management technology that benefits all participants in the media delivery value chain: service providers, broadband subscribers and content providers. A single caching solution scales to over 20 Gbps; it has been proven to save more than 30% of a service provider's overall bandwidth costs while accelerating delivery of video content and software downloads by as much as eight times. Everybody wins.

Our technology is optimized for video streams such as YouTube, large HTTP file downloads and P2P downloads. It is also the only scalable, multi-gigabit caching solution with extensive content filtering capabilities.

PeerApp also gives content owners and aggregators a video distribution platform that helps them reduce their distribution costs, penetrate international markets, and improve service quality. The platform leverages the ISP or Carrier network and enables the network provider to instantly become an active participant in the video distribution chain – breaking down a common barrier to success.

PeerApp's corporate headquarters is in Newton, Massachusetts, USA. The company has regional sales offices supporting Europe, Latin America, Asia Pacific, the Middle East and North America. The company was founded in 2004.



Technology

PeerApp's patented technology accelerates content delivery and allows ISPs to deliver unprecedented amounts of media without incurring massive network upgrade expenses. PeerApp has obtained U.S. and European Union patents for its core technology, for caching and content acceleration. PeerApp's technology patent covers a method and system for accelerating receipt of data in a client-to-client network.

Innovations include:

Intelligent caching: Because our caching solutions work at the protocol level, we can handle multiple applications with a single cache, eliminating the cost and overhead of maintaining multiple caching boxes. UltraBand systems automatically recognize whatever traffic is popular and dynamically start caching it. This enables service providers to keep up with changing consumer demand with little or no manual effort.

PeerApp launched its first product in 2006; it focused on managing P2P traffic, which at the time accounted for 60%-70% of consumer broadband traffic. In 2007, we added support for HTTP streaming and downloads to cache and accelerate YouTube, Metacafe, MySpace, and software upgrades including Microsoft, Adobe, Apple and Lotus. We later added support for Pando Networks, a P2P content delivery network (CDN) platform used by NBC Universal for its NBC direct content portal. Today, P2P support also includes BitTorrent, eDonkey, Gnutella, FastTrack, Ares and Thunder. We also handle HTTP download and web-based file sharing services including RapidShare, MegaUpload and others. Our product architecture lets us quickly adapt to support any new kind of application.

SmartFiltering: UltraBand's SmartFiltering engine provides extensive content filtering, control and security. The SmartFilter engine recognizes over 90 standard filtering categories. It also had customized filtering categories that service providers can use to group and classify Web content. Smart content filtering enables service providers to accelerate delivery of Internet video content while blocking undesirable content and complying with their local regulations.

Unparalleled scalability: The architecture of UltraBand systems can cost-effectively handle businesses ranging from mobile operators with a few thousand subscribers to very large ISPs with more than a million subscribers.

UltraBand systems are available in a number of standalone configurations for smaller networks.



UltraBand systems with our cluster computing technology handle large-scale and rapidly growing multi-gigabit networks. Our technology enables scaling from a single caching server (engine) up to sixteen caching servers, all connected as a single distributed computing platform. Up to six very high capacity storage array enclosures function as a single storage area network (SAN), providing a total capacity of 36TB of available caching storage. Cache engine and storage arrays can be added as subscriber application traffic, bandwidth and performance requirements increase.

Customers

PeerApp sells its products to wireline, mobile and satellite-based network operators, ISPs and educational institutions worldwide. PeerApp today has more than 50 customers and 100 installations in the Middle East, Eastern Europe, Asia Pacific, Latin America and North America.

Investors

PeerApp is funded by three top venture capital firms and includes investments from the former senior management teams of Continental Cablevision and Road Runner Broadband.

Leadership

CEO Robert Mayer has more than 20 years of experience at technology firms and was previously vice president at EMC, a multi-billion-dollar storage company. At EMC, Robert led several successful product and business initiatives, including the Symmetrix™ product, the number-one selling storage system in the world. In addition to his senior business leadership experience, Robert holds many patents.

PeerApp's senior management team includes executives with extensive experience in the telecommunications, software, and media industries:

Frank Childs, VP Marketing

- 20 years of experience in operations, marketing, product management, and consulting in telecommunications, Internet and online services
- Venture capital at Pilot House Ventures, MCK Communications (IPO1999), Ziff-Davis Online, Shiva Corp (IPO 1994)

Eliot Listman, VP Business Development

- Experienced executive and serial entrepreneur in technology, media and online services
- CEO of ASPEED Software; director of business development at Akamai (where he developed video and music streaming businesses)



Joseph Hazan, Chief Financial Officer

- 17 years senior financial and operating management
- Senior VP and CFO at Enigma for 10 years
- Senior manager at KPMG

Alan Arolovitch, Chief Technology Officer

- Serial entrepreneur, first PeerApp engineer
- Founder of a telecom design and consultancy firm
- Expertise in IP networks, grid computing, and high-performance storage
- Consultant to Intel, Comverse, IBM Global Services, and EMC Corp

Charles Giambalvo, VP Worldwide Sales

- Proven sales executive with over 27 years experience of selling and supporting products in the telecom industry
- VP of Sales at Brix Networks and iBasis. Senior sales positions at VocalTek and ECI Telecom

Samuel Bachar, VP Engineering

- Over 15 years of engineering experience in telecom industry
- VP Engineering at VocalTek and Kagoor
- Expertise in integrating advanced application services into IP networks

Richard Blatt, VP Strategic Alliances

- More than 25 years of experience in creating and driving global alliances in the telecom and technology industries
- Seasoned business development and marketing executive with leading technology companies like GTE, BBN and Brix Networks