



## **Foresight Raises \$5.2 Million in New Private Placements, Bringing Capital Raised in March to \$11.6M**

NESS ZIONA, March 17, 2017 - **Foresight, a leading developer of advanced systems for road traffic accident prevention (TASE: FRST)**, announced the completion of a \$3.8 million private placement and a \$1.4 million private placement. This follows a \$6.4 million placement announced earlier this month, and brings total capital raised in March to \$11.6 million. Shares placed were valued 11.5% and 26% higher, respectively, than the placement announced March 1. The new capital will help the company continue development of its advanced systems for road accident prevention.

The \$3.8 million placement featured leading financial investors, as well as private investors with knowledge and experience in the field, including the Dayan family, co-owners of Trade Mobile; Eastern Holdings Ltd., owner of UMI and Avis; and the Alpha Value Investment Fund. The \$1.4 million placement featured existing shareholders. The Shrem-Zilberman Group led the placement.

The first raise, for \$3.8 million, was held at a share price of NIS 2.1 (USD \$0.58), and with each share, investors received a warrant for the purchase of one regular share, at a strike price of USD \$0.80. The \$1.4 million raise was held at a share price of NIS 2.4 (USD \$0.66), and with each share investors received a warrant for the purchase of one regular share, at a strike price of USD \$0.95.

In January, Foresight launched the alpha version of its flagship product. The system uses twin cameras on the front of a vehicle to provide stereoscopic (3D) images. The images are analyzed by sophisticated computer software using advanced algorithms to identify obstacles on the road and warn drivers to reduce the potential for accidents.

The current version can warn drivers if they are following another vehicle too closely; alert drivers to other moving or stationary vehicles; and detect cyclists, pedestrians, and other hazards in the vehicle's path. The sensors can alert a driver to oncoming objects as small as 40cm X 40cm. Drivers can activate the sensors as needed and customize them to their needs.

Recent road tests in Israel have assessed the system's capabilities in daytime and nighttime in varied, challenging lighting and weather conditions. The system performed satisfactorily and consistently, successfully identifying threats and providing the correct visual and audio alerts in a timely manner. Drivers were able to react to each threat, and the false alarm rate was not significant. The tests also showed Foresight's system outperformed leading competitors.

### **ABOUT FORESIGHT**

Foresight (FRST:TASE), founded in 2015 is a technology company engaged in the design, development and commercialization of 3D multi-camera-based Advanced Driver Assistance Systems ("ADAS"). The Company, through its subsidiary, develops advanced systems for accident prevention, which are designed to provide real-time information about the vehicle's surroundings while in motion. These systems, which are based on 3D technology, advanced algorithms and artificial intelligence, will revolutionize ADAS by providing an automotive grade, cost-effective platform, enabling highly accurate and reliable detection while ensuring the lowest rates of false alerts.

## Forward Looking Statements

This press release contains forward-looking statements. Words such as "expects," "anticipates," "intends," "plans," "believes," "seeks," "estimates" and similar expressions or variations of such words are intended to identify forward-looking statements. These statements are only predictions based on Foresight's current expectations and projections about future events.

There are important factors that could cause Foresight's actual results, level of activity, performance or achievements to differ materially from the results, level of activity, performance or achievements expressed or implied by the forward-looking statements.

Those factors include, but are not limited to the impact of general economic conditions, competitive products, product development risk, product demand and market acceptance risks, reliance on key strategic alliances or fluctuations in operating results. Except as otherwise required by law, Foresight undertakes no obligation to publicly release any revisions to these forward-looking statements to reflect events or circumstances after the date hereof or to reflect the occurrence of unanticipated events.

### CONTACT INVESTOR RELATIONS:

Miri Segal-Scharia

CEO

MS-IR LLC

917-607-8654

[msegal@ms-ir.com](mailto:msegal@ms-ir.com)