

Dear Option Holder,

Following your request to exercise your options please fill out the attached documents.

1. Please fill out the following notice of exercise form.  
Please note that the company acknowledgment will be filled out by the company.
2. For the K.Y.C process:
  - Complete the self-certification form
  - Attach a copy of your passport
  - Letter of Recommendation is required to be completed by a licensed professional (Lawyer/CPA) or CEO. See attached template to be used (it **must** be in this format). The Letter of Recommendation should be signed by the Professional, including stamp and company logo.
  - Attach a proof of address (could be a bank statement or a credit card statement).

Please note that you have 90 days from termination to exercise your options. Following that date, the options will expire.

The exercise is considered complete once you send a proof of payment of the exercise funds.

Please transfer any amounts due for the exercise price to the bank account listed below and an additional \$20 bank fee on top:

Bank Name: Silicon Valley Bank  
Bank address: Alphabeta, 14-18 Finsbury Square, London EC2A 1BR  
Account name: Sportority Limited  
Account Number: 20147139  
IBAN number: GB56SVBK62100020147139  
SWIFT Code : SVBKGB2L

For any question regarding the exercise form please call +972-3-6849282  
or [sop@ibi.co.il](mailto:sop@ibi.co.il)

For any other question please contact Einat Casif at: [einat@minutemedia.com](mailto:einat@minutemedia.com)

**EXHIBIT E – EXERCISE NOTICE**

To: Tamir Fishman Trusts 2004 Ltd.

To: Sportority Limited

I, the undersigned Option Holder, hereby state as follows:

I am the beneficial owner of \_\_\_\_\_ Options to purchase \_\_\_\_\_ Shares of Sportority Limited (the “**Company**”), (respectively: the “**Options**” and the “**Shares**”) granted to me on \_\_\_\_\_.

The Options are held by Tamir Fishman Trusts 2004 Ltd. (the “**Trustee**”), in accordance with the provisions of Section 102 of the Israeli Tax Ordinance, the Agreement, dated as of \_\_\_\_\_, by and among the Company and the Trustee and the "Sportority Limited 2012 Option Plan" under which the Options were allotted (“the **Plan**”).

I wish to exercise my Options as follows:

\_\_\_\_\_ number of Options to be exercised for a total of \_\_\_\_\_ Shares with a total exercise price of \_\_\_\_\_.

_____ Optionee’s Name	_____ Signature	_____ Date	_____ Optionee’s I.D.
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Company’s Acknowledgment

We hereby confirm to you as follows:

The above-named Option Holder, \_\_\_\_\_ (full name), is entitled to exercise the Options, as specified above, in accordance with the terms of the Plan.

The exercise price due by the Option Holder was paid to us directly by the Option Holder.

With respect to options under Section 102 - Please find the Share Certificate which represents the shares resulting from the exercise described above.

_____ Signature Print	_____ Name and Title	_____ Date
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## SELF-CERTIFICATION FOR INDIVIDUALS

*Line Group Limited is obliged to obtain certain information from all clients as part of our procedures pursuant to various international tax commitments<sup>1</sup>. Please complete the sections below as directed and provide any additional information that is requested.*

*Kindly note that in certain circumstances we may be obliged to share this information with the relevant authorities. If any of the information below about your tax residence changes in the future, please ensure that you advise us of these changes promptly. If you have any questions about how to complete this form, please contact your tax adviser.*

**Name:** \_\_\_\_\_

**Permanent Residence Address:** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Mailing Address (if different from above):** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Nationality (if dual/multiple nationality is held, please state both/all):** \_\_\_\_\_  
\_\_\_\_\_

**Date of Birth (dd/mm/yyyy):** \_\_\_\_\_

**Place of Birth:** \_\_\_\_\_

### **Tax Residency (UK and other countries)**

I hereby confirm that I am, for tax purposes, resident in the following countries (indicate the tax reference number type and number applicable in each country) and I have obtained relevant tax advice in relation to my assets in the named jurisdiction.

Country/countries of tax residency	Tax reference number type	Tax reference number

**Tick to confirm if you are UK resident non-domiciled**

Please state date you became UK resident \_\_\_\_\_

<sup>1</sup> Tax commitments refers to various tax arrangements that exist to enable automatic exchange of information and includes FATCA (the U.S. Foreign Account Tax Compliance Act), various agreements to Improve International Tax Compliance entered into between the UK and its Crown Dependencies and its Overseas Territories, and the OECD Common Reporting Standard for Automatic Exchange of Information.

## **Declaration of U.S. Citizenship or U.S. Residence for Tax Purposes**

Please tick either (a) **or** (b) **or** (c).

- (a)  I confirm that **I am** a U.S. citizen and/or resident in the U.S. for tax purposes (green card holder or resident under the substantial presence test) and attach a completed and executed IRS W9 form for your records.
- (b)  I confirm that I was born in the U.S. (or a U.S. territory) but am no longer a U.S. citizen as I have voluntarily surrendered my citizenship as evidenced by the attached documents.
- (c)  I confirm that **I am not** a U.S. citizen or resident for U.S. tax purposes.

## **Declaration and Undertaking**

I declare that the information provided in this form is, to the best of my knowledge and belief, accurate and complete.

I undertake to advise Line Group Limited promptly and provide an updated Self-Certification Form within 30 days where any change in circumstances occurs which causes any of the information contained in this form to be inaccurate or incomplete.

Where legally obliged to do so, I hereby consent to the recipient sharing this information with the relevant authorities.

**Signature:** \_\_\_\_\_

**Name:** \_\_\_\_\_

**Date:** \_\_\_\_\_

*You are reminded that Line Group is not able to advise on any tax matters, and this communication is not intended to provide any such advice. We are able to source Gibraltar legal advice for you through our associated law firm Hassans, and have access to advisers in other jurisdictions should you wish to seek advice elsewhere. FATCA is complex and the information herein is not intended to be complete or exhaustive. Clients are strongly recommended to seek expert tax advice in all relevant jurisdictions. Where we have asked you to respond to this communication and do not receive a response by the stated deadline, we will assume that the existing information held for you or any entities to which you are connected is correct and will not be liable for any action taken (or omitted to be taken) in reliance thereon for FATCA compliance. If such action or inaction results in financial penalties for any Line Group entities we reserve the right to reclaim such from our clients.*

**INDIVIDUALS**

**Certificate from a United Kingdom Resident Non Domiciled Individual taxed on a Remittance Basis who has elected to use the Alternative Reporting Regime**

(International Co-Operation (Improvement of International Tax Compliance) (United Kingdom) Regulations 2015

**UK Resident Non Domiciled Client**

.....  
First and Last name(s)

.....  
Address including Post Code

Country of residence: **United Kingdom (UK)**

.....  
Names of Entities managed by Line Group

**Declaration and Undertaking**

I confirm the following:

- a. I have made an election to report under the Alternative Reporting Regime, to the Reporting Financial Institution\*, for the Relevant Reporting Period;
- b. I have submitted a UK tax return for the year ended 5 April 2014 which:
  - i. contains a claim or statement that I am not domiciled anywhere within the UK;
  - ii. includes a claim to be taxed under the remittance basis under Part 14 Chapter A1 Income Tax Act 2007(UK) and, if appropriate, the tax chargeable under section 809H Income Tax Act 2007 (UK) has been paid, or any such equivalent sections in any successor legislation;
- c. My domicile status and claim to be taxed on the remittance basis has not been formally disputed by HM Revenue & Customs;
- d. I declare that the information provided in this Certificate is, to the best of my knowledge and belief, accurate and complete;
- e. I undertake to advise Line Group Limited promptly and provide updated information within 30 days where any change in circumstances occurs which causes any of the information contained in this Certificate to be inaccurate or incomplete;
- f. Where legally obliged to do so, I hereby consent to sharing this information with the relevant authorities.

**Signature:** .....

**Name:** .....

**Date:**.....

\*Reporting Financial Institution” means a Financial Institution that is not a Non-Reporting Financial Institution and that is either—(i) a Financial Institution resident in Gibraltar (but excluding any branches of such a Financial Institution that are

located outside Gibraltar), or (ii) any branch of a Financial Institution not resident in Gibraltar, if such branch is located in Gibraltar

*You are reminded that Line Group is not able to advise on any tax matters, and this communication is not intended to provide any such advice. We are able to source Gibraltar legal advice for you through our associated law firm Hassans, and have access to advisers in other jurisdictions should you wish to seek advice elsewhere. FATCA is complex and the information herein is not intended to be complete or exhaustive. Clients are strongly recommended to seek expert tax advice in all relevant jurisdictions. Where we have asked you to respond to this communication and do not receive a response by the stated deadline, we will assume that the existing information held for you or any entities to which you are connected is correct and will not be liable for any action taken (or omitted to be taken) in reliance thereon for FATCA compliance. If such action or inaction results in financial penalties for any Line Group entities we reserve the right to reclaim such from our clients.*