

Mr. Lev currently serves as the Head of Consumer Sales at Check Point Software Technologies (NASDAQ: CHKP). Prior to this position, Lev served in a number of senior managerial positions, including VP of international Division at Israel Credit Cards (ICC), CEO of Convertonet and VP of Sales for 888.com (LON:888).

Mr. Lev holds an MBA from INSEAD and a BA with distinction from the College of Management Academic Studies. He speaks five languages: English, Spanish, Hebrew, Italian and French.

IPFL Chairman Oren Hasson spoke about Mr. Lev's appointment and said: "Nicolas comes to the IPFL with extensive experience in business management, digital marketing, business development and sales, along with a deep passion for football. I am convinced that he will strengthen even further the IPFL's progress not only professionally and financially but also vis-à-vis the very important social and cultural role that the IPFL plays in Israel."

Nicolas Lev: "I would like to thank the Chairman of the IPFL and the Board of Directors for their belief in me and for selecting me for the position of CEO. Since my early years, I have been an amateur football player and an active football fan. Following an extensive career in managerial positions the hi-tech and financial sectors, I am excited that I have been awarded the opportunity to synthesize between my football passion and my business experience and leverage them for the good of professional football in Israel".

The IPFL, since its establishment in 2014, is mandated by all Israeli professional football teams to coordinate and commercialize all professional football activity on their behalf, in cooperation with the Israel Football Association. The IPFL is a private non-profit company. The shareholders are all clubs in the top-tier "Ligat Ha-al" and the second-tier "Liga Leumit."

