



Shlomi Bardugo

Founding Partner

Head of M&A, International Transactions and Financing

Shlomi has fundamental expertise in representing clients in the local and international business arenas, in the practice areas of M&A, financing, investments, payment services and commercial litigation. Along with this specialization, Shlomi is renowned for his proficiency in a wide variety of legal fields, including securities law, antitrust law, company and partnership taxation and international taxation. Shlomi provides his clients with a multidisciplinary approach offering a diverse and comprehensive counsel tailor-made for each client.

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Practice Areas:

- Mergers and Acquisitions
- International Transactions
- Hotels and Tourism
- Project Finance
- Payment Services and Fin-Tech
- Companies and Partnerships Law
- Commercial Litigation
- Derivative Actions
- Class Actions
- Cannabis
- Cryptocurrency

Education:

LL.B., Tel Aviv University
(1988)

LL.M. in Taxation, NYU
(1991)

Bar Admission:

Israeli Bar Association (1989)

NY Bar Association (1992)

Shlomi specializes in providing legal counsel and representation for leading local and foreign clients in cross-border, high-value M&A transactions. Shlomi's uniqueness is his ability to provide representation in complex transactions that integrate different industries, from the transaction planning and negotiations stage up to the transaction execution, implementation and closing.

Shlomi is an expert in the field of hotels and tourism, especially in acquisitions and sales of hotels and in drafting rental agreements and management agreements for hotels in Israel and abroad. He has represented leading hotel managements and travel agency companies in complex large-scale transactions in many countries across the world, including Israel, Cyprus, Greece, Portugal, Germany and the U.S.

Shlomi's forte is in accompanying and guiding clients in financing transactions vis-à-vis banks, financiers and institutional investors in large financial scales, especially in complex transactions for land acquisition and project financing, in Israel and abroad.

Shlomi's professionalism extends into the service payments and fintech industry, including extensive skill in drafting every type of agreement relevant, such as with agreements vis-à-vis banks (acquiring and gateway), businesses (merchant agreements), card issuers (BIN sponsorship and issuing), and mobile operators (mobile money). Shlomi serves as the leading legal counselor of the largest payment services company in Africa.

Shlomi has an excellent background on all matters concerning corporate law and partnership law. In this framework, Shlomi provides ongoing counsel to

Additional Positions:

Lecturer in the Business Administration Faculty of the College of Management on Companies Law, Securities Law and Contracts Law (1993-2001; 2011-2013).

Chairperson of the Employment Under the Discharged Veterans Law Committee (2003-2014)

Chairperson of the Property Tax Law Appeals Committee (1998-2000)

Languages:

Hebrew, English, French (proficient)

shareholders, directors and senior managements of private and public companies, as well as all aspects of corporate governance. Furthermore, he has experience in every aspect of agreements concerning established companies and startups, e.g., investments agreements, shareholders agreements, partnership agreements and JV agreements.

Shlomi specializes in litigating complex commercial matters, shareholders disputes and derivative actions. In addition, he has vast experience and expertise in class actions, mainly in representing defendants from the tourism and travel agency industries.

Due to his specializations and coupled with his ability to form personal and trusting relationships with his clients, Shlomi is able to provide premium legal services, creative business and legal solutions yielding high-quality results tailored to their needs and interests.

Experience

- Representation of a travel agency company and a hotel chain, industry-leaders in their respective fields, in a number of transactions for acquiring hotels located around the world, such as in Cyprus (Paphos, Nicosia and Limassol), Greece (Rhodes and Thessaloniki) and Portugal (Porto) in transactions valued in hundreds of millions in Euros. In addition to the acquisition transactions, representation included facilitating legal relations between the acquiring companies (handling shareholder agreements, lease agreements and management agreements for each acquired hotel) and representing them in finance agreements valued at hundreds of millions NIS (new Israeli shekels) vis-à-vis institutional investors for financing the acquisitions and in the renovation and construction of the hotels.
- Representation of a large hotel chain in the acquisition of a hotel in Eilat in a transaction valued at more than 200 million NIS.
- Representation of one of Israel's leading travel agency companies and a large REIT in buying a hotel in Eilat valued at 200 million NIS as well as handling the hotel's lease agreement.
- Representation of the shareholders in a fitness club chain in the sale of the chain to another fitness club chain valued at 100 million NIS.
- Representation of Africa's largest payment services company in a series of agreements vis-à-vis Africa's leading banks in payment facilitator agreements, agreements vis-à-vis Africa's leading mobile network operators in mobile money clearing agreements, merchant agreements with strategic clients such as airlines and Uber, and BIN sponsorship agreements.
- Representation of a real estate development company in finance agreements vis-à-vis banks and institutional investors for financing the acquisition lands and the construction of thousands of apartments in residential properties and in Mehir LaMishtaken (government price-capped) projects, worth hundreds of millions NIS per project.
- Representation of a hi-tech company in the process of reorganization, restructuring and fundraising from a foreign VC fund.

- Representation of travel agency companies in a series of class actions in the field of tourism and aviation.
- Representation of Israel's largest travel agency company in an application for injunctions against the International Air Travel Association (IATA) in a dispute concerning the offsetting of debts amounting to hundreds of millions NIS due to cancelation of flights during the coronavirus pandemic.
- Accompanying a private company in the blockchain industry in various issues relating to its operations, including the proceeding of filing a Form-10 with the SEC for a cryptocurrency that was sold by the company in the framework of an ICO following a settlement agreement with the SEC which defined the cryptocurrency as a "security".
- Ongoing assistance to a private company that specializes in providing marketing and web-based sales promotions of cannabis products (CBD) for companies operating in the U.S. and England.
- Accompanying private hi-tech companies in proceedings for receiving a tax ruling from the tax authority to be recognized as a preferred technological enterprise.