

March 17, 2021

## **Our firm represented QuickLizard, in an initial public offering (IPO) of shares and option warrants on the Tel Aviv Stock Exchange.**

### News

Our firm represented **QuickLizard**, in an initial public offering (IPO) of shares and option warrants on the Tel Aviv Stock Exchange. In the IPO, the company raised an amount of approximately NIS 45 million. QuickLizard, founded in 2010, specializes in SAAS platform development for dynamic pricing. This platform analyzes information from a diverse range of sources, through a pricing engine based on AI, for real-time pricing. The target audience of the platform is primarily medium- and large-sized global retail companies, with a key component of online sales. Some of these companies also have operations in brick-and-mortar stores.

The company was represented by the partner **Sharon Werker-Sagy**, together with the associate **Sharon Strauss**.

The partner, **Dr. Assaf Prussak**, together with senior associate, **Nir Moses**, provided assistance with respect to tax aspects.

## **Key Contacts**



**Sharon Werker-Sagy**  
Partner



**Dr. Assaf Y. Prussak**  
Partner



**Sharon Strauss**  
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**Nir Moses**  
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