

September 7, 2026

Representation of ROOMS by Fattal in Merger with Switchup

News

Our firm represented ROOMS of the Fattal Group in a strategic merger transferring the majority of ROOMS' operations into its subsidiary, Switchup. As part of the transaction, The Phoenix Insurance Company joined as a partner in the merged entity at a valuation of nearly ILS 1.5 billion. The transaction encompassed corporate, commercial, and real estate matters, alongside a comprehensive review and structuring of ROOMS' existing operations.

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