

15.5.2012

To whom it may concern,

**Serving Global Health Care Needs**

We are a global, broad-based health care company devoted to discovering new medicines, new technologies and new ways to manage health. Our products span the continuum of care, from nutritional products and laboratory diagnostics through medical devices and pharmaceutical therapies. Our comprehensive line of products encircles life itself - addressing important health needs from infancy to the golden years.

Abbott has sales, manufacturing, research and development, and distribution facilities around the world, close to where our customers need us to be. We are recognized for our global reach and our ability to serve our customers around the world.

**Turning Science into Caring**

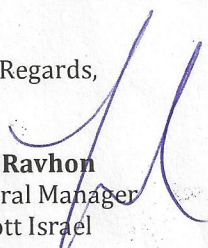
Throughout our 120+ year history, Abbott people have been driven by a constant goal: To advance medical science to help people live healthier lives. It's part of our heritage. And, it continues to drive our work. Today, approximately 90,000 employees around the world share the passion for "Turning Science into Caring." It's a commitment to focusing on what matters most: Life, and the potential it holds when we are feeling our best.

Our continuous improvement and innovation goals led us to cooperate with Mr. Nir Ben Lavi. From 2009 to date, we have used Nir's innovation expertise in various projects related to our core capabilities and processes.

Nir presented us with the Systematic Innovation methodology and assisted us in assimilating it by facilitating improvement projects as well as by the use of lectures, team meetings and coaching sessions.

Nir's knowledge and experience have proven valuable to our long-term growth and in creating a learning environment that is crucial for our success as a company. Nir's professionalism has been an inspiration to us and we are happy to endorse him to corporations and organizations who wish to evolve from good to great.

Best Regards,



**Yael Ravhon**  
General Manager  
Abbott Israel