

TAR IDEAL CONCEPTS LTD.

Established in 1990 by Mr. Tomer Avnon, TAR Ideal Concepts Ltd. is a major global defense-contracting firm, well connected to hundreds of defense industry suppliers and represents some of the most respected and well established companies in the global defense and security industry. TAR has been a registered supplier with the Israeli MOD, Military & Police since 1990, as well as a world wide trader in the defense industry and supplier to foreign governments.

TAR's unique field experience is derived from its staff members, who have extensive military backgrounds including special units, field and operational commands.

Among TAR's board of directors are some of the leading names in the Israeli defense establishment, including:

Mr. Yiftah Ron-Tal, Major General (Ret.) Former Chief of the Israeli Army

Mr. Shlomo Aharonishki, High Commissioner (Ret.) Former Chief of the Israeli National Police. Proudly served as a member of TAR's board from 2005 to 2008.

Mr. Chaim Adar - Former MOD Procurement Director and head of the Defense Ministry's New York Delegation. Proudly served as a member of TAR's board from 2004 to 2006.

TAR's sales, marketing and development divisions cover the areas of:

- Israeli MOD, IDF, Police and Prisons
- International market
- Research and Development (R&D)
- Strategic cooperation and business development
- Tenders
- Defense Academy / Training

TAR is a Client Oriented Company that works as a ONE STOP SHOP focused on answering its clients' needs by providing a full package deal up to turnkey level, relying on its staff members, which are recognized experts in providing Equipment and Training in the fields of: Counter & Anti Terror | Bulletproof and Ballistic Protection | Riot & Crowd Control | Ground Forces & Personal Gear | Weapons & Ammunition in all Calibers | K9: Attack, Drug Detection, Explosive Detection and Search & Rescue Dogs | Intelligence | EOD/IED | Nuclear, Biological and Chemical Protective Gear and Detection Devices | Homeland Security | Perimeter Security | Defense Academy | Rappelling.

TAR prides itself on its ability to work under tight schedules, challenging deadlines and client budget requirements while providing the highest quality of solutions.

TAR is an authorized exporter and importer for the Israeli MOD, is ISO 9002 certified and is an authorized arms dealing company No. 1000874129

MOD Registration No. 83090826



Mr. Tomer Avnon
Founder of company,
Managing Director & CEO



Mr. Yiftah Ron-Tal
Major General (Ret)
Former Chief of the Israeli
Army



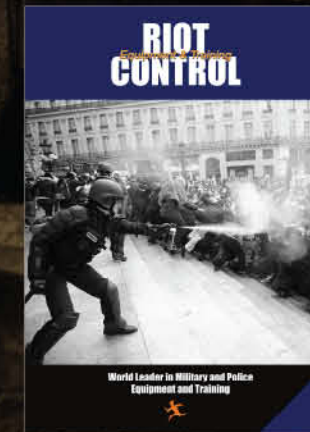
Mr. Shlomo Aharonishki
High Commissioner
(Ret) Former Chief of
the National Police
Board member
2005-2008



Mr. Chaim Adar
Director, Head of the
Defense Ministry's
Delegation in New
York and MOD's
Procurement Director
Board member
2004-2006



ONE STOP SHOP



RIOT CONTROL



RAPPELLING



NBC



ANTI-TERROR S.W.A.T.



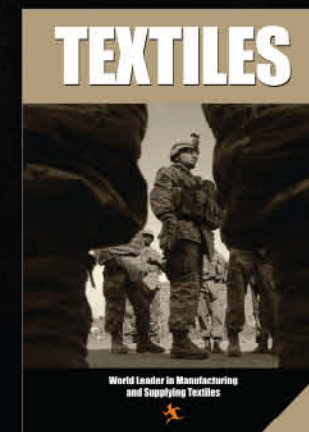
HOMELAND SECURITY



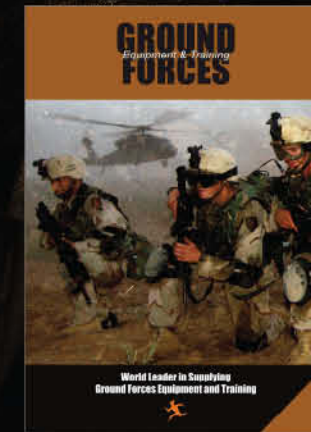
BALLISTIC PROTECTION



EOD & IED



TEXTILES



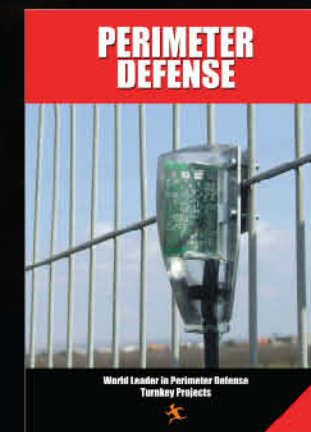
GROUND FORCES



K9 - DOGS



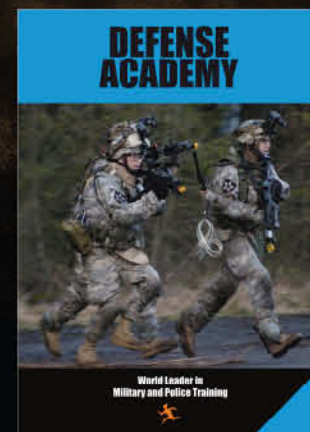
INTELLIGENCE



PERIMETER DEFENSE



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DEFENSE ACADEMY



TAR IDEAL CONCEPTS LTD.



**WORLD LEADER IN SUPPLYING
MILITARY AND POLICE EQUIPMENT & TRAINING**

TAR's Divisions and Fields of Expertise

Israeli MOD, IDF, Police and Prisons Market

TAR's IMOD department supports all three branches of the Israeli Military: Ground Forces, Navy and Air force.

TAR remains one of the strongest suppliers to the IMOD based on its profound understanding of the Ministry's needs and thereby supplying the best solutions.

The IMOD department's extensive experience is demonstrated by its numerous operational implementations in the field including ammunitions, pyrotechnics, electronic warfare, weapon systems, robotics and personal gear.

Due to its strong military background, TAR has an extremely close working relationship at all levels of the IDF's chain-of-command.

TAR also maintains a high level of cooperation with the Israeli Police Department and Prisons Service.

TAR's Police and Prisons department specializes in supplying the right equipment and technology to meet the demanding requirements of Israel's law enforcement forces.

The Police and Prisons department supplies riot control equipment, protective gear, lethal and nonlethal ammunition, breaching equipment, drug and alcohol detection devices, SAPP gear and personal equipment for all unit types, as well as special tools and new technologies whenever the need arises.

International Market - ONE STOP SHOP

TAR is a Client Oriented Company turning to its clients as a ONE STOP SHOP, answering their needs by providing full-package deals and turn-key-project solutions: equipment, know-how & Training, defense systems and equipment, specialising in providing a customized package deal.

TAR provides Consulting Services for international companies and governments, which includes the performance of a nation wide threat analysis with operative recommendations

TAR's International department works with foreign governments, defense contractors and private interests worldwide, focused on providing a full package deal in the following fields:

► **Ground Forces:** Supplying full-package to meet the needs of ground forces, from personal gear for the soldier to equipment and platforms for the platoon and unit.

► **Riot Control:** Supplying full range of products from gear for the riot-control officer to special items for entire units.

► **Counter & Anti-Terror/SWAT:** Supplying the most advanced Counter and Anti-Terror gear and training to SWAT teams worldwide.

► **NBC:** Supplying rings of exposure and identification devices for NBC as well as cleaning and treatment protection devices for dealing with dangerous materials.

► **Homeland Security:** Providing training, consulting and gear to protect maritime ports, airports, train stations, military bases, prisons and compounds.

► **K9 - Dogs:** Supplying trained attack, explosive and charge detection, drug detection, search and rescue dogs as well as training and gear.

► **Intelligence & Counter Measures:** Supplying various equipment, products and training for Intelligence & Counter measures, from interception, jamming, tracking, observations, tapping and different electronics in the field

► **EOD & IED:** Supplying full package gear from the ballistic protection to the professional equipment. We also supply a diversified variety of services related to numerous ammunition related activities such as Ammunition Demilitarization, De-mining & Area Clearance etc.

► **Perimeter Defense:** Providing full turn-key projects as well as other Sophisticated Solutions such as an Electronic Perimeter Intrusion Detection Systems and other types of defense and safety measures.

► **Ballistics:** Manufacturing and supplying bulletproof plates, body armour, ballistic helmets, armoured vehicles, special armoring and armoured gear complying with the highest international standards.

► **Rappelling:** Providing Professional Equipment that was specially developed for the use of SWAT teams, Counter Terror and Special Forces around the world in Rescue missions and other Military applications.

► **Textiles:** Providing a wide range of Equipment, from Uniforms and other Fabric made utilities up to all types of prime made professional Tactical Vests.

► **Defense Academy:** Providing consulting services and specialized security training of ALL TYPES, insuring that the quality of your know how will be as great as your equipment.

TAR's R&D Activity is an integral part of its ONE STOP SHOP concept

The custom development process being held at TAR provides its clients and the market with unique and customized product solutions answering specific needs, from improving existing products to inventing new ones based on advanced concepts.

TAR's combined rich experience and extensive field expertise has enabled it to be involved in the R&D of both high and low tech developments, providing operative solution to every-day problems encountered by the men and women serving their countries against foreign and domestic foes.

Our activities also include Research and development for specific products according to clients' demands.

Strategic cooperation and business development

TAR distinguishes itself by building an advantage in information, understanding of local and global developments and by its unique ability to identify and swiftly react to rising opportunities.

A large part of TAR's growth strategy lies in business development and cooperation with potential partners, each a leader in its field of expertise, combining them to a leading turn-key solution for a potential client. This helps overcoming traditional difficulties of different views by different manufacturers and designers from different industry sectors (traditional defense industry, telecommunication, software, medical etc.), not always combining successfully as far as the end user is concerned.

Our unique role lies in smart combination & matching of different elements into a well-rounded solution for the end-user, creating a win-win situation for all parties involved.

The business cooperation also includes:

- Joint tender participation.
- B2B Service Description
- Representing and Marketing in all the relevant market sectors
- Promoting the sales of products
- Providing Service and Support for shelf products and sales
- Providing a response to R&D needs of strategic partners and clients
- Option for Interests office \ Front desk world-wide, for the promotion of specific interests with large defense-industry organizations and cooperatives
- Obtaining, Translating, Editing and Forwarding actual and on-line feedback from clients

Marketing Approach

The basic principal, under which the marketing plan operates, is marketing 1:1. It is a direct marketing approach that focuses on the client and his needs – Client-Oriented, and puts the client in the center of the business concept.

The continuous dialogue helps create commitment and shared interests, which allows evolvement of the clients' needs from one hand and keeping complete response from TAR on the other hand.

This principal brings us as a company to a position in which we can achieve:

- + Increased sales in a specific market sector
- + Ability to continuously present new products



Fast Response capabilities

Personal and close relations with each client

Loyalty of the client to TAR, relying on us as a prime supplier

Manoeuvring capability in accordance with clients' response

Tenders

TAR acknowledges world wide participation in tenders as an important part of its intensive growth and expansion rate.

TAR's divisions are well experienced in dealing with large global scale procurement and service tenders.

TAR's long years experience allows it to successfully handle tenders and overcome the main obstacles that tender participation presents, proper registration & papers, financial strength and stability, meeting specifications and offering solutions, all under the competitive environment of local and international tenders.

The Defense Academy / Training Division

TAR's Defense Academy & Training school specializes in all aspects of training: military, police, homeland security, professional training, various K-9 Training and more.

In all aspects we provide turn key project; the know-how, the training and all necessary equipment.

The Academy panel is comprised of Commanding level officers in all facets of the Israeli IDF and Police Special Forces and units, Mr. Shlomo Aharonishki, High Commissioner (Ret.) Former Chief of the Israeli National Police and Major General (Ret.) Mr. Ifach Ron-tal Former Chief of the Israeli Army, Mr. David Tsur Former Commander of the Israeli Police Counter – Terrorism Unit, Former Commander of Israeli Border Police and Former Commander of the Tel Aviv District Police.

The Academy Offers training in fields of: Aviation Security – Air Marshals, Counter Terrorism / S.W.A.T, Commando / Special Forces, Riot Control, Police law enforcement, K-9, Personal Security, Sensitive Facilities protection, corporate and national Security.

Rappelling | Breaching | EOD & IED | Lock Picking | CSR | Executive Protection Snipers | Camouflage | Surveillance | Intelligence | Profiling | Operational Driving | Hand-to-hand Combat | Paramedic | Agents | Makeup

