

FORMULA SYSTEMS (1985) LTD  
Form SC 13G  
October 12, 2010

UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

SCHEDULE 13G  
(Rule 13d-102)

INFORMATION TO BE INCLUDED IN STATEMENTS FILED PURSUANT TO RULES 13d-1(b), (c) AND (d)  
AND AMENDMENTS THERETO FILED PURSUANT TO RULE 13d-2(b)

Under the Securities Exchange Act of 1934

Formula Systems (1985) Ltd.  
(Name of Issuer)

Ordinary Shares, par value NIS 1.00 per share  
(Title of Class of Securities)

346414-10-5  
(CUSIP Number)

September 26, 2010  
(Date of Event Which Requires Filing of this Statement)

Check the following box to designate the rule pursuant to which the Schedule is filed:

Rule 13d-1(b)

Rule 13d-1(c)

Rule 13d-1(d)

\* The remainder of this cover page shall be filled out for a reporting person's initial filing on this form with respect to the subject class of securities, and for any subsequent amendment containing information which would alter disclosures provided in a prior cover page.

The information required on the remainder of this cover page shall not be deemed to be "filed" for the purpose of Section 18 of the Securities Exchange Act of 1934 ("Act") or otherwise subject to the liabilities of that section of the Act but shall be subject to all other provisions of the Act (however, see the Notes).



CUSIP NO. 346414-10-5

- |   |  |  |                          |
|---|--|--|--------------------------|
| 1.  | Name of Reporting Persons  |  |                          |
|   | Harel Insurance Investments & Financial Services Ltd.            |  |                          |
| 2.  | Check the Appropriate Box if a Member of a Group                 |  |                          |
|   | (a)  |  | ..                       |
|   | (b)  |  | X                        |
| 3.  | SEC Use only   |  |                          |
| 4.  | Place of Organization  |  |                          |
|   |  | Israel   |                          |
|   | 5.   | Sole Voting Power  | 0                        |
| Number of Shares<br>Beneficially Owned<br>by Each Reporting<br>Person With: | 6.   | Shared Voting Power  | 687,265 Ordinary Shares* |
|   | 7.   | Sole Dispositive Power                                       | 0                        |
|   | 8.   | Shared Dispositive Power                                     | 687,265 Ordinary Shares* |
|   | 9.   | Aggregate Amount Beneficially Owned by Each Reporting Person | 687,265 Ordinary Shares* |
| 10.   | Check if the Aggregate Amount in Row (9) Excludes Certain Shares |  |                          |
| 11.   | Percent of Class Represented by Amount in Row (9)                | 5.05%**  |                          |
| 12.   | Type of Reporting Person : CO                                    |  |                          |

\*See Item 4.

\*\*Based on 13,596,000 Ordinary Shares outstanding as of July 1, 2010, as reported in the Issuer's Report on Form 6-K for July 2010, filed with the Securities and Exchange Commission on July 7, 2010.

Item 1.

(a) Name of Issuer:

Formula Systems (1985) Ltd. (hereinafter referred to as the "Issuer").

(b) Address of Issuer's Principal Executive Offices:

5 Haplada Street, Or Yehuda 60218, Israel

Item 2.

(a)-(c) Name of Person Filing, address and citizenship:

The foregoing entities are collectively referred to as the "Reporting Persons" in this Statement:

Harel Insurance Investments & Financial Services Ltd., an Israeli public company ("HIIFS"), with a principal business address at Harel House; 3 Aba Hillel St.; Ramat Gan 52118, Israel.

(d) Title of Class of Securities:

Ordinary Shares, par value NIS 1.00 per share (the "Ordinary Shares").

(e) CUSIP Number:

346414-10-5

Item 3. If this statement is filed pursuant to §§240.13d-1(b) or 240.13d-2(b) or (c), check whether the person filing is  
a:

Not Applicable.

Item 4. Ownership

Of the 687,265 Ordinary Shares reported in this Statement as beneficially owned by the Reporting Person (i) 584,952 Ordinary Shares are held for members of the public through, among others, provident funds and/or mutual funds and/or pension funds and/or insurance policies, which are managed by subsidiaries of the Reporting Person, each of which subsidiaries operates under independent management and makes independent voting and investment decisions, and (ii) 102,313 Ordinary Shares are beneficially held for its own account. Consequently, this Statement shall not be construed as an admission by the Reporting Person that it is the beneficial owner of 584,952 Ordinary Shares covered by this Statement.

Except as set forth above, see items 5-11 of the cover pages hereto for beneficial ownership, percentage of class and dispositive power of the Reporting Persons, which are incorporated herein.

Item 5. Ownership of Five Percent or Less of a Class

If this statement is being filed to report the fact that as of the date hereof the reporting person has ceased to be the beneficial owner of more than 5 percent of the class of securities, check the following [ ].

Item 6. Ownership of More than Five Percent on Behalf of Another Person

Not Applicable.

Item 7. Identification and Classification of the Subsidiary, Which Acquired the Security Being Reported on by the Parent Holding Company

Not Applicable.

Item 8. Identification and Classification of Members of the Group

Not Applicable.

Item 9. Notice of Dissolution of Group

Not Applicable.

Item 10. Certification

By signing below I certify that, to the best of my knowledge and belief, the securities referred to above were not acquired and are not held for the purpose of or with the effect of changing or influencing the control of the issuer of the securities and were not acquired and are not held in connection with or as a participant in any transaction having that purpose or effect.

SIGNATURES

After reasonable inquiry and to the best of my knowledge and belief, I certify that the information set forth in this statement is true, complete and correct.

October 12, 2010

HAREL INSURANCE INVESTMENTS  
AND FINANCIAL SERVICES LTD.

BY: /s/ Amir Hessel  
Amir Hessel, authorized signatory of  
HAREL INSURANCE INVESTMENTS  
AND FINANCIAL SERVICES LTD.