

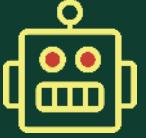
# savor Eat



TRULY  
DELICIOUS



ENTIRELY  
PLANT-BASED



TOTALLY  
AUTOMATED



COMPLETELY  
PERSONALIZED

More than just a meat alternative.  
A game-changing platform.



December 5, 2021

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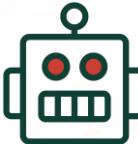
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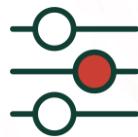
# SavorEat



SavorEat is developing plant-based alternative products that feel and taste as close as possible to real meat.



The product will be made by a smart robot (digital manufacturing technology), incorporating integrated cooking system of the meat alternatives and dish preparation based on diner's preferences



**The company's vision is to provide a customized, tasty, and healthy solution while solving significant challenges which the company has identified in the rapidly evolving meat alternatives market.**



**Uniquely personalized. Always forward thinking. Healthy. That's SavorEat.**



# 3 Major Trends Driving the Meat Alternative Industry



- Over 100 million Americans are actively seeking alternatives to animal products.
- 57% of all U.S. households purchased food from plant sources (over 71 million households).
- Animal proteins are perceived as a high-fat saturated food, while plant proteins are rich in healthier dietary fibers, unsaturated fats, and antioxidants

**Goal: Better for the Customer**

+



- By 2050, food production should increase by at least 56%
- In 2050, we'll need to feed 10 billion people
- Environmental and moral issues continue to concern consumers

**Goal: Better for the Planet**

+



- The cost of slowdown in the global economy caused by COVID-19
- > \$55 billion annual cost caused by other food contamination

**Goal: Safer (Isolated) System**



# Market potential and the business opportunity

## Plant-based meat alternative segment is growing by 43%



### Leap in investments

- Plant-based alternative protein companies received \$2.1 billion in investments in 2020—the most capital raised in any single year in the industry's history and more than three times the \$667 million raised in 2019



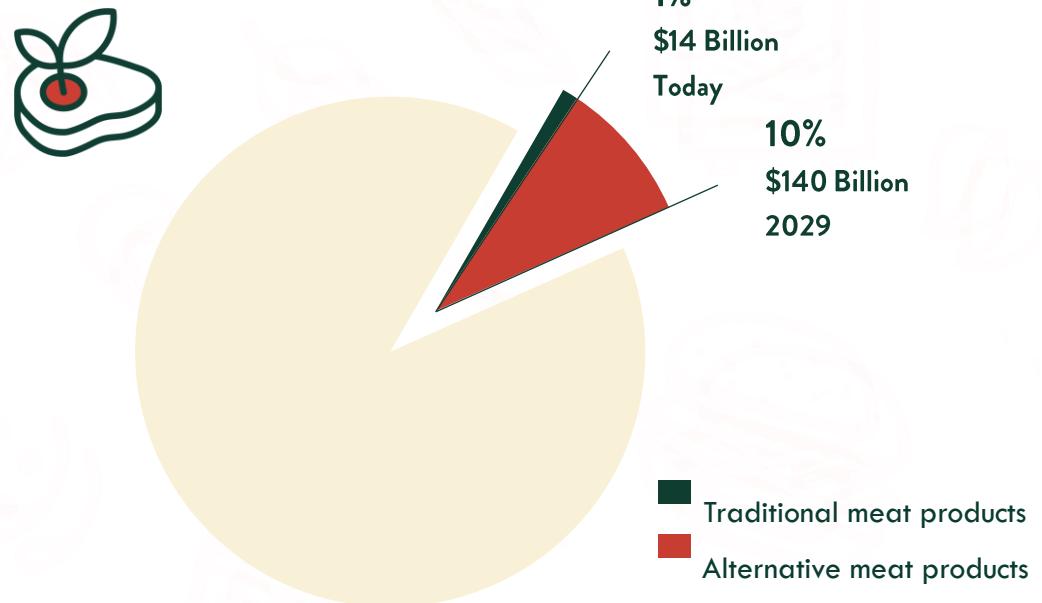
### Rapidly growing sales

- Plant-based foods sales have grown 43 percent in the past two years- nine times faster than total food sales while meat sales increased by 19.2%.
- Plant-based food sales grew almost 2.5x faster than total food sales from 2018 to 2020



# The Future – Trends and Opportunities

## ALTERNATIVE MEAT

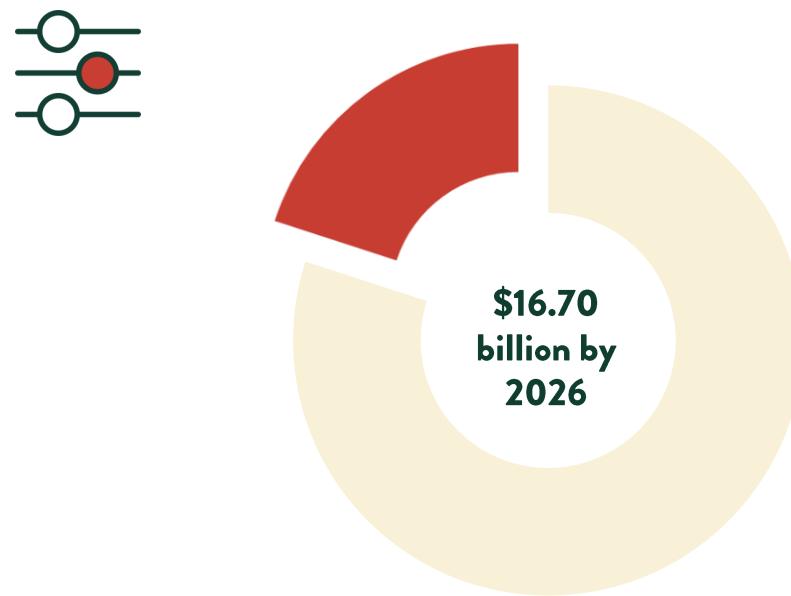


**\$140 Billion** by 2029(1)

- Today the meat alternatives industry is estimated at about \$14 billion
- By 2029, it will reach up to 10% of the global meat market — about **\$140 billion**

Sources: (1) [Barclays](#), (2) [Epsilon](#) (3) [Yahoo](#)

## PERSONALIZED NUTRITION



- 80% of consumers today are more likely to make a purchase when brands offer personalized experiences (2)
- This approach is also becoming common in the food industry And many companies are developing approaches and products for “personalized nutrition”.
- Personalized nutrition market size to reach USD 16.70 billion by 2026, growing at a CAGR of 16.53% during the period 2021-2026. (3)



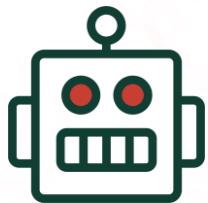


# Industry Challenges... and SavorEat Solutions



## GETTING THE TASTE (AND TEXTURE)

Most meat alternatives have a homogeneous texture which affects the overall experience of the dish; SavorEat's technology is designed to enable heterogeneous texture, offering meat experience in a plant-based product.



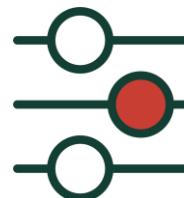
## BEING SAFE

The product will be cooked right before serving as an integral part of the production process and without human touch, thus minimizing microbiological risks and allergen concerns



## BEING SUSTAINABLE

SavorEat's products are in-line with consumer demands for sustainable options.



## MAKING IT PERSONAL

Industrial products usually have specific and limited range predetermined in the production; The company, following global trend, will enable the production of customized products on the spot. Spot on consumers' needs and preferences



# The Technological Groundwork

## Tasty + Personal = Incomparable

Compose YOUR OWN fresh & savory product on the spot and without human touch — in minutes!



Proprietary digital manufacturing technology in an automatic cooking machine

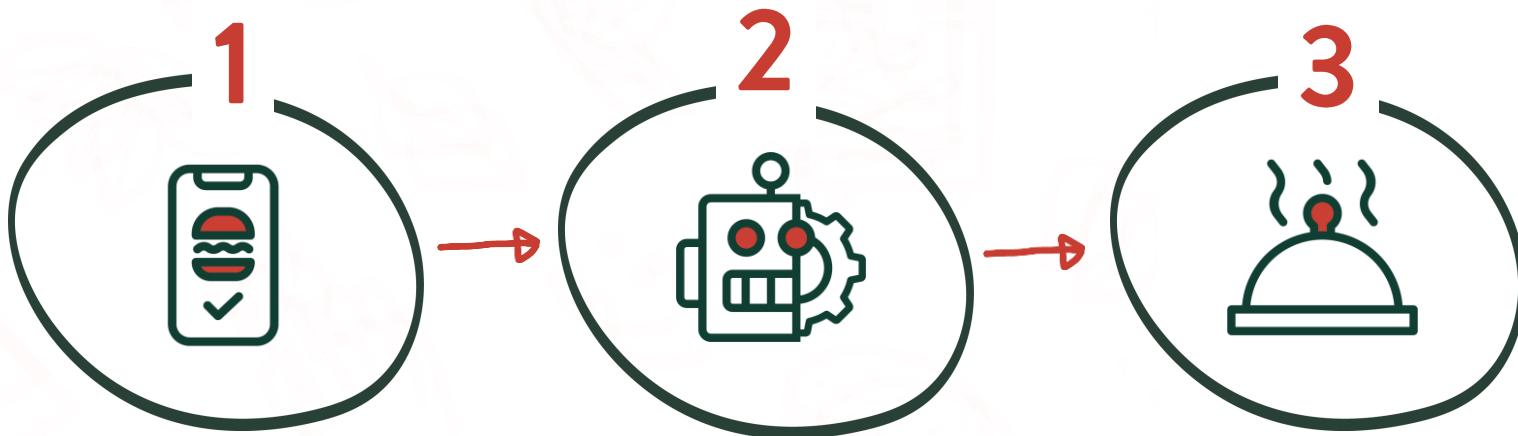
Purely plant-based ingredients combined with a proprietary ingredient

Advanced tech allows us to store and process all customer-preference data





## The SavorEat Journey

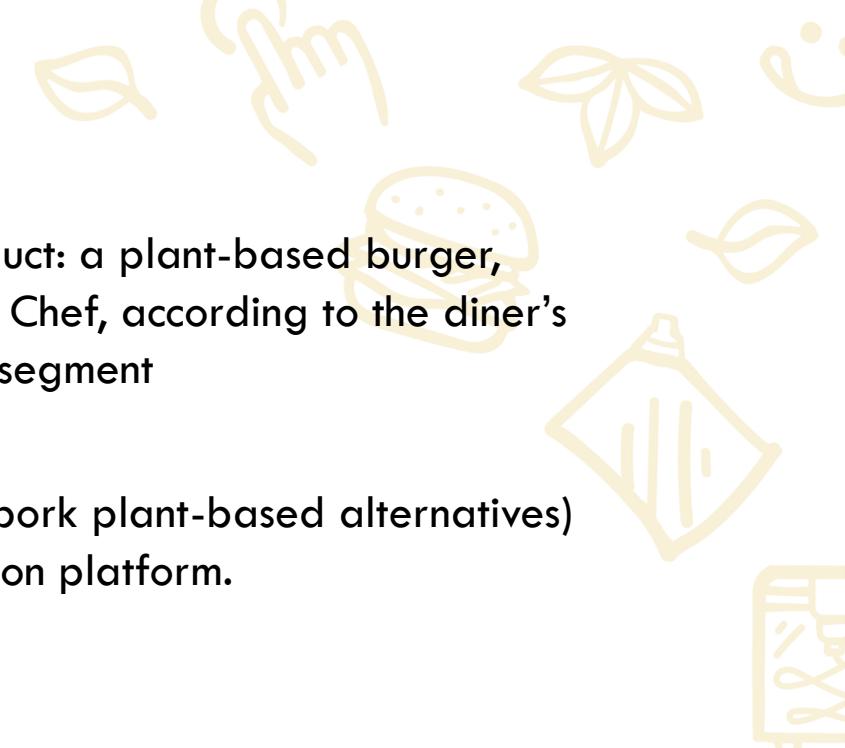


**YOU** choose a dish from the menu, and pick **YOUR** preferences (size, protein, doneness). Then push the button.

Load cartridges into our **SMART-ROBOT**. And let it go to work.

Produce & cook fresh dishes simultaneously within a few minutes.

OUR PLANT-BASED MEALS HAVE **NO** Cholesterol, Hormones, Antibiotics, Preservatives.



# Business Strategy

## Phase 1

Commercialization of the company's first flagship product: a plant-based burger, digitally manufactured by the company's unique Robot Chef, according to the diner's preferences, targeting the Israeli and US food service segment

## Phase 2

Commercialization of additional products (turkey and pork plant-based alternatives) leveraging the company's abilities and digital production platform.

## Phase 3

Expansion to new global markets

## Phase 4

Development of additional types of protein alternatives, such as sea food and poultry, along with adjustments to the production process

## Phase 5

Development and commercialization of a home-use Robot Chef appliance



# Business Model

## GO-TO-MARKET



The foodservice market: institutional kitchens, restaurants, cafeterias, hotels  
  
Commercialization in the local market and the American market, followed by additional markets later on

## DISTRIBUTION MODEL



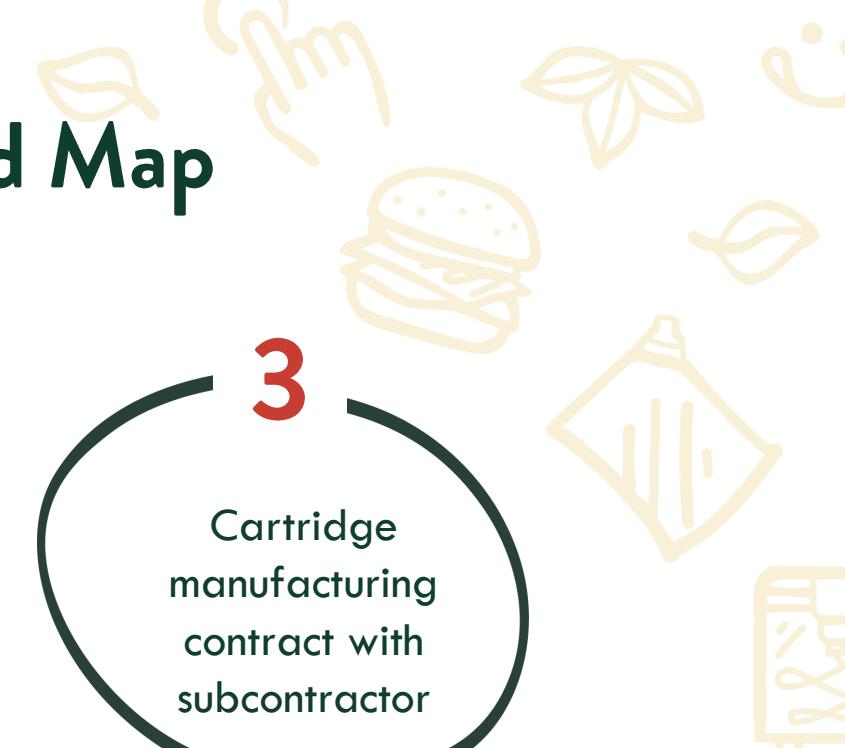
External distributors and logistics companies

## REVENUE MODEL



Sale of machines  
  
Sale of cartridges for the production of a variety of food products  
  
Most of the profits come from the sale of the cartridges  
Commercialization during 2023

# 2022 Business Targets Road Map



- 1 Establishing a US operation base
- 2 Agreements with potential customers
- 3 Cartridge manufacturing contract with subcontractor
- 4 Machinery manufacturing contract with subcontractor
- 5 Target market distribution agreement



# Financial Data



## Resources:

- 18.5 M \$ raised, including 13M \$ through IPO on TASE
- The company received the Israeli Innovation Authority approvals for grants in total sum of approximately 1.6 M \$ for the developments of the company's product.

## Main Investors:

- Millenium Food-Tech
- Mor Investment House
- Altchuler-Saham (Psagot)
- Meitav Dash

## Capital:

As of June 30, 2021, the reflected average cash burn rate is approximately \$ 350K.

## The Capital raised is dedicated to R&D:

- Completion of product development and feasibility tests for target market
- Continued development of additional food products, expanding customization options
- Cost saving
- Strengthening company's intellectual property assets
- Development of additional product applications in the food industry, using the company's unique raw material (egg'n'up subsidiary e.g)

## Preparations for Commercialization:

- Establishment of operations in the target market
- Preparation for commercialization in the US and Israeli markets
- Production trials and scale-up
- Brand building

# Our First Product: The Plant-Based Burger



# Timeline: So Far



- Company establishment
- Product development

2018



- 1<sup>st</sup> prototype production for R&D
- The world's first printed meatless burger

2019



- Strategic partnership with Sodexo US
- Collaboration with Yarzin-Sela food service group
- Received Israel Innovation Authority support
- Production of prototypes of the Robot Chef system and of the raw material cartridges, which will be used in the first pilot in the BBB network.

2016

- Research initiation at the Hebrew University



2019

- Raised SEED round
- Initiated the development of our second prototype



2020

- Received Israel Innovation Authority support
- Raised A round, \$5.5M
- IPO in the TASÉ,
- Established strategic partnerships with BBB chain Israel
- Collaboration with a leading corporation from the food industry for the joint development of formulations



- Development of an advanced Robot Chef version and formulation
- Consumers tasting tests
- Cartridges Production agreement
- Established strategic partnerships with Sodexo
- Pilot at BBB

2021



# Timeline: Going Forward

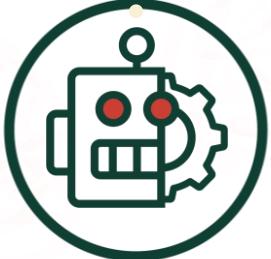
- Production for commercialization
- Commercialization of the product in the markets

2023



2022

- Additional consumer pilots
- Integrating cultural meat into the company's platform
- Commercialization preparations
- Agreements with potential customers



2025

**B2C offerings in multiple varieties**

# Today's Technology is Evolving



IMPOSSIBLE™



Source	Plant-based	Plant-based	Plant-based	Cultured meat	Plant-based	Plant-based
No GMO	✓	✗	✓	✗	✓	✓
Nutritional	✓	✓	✓	✓	✓	✓
Cooking Capabilities	✓	✗	✗	✗	✗	✗
Personalization	✓	✗	✗	✗	✗	✗

# Potential Products

The solution that SavorEat is developing is expected to enable the company to produce a variety of quality alternatives to animal-derived products, such as:

- Meatless chicken breast
- Turkey and pork alternatives
- Minced meat alternative
- Sea food alternatives
- Hybrid products with cultured meat





# Additional Innovation

**a subsidiary of SavorEat that develops alternative egg solutions**

Egg'n'up is developing sustainable alternative egg products using proprietary plant-based ingredients to get the egg's unique taste, texture, appearance, and functionality properties without compromising on taste and nutritional values.

## Unique Solution

**Tasty + Healthy**

Purely plant-based ingredients with a proprietary texture generating material

**GMO**

**Gluten free**

**No cholesterol**

**Low fat**

**Low calories**

**Cost effective**

**Kosher**

## Market Potential

**244** \$B

Market Size for Egg based products by 2023<sup>1</sup>

**1.4** \$B

Market Size for egg alternative products in 2018<sup>2</sup>

**2.1** \$B

Estimations for market Size of egg alternative products by 2026<sup>2</sup>



# Potential Customers

Restaurants, diners, burger restaurants' chains

Food trucks

Institutional kitchens: workplaces, universities, hotels, schools, etc.

Airlines

In the future, B2C products





# Business collaborations



Pilot in the Israeli culinary world



Collaboration with food and catering services giant Sodexo USA - pilot at higher education institutions



Collaboration with food and catering services giant Sodexo USA - pilot at higher education institutions





# Intellectual Property

- 3-Dimensional Printing of Food - PCT/IL2016/050731.  
Status: national phase
- Australia Patent Authority - patent for the printing method, Patent Number: 2016290223
- 1 core patent application (projected expiry of any issued patents: 2033)
- The invention concerns a process and system for the production of a nutritional low- calorie food product, and food products printing
- The company holds an exclusive license from the Hebrew University for commercial use of the invention covered by the above patent
- A unique know-how for the production of an innovative raw material that will be used in the company products

**Total: 5 patents filed in different territories**



# Leading management and staff



**Ms. Racheli Vizman**

CO-FOUNDER, CEO, B.SC., MBA



**Beyond Air**  
The Magic of Breathing



**ROSETTA GENOMICS**  
expanding personalized medicine

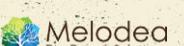


**Prof. Oded Shoekeyov**

CO-FOUNDER, CSO



**CollPlant**  
Partnering Regenerative Medicine



**Melodea**  
Bio Based Solutions



**Ms. Mira Damgian**

CFO, CPA



**Mr. Shai Sultan**

VP R&D SYSTEM, B.SC., MBA



Israel Aerospace Industries



**Mr. Doron Cohen**

V.P R&D, M.SC.



FRUTAROM  
FOUNDED 1913



**Ms. Michal Katzir Emek**

PRODUCT & MARKETING DIRECTOR, MBA



# The Board



**Ms. Racheli Vizman**



**Beyond Air™**  
The Magic of Breathing



**ROSETTA GENOMICS™**  
expanding personalized medicine



**Prof. Oded Shoseyov**



**CollPlant**  
Partnering Regenerative Medicine

**Melodea**  
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START**



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The Magic of Breathing

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**Chef Einav Gefen**

SVP Culinary  
and Head innovation Chef



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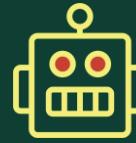
**LambWeston**   
SEEING POSSIBILITIES IN POTATOES



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Thank You — and Happy Eating!

Racheli Vizman, CO-FOUNDER & CEO

[info@savor-eat.com](mailto:info@savor-eat.com)



SavorEat