



This is an English translation of the Company's immediate report in Hebrew that was published on December 28, 2021 [Reference no.: 2021-01-185853 (the "Hebrew Version"). This English version is only for convenience purposes. This is not an official translation and has no binding effect. Whilst reasonable care and skill have been exercised in the preparation hereof, no translation can ever perfectly reflect the Hebrew Version. In the event of any discrepancy between the Hebrew Version and this translation, the Hebrew Version shall prevail.

**סבורייט בע"מ**  
**SAVOREAT LTD.**  
**(the "Company")**

28 December 2021

To  
The Israeli Securities Authority  
[www.isa.gov.il](http://www.isa.gov.il)

To  
The Tel Aviv Stock Exchange Ltd.  
[www.tase.co.il](http://www.tase.co.il)

Dear Madam and Sir,

**Re: First Product Reveal of the Company's Plant-Based Burger and Robot-Chef System**

The Company is pleased to report that on December 28, 2021, it began a public and extensive marketing activity of first reveal of its unique technology to the market. For the first time, the public will be able to be impressed firsthand with the Company's technology, which includes a "Robot-Chef" system for advanced digital production (including 3D printing) of plant-based meat substitutes developed by the Company (the "Technology", the "Product" and the "System", respectively).<sup>1</sup>

In the first phase, the Robot-Chef System will be situated and operate in BBB chain branches in Israel, and the public will be able to order the plant-based burger, which is the first of a variety of products that the Company develops based on its Technology. The first reveal will allow consumers to experiment and order, during a specified period, the plant-based burger, produced digitally according to the diner's preferences, at the restaurant, without intervention of human-chef in the making.

The Company believes that the uniqueness of the Technology, apart from the eating experience, lies in the possibility of personalized nutrition - allowing the diner to choose and adjust the Product as per his requirements, at the dining-site itself, among other things in terms of size, ingredients (protein and fat) and degree of roasting.

The Technology is designed to enable on-site production of plant-based meat substitutes, while enabling high food safety. The Products produced by the System are digitally produced in a closed system

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<sup>1</sup> The aforesaid is in continuation of previous updates of the Company as stated in the Company's immediate reports dated September 30, 2021 [Reference No. 2021-01-149844] and from November 8, 2021 [Reference No. 2021-01-164013], which are hereby incorporated by reference.



(without human-chef intervention in the making) and are designed not to include allergens, GMOs, or gluten, while preserving high nutritional values and without compromising the familiar eating experience (both in taste and texture) when eating meat – such were the results of tastings held by the Company, and as part has received score higher than the standard used in the industry.<sup>2</sup>

The marketing and reveal activities are expected to be carried out, starting today, on a number of dates throughout the year 2022, as part of the Company's work plan. The first public reveal as aforementioned is a major and important business and technological milestone in the Company's activities, after completing all the goals it has set for itself for 2021.<sup>3</sup>

The Company plans to continue marketing efforts and promote the Technology revealing on various platforms, while exposing the System and Product to a wide audience at other catering sites in Israel and the US and later in other markets, as part of collaborations with international players, such as the Sodexo and the Yarzin-Sela Group, with which it had already collaborated.<sup>4</sup>

### **About SavorEat**

SavorEat Ltd. Is developing a platform for the production of various types of plant-based meat alternatives, which purpose is to give the consumer an eating experience that is as similar (in taste and texture) as possible to eating meat of animal origin, prepared on site, according to consumers' preferences and nutritional choices.

***Forward-looking Statements Cautionary Clause - The Company's information and assessments as aforesaid, in connection with the execution and successful completion of the Technology's and Product's first public reveal, to the satisfaction of the parties and the public, continued engagement between the parties and the entering into further commercial stages and/or further development of the Technology under Company's existing collaborations, continued marketing efforts in other markets and various platforms for the Company's Technology, and the entering into additional collaborations with international players, including dates, estimates, targets, forecasts, assessments, expectations and / or plans of the Company in connection with such information and assessments, include "forward-looking information", as defined in the Israeli Securities Law, depending on external circumstances and/or third parties over which the Company has no control and therefore may not materialize and/or may not materialize in full and/or may not materialize in a manner that***

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<sup>2</sup> See the Company's Immediate Report dated June 28, 2021 [reference number 2021-01-107757], which is hereby incorporated by reference.

<sup>3</sup> For details regarding the Company' 2021 objectives, see section 1.29 of Chapter A (description of the corporation's business) for the Company's annual report for 2020, dated March 25, 2021 [Reference No. 2021-01 -048156] (the "Annual Report"), which is hereby incorporated by reference.

<sup>4</sup> See, inter alia, Immediate Reports of the Company dated November 8, 2021 [Reference No. 2021-01-164013] and dated August 22, 2021 [Reference No. 2021-01-135468], which are hereby incorporated by reference.



*is materially different from what was assessed in the first place. Factors that may cause the Company's information and assessments regarding such information to not materialize in the desired manner may include, inter alia, dissatisfaction of business partners with the results of marketing activities and/or product development, avoidance entering into additional agreements, failure to obtain regulatory approvals of entities and/or third parties necessary for commercial production of the Product and commercialization of the Technology, failure to obtain the funding required to continue promoting the development and marketing of the Technology on time and to the extent required, the effect of increasing competition in the global markets on the viability of further technology development and production of additional products, and realization of any risk factors as specified in section 1.32 of the Annual Report.*

Respectfully,  
SavorEat Ltd.

Approved for reporting on behalf of the Company by:

Ms. Racheli Vizman, CEO and Director  
Ms. Michal Katzir, Product and Marketing Director