

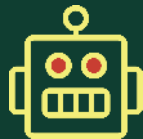
# savor Eat



TRULY  
DELICIOUS



ENTIRELY  
PLANT-BASED



TOTALLY  
AUTOMATED



COMPLETELY  
PERSONALIZED

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

October 17, 2021



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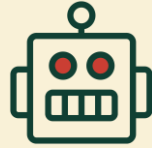
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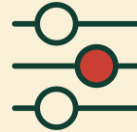
# SavorEat



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, combining food, science, digital manufacturing technologies, and an integrated cooking system.



**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.**

# Three Major Trends Driving the Meat Alternative Industry



> \$1 Trillion

- 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**



> 56%

- 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**



> M100

- Americans are actively seeking alternatives to animal products.
- 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**





# 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



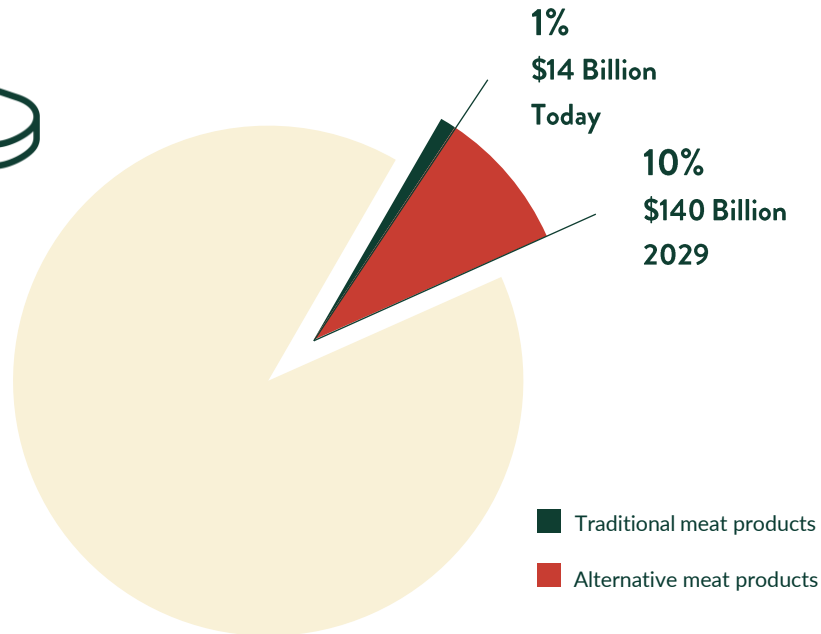
### Rapidly growing sales

- Worldwide plant based meat market was US\$ 5.6 Billion in 2020 and will grow with a double-digit CAGR of 15% during the forecast years of 2020-2027 to reach US\$ 14.9 Billion by 2027
- Plant-based foods sales have grown 43 percent in the past two years- nine times faster than total food sales.
- Plant-based food sales grew almost 2.5x faster than total food sales from 2018 to 2020.



# → Trends = Evolution

## ALTERNATIVE MEAT

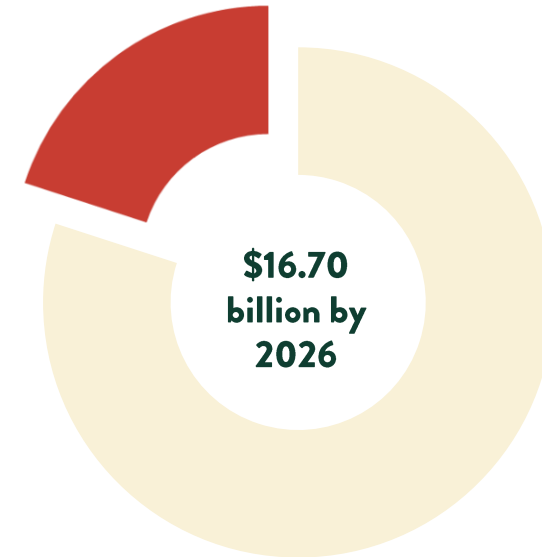
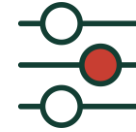


**\$140 Billion** by 2029

- Today the meat alternatives industry is estimated at about \$1 billion
- By 2029, it will reach up to 10% of the global meat market — about **\$140 billion**<sup>1</sup>

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<sup>2</sup>
- This approach is also becoming common in the food industry
- 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



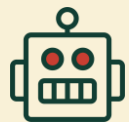
## 1. MAKING IT PERSONAL

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



## 2. GETTING THE TASTE (AND TEXTURE)

Most meat alternatives have a homogeneous texture which affects the overall experience of the dish; SavorEat's technology enables the production of a heterogeneous texture, offering meat experience in a plant-based product



## 3. 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



## 4. BEING SUSTAINABLE

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

# The Technological Groundwork

**Tasty + Personal = Incomparable**

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

Smart  
Robot:

Proprietary digital manufacturing technology  
in an automatic cooking machine

Cartridges

Purely plant-based ingredients combined  
with a proprietary ingredient

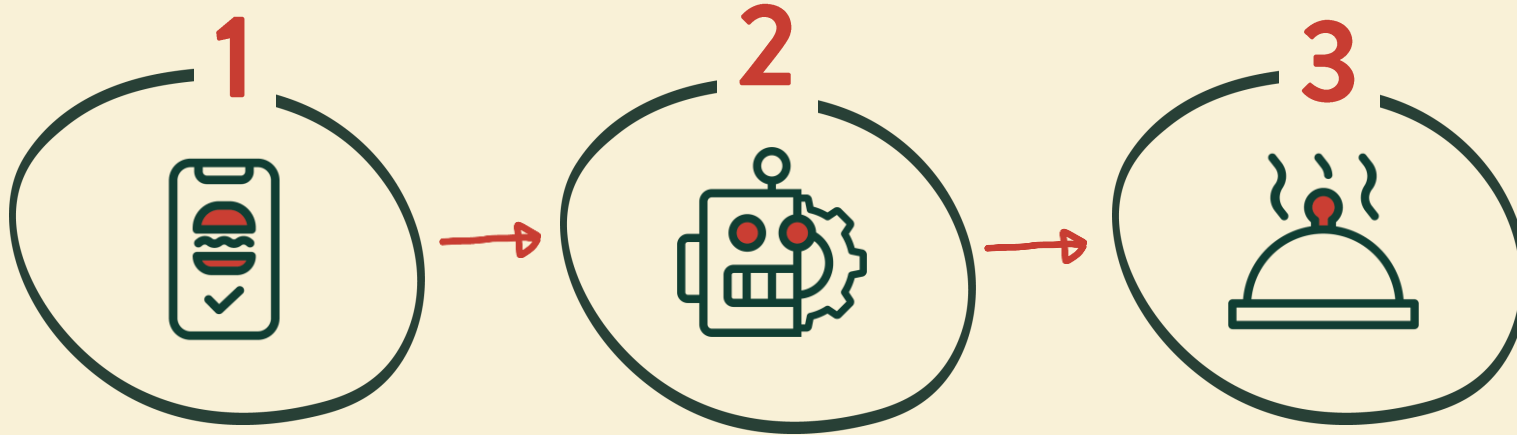
Full IoT  
Solution

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





# The Six-Minute 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

Gluten

Allergens

# 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, targeted at the 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 meat alternatives, such as sea food and poultry, along with adjustments to the production process

## Phase 4

Development and commercialization of a home-use Robot Chef appliance





# Business Model

## GO-TO-MARKET



The foodservice market:  
institutional kitchens,  
restaurants, cafeterias, hotels

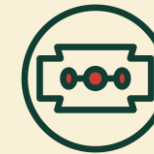
Commercialization in the local  
market and the American  
market, followed by  
additional markets later on

## DISTRIBUTION MODEL



External distributors  
and logistics companies

## REVENU 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



# Our First Product: The Burger

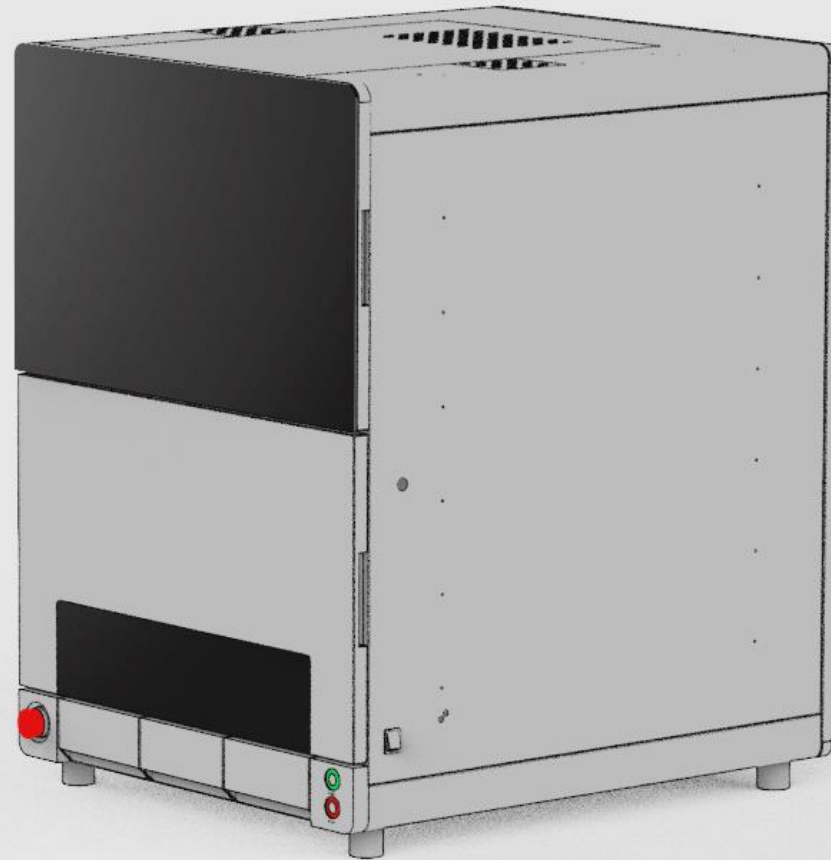




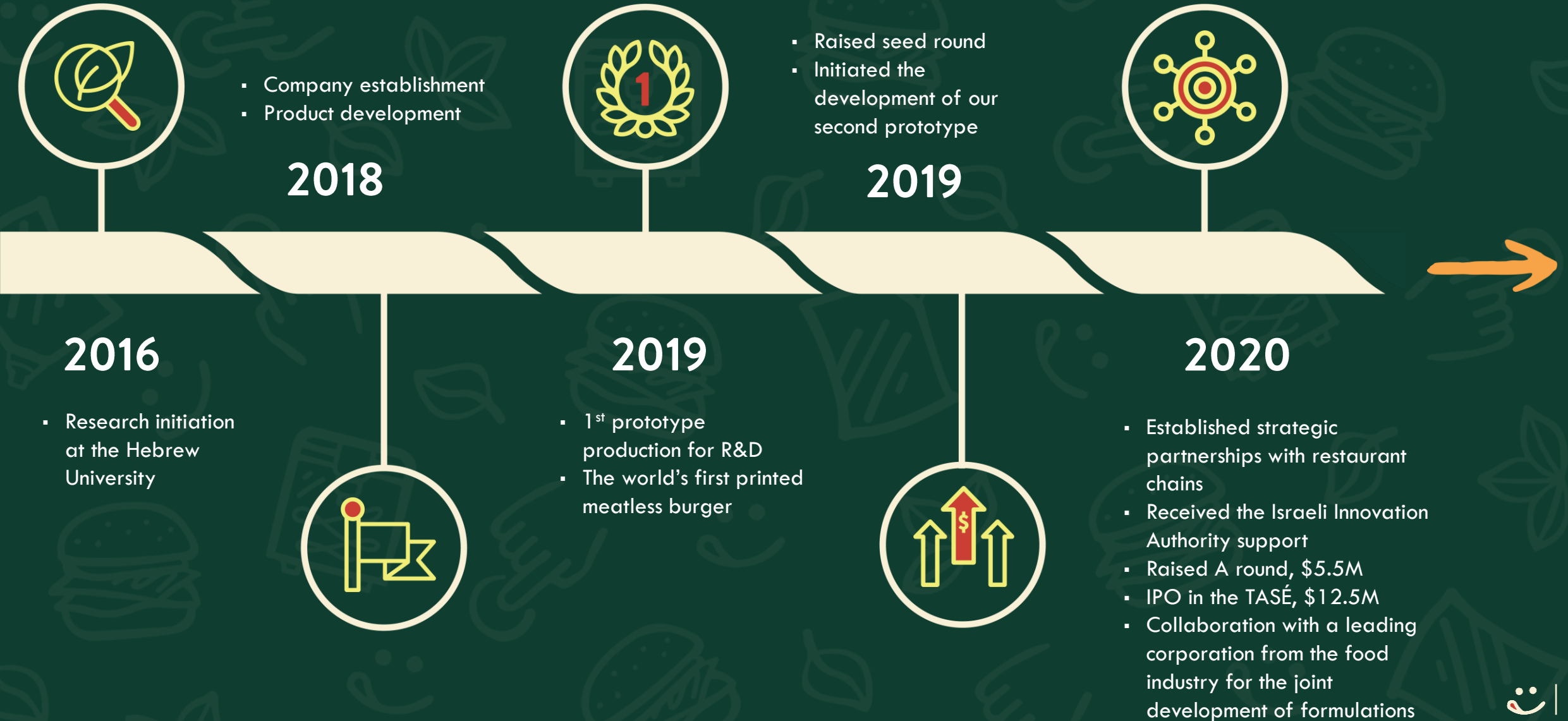
# SavorEat smart robot



# SavorEat smart robot



# Timeline: So Far



# Timeline: Going Forward

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

2021



- Production for Commercialization

2023

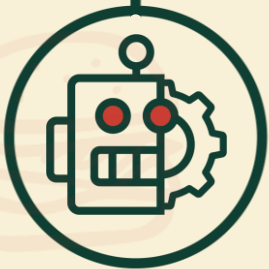


2024

B2C offerings in multiple varieties

- Additional consumers pilot
- Commercialization preparations
- Agreements with potential customers

2022





# Today's Technology is Evolving

**savor**  
**EAT**

**IMPOSSIBLE™**

  
**BEYOND MEAT™**

**M** **MEMPHIS**  
**MEATS**

**m** **redefine**  
**meat**

  
**NOVA**  
**MEAT**

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
- Meatless shawarma/döner kabab
- Lam and pork alternatives
- Minced meat alternative
- Sea food alternatives



# 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>





## First Up: Potential **B2B** Customers

- Restaurants, diners, burger restaurants' chains
- Food trucks
- Institutional kitchens: workplaces, hotels, schools, etc.
- Airlines



# Beyond: Potential B2C Customers

- Homes
- RVs
- New shelf products from the SavorEat brand





# 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





# The Team: Our “All Star” Kitchen



**Ms. Racheli Vizman**

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



**Prof. Oded Shoseyov**

CO-FOUNDER, CSO



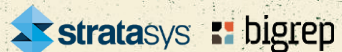
**Ms. Mira Damgian**

CFO, CPA



**Mr. Moshe Akinin**

CTO, M.SC., MBA



**Mr. Doron Cohen**

V.P R&D, M.SC.



**Ms. Michal Katzir Emek**

PRODUCT & MARKETING DIRECTOR, MBA





# The Board



**Ms. Racheli Vizman**



**Prof. Oded Shoseyov**



**Prof. Ido Braslavski**



**Mr. Chanan Schneider**



**Ms. Lori Hanover**



**Mr. David Grossman**



# Advisory Board



**Ilan Pinchas**

Design Partner & Culinary Development



**Sarosh Mistry**

Chair of Sodexo North America & CEO  
Homecare, Worldwide



**Einav Gefen**

B2B & Culinary Development



**Cédric Guillemette**

B2B Marketing  
& Commercialization Development



NESPRESSO





Thank You —  
and Happy Eating!



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Racheli Vizman, CO-FOUNDER & CEO

