



This is an English translation of the Company's immediate report in Hebrew that was published on May 15, 2022 [Reference no.: 2022-01-058060] (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.

סבוריט בע"מ
SAVOREAT LTD.
(the "Company")

15 May 2022

To
The Israeli Securities Authority
www.isa.gov.il

To
The Tel Aviv Stock Exchange Ltd.
www.tase.co.il

Dear Madam and Sir,

Re: **First Product Reveal to U.S. Market of the Company's Plant-Based Burger and 'Robot-Chef' System**

The Company is pleased to report that it has begun a public marketing campaign to reveal its unique technology to the U.S. market and will participate in the annual American Restaurant Association (NRA)¹ conference, held in Chicago, Illinois, USA, May 21-24, 2022 (the "Conference").²

At the conference, attendees will be able to get a first-hand impression of the Company's technology, which includes the "Robot-Chef" system for advanced digital production (which also includes 3D printing capabilities) of plant-based meat substitutes developed by the Company (the "Technology", the "Product" and the "System", respectively).³ As part of the planned Product reveal, the Company will place its 'Robot-Chef' Systems, and the public will be able to experience the Company's unique solution and taste the Product. The Conference is expected to include about 60,000 guests. The marketing and Product reveal activities are expected to take place over a number of days, and all through the Conference, as part of the Company's annual work plan.

The Company's participation in the Conference is considered by the Company a major marketing event, as well as an important business milestone in its activities, which constitutes the first Product reveal to

¹ The NRA is the largest food services trade association in the United States, representing more than 500,000 restaurant businesses across the United States. <https://restaurant.org/>

² <https://www.nationalrestaurantshow.com/>

³ This is a continuation of the Company's first and successful public reveal to the Israeli market in December 2021. See the Company's Immediate Report dated January 16, 2022 [Reference No. 2022-01-007072], which is hereby incorporated by reference (the "Annual Report").



the American catering market and one of the goals the Company has set for itself for 2022.⁴ The Company intends to continue marketing efforts to the US market and promote additional reveals and pilots of its Technology on various platforms, while revealing the System and Product to a wide audience at additional catering sites in the US and other markets, as part of collaborations with international players.

About SavorEat

SavorEat Ltd. is developing a system for advanced digital production of various types of plant-based meat substitutes, the purpose of which is to provide the consumer with a customized eating experience that is as similar as possible (in taste and texture) to eating meat of animal origin. The first product the Company focuses on is a plant-based burger.

Forward-looking Statements Cautionary Clause - The Company's information and assessments as aforesaid, in connection with its first reveal of its Technology at the Conference, continued business engagement between the Company and its commercial partners and/or continued development of the Company's Technology, continuing marketing efforts in additional markets and on various platforms for the Company's Technology, and creating 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 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, business partners' dissatisfaction with the Company's marketing efforts and/or public reveals results and/or product development, lack of consent from business partners to enter into additional agreements, failure to obtain regulatory approvals from entities and/or third parties necessary for commercial production of the product and Technology commercialization, failure to obtain financing required for further development and marketing of the Technology on time and as may be required, the non-acceptance of the Product by the US market and in particular the American catering market, the effect of increasing competition in the markets on the viability of further technology development and production of additional products, and the realization of some risk factors as specified in section 1.33 of the Company's Annual Report.

Respectfully,
SavorEat Ltd.

Approved for reporting on behalf of the Company by:
Ms. Racheli Vizman, CEO and Director

⁴ For details regarding the Company's objectives for 2022, see section 1.30 of Chapter A (description of the corporation's business) of the Company's periodic report for 2021, dated March 9, 2022 [reference number 2022-01-027778] (the "Annual Report"), which is hereby incorporated by reference.