



This is an English translation of the Company's immediate report in Hebrew that was published on April 3, 2024 [Reference no.: [2024-01-032431](#)] (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")

3 April 2024

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

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

Dear Sir and Madam,

Re: **Immediate Report**

The Company is pleased to update, that the marketing and commercial exposure activity for the Company's 'Robot-Chef' system (model 1.1) in the USA (Company's main target market), which formally ended on February 15, 2024, and which was conducted in cooperation with the Sodexo Group (the Company's business partner for the American market) ("Sodexo")¹, was crowned as a success (the "Exposure Activity", and the "Robot-Chef/System", respectively).²

The Exposure Activity, which began in September 2023 at the University of Denver, Colorado, USA (the "Site")³ was spread over several months (between September 6, 2023, and February 15, 2024) (the "Period"). During the Period, several thousand of the Company's proprietary plant-based meat substitutes (the "Food Products") were prepared and served (produced and digitally cooked) on-site at the Site with the help of the Company's proprietary Robot-Chef platform. All orders of the Company's Food Products were placed simultaneously on Site through the Company's specifically designed web application and according to the various preferences of the diners. The data collection process during the Exposure Activity's Period was carried out by questioning the diners anonymously (feedback questionnaires) as well as by asking the customer (Site operators on behalf of Sodexo). This is as part of the Company's holistic Platform which, in addition to the Robotic System and the Food Products, provides, among others, advantageous information to the Company's clients (current or future) in the

¹ The Sodexo group is the 18th largest employer in the world and is ranked as one of the three largest companies in the world in the field of integrated service management and catering services for businesses, health organizations, educational institutions, government, and leisure institutions in 80 countries, a global leader in sustainable food and valued experiences and a public corporation whose securities are listed for trading on various stock exchanges around the world.

² This is further to what is stated in Section 1.18.7.3 in Chapter A (Description of the Corporation's Business) of the Company's periodic report for the year 2023, filed with the MAGNA on March 28, 2024 [reference number [2024-01-034644](#)] (the "Annual Report"), incorporated herein by reference.

³ See the Company's immediate report, filed with the MAGNA on September 7, 2023 [reference number [2023-01-102267](#)], incorporated herein by reference.



catering market by enabling them to get a snapshot of the desires and consumption patterns of the end-consumer, properly manage inventory and provide efficient analysis-based solution in connection with supply chain issues.

As mentioned, the Exposure Activity was successfully completed, from a marketing and commercial standpoint (and was recognized as such both by the Company and by Sodexo), and met all the key performance indicators (KPIs) defined by the parties throughout the Exposure Activity, which included, among others: (*) high customer satisfaction (end consumers, the catering group and its employees, the operators and managers); (*) high adoption rate of the Food-Products compared to other products; (*) continuous production activity and high order rate.

Based on information provided by Sodexo, during the Exposure Period thousands of the Company's Food Products were ordered and served (the Meat-Substitutes) in a quantity that significantly exceeds (within a day and over the entire period) the daily selling average of meat substitutes [of the same category] normally served at various Sodexo catering sites. In addition, the satisfaction levels (score) of the on-site consumers for the entire Period of the Exposure Activity, which was checked daily and over the entire period (starting from the Company's Meat Substitutes prepared and consumed in real time on-site and all through the Customer's digital experience in operating the Company's web application) were significantly higher than the industry's standard average.

As part of the key performance indicators (KPIs) defined for the Exposure Activity, various technical parameters were studied regarding the Company's Robot Chef System (some of them have already been implemented in the Company's advanced System version 2.0, intended for commercial production).⁴

Based on the satisfaction of both parties of the Exposure Activity's management and performance, the Company and Sodexo wish to promote the continuation of their cooperation and at the same time the Company continues to examine the expansion of its production and operational capabilities in the USA. The Company believes that the success of the Exposure Activity may enable additional collaborations, which will use Robot Chef as a platform to serve additional food products based on raw materials from suppliers other than those of the Company's Food Products (and not necessarily based on the Company's plant-based raw materials).

The successful completion of the Exposure Activity was one of the Company's main goals for 2023 and constitutes a significant milestone in examining the feasibility of the Company's technology-penetration prospects with the American market, with the aim of expanding to other segments and countries in the USA, in collaboration with Sodexo and/or with other strategic partners.

⁴ For more details about the Robot-Chef System - version 2.0, see, among others, sections 1.18.5 and 1.18.6 of the Annual Report, which are incorporated herein by reference.



Forward-looking statement disclaimer: *The Company's information and assessments above, among other things, in connection with the success of Exposure in various countries and/or commercial segments and territories, the use of the Company's technology as a platform for third-party's food products, the advantages of the System and the web-application for potential customers, the completion of the development of the System's 2.0 version designed for commercial production, success in the penetration of the Company's technology (including the food products and/or the robot-chef system) to the US market and/or to other markets, expansion to additional segments (besides the catering market) and other countries in the USA, and continuing/creating additional collaborations with Sodexo and/or others, including schedules, dates, forecasts, estimates, intentions, and/or plans of the Company related thereto, include "forward-looking information", ", as the term is defined under the Israeli Securities Law, the realization of which is highly uncertain and may not materialize and/or will not materialize in full or as desired and/or materialize in a manner that is materially different from what was initially expected, inter alia due to unexpected factors beyond the Company's control, including changes in market conditions and the competitive and business environment, non-acceptance of the products by the various target audiences in the US and/or failure of the products to penetrate the relevant markets and/or different age groups and/or different demographic groups, requirements of regulatory authorities in connection with approval of the assembly, use and marketing of the system and/or the products under development by the Company, the need for further research and/or development procedures for any of the Company's food-products (including the need to return to the characterization and/or design phases of the System), an unexpected obstacle on the part of the Company and/or its business partners that will not allow penetration procedures at the desired time and/or scope and/or on the designated schedules (or will result in a postponement, delay or cancellation), the failure to obtain the necessary financing for the purpose of continuing to promote the development and marketing of the System and/or additional food products under development at a desirous time and scope, as well as the realization of some of the Company's risk factors, as detailed in section 1.33 of the Annual Report.*

About the 'Robot-Chef' System

The 'Robot-Chef' System is a hi-tech integrated unit for advanced digital production (with 3D printing capabilities) and for cooking (including roasting) food products, using an integral heating unit. The System enables the autonomous simultaneous systematic and automatic on-site production of food products, without human interfering, at the catering point (the place where the unit is placed). The System's Model 1.1 includes various improvements compared to the previous one as well as various updates designed to adapt to the American market in various aspects, and it is model that was used as part of the aforesaid Company's Exposure Activity, after successfully passing required tests and inspections and receiving necessary regulatory approvals. The System's Model 2.0, which is in its final assembly and production phase, is an improved model and is intended for commercial production.

About the Company's Food Products

The Company has completed the development of a series of plant-based meat substitutes food products, such as beef hamburger, turkey patty and ham (pork) sausage. The Company is examining the development of additional food products, which are not in the category of meat substitutes, and the development of food products that are not necessarily plant-based and that may include components of animal origin (such as eggs and milk). Among the food products that were available as part of the commercial Exposure Activity: a plant-based hamburger and a plant-based breakfast sausage patty (the "**Food Products**").

About SavorEat Ltd.

SavorEat is developing a technological platform that enables the manufacturing of various types of food products through advanced digital production and cooking, the purpose of which is to provide the consumer with a unique and personalized eating experience for his preferences on-site at the catering place (and with respect to the Company's meat substitutes food products - an eating experience as similar as possible to the experience of eating meat of animal origin).

Respectfully,

SavorEat Ltd.

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