

Smart Agro

Investors Presentation

2022



smart agro



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Smart Agro (TASE: SMAG)

An R&D partnership investing in AgriTech companies

Our Vision

The partnership aims to generate value for investors by focusing on exceptional startups that are leveraging agriculture with technology.

To reduce the impact of climate change by investing in sustainable agriculture, land protection, food waste reduction, and more.

Management Team

Experienced management team in establishing, leading and investing in AgriTech companies and related sectors.



ASSAF ROSENBERG
CHAIRMAN

- Over 20 years of the stock market and trading experience.
- Former chief trader at “Noked”
- Chairman of the Israeli Doctors provident investments as well as “Perah” provident fund and independent director
- BA in economics and financing from College of Management (COLMAN)
- MBA from Columbia University Business School.



DGANIT VERED
CEO

- Former venture partner at Entrée Capital, responsible for agrifood tech investments.
- Former active chairperson and current board member in startups.
- Over 20 years of senior management at Intel and VP R&D with Perrigo and Hazera.
- Chemical Engineering, Technion Institute, Israel



OREN ATTIYA
CFO

- CFO of several start-ups and incubators in the tech sector.
- Experience in M&As, fundraising, taxation, budgeting, and daily financial management.
- Audit manager at PwC Israel.
- BA in Accounting and Economics.



JERÓNIMO ROMERO
ANALYST

- Experience in startup building, business development, and management. Expert in companies evaluations and market analysis.
- Coming from a farmer’s family
- BD in Political Sciences, Buenos Aires, Argentina.

Experienced Board

Shahar Florence

ADAMA CFO (1.5.22)
Former Strauss Group CFO &
Innovation Manager,
The Kitchen Chairman

Aaron Berdah

President & Chairman
of Better Seeds

Israel Taiber - GP

Maale Kineret

Dr. Ido Schechter

CEO at Agrinnovation
Investment Fund

Revital Sabag

Attorney at Yigal
Borochovsky & Co

Guy Goren - GP

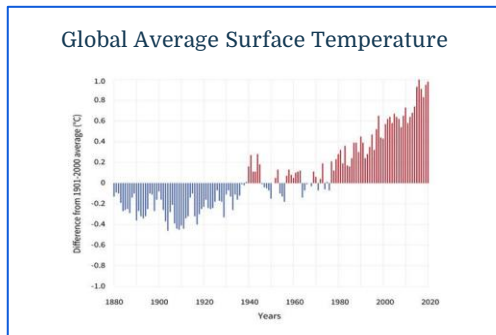
Director at Open Sea
Aquaculture Ltd.



There's a Worldwide Problem

The world population will reach about **10b by 2050**
and the actual food production system is at its limit

Agriculture is responsible for about $\frac{1}{3}$ of greenhouse gas emissions,
using up to **38%** of the global land & **70%** of freshwater



Source: FAO

In the coming years there are
2 key challenges to solve:

- Feed that population increase
- How are we doing that while reducing climate change

From Agriculture to AgriTech: A Window of Opportunity with a Supporting Israeli Ecosystem

Agriculture is the last and the largest sector to be digitized. Expecting an immense investment return potential in this field.

Government / NGO



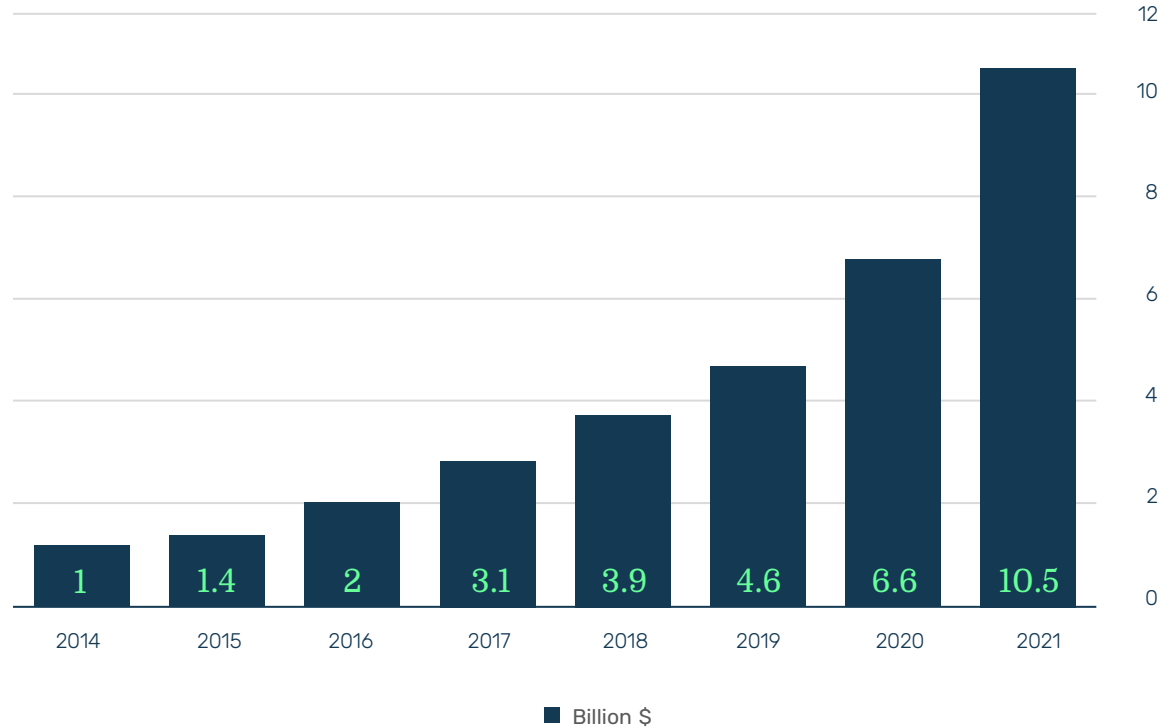
Research institutions



Corporate VCs

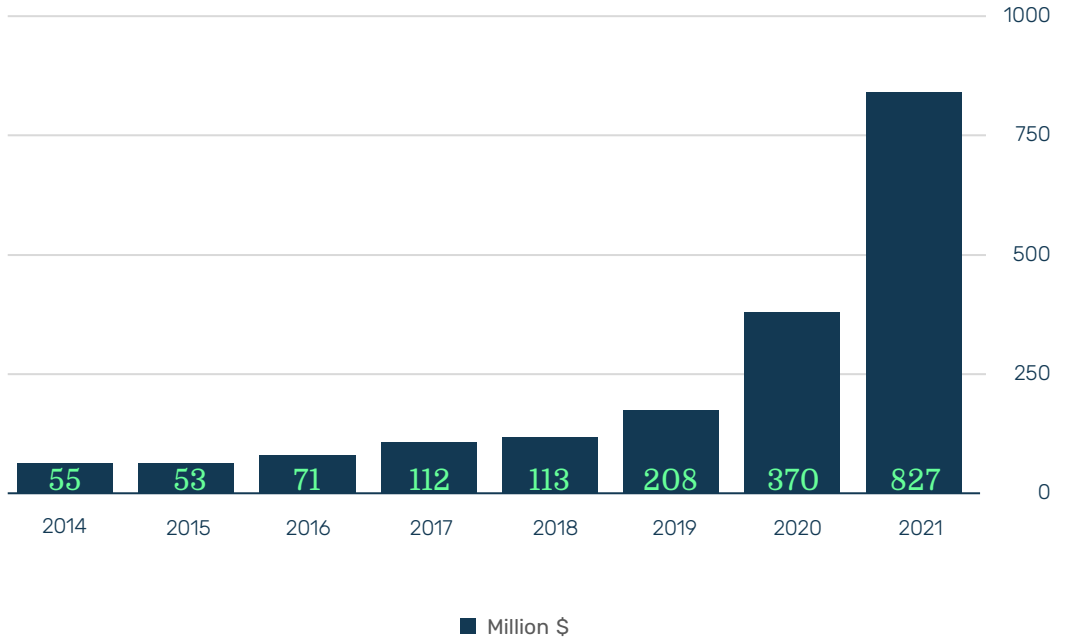


Global AgriTech Funding



Source: Pitchbook

Israeli AgriTech Funding



Source: Startup Nation Central

+400 Companies in the Israeli Agritech Ecosystem



Source: Startup nation central

Major Exits & Funding Rounds 2020/2021



\$870m

Farmers Business Network
Series G | Valuation \$3.9b



\$1.2b

Series F | Valuation \$3.5b



\$941m

Vertical farming
Series E | Valuation \$2.3b



\$283m

IPO | Valuation \$2b



\$80m

Series C | Valuation Undisclosed



\$37m

Series B | Valuation Undisclosed



\$340m

IPO | Valuation \$1.2b



\$325m

Vertical farming
Series D | Valuation \$31.1b



\$30m

Series B | Valuation Undisclosed



\$30m

IPO (TASE) | Valuation \$113m



\$616m

Series G | Valuation \$2b



Bear Flag Robotics

Acquired by John Deere
| Valuation \$250m



\$26m

Series B | Valuation Undisclosed



\$300m

Acquired by Valmont

Worldwide

Israel

The benefits of Investing in Smart Agro

Our Outstanding Position



One of the leading local investment vehicles that give exposure to potential **\$1B** private companies

Access to deals:
we have close connections with every important stakeholder in the industry

Extensive advice network involved in the due diligence process

An evergreen fundraising option

Road to a fast-growing "blue ocean" market, with an increase of growth-stage deals

Early movers advantage:
we have been in the ecosystem for the past **7 years**

Management with strong experience & deep understanding in the field

We Pick the Best Companies in Every Sector




smart agro

Precise Genetics & BioTech

- Traits exploration and improvement via new editing technologies.
- Increasing yield, disease resistance, and climate conditions.
- Developing proteins from alternative sources.



Precision, biological pest & disease control

- Interference in the ecological Systems to gain pest & disease control.
- Protect the bees & other beneficial insects.
- Development of ecological solutions via biologicals.
- Soil Restoration.

Financing & Insurance

- CO2 capturing and trading.
- Farmer's financial management.
- Agriculture insurance.



Supply Chain & waste reduction

- Supply chain security for states and F&B companies.
- Demand by customers and companies for quality, traceability, and low cost of production.
- Food waste reduction.



Robotics, automation for lack of Manpower & bees

- Development of methods & new systems to improve growing practices.
- Autonomous robots for pollination and human activities in greenhouses & fields.



Soil quality, desertification & water shortage

- Development of sensors and big data to reduce inputs and increase yield.
- Precision irrigation.
- Advanced growing systems for optimal conditions.
- Improving the soil's ability to obtain nutrients like Carbon and nitrogen.



Examples of Investment Criteria

TEAM

Amazing and professional, with the ability to execute and build an international company

TECHNOLOGY

Breakthrough Technology and products that provide solutions to worldwide, billions \$ potential, markets problem

MARKET

Market access via sales or strategic partnerships

TIMING

Companies that have the potential to increase value in the near future and become unicorns

What we've been **up to**

Milestones to Date

Raised a total of
NIS **48.5m** (\$15.6m)
since IPO in October 2020,
in **2** rounds

Invested a total of
\$7.6m in **6**
portfolio companies

2 portfolio companies increased value since the investment



BETTERSEEDS

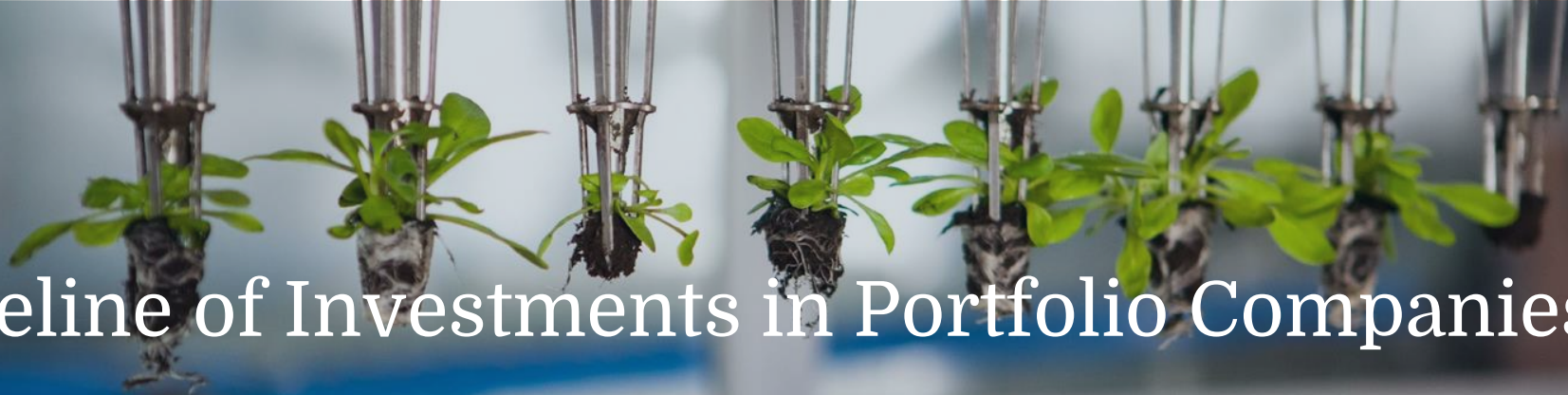
Supplant
Unmute your Crops

Position as a leader

via participation in experts panels
and as a judge in competitions
(Nestle, Good company,
UK embassy, etc)

Built an active and healthy
deal-flow covering all
the major fields

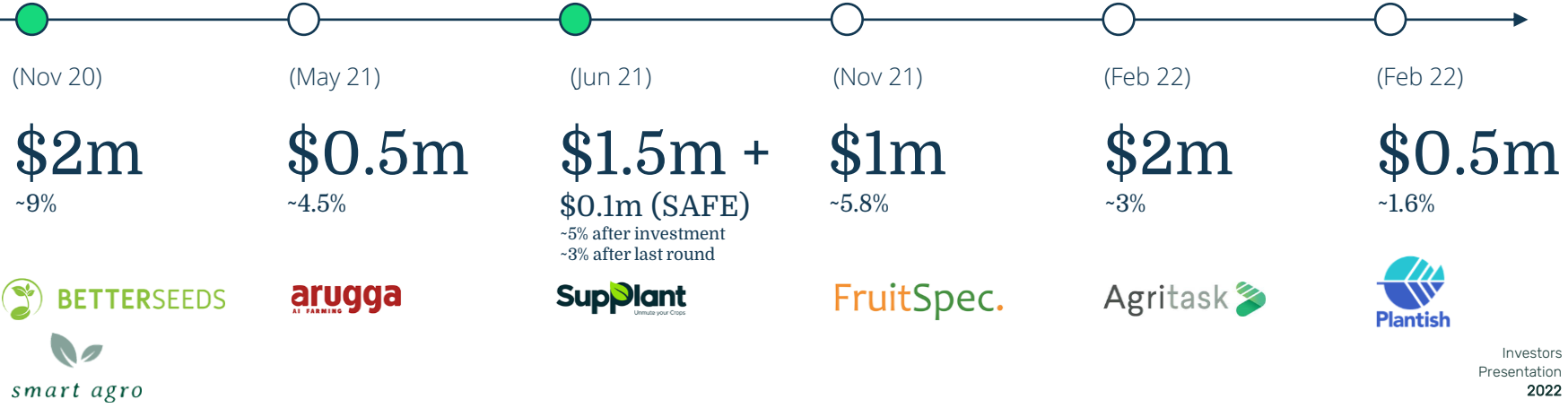
in the industry



Timeline of Investments in Portfolio Companies

2020

2022



Our Portfolio Companies



1 of 15 leading companies in
gene-editing worldwide **FOODHACK**



BETTERSEEDS

Worldwide leader in Genome editing technology (CRISPR-Cas9) in order to produce new varieties, incorporating game-changing traits.
Genetically stable cannabis and Hemp seeds.

Since investment

- Purchase of HEMP farm in San Diego.
- Successful Gene editing of cannabis.
- Success in production of stable hybrid cannabis seeds
- Israel 4.5 Dunham farm for research, breeding and cannabis seeds production.
- Money raising round with ~3X increase in value.

\$2m

Invested

~9%

Holding of
the company

+\$10b

Market size



arugga

AI FARMING

Breakthrough in AI and robotics for greenhouses to treat and monitor individual plants in the greenhouse. The first company to commercialize a robot that successfully replicates (bumblebee) buzz pollination in tomato greenhouses.

Since investment

- 1st sales and robots supply in 2021 to COSTA in Australia and companies in the US.
- Strategic commercial partnership with BioBest (leading pollination beehives supplier)
- Robots deployed commercially.
- Building and sales of additional 40 robots.
- Additional modules in pilots.



\$0.5m

Invested

~4.5%

Holding of
the company

+\$5b

Market size



One of the best inventions on 2021 by

TIME magazine

Innovative approach in plant sensing and precision irrigation. By using plant sensing, AI, and accumulated data, Supplant provides farmers with climate-adaptive practices, insights, and actions that drive better decision-making.

Since investment

- Commercial launch of a sensorless product in Kenya and a pilot in India
- Data from 32 Crops in 14 countries
- Expansion to EUA and Morocco
- Raised a round of \$27m, with about X3 valuation increase



\$1.6m

Invested

~3%

Holding of the company
post value increase
~5% after 1st investment

\$2b

Market size

FruitSpec.

Utilizing leading military origin hyperspectral, camera, and machine vision technologies, to provide accurate early-season fruit yield estimation and size distribution. Optimizing the fruit supply chain.

Since investment

- 2 significant clients in Argentina.
- Caliper is out and working as a service.
- 9m NIS accepted from IIA and Ministry of Agriculture
- Expansion to additional crops beyond citrus, apples, grapes



The Caliper

\$1m

Invested

~5.8%

Holding of
the company

\$30b

Market size





Contracts with leading Food & Beverages companies as Heineken & Starbucks



Agritask

Breakthrough SaaS platform, designed to enable fact-based decision making for “Food & Beverage” and “Insurance” on agri-operations.

Since investment

- Waste reduction along the supply chain
- NDVI Image Layer is operating on the app improving on-field visits
- VP data and Head of People added to the team (total of +100 employees)



\$2m

Invested

~3%

Holding of the company

\$25b

Market size



Plantish

Plant base boneless fish whole-cuts, replacing aquaculture made entirely out of plants.

Development of worldwide innovative machinery and production process

Since investment

- Oversubscribed round
- Mentioned in more than 30 specialized publications
- Future unicorn by Food Hack Magazine

\$0.5m

Invested

~1.6%

Holding of
the company

\$50b

Market size



smart agro

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