

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 actively working to generate value for investors by focusing on exceptional startups that leverage technological solutions to big problems in agriculture.

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
Associate

- Experience in startup building, business development, and management.
- Developed Güeya at age 22, an outdoors brand which he sold 5 years later.
- Coming from a farmer’s family
- BD in Political Sciences, Buenos Aires, Argentina.

Experienced Board

Shahar Florence

ADAMA CFO
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

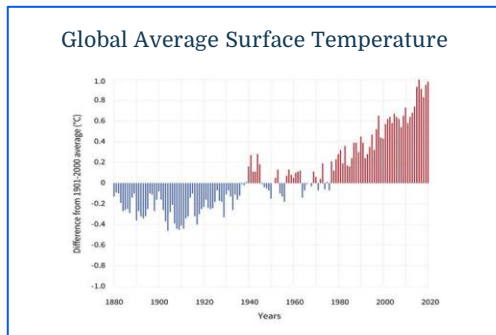
Director at Open Sea
Aquaculture Ltd.



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

Israel supportive ecosystem

A window of opportunity for collaboration

Agriculture is one of the largest and the last industries that is transitioning through digitalization, creating significant opportunities for investments.

Government / NGO



רשות החדשנות
Israel Innovation
Authority



GrowingIL



מכון היצוא



DeserTech
Climate Technologies Community



Research institutions



THE INTERNATIONAL SCHOOL OF AGRICULTURAL SCIENCES
The Hebrew University of Jerusalem | The Robert H. Smith Faculty of
Agriculture, Food and Environment



תל אביב
אוניברסיטת תל אביב



מכון ויצמן למדע
WEIZMANN INSTITUTE OF SCIENCE



MIGAL
Galilee Research Institute LTD

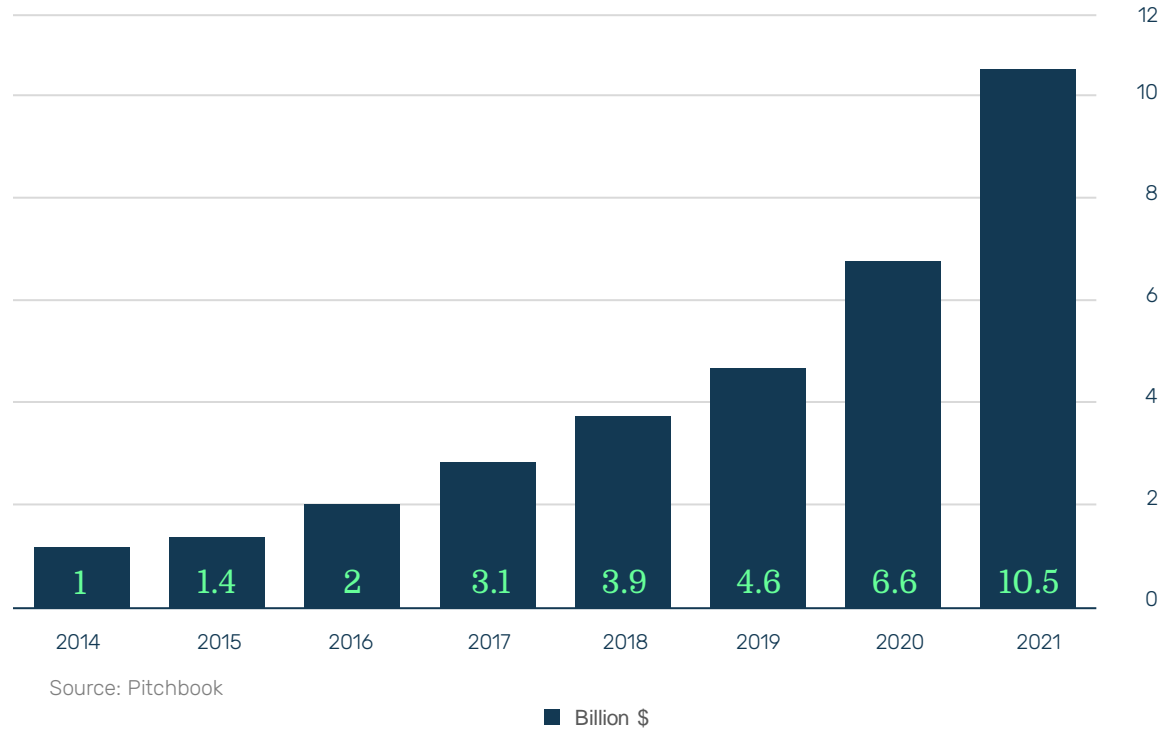


KINNERET
INNOVATION
CENTER
Israel's leading tech hub for
agriculture, water and sustainability

Corporate VCs



Global AgriTech Funding

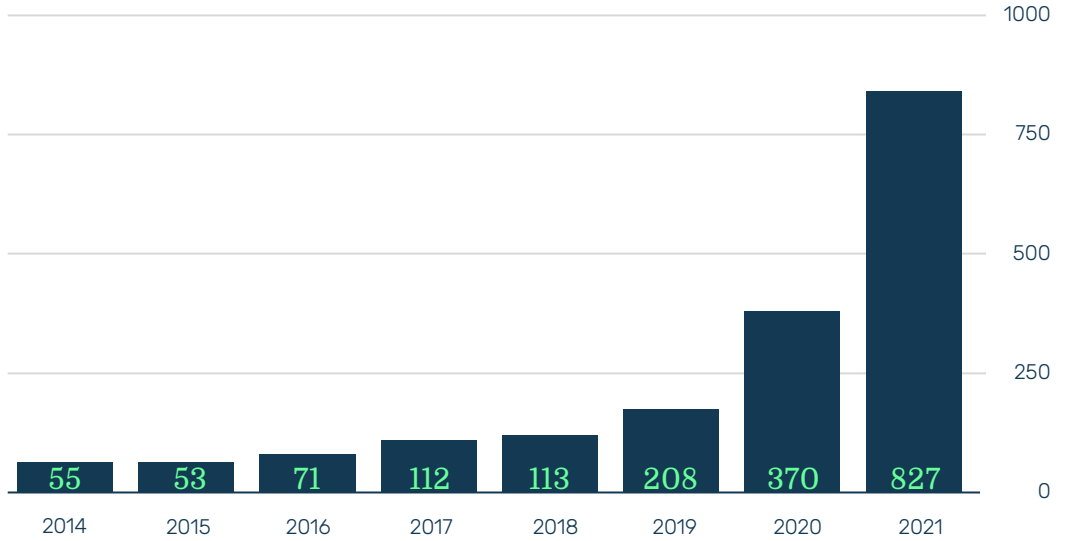


The climate change crisis results in a significant increase in investment in Agritech companies in the world

Israeli AgriTech Deals & Funding



	DIV	CLOS
FSAX	56	61276
FSVX	73	12788
FSRX	50	73276
FBX	96	59207
FSBX	98	13279
FBSX	26	10367
FSCHX	38	80723
FDCPX	08	62108
FSHX	17	1822
FSDAX	62	800



Source: Startup Nation Central

■ Million \$

Israel is a significant source of Agritech startups. There is a constant increase in the number of companies with significant global sales

+300 Companies in the Israeli Agritech Ecosystem



THESE STARTUPS ARE A SAMPLE OF MORE THAN 300 COMPANIES GROWING SOLUTIONS TO FEED THE GLOBE

Ag Biotechnology

Animal Ag

Novel Farming Systems



Precision Ag

Robotics & Farm Equipment

Supply Chain Optimization

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



\$80m

Series C | Valuation Undisclosed



\$300m

Acquired by Valmont



\$941m

Vertical farming
Series E | Valuation \$2.3b



\$283m

IPO | Valuation \$2b



\$40m

Series D | 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

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



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. Via biological solution.
- Protect the bees & other beneficial insects.
- 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.
- Development of sensors and big data
- Autonomous robots for pollination and human activities in greenhouses & fields.



Soil quality, desertification & water shortage

- Precision irrigation.
- Advanced growing systems for optimal conditions.
- Improving the soil's ability to obtain nutrients like carbon and nitrogen.
- Regenerative agriculture.



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
\$7.77m in **6**
portfolio companies

2 portfolio companies increased value since the investment



BETTERSEEDS

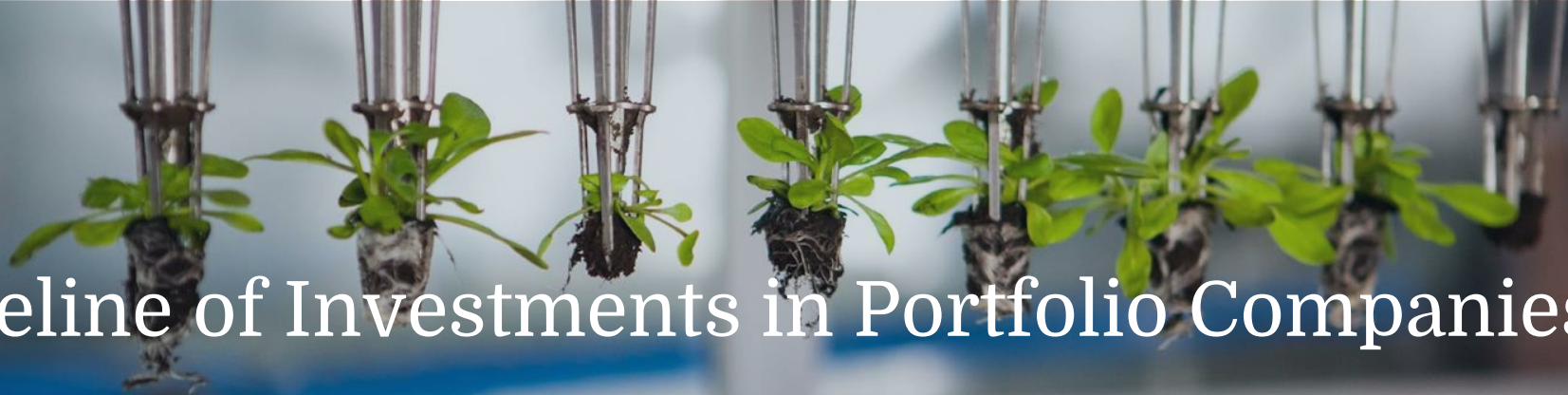
Supplant
Unmute your Crops

Position as a leader

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

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

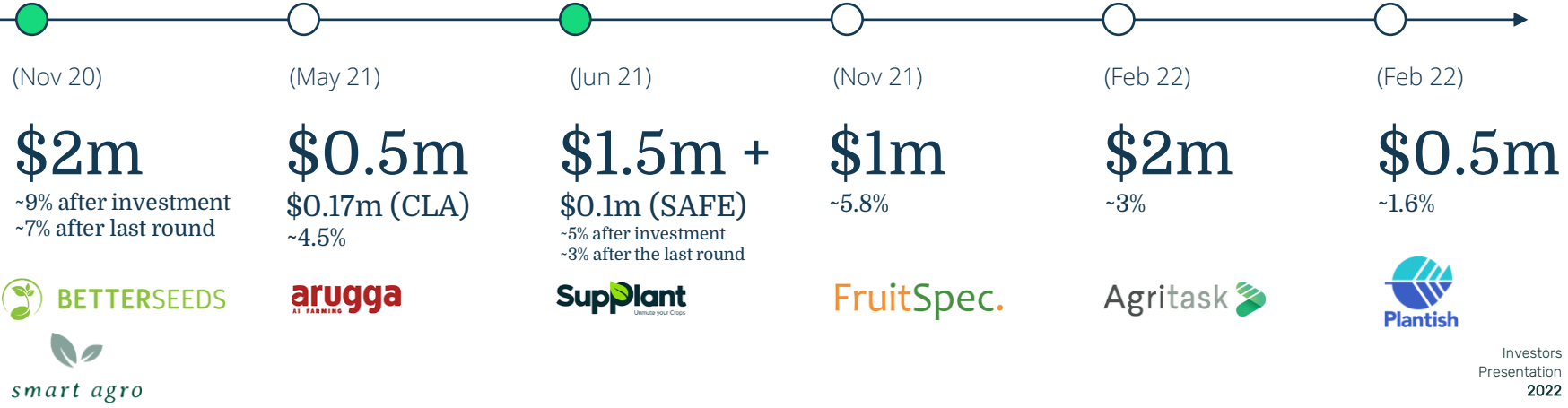
in the industry



Timeline of Investments in Portfolio Companies

2020

2022



Our Portfolio Companies



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



BETTERSEEDS

A global leader in the field of improving CRISPR technology and implementing it for use in all agricultural crops. As well as genetic improvement of leading agricultural crops and their genetic adaptation, with the help of unique technology, to cope with climate change and sustainable agriculture.

Latest Updates

- Development of delivery technology for CRISPR that facilitates its assimilation in all agricultural crops.
- Success in the production of stable cannabis hybrid seeds, the first of their kind in the world.
- Export to the USA and Canada of the cannabis seeds for pre-commercial field trials.
- Expansion of the laboratories to 1,600 square meters of space for R&D and 4.5.

Funding round with a value gain of more than 3 times the investment

\$2m

Invested

~7%

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.

Latest Updates on company progress

- 1st sales and robots supply in 2021 to COSTA in Australia and AppHarvest in the US, and 2 customers in Finland in 2022.
- Strategic commercial partnership with BioBest (leading pollination beehives supplier).
- 25 robots deployed commercially.
- Building and selling of additional 40 robots.
- Additional modules in pilots.



\$0.67m

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.

Latest Updates on company progress

- Commercial launch of a sensorless API in Kenya and a pilot in India, giving irrigation recommendations.
- Sales of million dollars in 2022.
- Contract with EUA for precise irrigation of most of the dates trees in the country.
- Successfully launched "Plant", a sensor-less service for smallholders in Israel.

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.

Allow fruit marketing companies to optimize yield inventory to market demand using spectral imaging and AI technology. By that reducing food loss throughout the fruits supply chain.



The Caliper

Latest Updates

- Autonomous Caliper sensor launched.
- Additional modules will be launched at beginning of 2023.
- Signing a distribution agreement with Sumitomo Australia.
- Signed a Syngenta POC for tomatoes and pepper.
- 2022 sales of hundreds of thousands of Dollars.

\$1m

Invested

~5.8%

Holding of
the company

\$30b

Market size



Agritask

Breakthrough agronomic intelligence SaaS platform enabling data-driven supply chain optimization, disruption mitigation, and accurate risk profiling for food & beverage and insurance companies.

Latest Updates

- Remote quality and yield assurance, enhancing supply chain efficiency.
- NDVI Image Layer, enabling remote risk detection and focused field inspections.
- Recruiting VP data, VP Product, CBO, and Head of People (+100 employees).
- Additional contracts with leading global food and beverage companies.

Contracts with leading Food & Beverages companies, including Heineken, AB InBev, Nestle, and Starbucks



 ABInBev



 Heineken

\$2m

Invested

~3%

Holding of
the company

\$25b

Market size





Plant-based boneless fish whole-cuts, replacing aquaculture made entirely out of plants.
Development of worldwide innovative machinery and production process

Latest Updates

- Crowned "[The Impossible Foods of Seafood](#)" by Food Navigator.
- Started building the first pilot facility in Israel, which will be ready in Q1 of 2023 for test runs.
- Hired top operational execs: Tal Golan (Sophie's Kitchen) and Naama Danay (Strauss Group).
- Successful live tasting at Future FoodTech in San Francisco, FoodHack in Lausanne Switzerland, and FoodTech IL in Israel.

\$0.5m

Invested

~1.6%

Holding of
the company

\$50b

Market size



smart agro

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