

# Smart Agro

Investors Presentation

2023



*smart agro*



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# Smart Agro (TASE: SMAG)

An R&D partnership investing in AgriTech companies

## Our Vision

The partnership actively works 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.



# Experienced Board

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## Shahar Florence

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

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## Aaron Berdah

President & Chairman  
of Better Seeds

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## Israel Taiber - GP

Maale Kineret

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## Ella Taiber

Attorney at Ella Taiber and Co.

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## Dr. Ido Schechter

CEO at Agrinnoation  
Investment Fund

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## Revital Sabag

Attorney at Yigal  
Borochovsky & Co

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## Guy Goren - GP

Director at Open Sea  
Aquaculture Ltd.

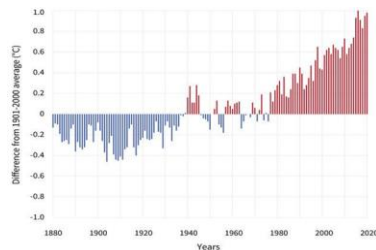


# There's a Worldwid Problem

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

Global Average Surface Temperature



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

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

Source: FAO



# 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

START-UP  
NATION  
CENTRAL



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



מכון ויצמן למדע  
WEIZMANN INSTITUTE OF SCIENCE



MIGAL  
Galilee Research Institute LTD



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



### Corporate VCs



leaps



Nestle

BASF  
We create chemistry

ABInBev

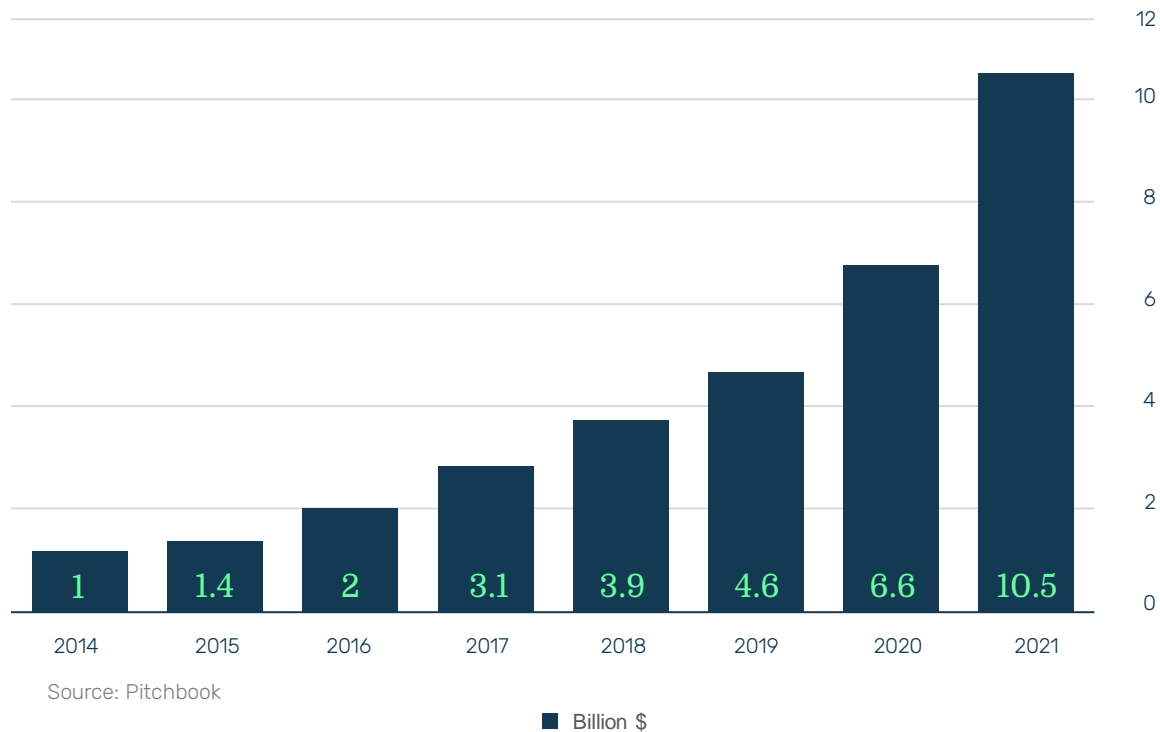
Syngenta  
Group Ventures  
Global



PEPSICO

nutreco

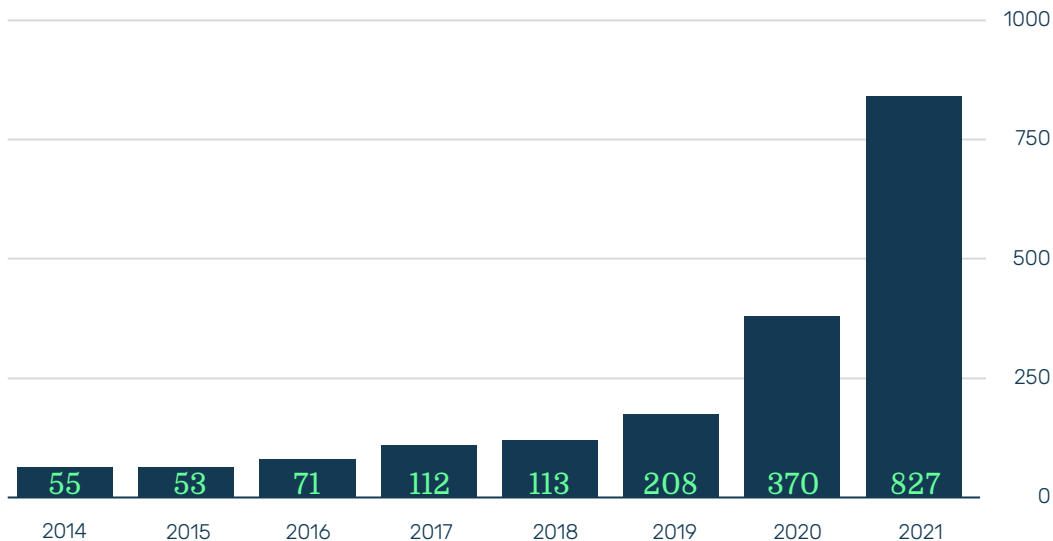
# Global AgriTech Funding



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



# Israeli AgriTech Deals & Funding



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

### Robotics & Farm Equipment

### Supply Chain Optimization

### Precision Ag

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



**\$38m**  
Series C | Valuation Undisclosed



**\$35m**  
Valuation Undisclosed



**\$616m**  
Series G | Valuation \$2b



Bear Flag Robotics  
Acquired by John Deere  
| Valuation \$250m



**\$26m**  
Series B | Valuation Undisclosed



**\$42m**  
Valuation Undisclosed



smart agro

Worldwide

Israel



Investors  
Presentation  
2023



# 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 **56.7m**  
since IPO in October 2020,  
in **3** rounds

Invested a total of  
**~\$8m** in **6** portfolio  
companies

**2** portfolio companies increased value since the investment



**BETTERSEEDS**

**Supplant**  
Unmute your Crops

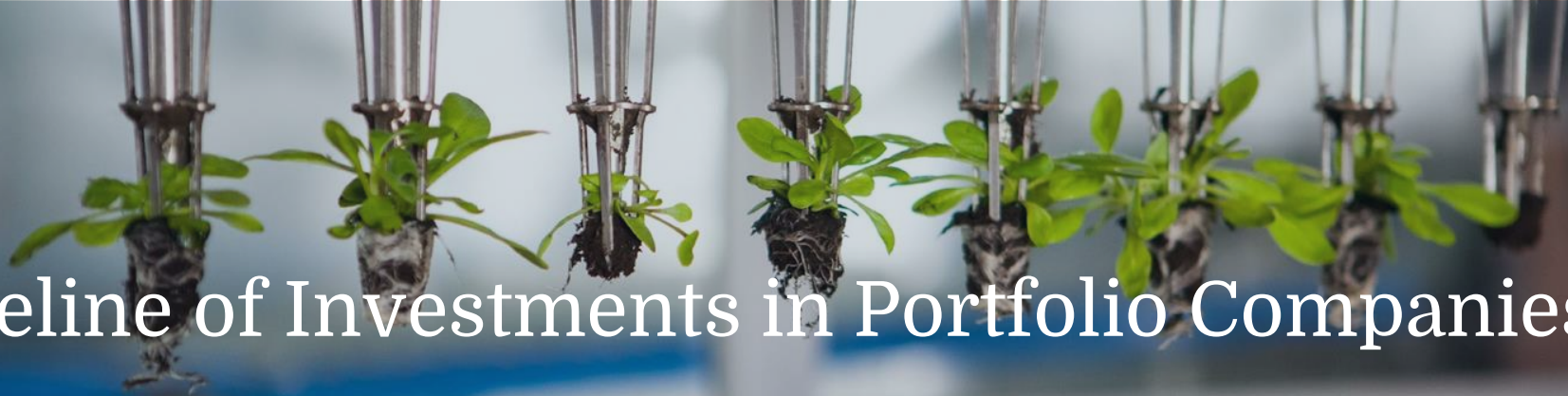
## Position as a leader

via participation in experts panels  
and as a judge in competitions  
(World Agritech summit, 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



(Nov 20)

**\$2m**

~9% after investment  
~7% after last round



(May 21)

**\$0.5m**

\$0.25M(Note)  
~4.5%



(Jun 21)

**\$1.5m +**

\$0.175m  
~5% after investment  
~3% after the last round



(Nov 21)

**\$1m +**

~0.1m (Note)  
~5.8%



## 2022



(Feb 22)

**\$2m**

~3%



(Feb 22)

**\$0.5m**

~1.6%



# Our Portfolio Companies



## BETTERSEEDS

A global leader in CRISPR technology, implementing it for use in all agricultural crops.

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.
- Successful editing of CowPea
- Collaboration on Peanuts variety development with Hebrew University
- Success in the production of stable cannabis hybrid seeds.
- Export to the USA and Canada of cannabis seeds for pre-commercial field trials.
- Expansion of the laboratories to 1,600 square meters of space for R&D
- **Funding round with a value gain of more than 3 times the investment**

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

**\$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

- Started sales and robots supply in 2021 to COSTA in Australia, and expanded to Finland and the USA.
- Strategic commercial partnership with BioBest (leading pollination beehives supplier).
- ~50 robots deployed commercially.
- Additional modules in pilots.



**\$0.75m**

Invested

**~4.5%**

Holding of  
the company

**+\$5b**

Market size

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 sensor-less 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 date trees in the country.

**Raised a round of \$38m, with about X3 valuation increase**

**\$1.75m**

Invested

**~3%**

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

**\$2b**

Market size

One of the best inventions on 2021 by

**TIME** magazine

# 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.
- Yield prediction will be launched in June 2023.
- Distribution agreement with Sumitomo Australia. COSTA as a customer
- Ran a successful POC with Syngenta for tomatoes and pepper.
- 2022 sales of hundreds of thousands of Dollars.

~\$1.1m

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.
- Additional contracts with leading global food and beverage companies.

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



 AB InBev



 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.
- Pilot facility operational in Israel. Preparations for scaleup started to assure readiness for commercial launch.
- Successful live tasting at Future FoodTech in San Francisco, FoodHack in Lausanne Switzerland, and FoodTech IL in Israel, and more.

**\$0.5m**

Invested

**~1.6%**

Holding of  
the company

**\$50b**

Market size



*smart agro*

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