

A composite image featuring a purple saffron flower on the left and a pile of saffron stigmas next to an overturned glass jar on the right. The background is a soft, light purple gradient.

# Saffron-Tech

Innovative agricultural technology

Investor Presentation August 2022



# What is Saffron?

Expensive Spice

Extracted from the stigmas of the *Crocus Sativus*

Geophyte (tuberous plant) that blooms once a year

in the fall

Sensitive to growing conditions

100 flowers needed to produce 1 gr of saffron







## PROBLEM

Saffron is an exotic and powerful herb that is currently grown using traditional, labor-intensive practices which greatly contribute to the high price at which the spice is sold



# SAFFRON'S MARKET CHALLENGES

## Traditional Growth methods

- Complex Production
- Labor intensive
- Low Yield
- Climate sensitive

## Dominated by Iran (50%-80% market share)

- Trade restrictions

## High Percentage of Fakes







# VISION

Enabling innovative and advanced crop cultivation  
in fully automated and controlled environments





# Saffron economy

## Traditional farming

1000 SQM

200,000 bulbs

400,000 flowers

4 KG Saffron

\$80,000



## Saffron Tech technology

1000 SQM

2,200,000 bulbs

17,600,000 flowers

176 KG Saffron

\$3,520,000



# SAFFRON MARKET



## Food

Increasing demand for saffron in the culinary world as a flavoring agent and natural food coloring.



## Health

Natural medicinal properties:  
Antidepressant and antioxidant.  
Increase use in the Food supplement & Pharmaceutical markets.



## Cosmetics

Antioxidant  
Increase use in cosmetics to improve skin conditions, increase radiance, and treat acne.

## POTENTIAL MEDICAL APPLICATIONS OF SAFFRON

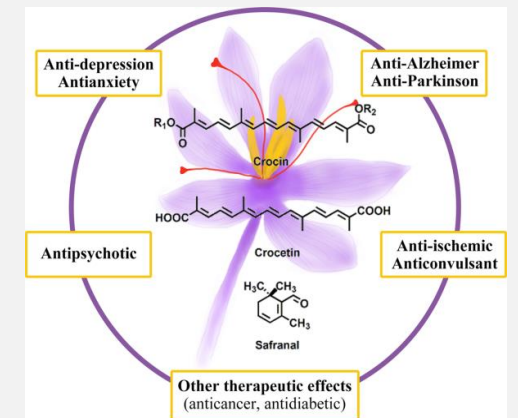
Saffron is rich in plant compounds that act as antioxidants, such as

- Crocin
- Crocetin
- Safranal
- Kaempferol

Antioxidants are important components protecting body cells from aging and diseases, such cancer.

Clinical research conducted supports the efficacy of saffron against medical conditions such as:

- Depression
- ADHD
- Chronic Pain
- Alzheimer's Disease
- Optic nerve atrophy





# GLOBAL VERTICAL FARMING & SAFFRON - MARKET SIZE

## GLOBAL VERTICAL FARMING MARKET

**\$12 billion by 2026**

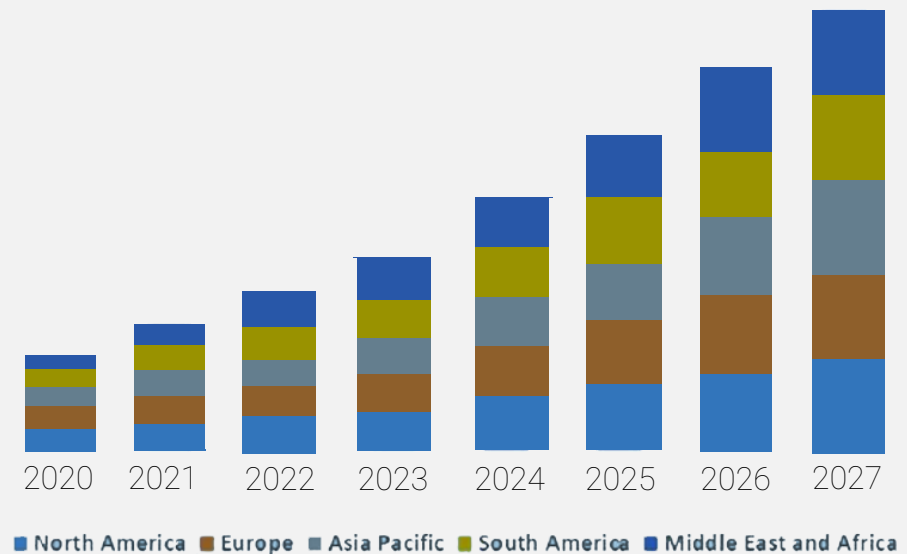
The vertical farming market is expected to reach

Source: [Allied Market Research, August 2019](#)

## GLOBAL SAFFRON MARKET

The Global Saffron Market is expected to reach \$1.6 billion by 2027

Cumulative annual growth rate of 7.3%



Source: [Grandview Research, April 2020](#)

# SOLUTION OVERVIEW



## GROWTH PACKAGE

Farmer purchase a crop's growth package.

The package contains

- Vertical farming cultivation machinery, remotely monitored and controlled
- Growing materials (bulbs, seeds)
- Long term Agronomical supervision, advisory, and support.



## FARM SETUP

The farmer builds the farm, based on the supplied plans, and starts cultivating



## ON GOING ADVISORY AND OPTIMIZATION

Saffron Tech provides ongoing agronomical and technological supervision, advisory, protocol enhancements, and support



# SAFFRON CULTIVATION SOLUTION



## AI-Driven growth protocol

Combining agricultural, automation, and AI technics, we optimized the plant care routine for optimal yield and harvesting cycles



## Stable, Predictable Quality

Optimize active ingredients concentration and ratio

- QA/QE processes
- Bernd optimization – genetic selection or improvement



## Automated harvesting

A monitored, autonomous Saffron harvesting by robots

- Harvesting optimization – Quality and timing
- Reduces labor
- Reduces depreciation

## ADVISORY BOARD



**PROF. RINA  
KAMENETSKY**

The Hebrew university  
Volcani Agricultural  
Research center



**PROF. ROZA MOLINA**

Polytechnic University Of  
Valencia



**PROF. ITAMAR GLAZER**

Volcani Agricultural  
Research center  
  
Kidum, the Volcani  
Technology Transfer Office



**ESTEE ROSEN**

Business Development  
  
Pharmaceutical and medical  
device market expert



## MEET THE TEAM



Tal Wilk-Glazer  
CEO

Tal has over 20 years of experience in leading international technology and communications companies. Tal Served as Salesforce Industries Regional Director of Eastern Europe, Africa, and Israel, and accompanied large companies in the process of digital transformation. Prior to Salesforce she served in executive positions in Vlocity and is one of the founders of Vibo. Tal holds a bachelor's degree in medical sciences from the Hebrew University of Jerusalem, and a master's degree in business administration from the Technion Institute of Technology.



Gadi Levin  
CFO

Gadi served in executive management positions in Dario, Vaxil Bio and Eco (Atalantic Oil and Gas Ltd. as well as in Israeli investment companies specializing in private capital, hedge funds and real estate. Gadi has over 15 years' experience in working with America, Canadian and multinational public companies. Gadi began in the accounting firm of Arthur Anderson, where he specialized in listed companies in the US involved in offerings. He holds a BA in Commerce, Accounting and Information Systems and a BA in Accounting from the University of South Africa and is a certified public accountant. Gadi also holds a MBA in Business Administration from Bar-Ilan University.



Dr. Tomer  
Ben Michael  
Chief Agronomist

Tomer is a Ph.D. student, with a BA and MA in Agriculture from The Hebrew University of Jerusalem. Tomer has experience as a researcher in molecular biology and bioinformatics. In his previous positions, Tomer served as research assistant for Evogeneand. Previously, was in charge of the gene bank for greenhouse flowers, pest control, powder and production of seeds and cuttings. In conjunction with the Volcani Institute,.



Chava Sarfati  
Health Division  
Manager

Chava is a strong leader that has years of experience in managing teams and divisions. As a pharmacist she contributes well on the profession side of the brand development. Chava started her career in TEVA and served as Clinical Trial Manager/Director in several start up companies and holds a pharmaceutical degree from the ETH in Zurich Leading the team to reach the company's goals.

## SAFFRON VISION – GREEN SAFFRON



Traditional Growth



Vertical Farming companies



Fake Saffron



# ESG

## Environment

- Sustainable agriculture
- Green Energy
- Water saving
- Sealed environment: no pesticides and weed killers
- Efficient use of the grow area

## Social

- Gender Equality
- Supports periphery (R&D Center in Mavkiim, Golan heights)
- Diversity and Inclusion

## Governance

- Transparent Governance (A private company runs as a public company)
- Board and executive diversity
- Risk Management

## SAFFRON VISION – GREEN SAFFRON

- Main Saffron production cost is energy.
- Saffron Farm will be covered by Solar panels
- Energy Storage maximizes clean energy use at any time.
- Significant part of the Saffron production costs, the electricity, will be covered by clean energy.



# SAFFRON FARM PRODUCTION ECONOMY

Farm Size: 2,000 m<sup>2</sup>

Production: 450 KG Saffron

Revenue: \$ 9.0 M

CAPEX: \$ 8.0 M

OPEX: \$ 3.0 M

EBITDA – \$3M, 40% from revenue

IRR – 24%

ROI - 5 years





# GROWTH STRATEGY



## GROWTH PROTOCOL DEVELOPMENT

Develop growth protocol and supporting technology for advised crop



## MANUFACTURE (PILOT)

Build a first farm, manufacture and distribute the yield



## EXPAND MANUFACTURING

Build additional Saffron farms around the globe with business partners, using Saffron Tech encapsulated technology. All farms are monitored remotely



## NEW CROPS

Apply the growth protocol development methodology and the solution encapsulation best practice to other crops.

**THANK YOU**

Tal Wilk Glazer

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# Academical Background

Efficacy of a standardised saffron extract (affron®) as an add-on to antidepressant medication for the treatment of persistent depressive symptoms in adults: A randomised, double-blind, placebo-controlled study •

Adrian L Lopresti<sup>1,2</sup>, Stephen J Smith<sup>1,2</sup>, Sean D Hood<sup>3</sup>, Peter D Drummond<sup>1</sup>

Crocus sativus L. Versus Methylphenidate in Treatment of Children with Attention-Deficit/Hyperactivity Disorder: A Randomized, Double-Blind Pilot Study .2

Sara Baziar<sup>1</sup>, Ali Aqamolaei<sup>1</sup>, Ebrahim Khadem<sup>2</sup>, Seyyed Hosein Mortazavi<sup>1</sup>, Sina Naderi<sup>1</sup>, Erfan Sahebolzamani<sup>1</sup>, Amirhosein Mortezaei<sup>1</sup>, Shakiba Jalilevand<sup>1</sup>, Mohammad-Reza Mohammadi<sup>1</sup>, Mahsa Shahmirzadi<sup>1</sup>, Shahin Akhondzadeh<sup>1</sup>

Saffron: An Old Medicinal Plant and a Potential Novel Functional Food .3

Maria José Martínez-Tomé, Gonzalo Luis Alonso Salinas, Antonia M Jiménez-Monreal, Soukaina Chaouqi, Silvia Llorens, Gonzalo L Alonso



