



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

SAFFON'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

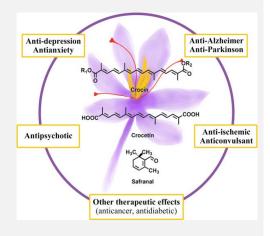
Saffron is rich in plant compounds that act as antioxidants, such as

- 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

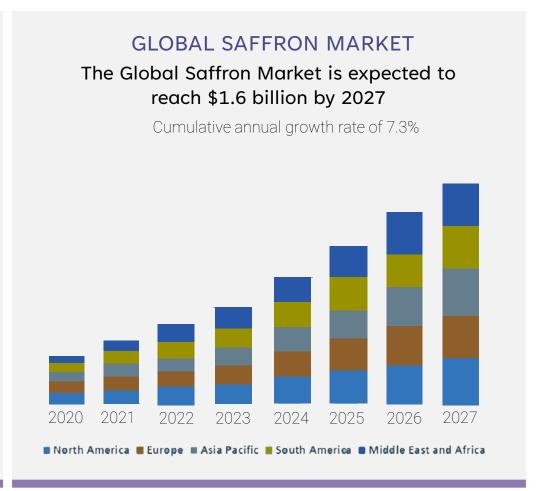


GLOBAL VERTICAL FARMING & SAFFRON - MARKET SIZE

GLOBAL VERTICAL FARMING MARKET

\$12 billion by 2026

The vertical farming market is expected to reach



Source: Allied Market Research, August 2019

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. Served as Salesforce Industries Regional Director of Eastern Europe. Africa, and Israel, and accompanied large companies in the process of transformation. Prior digital Salesforce she served in executive positions in Vlocity and is one of the founders $\circ f$ Vibo. Tal holds a bachelor's degree in medical sciences from the Hebrew University of Jerusalem, and a master's degree business in 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 Itd. 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 areenhouse 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 TFVA and served as Clinical 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



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 m2

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.

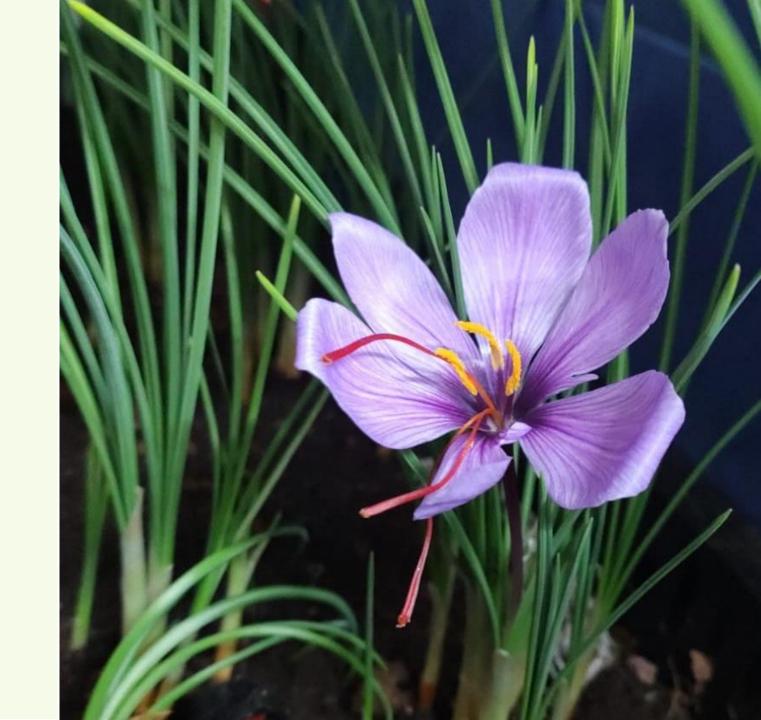
2022

THANK YOU

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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

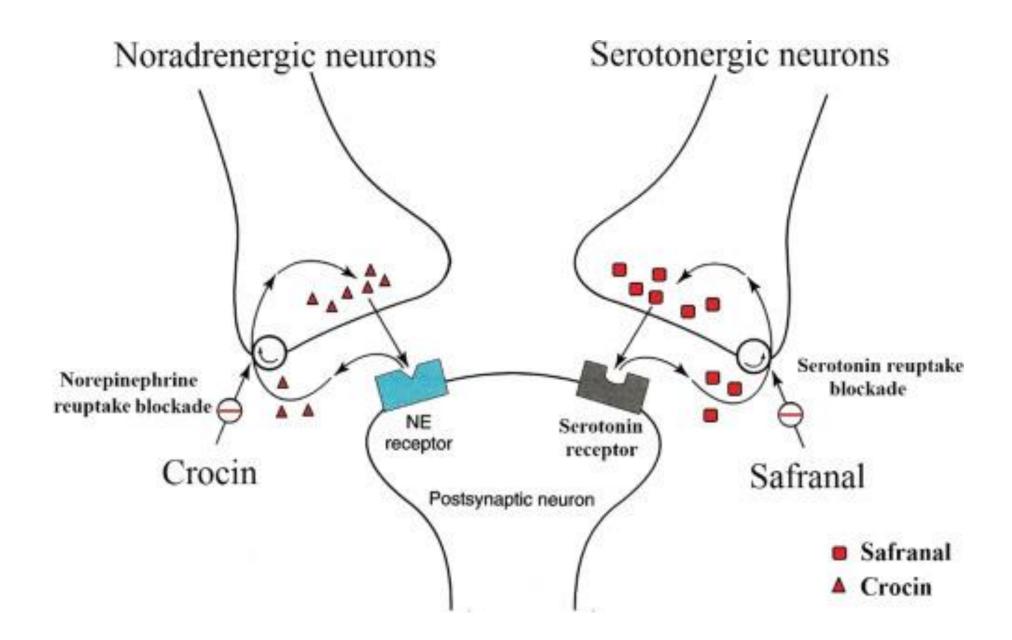
Adrian L Lopresti 12, Stephen J Smith 12, Sean D Hood 3, Peter D Drummond 1

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

Sara Baziar¹, Ali Aqamolaei¹, Ebrahim Khadem², Seyyed Hosein Mortazavi¹, Sina Naderi¹, Erfan Sahebolzamani¹, Amirhosein Mortezaei¹, Shakiba Jalilevand¹, Mohammad-Reza Mohammadi¹, Mahsa Shahmirzadi¹, Shahin Akhondzadeh¹

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

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



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