

Strauss Group Financial Results

Q1 and YTD 2021 Earnings Presentation | May 25th, 2021



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GAAP to Non-GAAP Reconciliations



In addition to reporting financial results in accordance with generally accepted accounting principles (GAAP), the Company provides non-GAAP operating results which include the results of jointly controlled entities as if they were proportionately consolidated. Strauss Group has a number of jointly controlled companies: the Três Corações joint venture (3C) – Brazil (a company jointly held by Strauss Group (50%) and by the São Miguel Group (50%) in Brazil), Sabra Dipping Company (a 50%/50% JV with PepsiCo in the U.S. and Canada), Strauss Frito-Lay Ltd. (a 50%/50% JV with PepsiCo Frito-Lay in Israel) and PepsiCo Strauss Fresh Dips & Spreads International (a 50%/50% JV with PepsiCo outside the U.S. and Canada)(1).

In addition, non-GAAP figures exclude any share-based payments, mark to market of commodity hedging transactions as at end-of-period, other expenses or income and taxes referring to these adjustments.

Company Management believes that these measures provide investors with transparency by helping to illustrate the underlying financial and business trends relating to the Company's results of operations and financial position and comparability between current and prior periods. Management uses these measures to establish and monitor budgets and operational goals and to evaluate the performance of the Company. Please see the GAAP to non-GAAP reconciliation tables in the Company's MD&A Report for a full reconciliation of the Company's GAAP to non-GAAP results.



Coronavirus Update



General

- Group Management is vigilantly managing the event and continues to assess and manage the risks on an ongoing basis in all countries of operations, since due to its nature this is an unfolding event that is evolving and changing constantly, sometimes on a daily basis.
- At the date of this report and throughout the quarter in general, the Group's manufacturing facilities have continued to operate. The Group is cooperating closely with its suppliers and customers to ensure that the supply chain is able to meet the continuing elevated demand that continued during the first quarter in some geographies.
- During the quarter the Group continued to invest in developing its brands and to strengthen its partnerships, while exploring various business opportunities and making advance preparations for various challenges that lie ahead.

Impacts of COVID-19 crisis on the Group's business

- **Consumer behavior** – At home consumption of food and beverages continues during Q1 2021 in some categories and an improvement is noted in the away from home (AFH) segment as social distancing measures are lifted in some geographies. Vaccinations in some geographies are more wide spread than in others, in Israel for example, the vaccination rate is likely to continue to impact consumer behavior going forward.
- **Geographies** – Above average sales growth in Israel continued, due to increased in-home food consumption following the third lockdown in January. In the US sales continue to come under pressure as category demand declines during the first quarter and AFH and impulse purchasing is not back to pre pandemic levels; in Brazil, Russia and China sales increased in local currencies in comparison to Q1 2020
- **Product categories** – Growth in demand for the Group's products was evident once again mainly in dairy products. By contrast, sales of confectionery, single serve snacks and small packs that mainly serve for AFH consumption as well as portability products (particularly in Israel and the US) remained weak. These could potentially recover gradually as economies come out of lockdowns and as vaccinations become widespread.
- **Sales channels** – Group's sales to the retail chains declined due to the high levels recorded in March 2020, in Israel higher sales to small stores and convenience stores were recorded. The AFH channels are gradually improving across geographies.



Giora Bardea

Group CEO



**COVID
-19**

Mega Forces
transform
our reality

The Mega Forces that shape our lives in the COVID-19 era

Social Distancing



The Trust Gap



Economic Turning point



Consumption Evolution



Technology Transformation





Mega Forces

Impact

Call For Action

Social Distancing

The past year has taught us to lead a remote life – working, consuming, learning, engaging, connecting. What started as a constraint has become a comfortable way of life.



Impact Social Distancing

- Working & Learning From Home
- Remote Communications & Leadership
- Loneliness
- Less travelling, Leisure & Culture
- Home Consumption & Deliveries
- Remote Health & Services



Call for Action

Home Consumption categories:

- New Solutions
- Plant Based, salads ,snacking at home
- Focus on “coffee shop at home”
- Launch of IOT based water bar - Edge

Route To Market

- Online platforms
- Direct to Consumer products
- Specialty stores
- Increased focus on small groceries
- Further collaborations with home delivery platforms

Remote working

- Global Hybrid working model
- Benefits & engagement
- Upskilling & reskilling
- Manage global remotely
- Local Playbook
- The future of the Office space
- New Talents
- Frontline vs HQ

Watershed Moment for the Global Economy

The global economy is at a crossroad. Governments take aggressive measures to ensure recovery and stability. Growing divergence between countries still resonates due to vaccination rates while China leads in recovery and affects global trade.



Impact Watershed Moment for the World Economy

- Deficits on the rise
- Decrease in unemployment rates
- Central banks maintain low level of interest to support growth
- Governments debt elevated
- Inflation on the rise
- High risk funds & IPOs are blooming
- Increase in Corporate taxes
- Raise in Government spending on infrastructure, health and sustainability
- Currency fluctuation
- GDP V Shape Recovery
- Headwinds from Commodities, raw material and global shipping inflation



Call for Action



Business continuity

- Higher safety stock levels
- Alternative parts/ raw materials
- Spot buy and open market search for components
- Alternative local sources

Mitigation

- Increase productivity efforts
- Strategize long term structural Cost optimization
- Shipping: Searching for potential Low cost routes; Maximizing Containers' capacity
- Open procurement negotiations
- Selective Price increase
- marketing hold back
- FX and Commodities Hedging

Scenario planning, monitoring & financial flexibility

- Cross company team to monitor macro shifts and forecasts
- Scenario planning
- Assuring cash and credit line reserves



Consumption Evolution

The pandemic led to an unprecedented consumption shock that upended long standing consumer habits. Some were here before and accelerated, while others are new and we still don't know their lasting effects.



Impact Consumption Evolution

- Healthy & conscious food
- Small Brands acceleration
- Story & purpose driven brands
- Convenience food & restaurant deliveries rise
- Ecommerce here to stay
- Unique Indulgence
- Food communities
- Snacking solutions



Call for Action



New Perspective on core

- Stretching & Investing in super brands
- Diverse consumer needs (Flexi, Vegan, Gluten, Orthodox) better mix
- Win Snacking & Expand good food
- Redefine categories-snacking at home, baking
- Coffee capsules and Beans focus

Innovate

- Foodtech successful rounds
- Successful launch of IOT based water bar Edge
- The kitchen focus on alternative protein & sugar
- Adjust F&I to new needs
- Collaborate with direct platforms
- RTD coffee

Optimize Portfolio

- Continue to monitor and optimize our portfolio



Ariel Chetrit

Group CFO



Financial Highlights | Organic Excluding FX Non GAAP



Q1 2021

Q1'21 Organic Sales growth : -0.4%

Q1'21 Organic Gross Profit growth: -4%

Organic EBIT margin growth: 11.8%

Organic Net Income growth: 25.7%

The group paid a dividend of NIS 270mm
(NIS 2.3 per share) on April 13th

Financial Highlights | Reported Non GAAP



Q1 2021

Q1'21 Sales: NIS 2061mm; growth: -4.9%

Q1'21 gross margins: 39.4% (down 110 bps vs. Q1'20)

EBIT and EBIT margins:
NIS 289mm (up 7.6%); 14% (up 170 bps vs. Q1'20)

Net income and net margins:
NIS 206mm (up 20.5%); 10% (up 210 bps vs. Q1'20)

EPS: 1.77 (up 20.2% VS. Q1'20)

Quarter and Full Year Highlights



Strauss Israel

- Strauss Israel posts a 0.9% decline during the quarter significantly better than F&B market decline of 3.3% ⁽¹⁾
- Ongoing elevated consumption of food at home continues
- Strong EBIT growth of 3.8% and improved EBIT margins of 13.2%, up 60 bps on Q1 2020
- Market share was up 0.3% to 12.5% for the quarter
- Dairy was once again strong as home nesting continues during the quarter
- F&I segment continues to come under pressure due to the closure in January and lower sales in the AFH channels and the impulse category
- Channel mix – lower sales to retail channels vs. last year offset by higher sales to private sector (smaller and neighborhood shops and convenience stores)
- Strauss continues to focus on expanding its alternative dairy offering

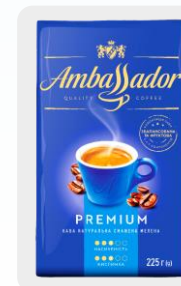


Quarter and Full Year Highlights



Strauss Coffee

- Strauss Coffee organic sales declined in local currency (LC) by 0.7% due to a continued sharp decline in Coffee Israel sales (-10.9%) that were offset by a rise of 4% in international coffee in LC
- Coffee Israel declined mainly due to the continued closure of the Elite Coffee chain and lower sales to retailers due also to high holiday timing, these more than offset the strong growth in coffee capsules during the quarter
- Higher green coffee prices particularly in Brazil continued to erode margins in Q1
- Headline sales impacted mainly by currency devaluation vs. the strong Israeli Shekel, namely the BRL which is down -24% and the RUB -17% on average vs last quarter
- Sales in 3C ⁽¹⁾ were up during the quarter an impressive 10% organically in local currency on the back of higher volume that were offset by the AFH channel (excluding sales of Mitzui)
- Sales in Eastern Europe were mixed with a strong performance in Russia and Serbia whilst sales in Poland declined
- 3C ⁽¹⁾ market share in Brazil R&G value was 30.9% ⁽²⁾ for Q1 2021, compared to 31% in Q1 2020 including the addition of Mitzui Coffee; Mitzui market share was 2.4% slightly down from 2.8% in Q1 2020



(1) Note: Três Corações joint venture (Brazil): a company jointly held by the Group (50%) and by the São Miguel Group (50%) (3C)

(2) Source: Nielsen

Quarter and Full Year Highlights



International Dips & Spreads

- The Int'l D&S business declined 11.5% during the quarter in local currency as a result mainly of lower sales at the AFH channels, convenience stores and of portability products across channels
- Currency headwinds had a negative impact on results as the USD weakened against the NIS
- Challenges in the supply chain remain during the quarter and supply chain costs remain elevated due to ongoing uncertainties associated with COVID-19 mainly in the US
- Sabra EBIT margins remained stable at 11% but EBIT declined as increase in costs associated with support of production line employees continued; EBIT and margins improved in comparison to Q4 2020
- Obela sales were up 3.1% in local currency in Q1
- Hummus category in North America was down 20% during the quarter in comparison to Covid panic buying last March
- Hummus market share in North America was slightly down to 61.4% for the quarter from 62.7% in Q1 2020



Quarter and Full Year Highlights



Strauss Water

- Strauss water posted another very strong quarter with sales up 18.2% and operating income up 46.7%
- The strong performance is attributed to continued strong sales momentum and increased customer installed base across all regions - Israel, the UK and China;
- Strong momentum supported by people spending more time at home requiring better quality drinking water
- Growth in sales was led by the increased sale of new water bars and by increasing the company's installed base
- We launched the new Edge Water bar which has IOT capabilities
- Sales at Haier Strauss Water (HSW), the JV in China, were up during the quarter by 44.1% in local currency and net income was up by 26.3% in local currency as the economic activity in China continues its strong momentum
- HSW continues to make great strides in online sales
- The production site in China is complete and initial productions commenced in May

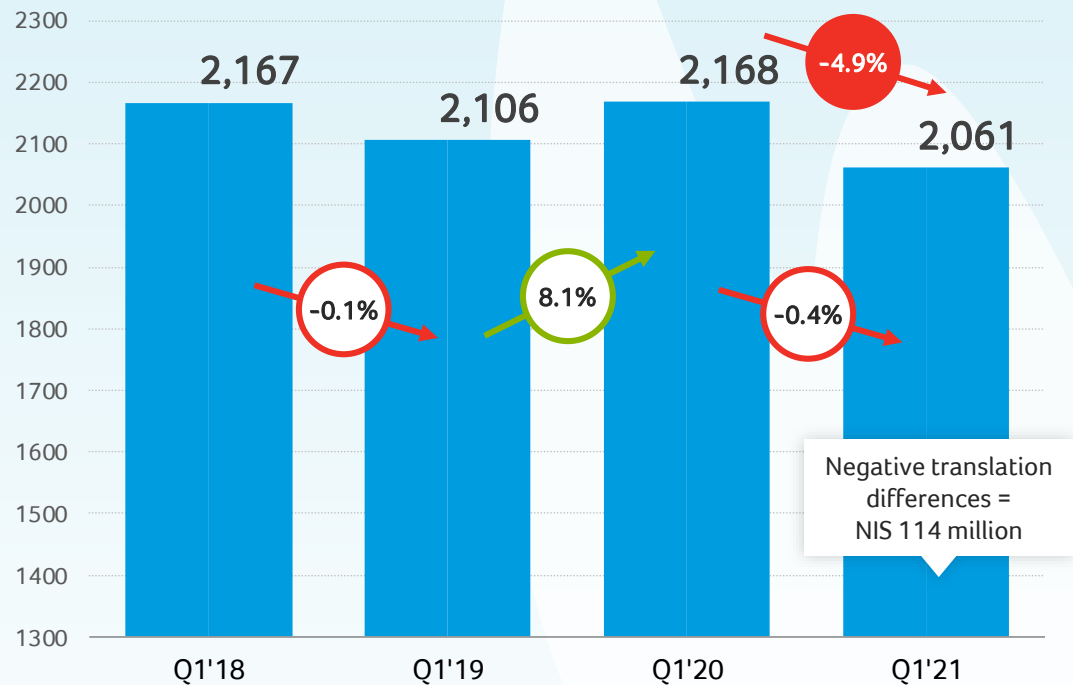




Sales



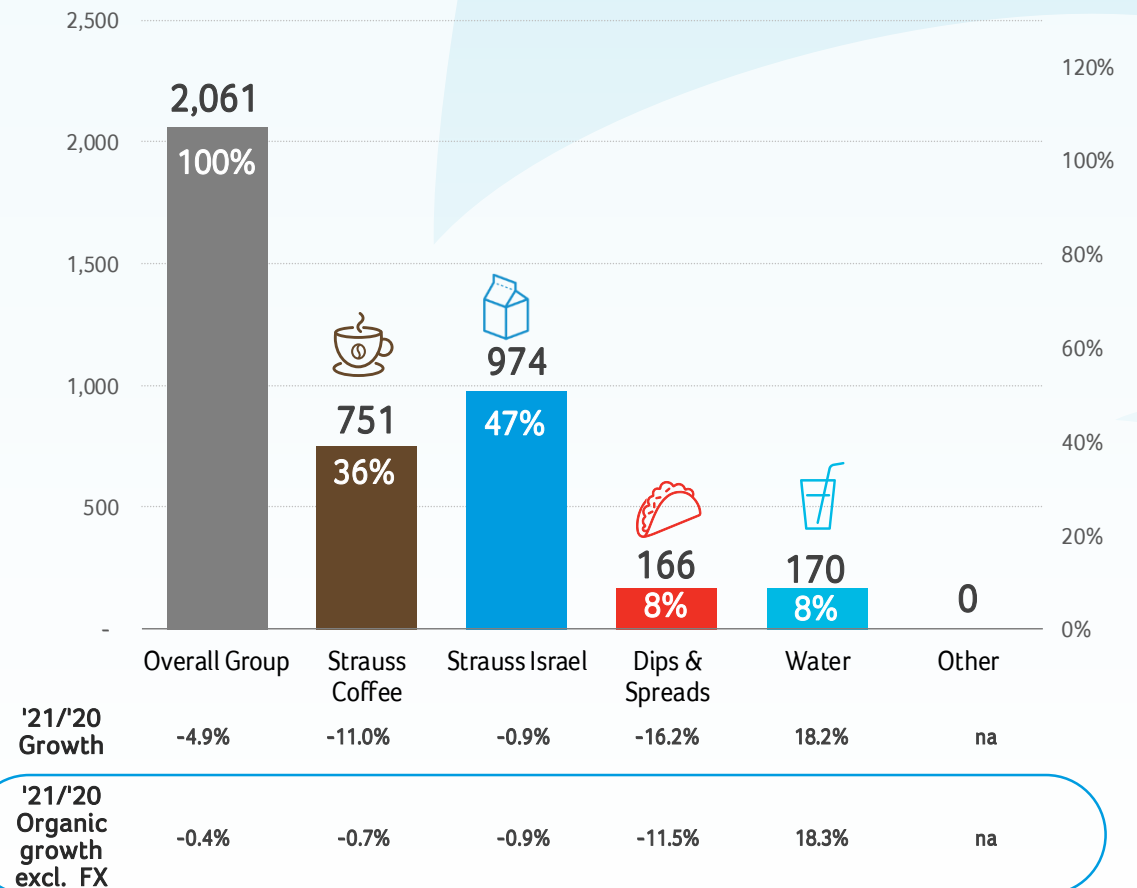
Q1 2021 Consolidated Sales NIS mm Non-GAAP



= Organic Sales Growth excl. FX

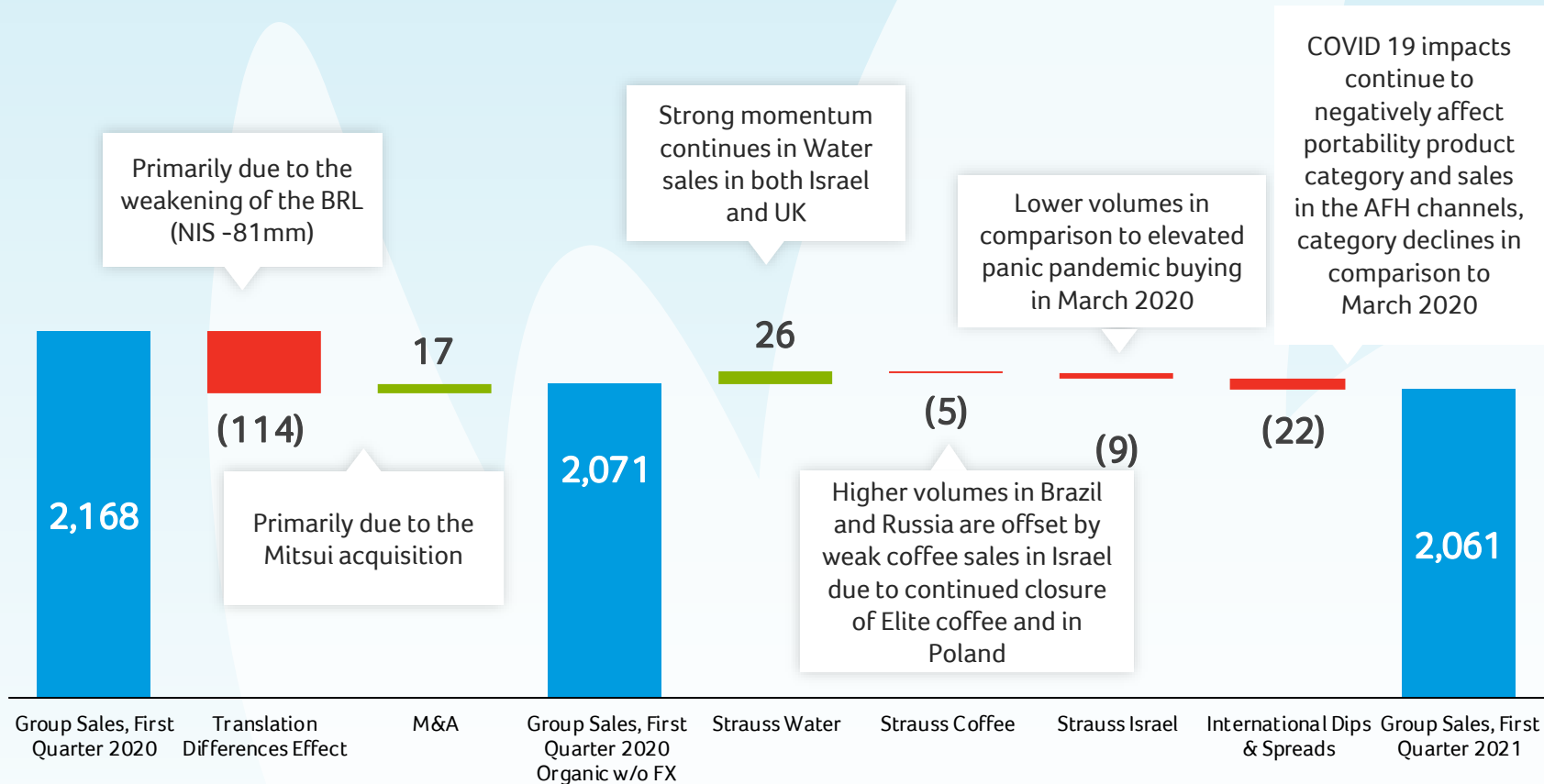
Q1 2021 Sales by Segment

NIS mm; Non-GAAP; % sales contribution



Q1 Sales Bridge

NIS mm; Non-GAAP; Q1'20 to Q1' 21

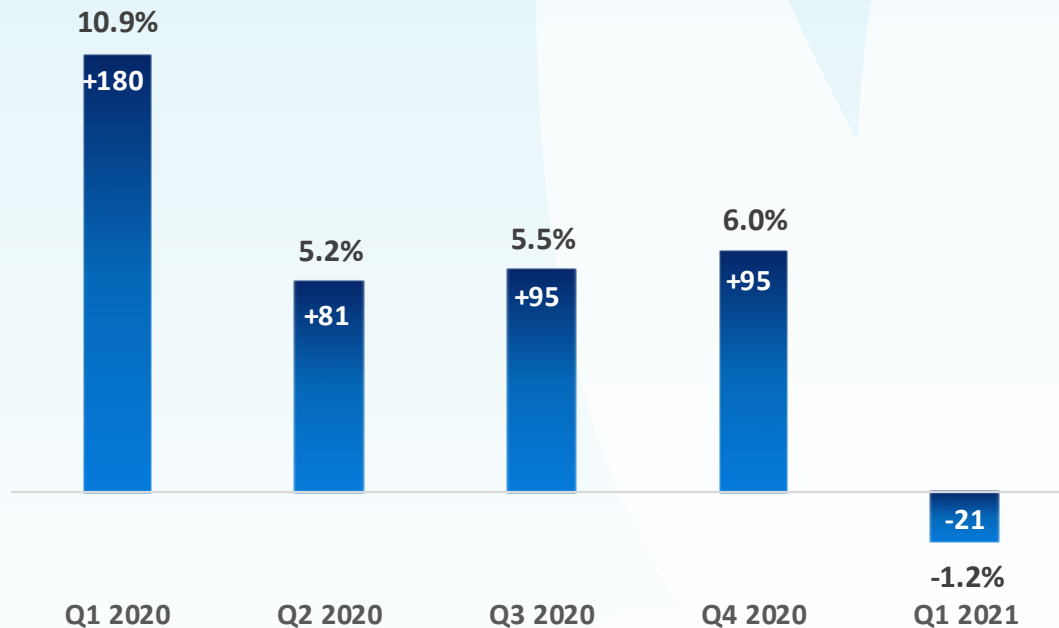


Channel Quarterly Sales Development

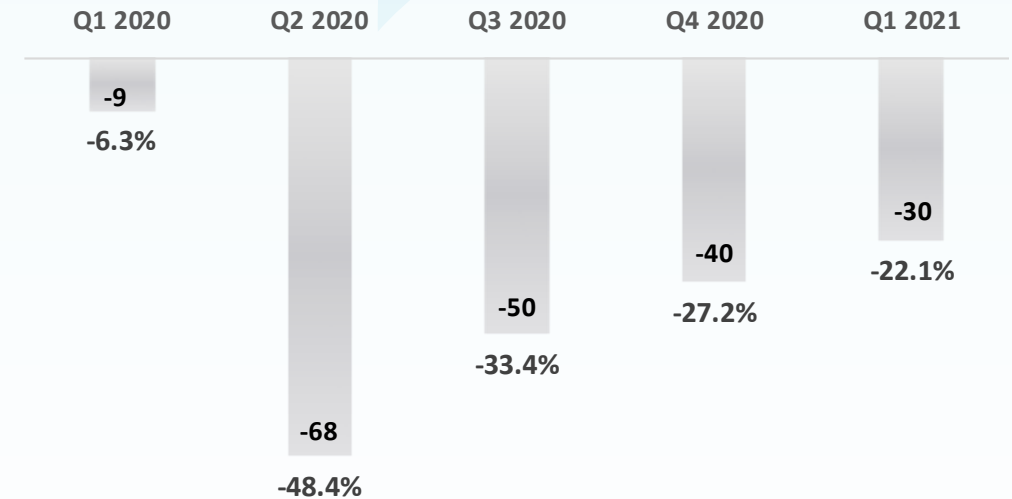


Sales to the retail channels declined in comparison to Q1 2020 at the peak of panic buying, whilst sales to the Away From Home channels continue to improve as lockdowns are gradually lifted across geographies

Change in Retail Sales



Change in Away From Home Sales

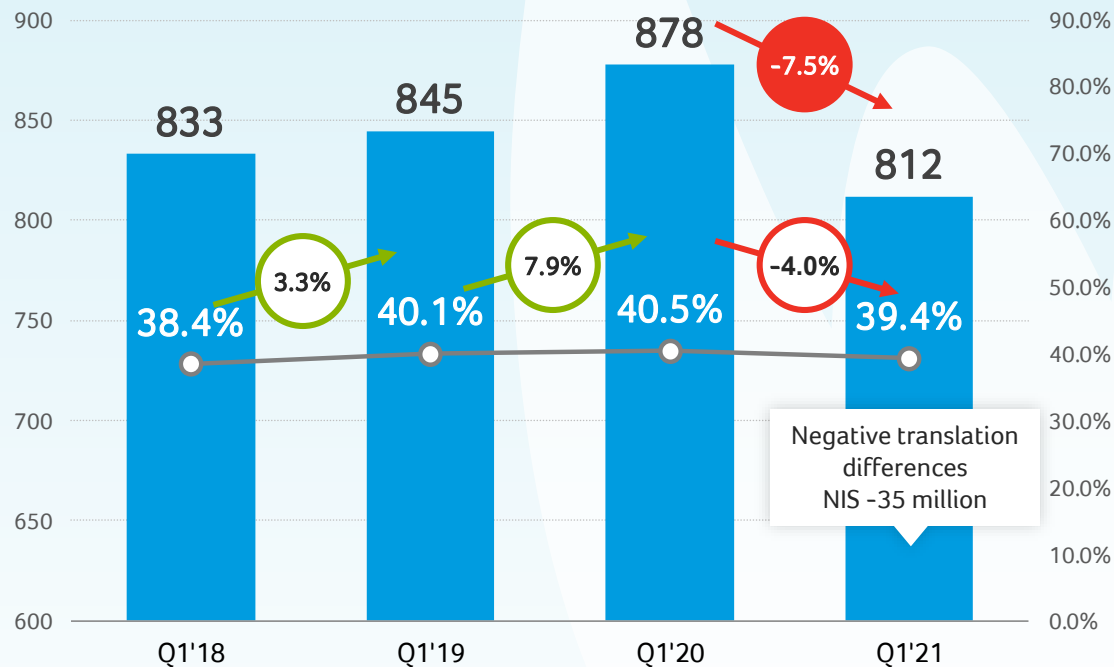


Gross Profit



Q1 Consolidated Gross Profit and Gross Margins

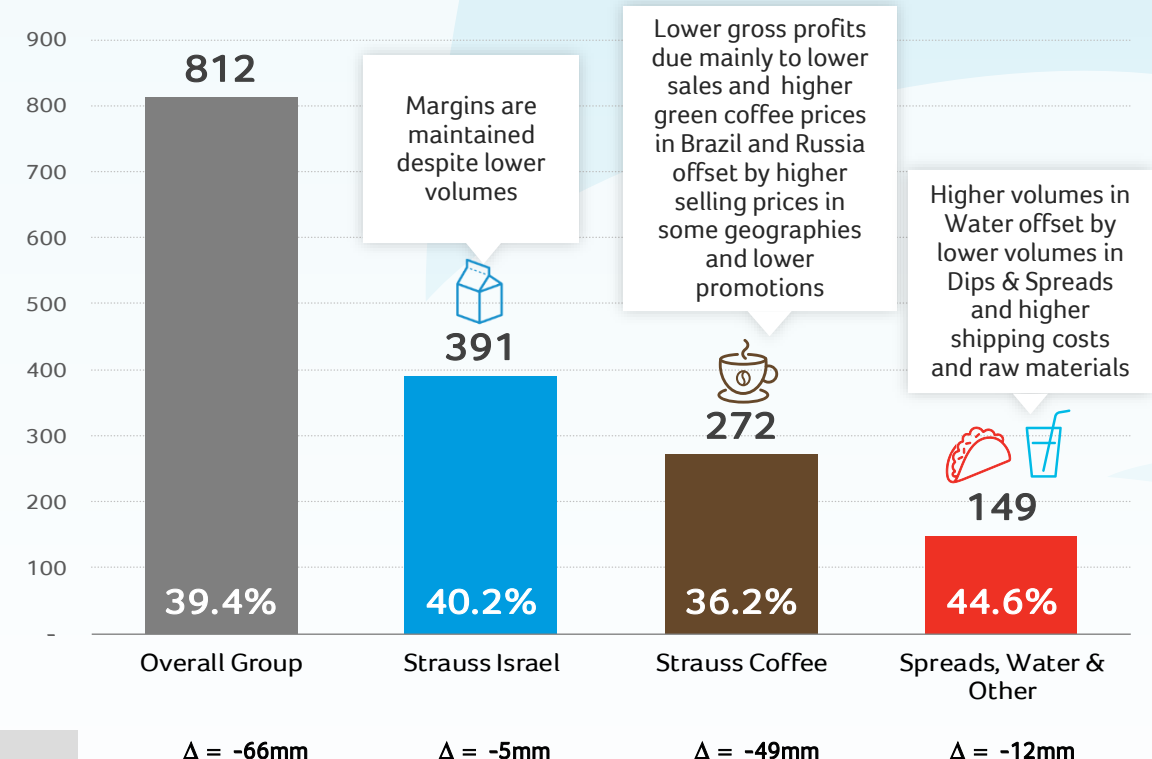
NIS mm; Non-GAAP



= Organic Gross Profit Growth excl. FX

Q1 2021 Gross Profit and Gross Margins

NIS mm; Non-GAAP; % Margin



Q1 2020 GP & GM

NIS 878 40.5%	NIS 396 40.2%	NIS 321 38.1%	NIS 161 47.1%
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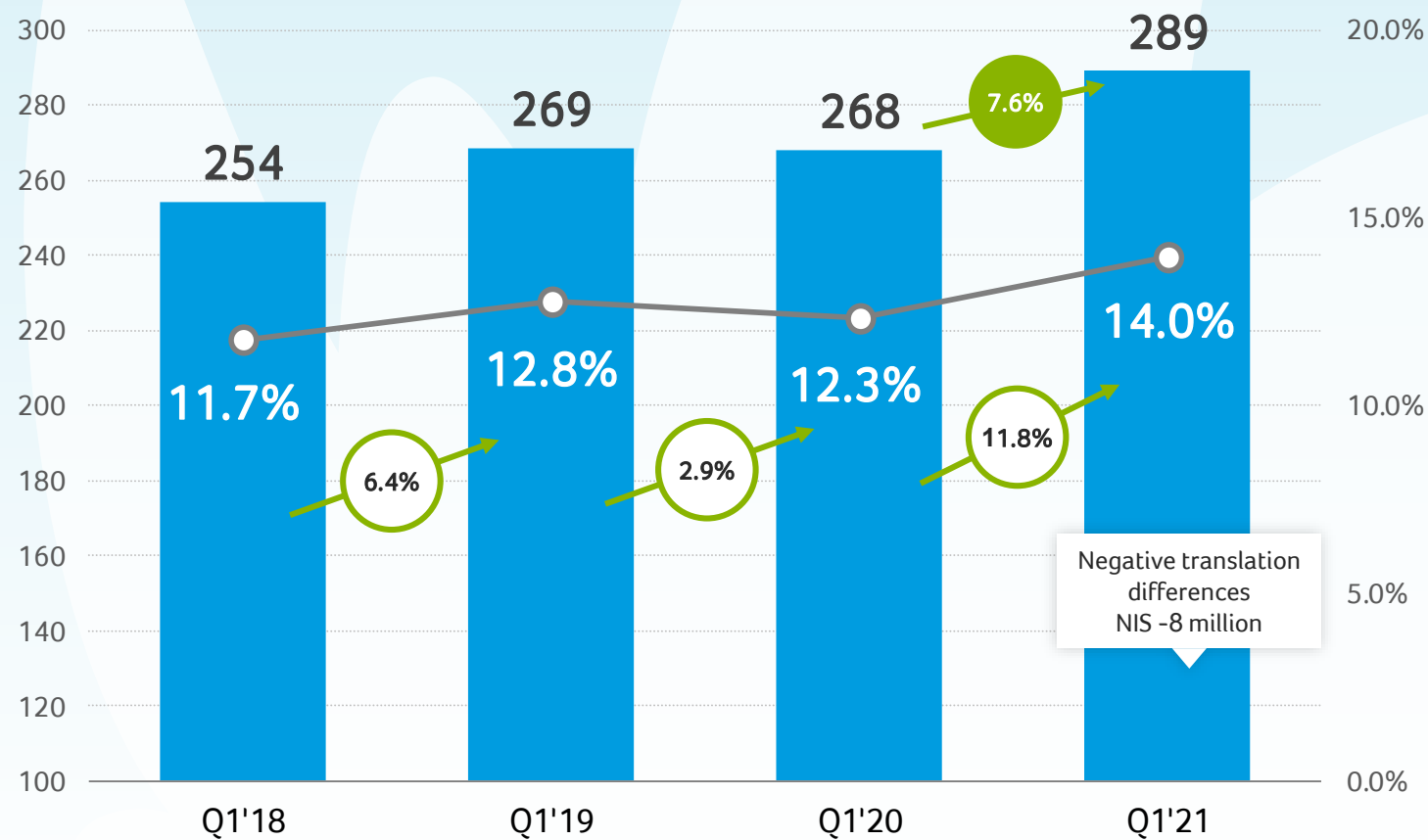
(1) Note: Três Corações joint venture (Brazil): a company jointly held by the Group (50%) and by the São Miguel Group (50%) (3C)


EBIT



Q1 Consolidated EBIT and EBIT Margins

NIS mm; Non-GAAP

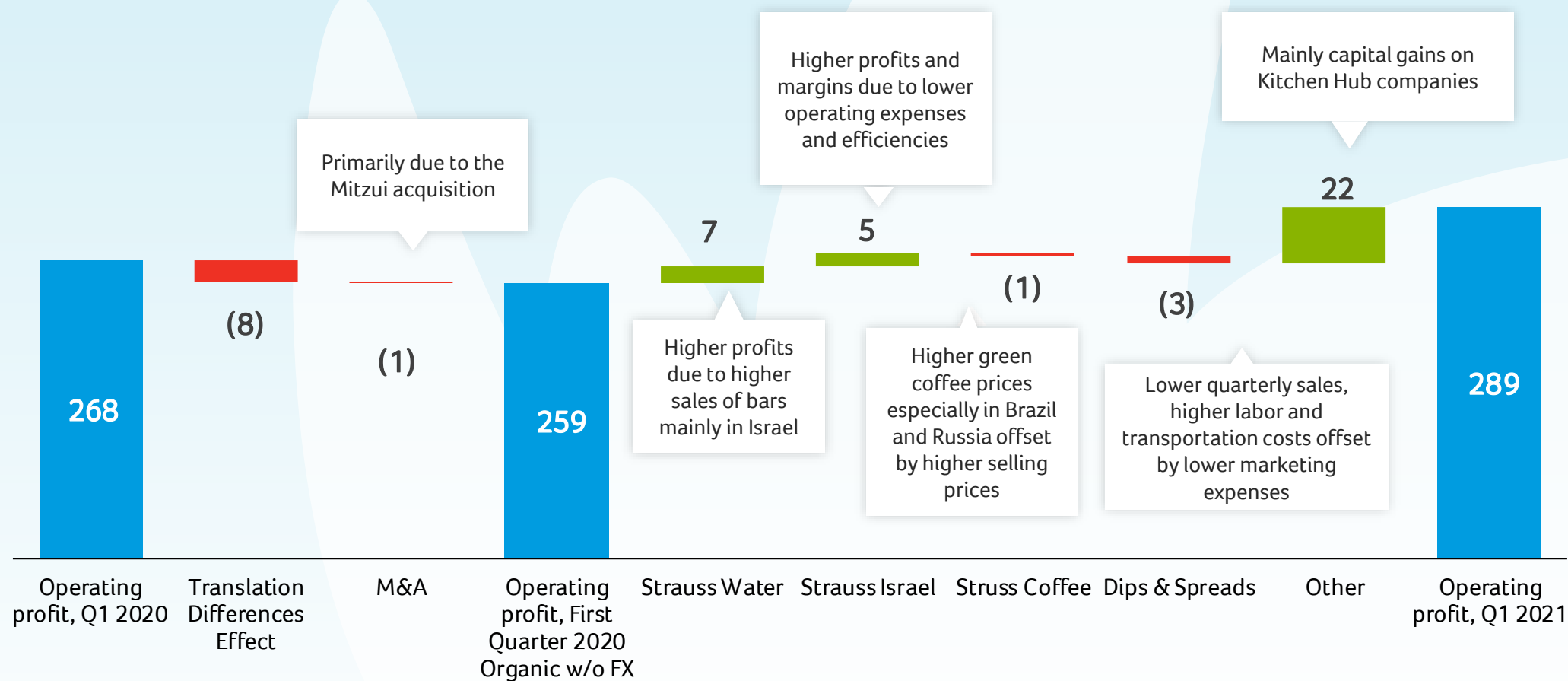


 = Organic EBIT Growth excl. FX

Excluding income from Foodtech hub EBIT was down -3.2%; Organic EBIT excluding Foodtech hub was up 0.5%

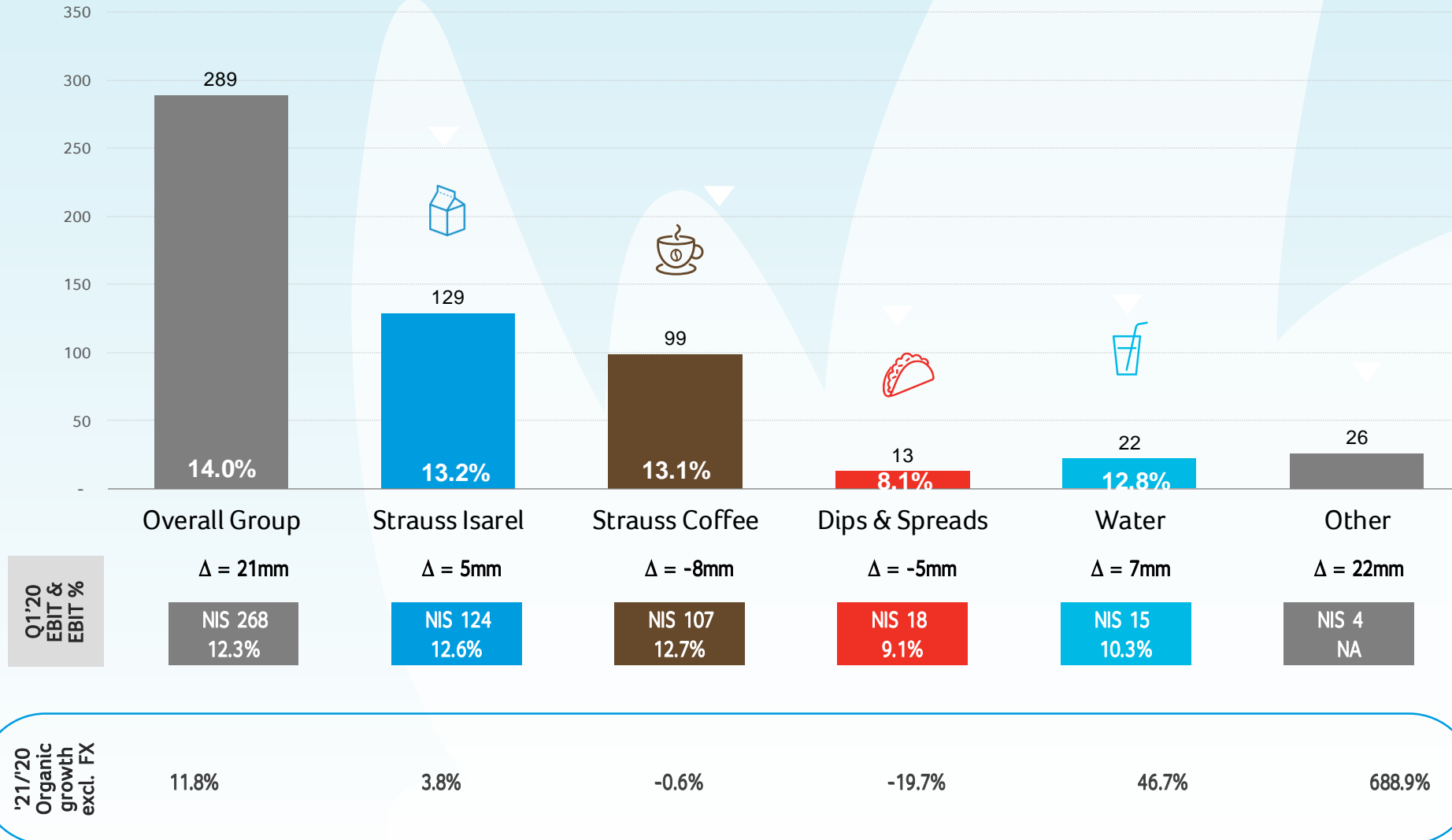
Q1 EBIT Bridge

NIS mm; Non-GAAP; Q1'20 to Q1'21



Q1 2021 EBIT and EBIT Margins

NIS mm; Non-GAAP; % Margin



Notes:

(1) Três Corações joint venture (Brazil): a company jointly held by the Group (50%) and by the São Miguel Group (50%) (3C)

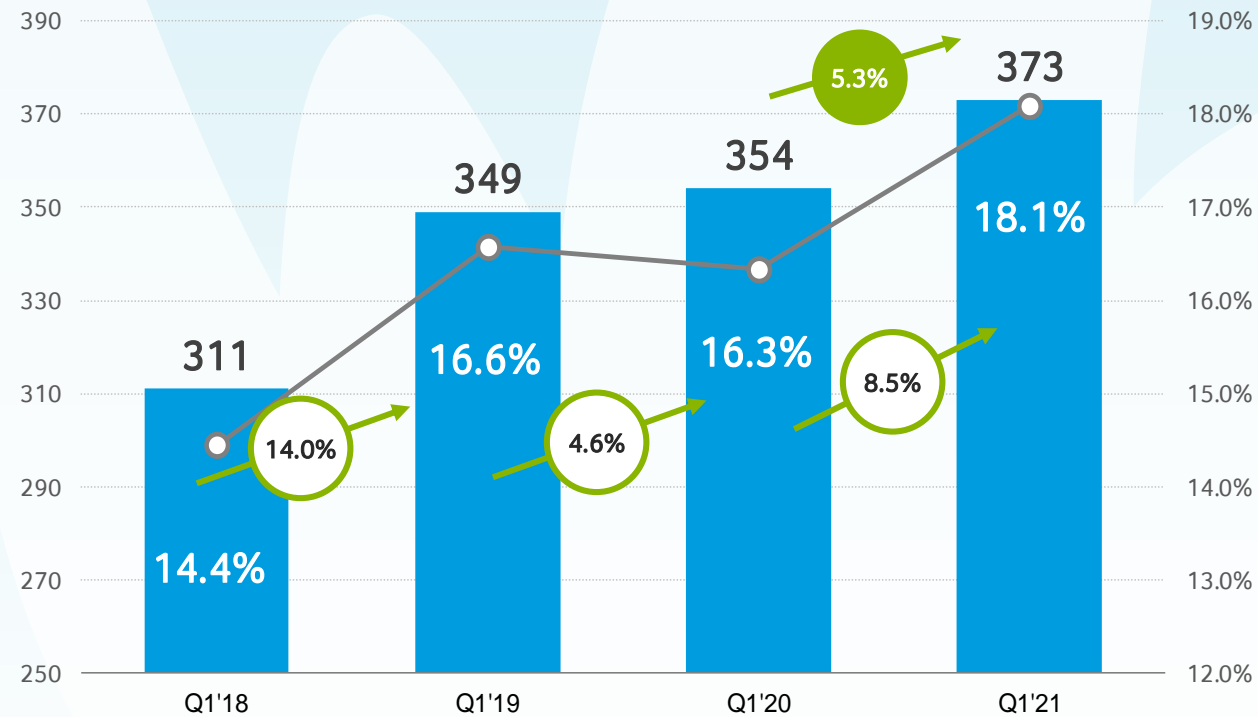
(2) Water EBIT includes net profits from HSW

EBITDA



Q1 2021 Consolidated EBITDA and EBITDA Margins

NIS mm; Non-GAAP



= EBITDA Growth excl. FX

Excluding income from Foodtech hub EBITDA was down -2.9%;

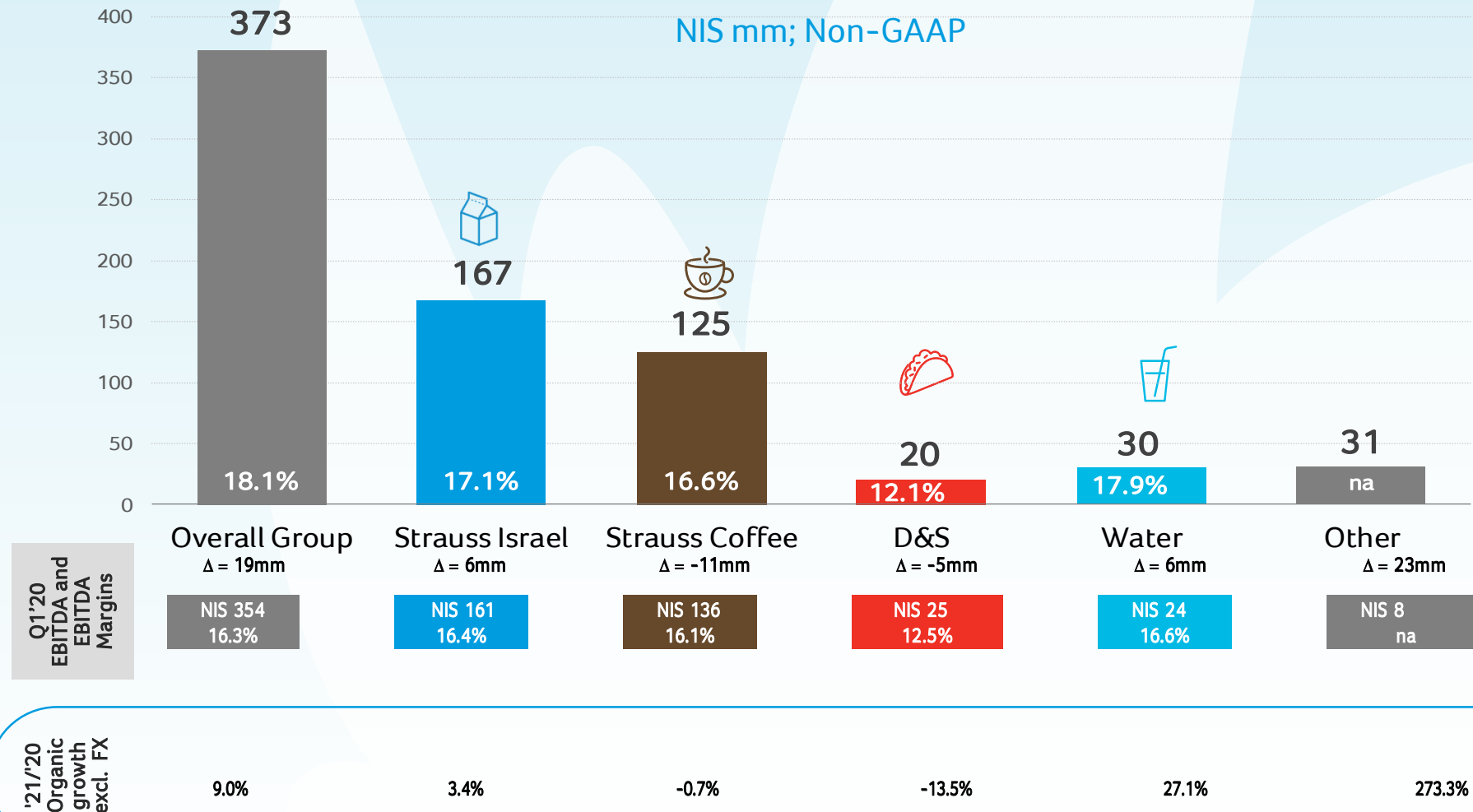
* Note change in EBITDA due to new IFRS16 rules as of 2019

EBITDA



Q1 2021 Consolidated EBITDA and EBITDA Margins

NIS mm; Non-GAAP



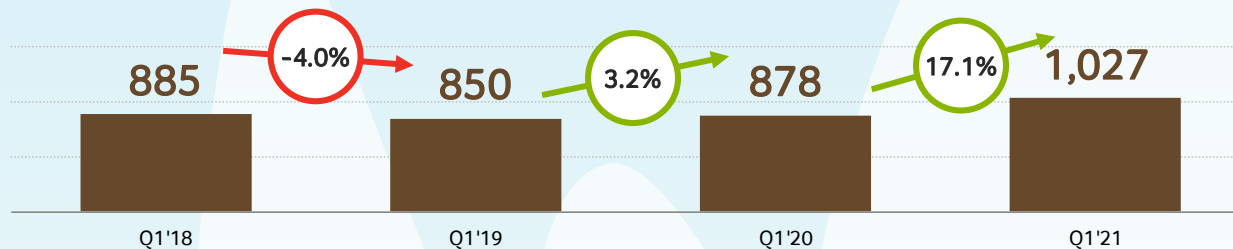


Três Corações Alimentos S.A. (Três Corações J.V.)

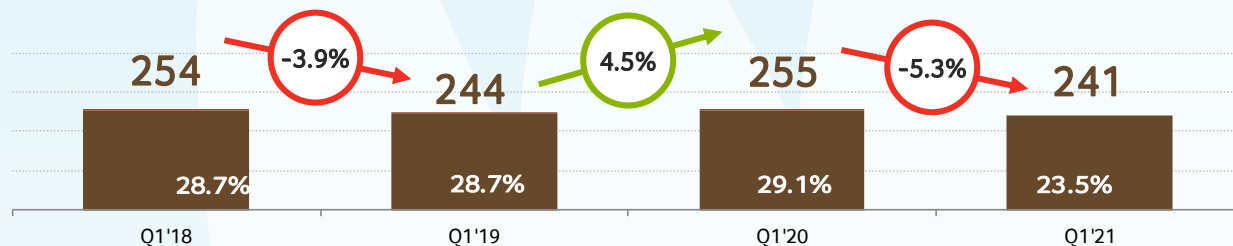


Q1 Snapshot | BRL mm for 100% ownership and including inter-company sales

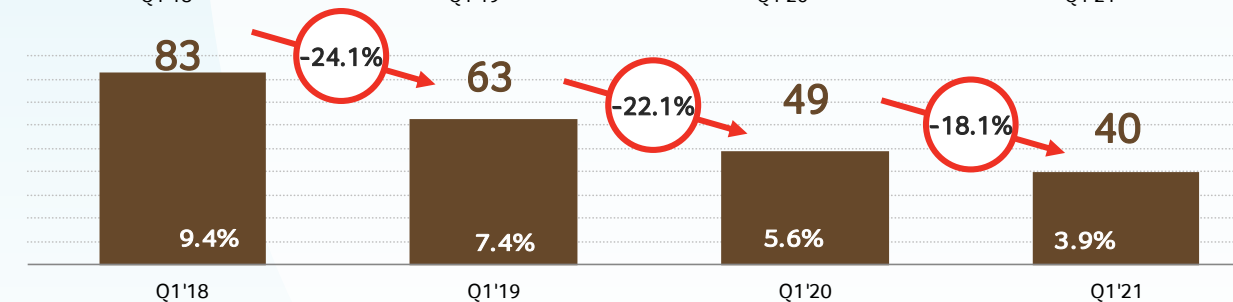
Sales



GP and GM



EBIT and EBIT Margins (*)



Note: Três Corações joint venture (Brazil): a company jointly held by the Group (50%) and by the São Miguel Group (50%) (3C).

Note: Q1 2021 figures include Mitzui revenues

Source: Três Corações Alimentos S.A. Consolidated Interim Financial Statements as of March 31st, 2021.

(*) EBIT before Other Expenses/ Income.

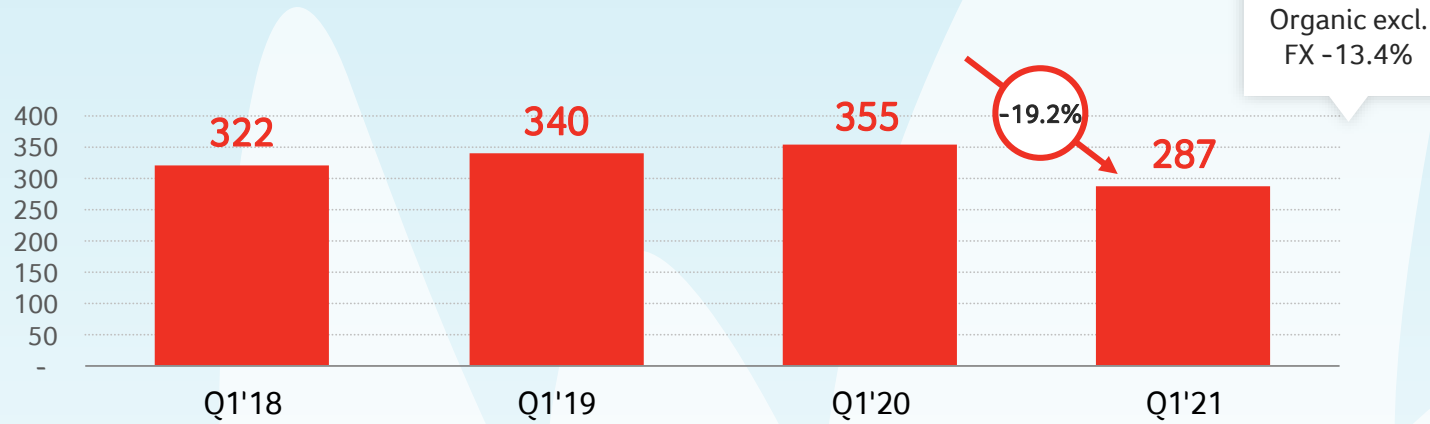


Sabra Q1 Snapshot

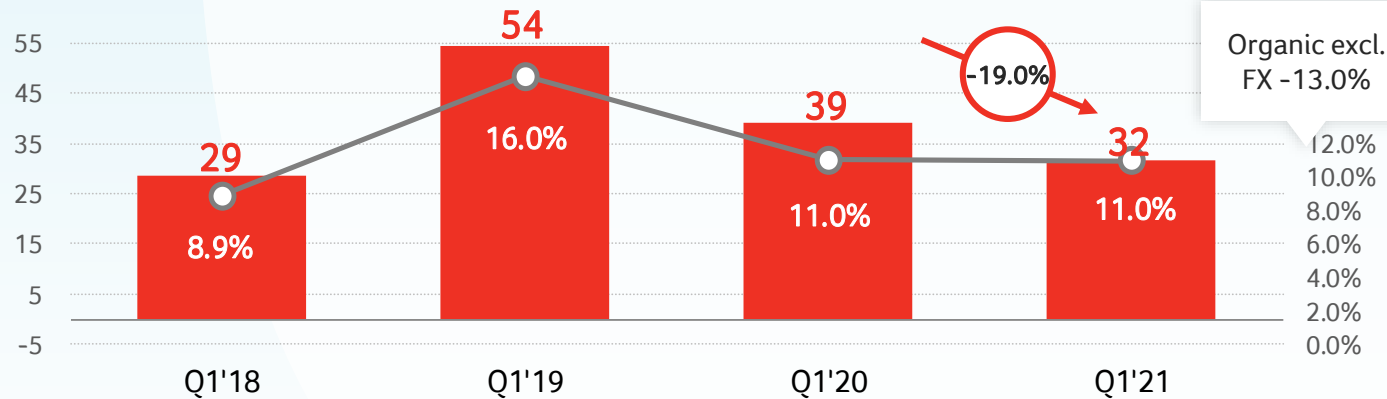
NIS mm; Non-GAAP; for 100% share



Sales



EBIT and EBIT Margins



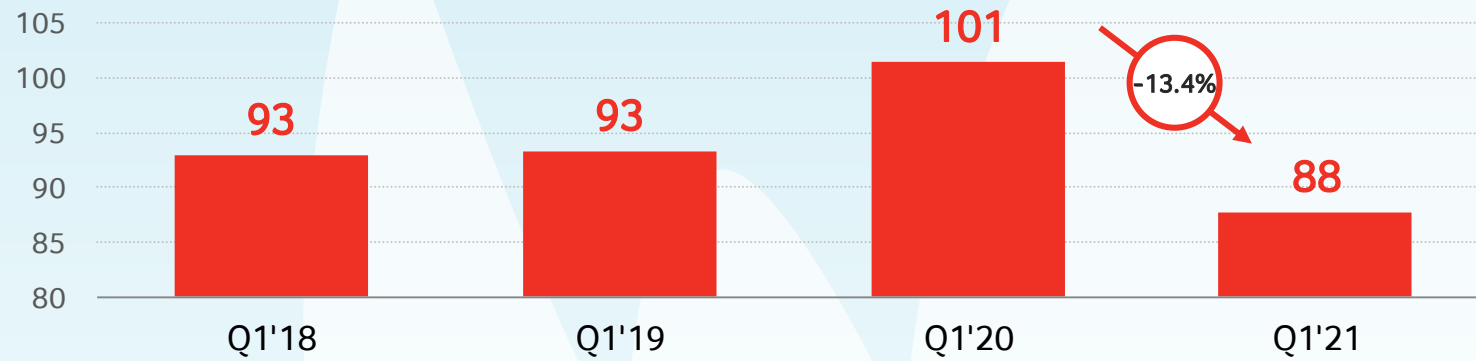


Sabra Q1 Snapshot

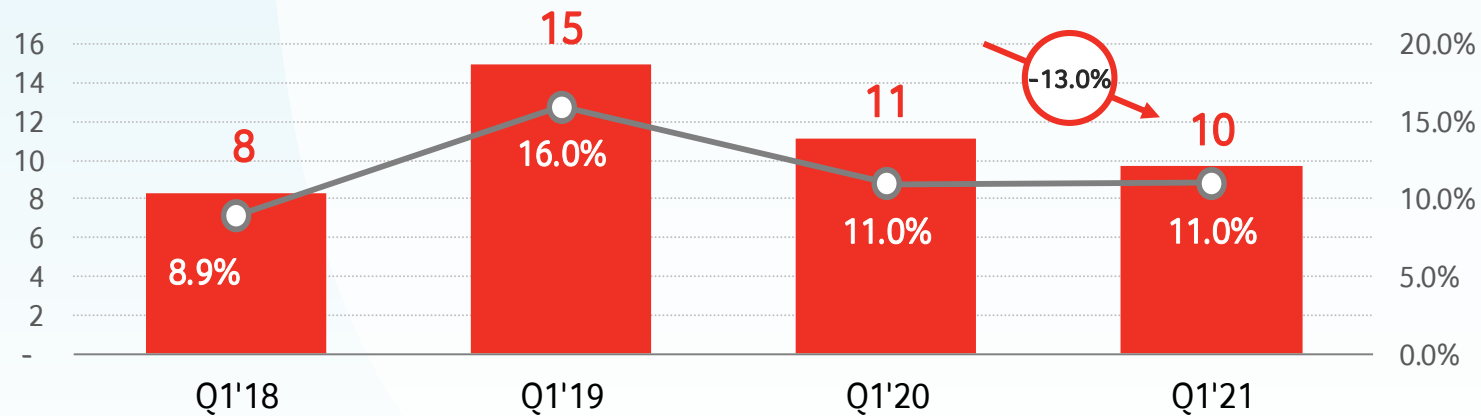
\$ mm; Non-GAAP; for 100% share



Sales



EBIT and EBIT Margins

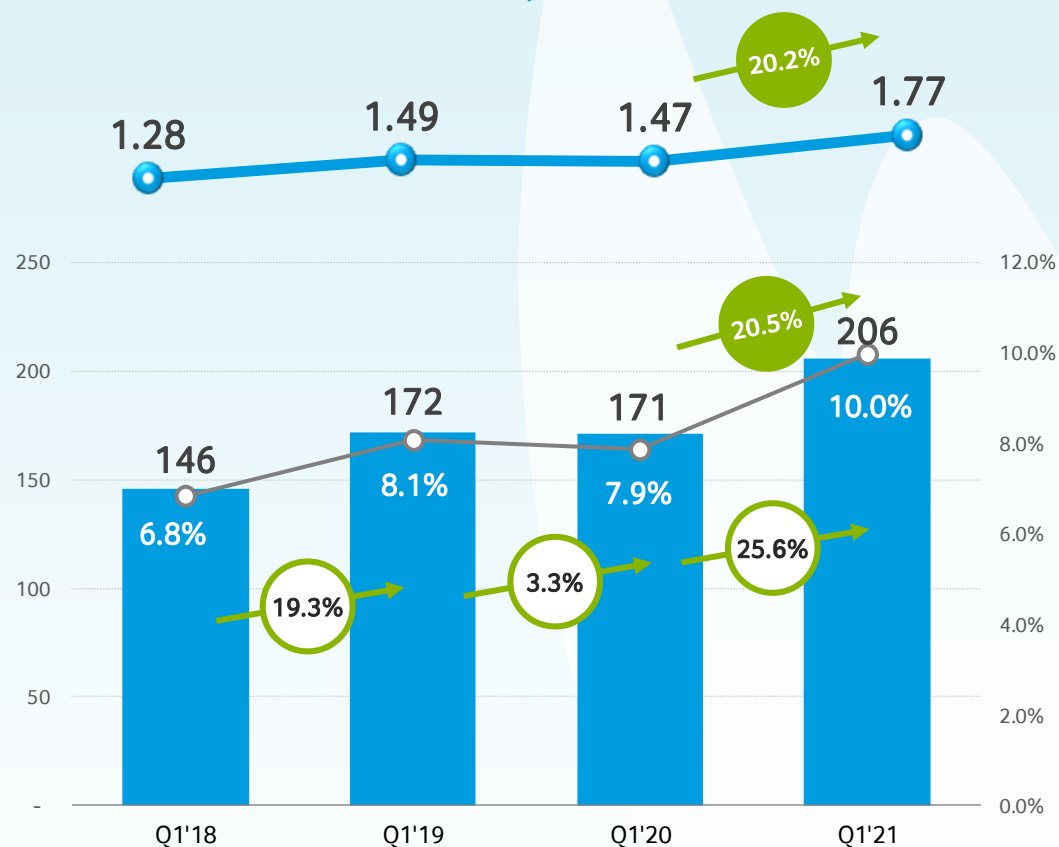


Net Income



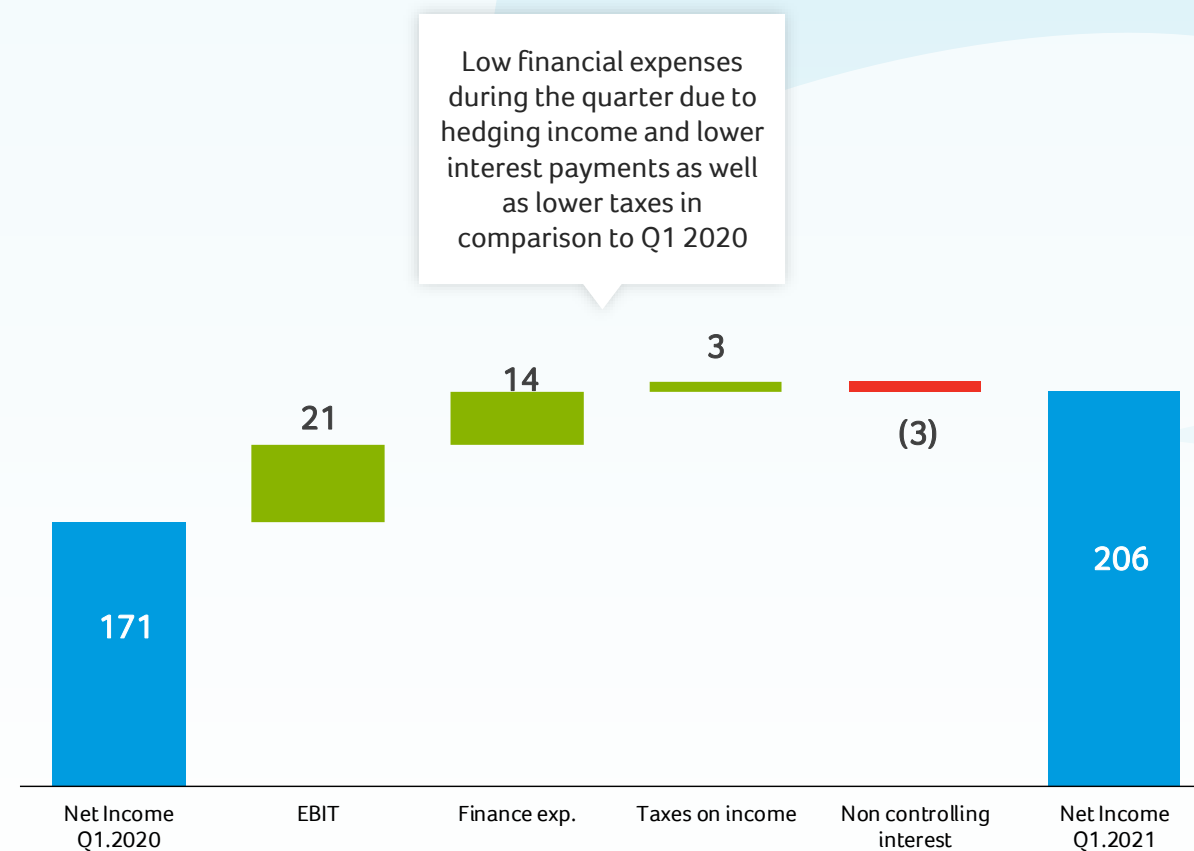
Q1 Net Profit (attributed to the Company's shareholders), Net Margins and EPS

NIS mm; Non-GAAP



Q1 Net Profit (attributed to the Company's shareholders) Bridge

NIS mm; Non-GAAP; Q1'20 to Q1'21



Organic Net Income Growth excl. FX

Excluding income from Foodtech hub NI was up 3.5%; Organic NI excluding Foodtech hub was up 7.8%

Currency headwinds continue during Q1



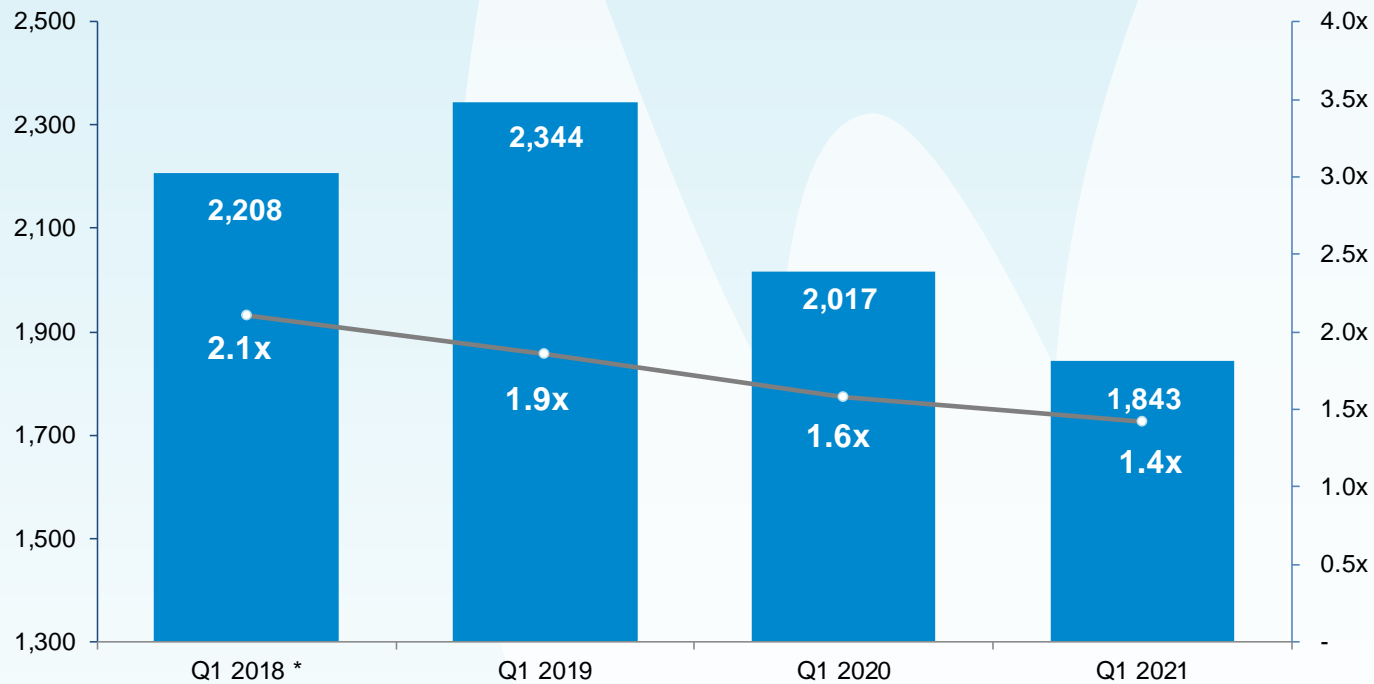
Currency devaluations in various geographies continue to negatively impact results:

	Q1
Revenues	-114
<i>% of revenues</i>	-5.5%
Gross Profit	-35
<i>% of GP</i>	-4.3%
EBIT	-8
<i>% of EBIT</i>	-2.9%



Net Debt and Net Debt / EBITDA (LTM)

Non-GAAP EBITDA, net debt includes partnerships; NIS mm



Q1 GAAP and Non-GAAP

Financial Highlights, NIS mm



	GAAP			Adjusted Non-GAAP		
	Q1 2021	Q1 2020	% Chg.	Q1 2021	Q1 2020	% Chg.
Sales	1,509	1,545	(2.3%)	2,061	2,168	(4.9%)
Gross Profit	630	635	(0.8%)	812	878	(7.5%)
<i>GP Margin</i>	41.7%	41.1%		39.4%	40.5%	
Operating Profit	273	239	14.2%	289	268	7.6%
<i>EBIT Margin</i>	18.1%	15.4%		14.0%	12.3%	
Net Profit (to SH)	203	156	30.7%	206	171	20.5%
<i>NP Margin</i>	13.5%	10.1%		10.0%	7.9%	
Operating Cash Flow	209	121		178	106	
Capex ⁽¹⁾	(48)	(48)		(65)	(66)	
Net debt	1,631	1,837		1,843	2,017	
Change in WC (CF)	(23)	(79)		(110)	(163)	



Currencies



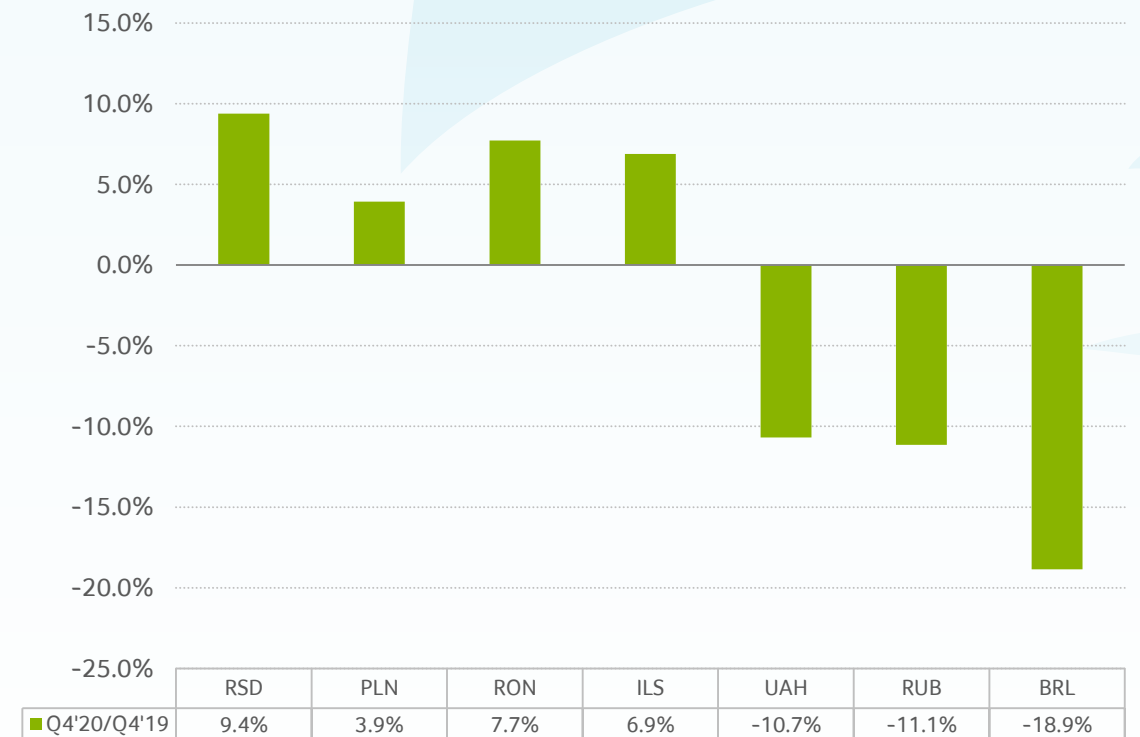
Local Currencies vs. the NIS

Change in average exchange rate
(1 local currency = x NIS)



Local Currencies vs. the USD

Change in average exchange rate
(1 local currency = x USD)





Strauss Israel

Q1 2021 NIS mm

Non-GAAP Financial Highlights



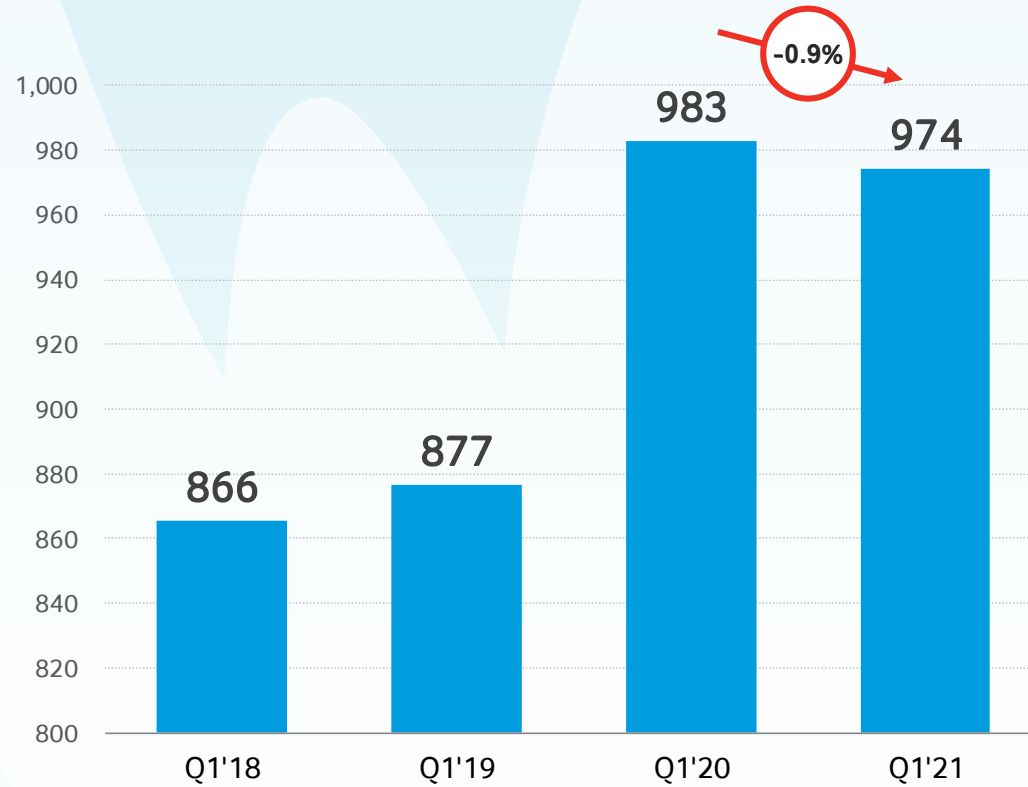
Strauss Israel (Non GAAP)			
	Q1 2021	Q1 2020	% Chg.
Revenue:			
H&W	639	617	3.6%
F&I	335	366	(8.4%)
Total Revenue	974	983	(0.9%)
Total Gross Profit	391	396	(1.0%)
<i>Gross Margins</i>	<i>40.2%</i>	<i>40.2%</i>	<i>0.0%</i>
EBIT:			
H&W	76	66	15.6%
<i>Margins</i>	<i>12.0%</i>	<i>10.7%</i>	<i>1.2%</i>
F&I	53	58	(9.6%)
<i>Margins</i>	<i>15.6%</i>	<i>15.8%</i>	<i>(0.2%)</i>
Total EBIT	129	124	3.8%
<i>Margins</i>	<i>13.2%</i>	<i>12.6%</i>	<i>0.6%</i>
EBITDA:			
H&W	99	88	12.4%
<i>Margins</i>	<i>15.5%</i>	<i>14.3%</i>	<i>1.2%</i>
F&I	68	73	(7.3%)
<i>Margins</i>	<i>20.3%</i>	<i>20.1%</i>	<i>0.2%</i>
Total EBITDA	167	161	3.4%
<i>Margins</i>	<i>17.1%</i>	<i>16.4%</i>	<i>0.7%</i>





Q1 2021 Strauss Israel Sales

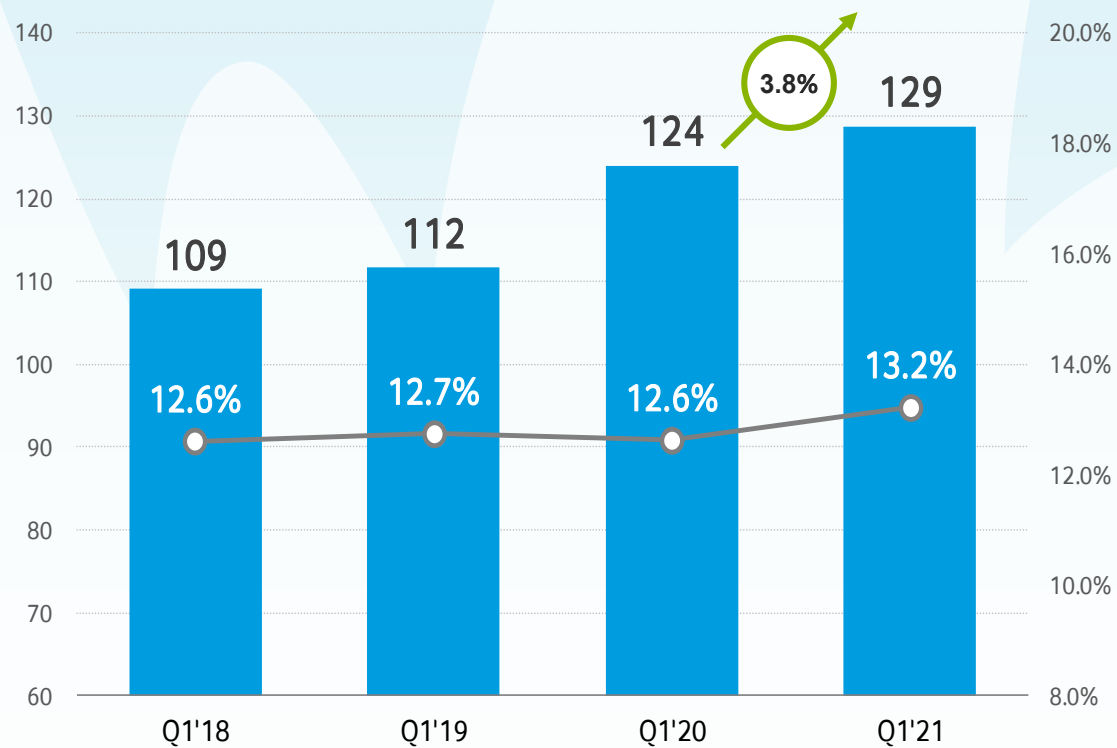
NIS mm; Non-GAAP





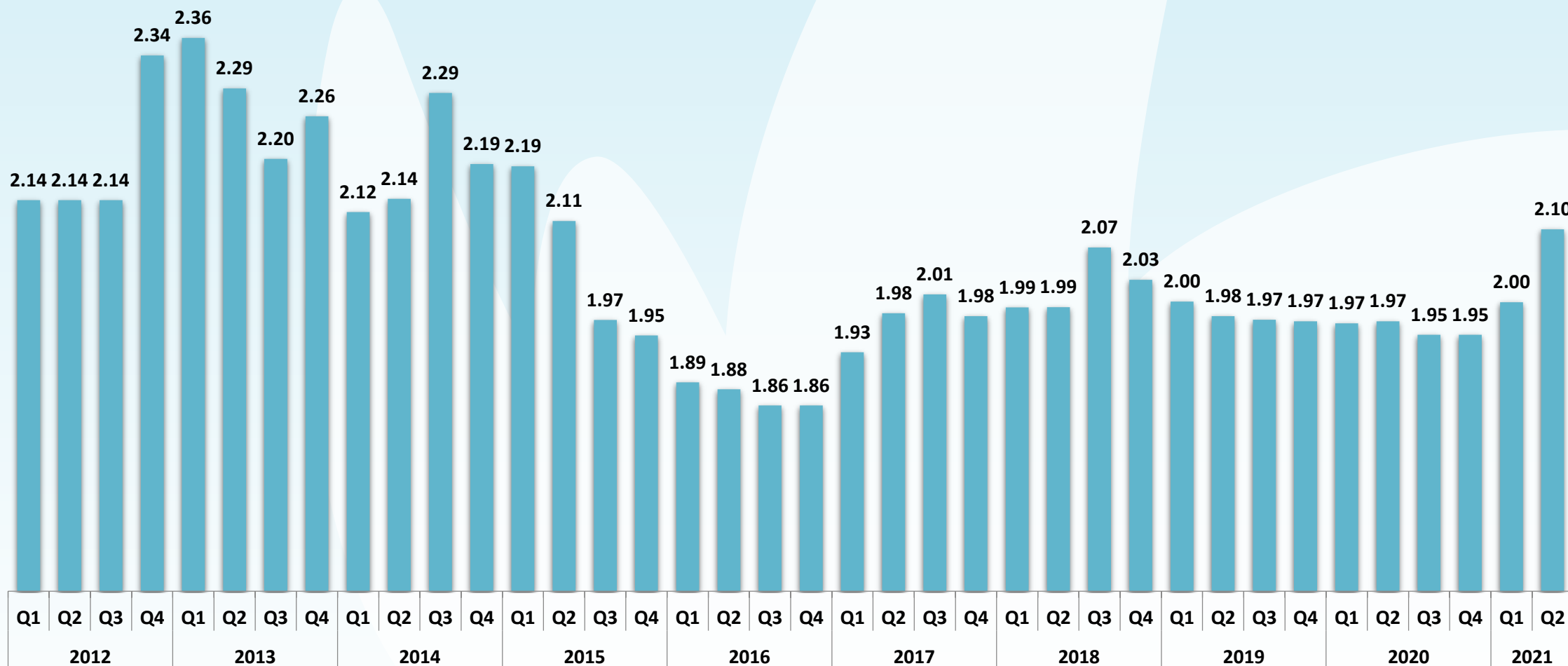
Q1 2021 Strauss Israel EBIT & EBIT Margins

NIS mm; Non-GAAP



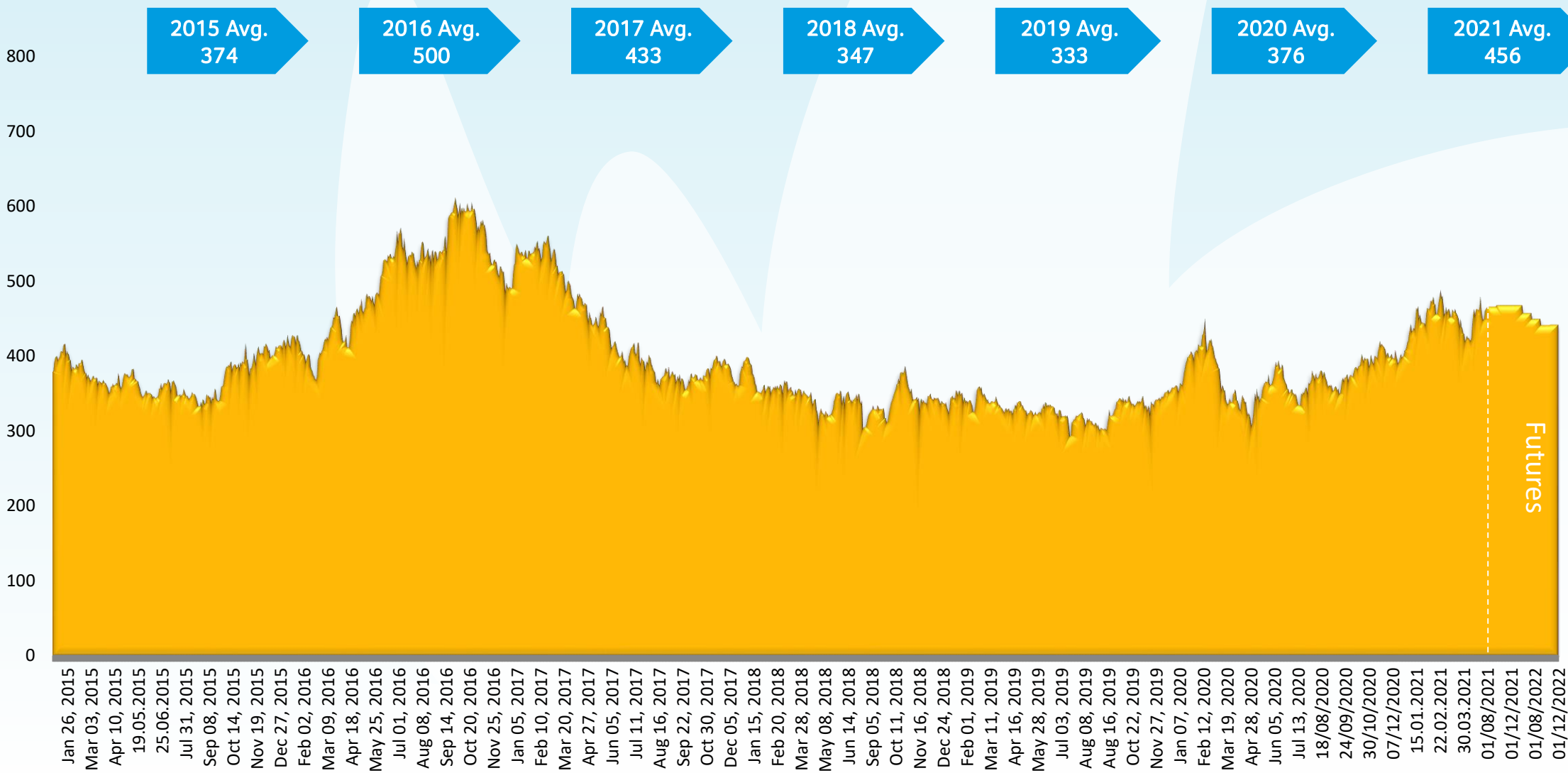
Target Milk Price | (NIS per liter)

Prices exclude Strauss transportation costs



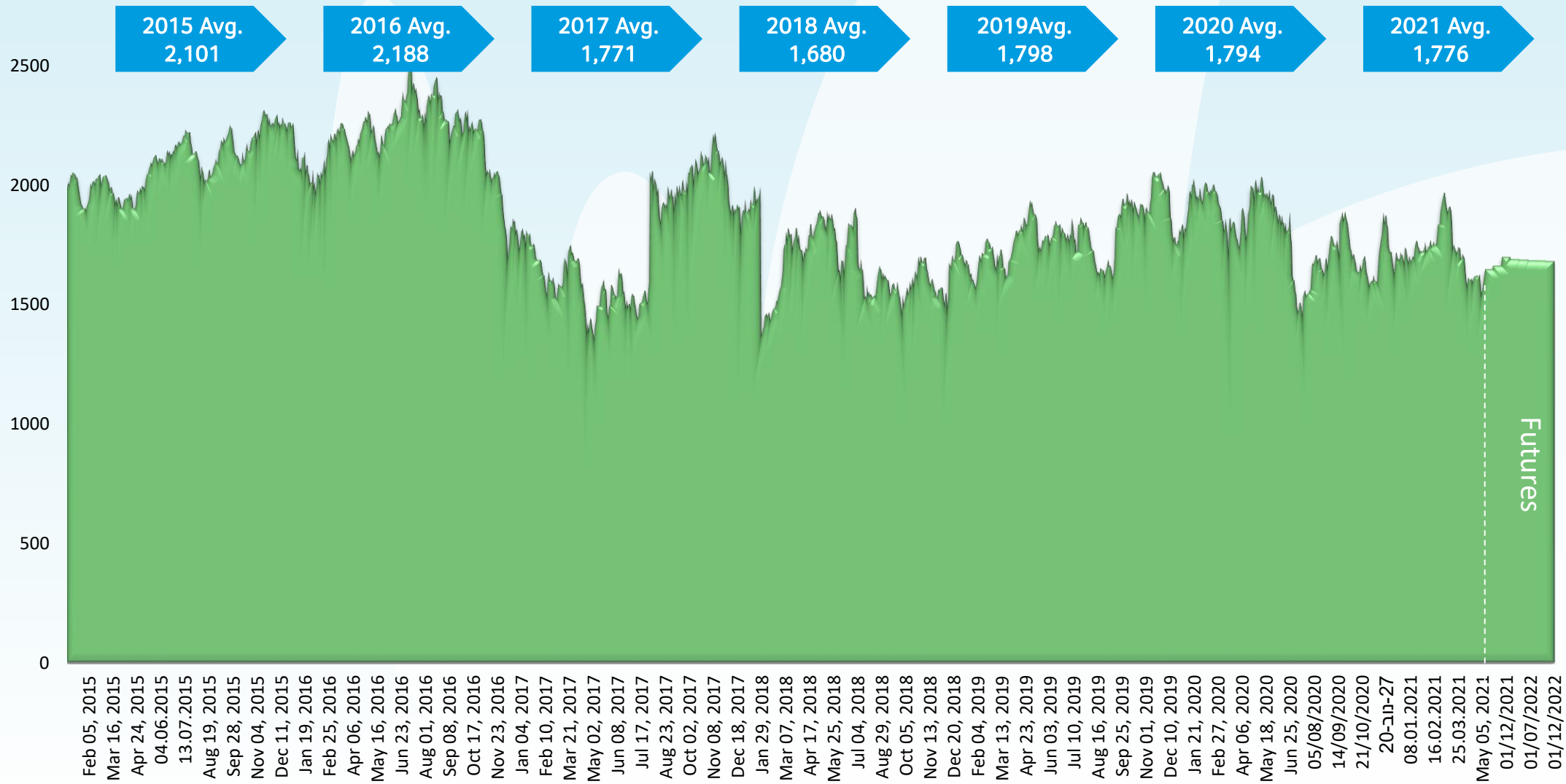
London Sugar Historical & Futures Prices

2015-2021 (\$\text{T})



London Cocoa Historical & Futures Prices

2015-2021 (GBP/T)





Strauss Coffee | Non-GAAP Financial Highlights

Q1 and YTD 2021 NIS mm



Strauss Coffee (Non GAAP)			
	Q1 2021	Q1 2020	% Chg.
Revenue:			
Israel	209	235	(10.9%)
International	542	609	(11.0%)
Total Revenue	751	844	(11.0%)
Total Gross Profit	272	321	(15.5%)
<i>Gross Margins</i>	<i>36.2%</i>	<i>38.1%</i>	<i>(1.9%)</i>
EBIT:			
Israel	59	61	(4.1%)
<i>Margins</i>	<i>27.8%</i>	<i>25.8%</i>	<i>2.0%</i>
International	40	46	(14.2%)
<i>Margins</i>	<i>7.4%</i>	<i>7.7%</i>	<i>(0.3%)</i>
Total EBIT	99	107	(8.5%)
<i>Margins</i>	<i>13.1%</i>	<i>12.7%</i>	<i>0.5%</i>
EBITDA:			
Israel	65	70	(6.6%)
<i>Margins</i>	<i>31.1%</i>	<i>29.7%</i>	<i>1.4%</i>
International	60	66	(10.0%)
<i>Margins</i>	<i>10.9%</i>	<i>10.8%</i>	<i>0.1%</i>
Total EBITDA	125	136	(8.2%)
<i>Margins</i>	<i>16.6%</i>	<i>16.1%</i>	<i>0.5%</i>



Note: (1) Três Corações joint venture (Brazil): a company jointly held by the Group (50%) and by the São Miguel Group (50%) (3C).

Source: Três Corações Alimentos S.A. Consolidated Interim Financial Statements as of March 31st, 2021.



Strauss Coffee

Non-GAAP Sales by Geography



Q1 and YTD 2021 NIS mm

Strauss Coffee Sales				
	Q1 2021	Q1 2020	% Change	
			NIS	Local Currency
Israel	209	235	(10.9%)	(10.9%)
International:				
Três Corações Joint Venture (Brazil) (1)	306	343	(10.7%)	10.0%
CIS	122	138	(11.3%)	4.9%
Poland	51	68	(24.3%)	(21.8%)
Romania	38	37	0.2%	(0.4%)
Serbia	25	23	10.1%	7.7%
Total International	542	609	(11.0%)	4.0%
Total Coffee	751	844	(11.0%)	(0.7%)

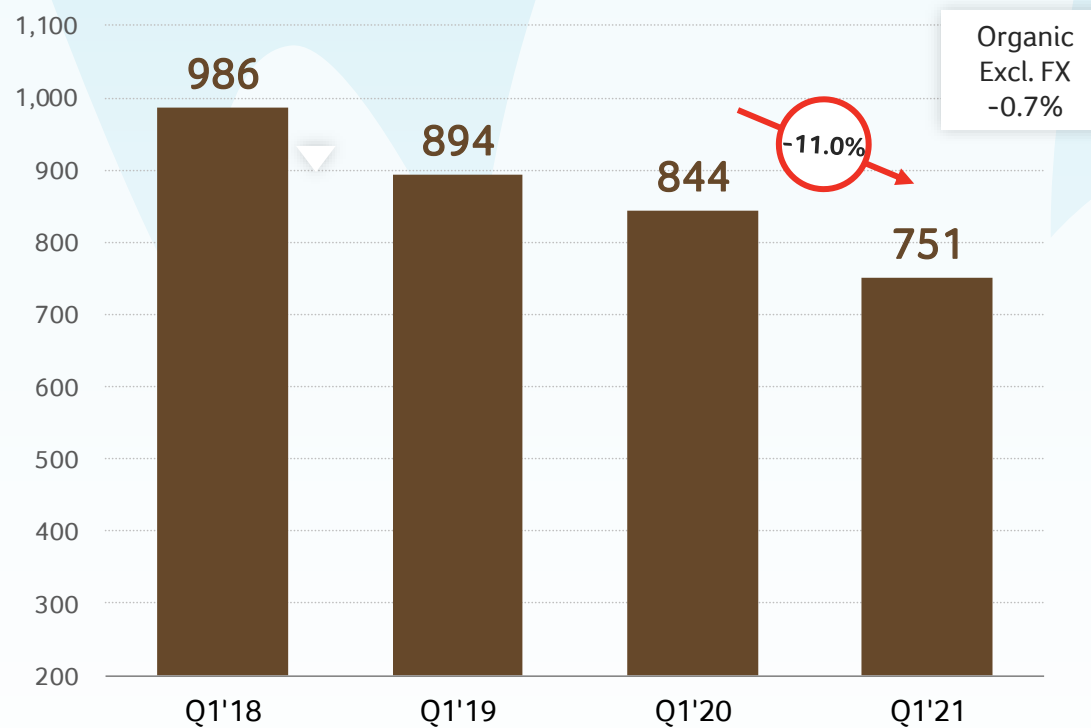
Note: (1) Três Corações joint venture (Brazil): a company jointly held by the Group (50%) and by the São Miguel Group (50%) (3C).

Source: Três Corações Alimentos S.A. Consolidated Interim Financial Statements as of March 31st, 2021.



Q1 2021 Strauss Coffee Sales

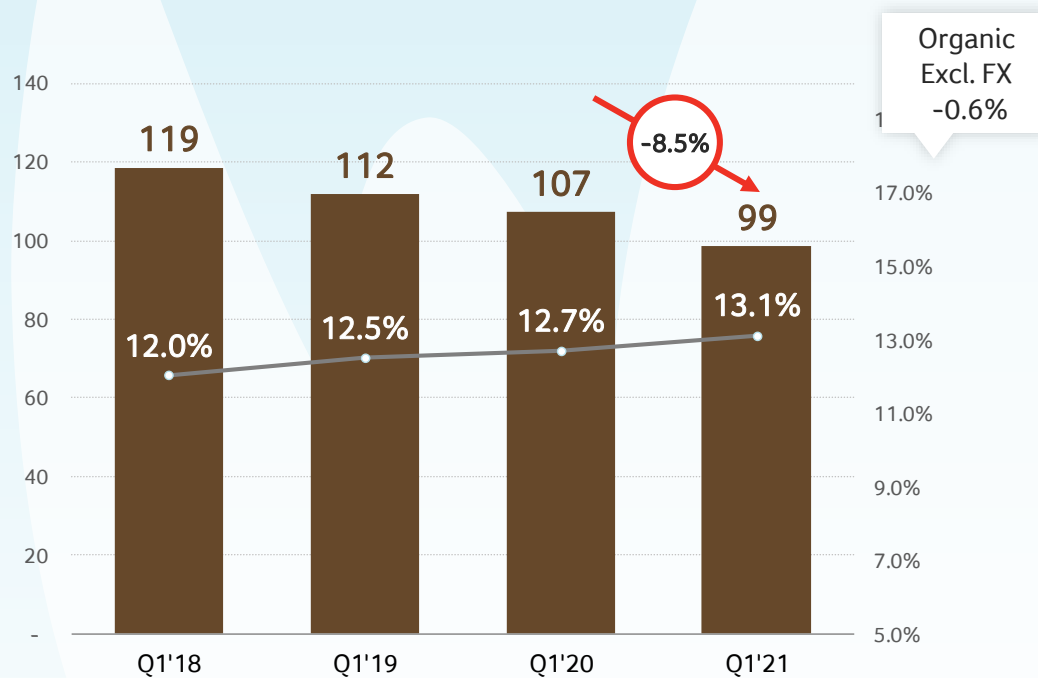
NIS mm; Non-GAAP





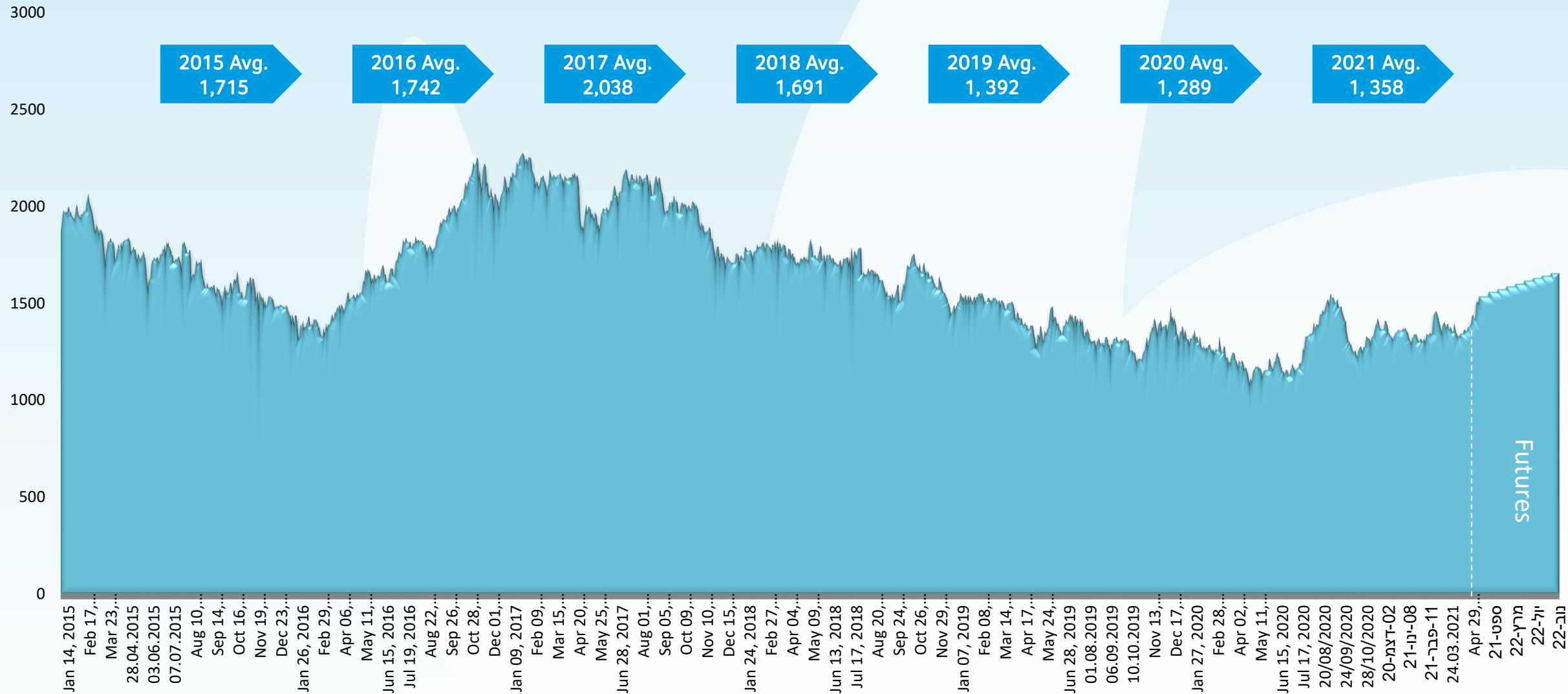
Q1 2021 Strauss Coffee EBIT & EBIT Margins

NIS mm; Non-GAAP



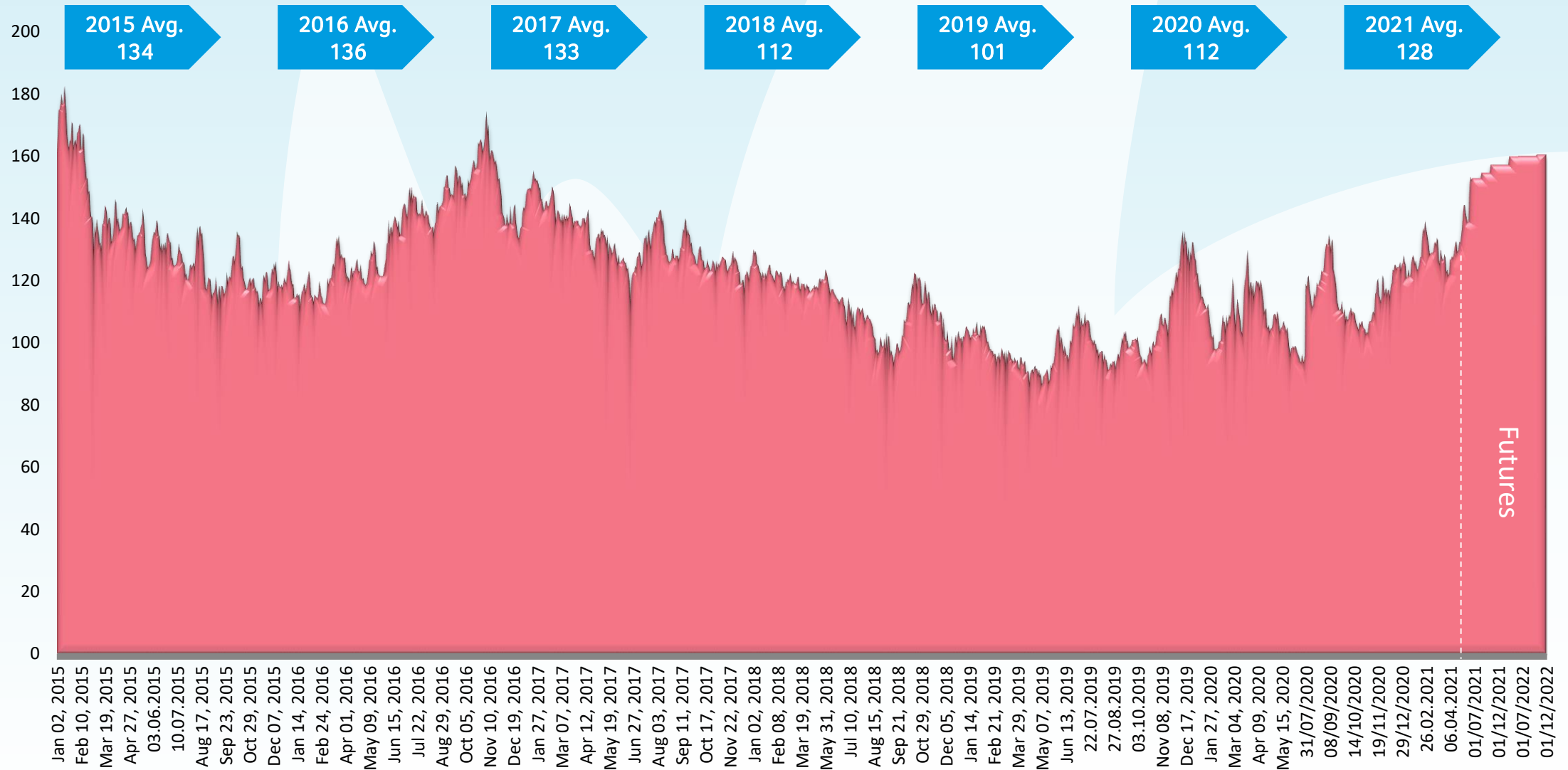
Robusta Historical & Futures Prices

2015-2021 (\$\text{T})



Arabica Historical & Futures Prices

2015-2021 (Cent\Lb)





International Dips & Spreads

Strauss D&S Non-GAAP Financial Highlights | Q1 2021 NIS mm; 50% share

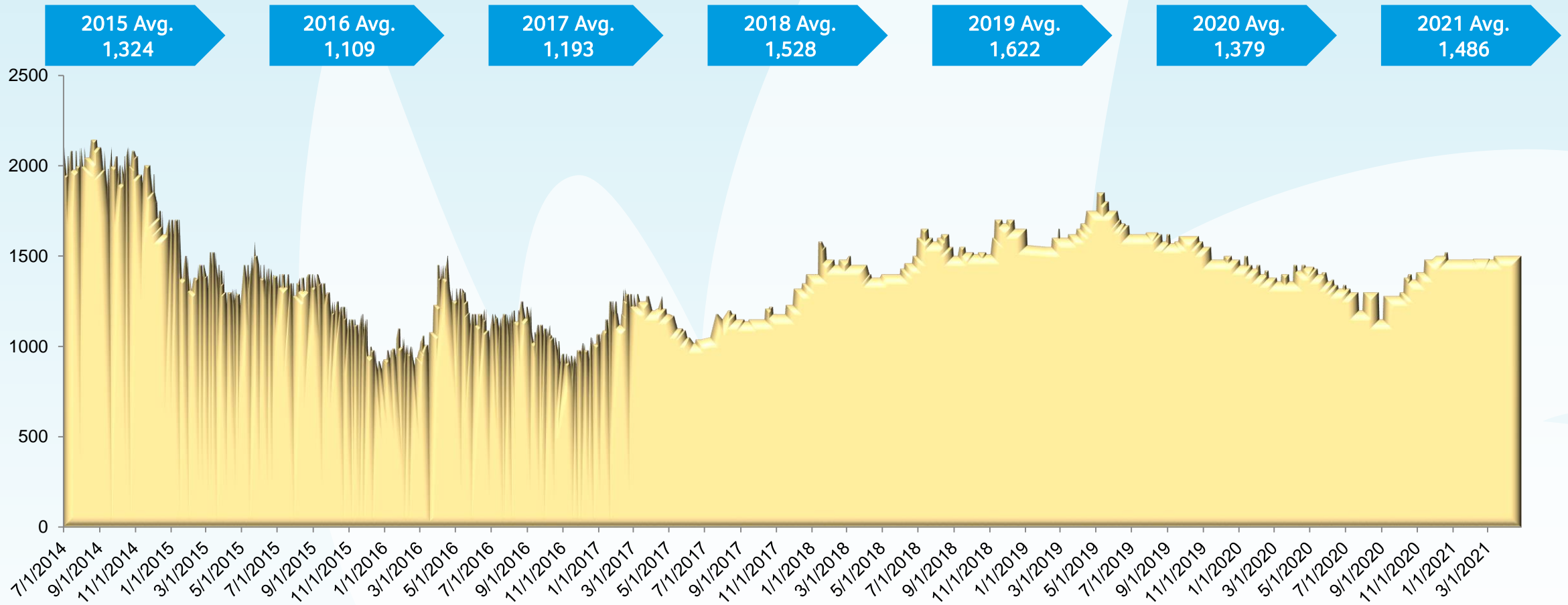


Dips & Spreads (Non GAAP)			
	Q1 2021	Q1 2020	% Chg.
Revenue:			
Sabra (50%)	144	178	(19.2%)
Obela (50%)	22	20	9.8%
Total Revenue	166	197	(16.2%)
EBIT:			
Sabra (50%)	16	20	(19.4%)
<i>Margins</i>	<i>11.0%</i>	<i>11.0%</i>	<i>(0.0%)</i>
Obela (50%)	(2)	(1)	NM
<i>Margins</i>	<i>NM</i>	<i>NM</i>	<i>NM</i>
Total EBIT	13	18	(25.6%)
<i>Margins</i>	<i>8.1%</i>	<i>9.2%</i>	<i>(1.1%)</i>
EBITDA:			
Total EBITDA	20	25	(19.1%)
<i>Margins</i>	<i>12.1%</i>	<i>12.5%</i>	<i>(0.4%)</i>



Humera Sesame Prices

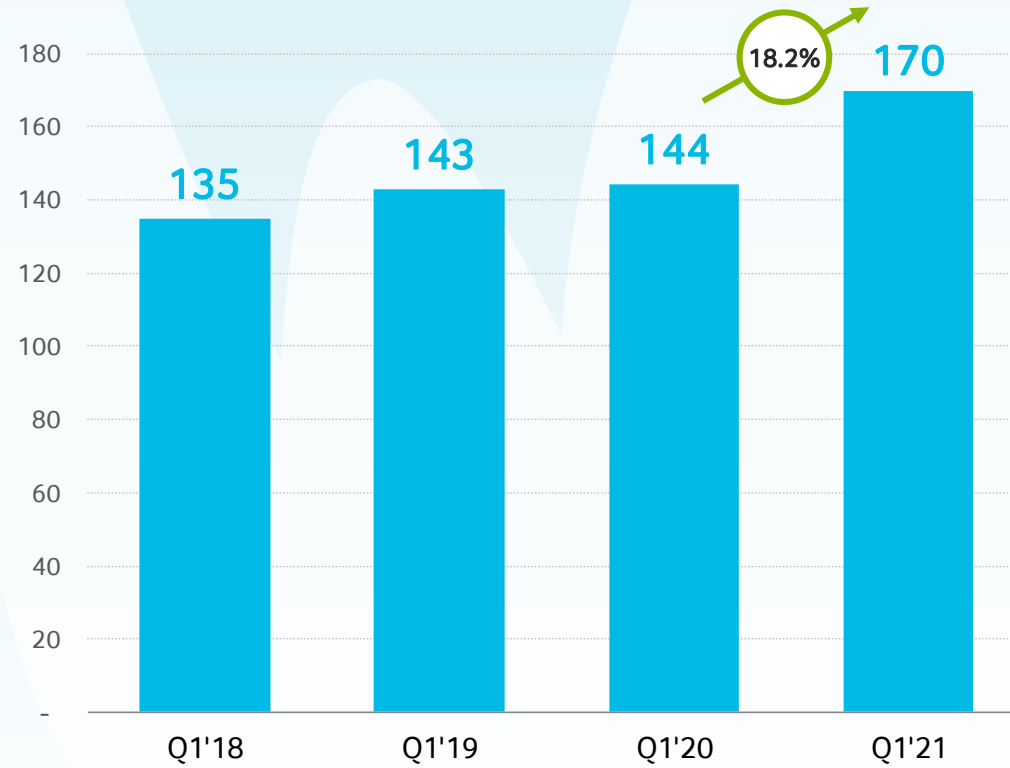
2015-2021 (USD/Metric Ton)





Q1 2021 Strauss Water Non-GAAP Sales

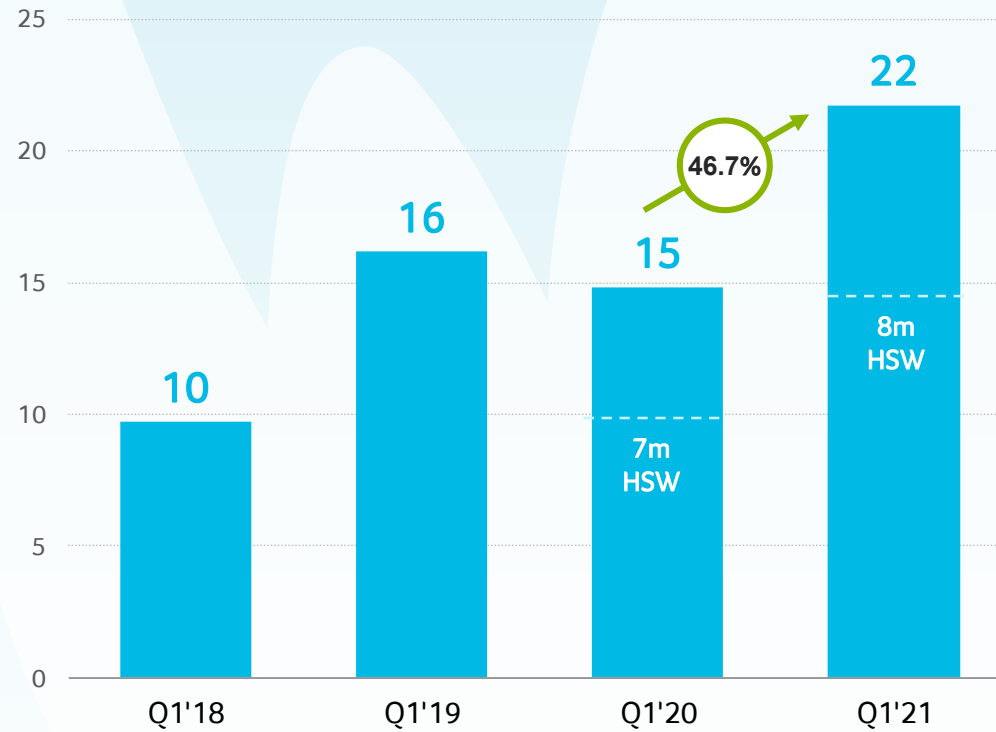
NIS mm; Non-GAAP





Q1 2021 Strauss Water Non-GAAP EBIT

NIS mm; Non-GAAP



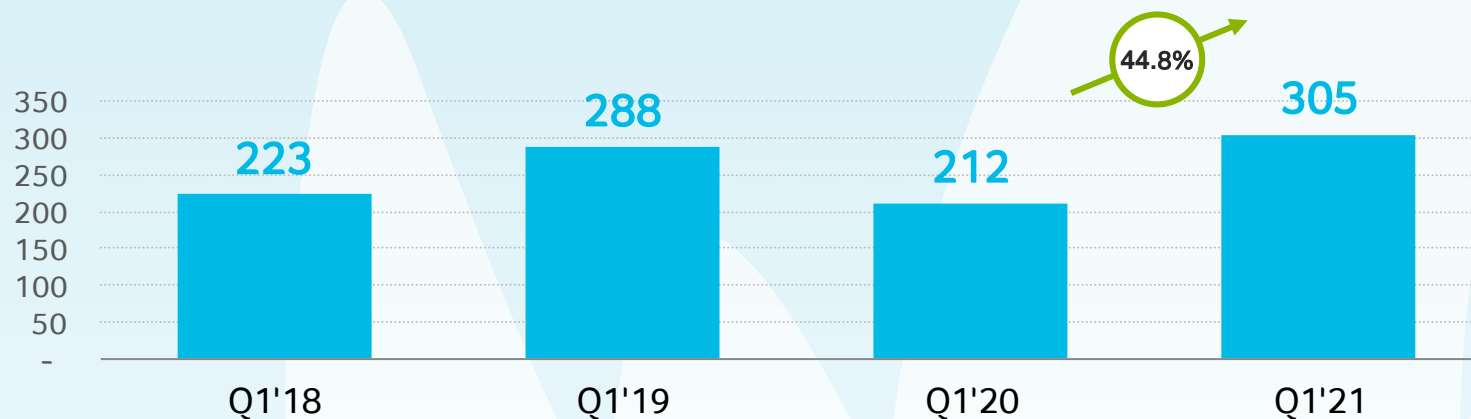


Haier Strauss Water Q1 Snapshot

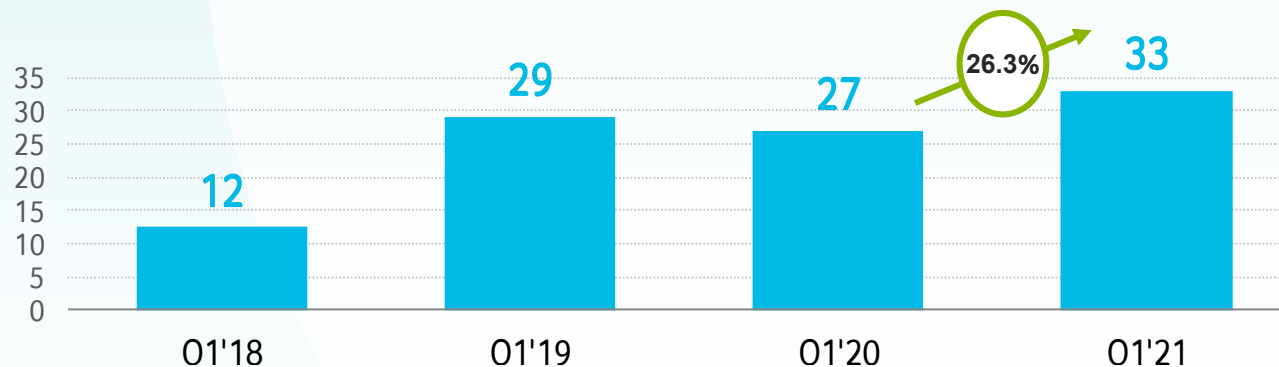
¥mm; Non-GAAP; for 100% share



Sales



Net Income





Shahar Florence

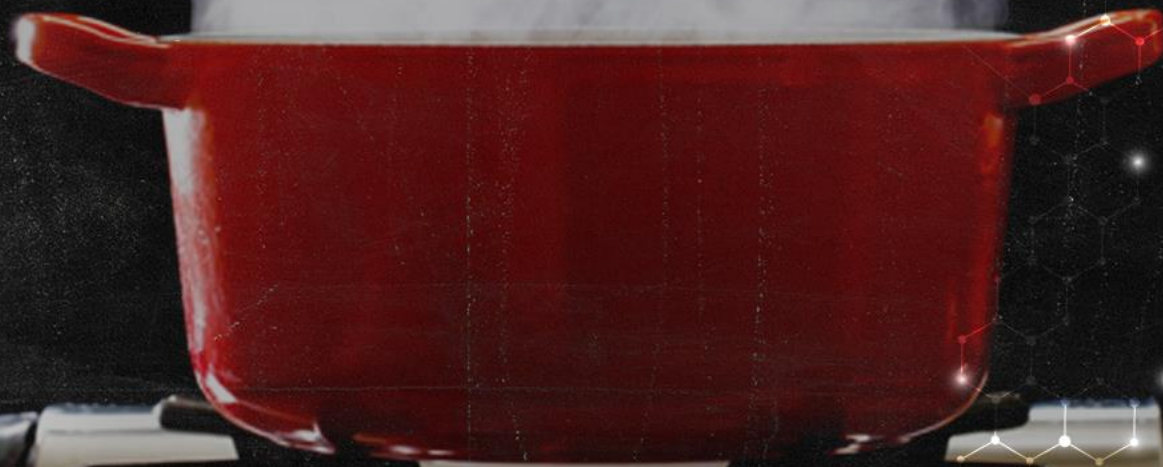
Chief Growth and
Innovation Officer





What's cooking?

FoodTech trends



Biotech and precision fermentation

- Design and manufacture molecules for food and agriculture
- Fermentation to produce proteins and enzymes
- Gene editing to nutritionally improved ingredients

Convenience and logistics

- Restaurant and meal deliveries
- Meal-kit delivery
- Improved grocery shopping (on and off line)

A green Amazon Fresh delivery truck is shown in motion, blurred background suggesting a city street. The truck has the Amazon Fresh logo on its side, which includes the word 'amazon' in black, a red apple icon with a green leaf, and the word 'fresh' in green below it, connected by a green swoosh.

amazon fresh

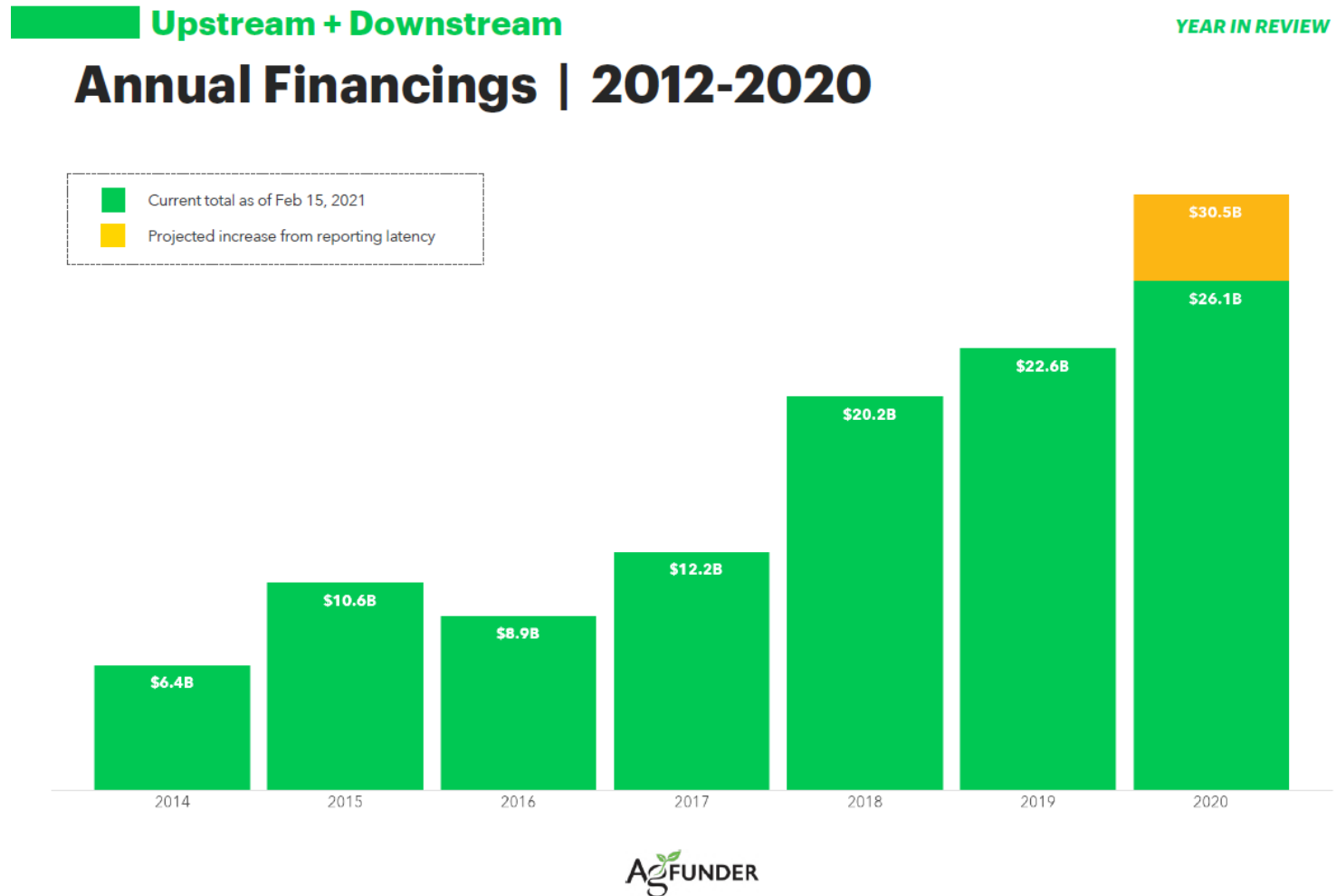
Sustainability

- Recycling packaging
- Reducing food waste
- Reducing ecological footprint



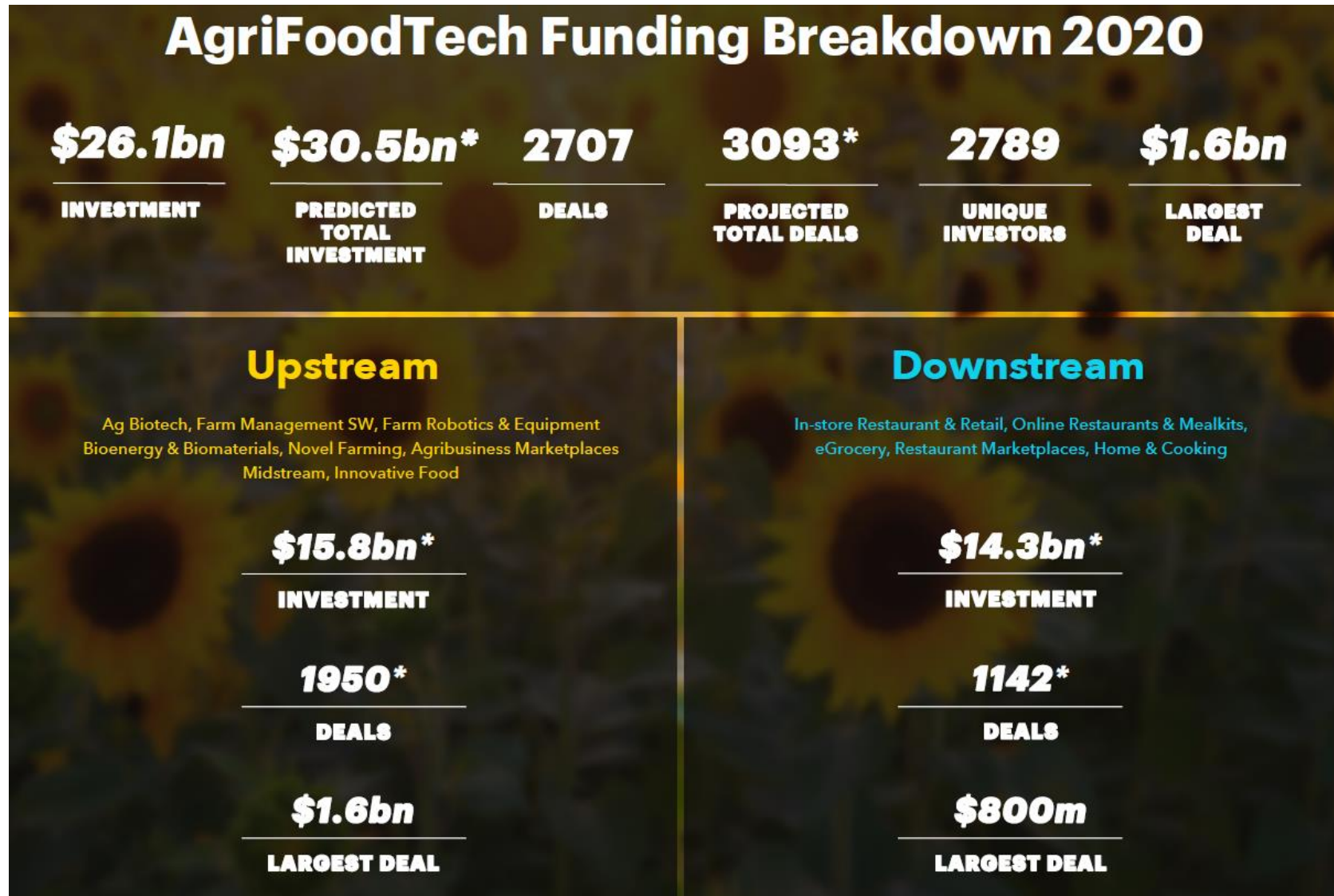
Global FoodTech Financing - 2020

Source: AgFunder



Global FoodTech Financing - 2020

Source: AgFunder





What's cooking?

FoodTech in Israel

<https://www.thekitchenhub.com>



ISRAELI INNOVATION: PUTTING THE TECH IN FOODTECH

250 ISRAELI FOOD START-UPS ARE COOKING UP SOLUTIONS FOR HIGHER QUALITY, HEALTHIER AND MORE SUSTAINABLE FOOD, AND OTHER CULINARY INNOVATIONS



With offices in Ramat and Toronto, and \$100m under management, Green Soil Investments funds companies in the agro & food technologies and building innovation sectors. Founded in 2011, Green Soil's agro & food technologies fund has a portfolio of 6 promising companies and is the largest dedicated fund in this space in Israel.

The Kitchen

FoodTech Hub

The Kitchen FoodTech Hub is a technological incubator providing seed funding, mentorship, industry connections, and a full set of operational services to early-stage ventures operating in all areas of the food and beverage value chain.

SMART KITCHEN & ACCESSORIES



RESTAURANT TECH



SMART INVENTORY & STORE APP



FOOD E-COMMERCE



FOOD AS MARKETING

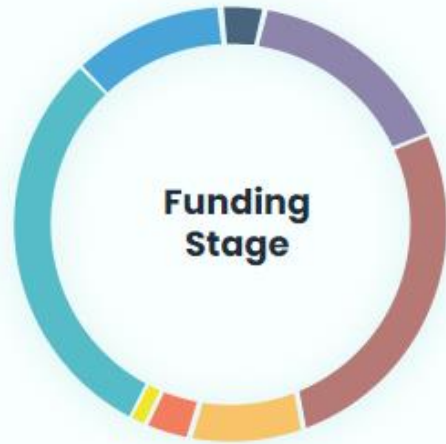


START-UP NATION CENTRAL

Start-Up Nation Central is an Israel-based non-profit that serves as a gateway to Israel knowledge. The organization leverages its in-depth knowledge of Israel's innovation sector to introduce business leaders, governments, and NGOs from across the globe to the most relevant people and technologies that address their critical needs.

More than 350 AgriFood startups

START-UP
NATION
CENTRAL



- 73 Bootstrapped
- 107 Seed
- 47 A
- 19 B
- 5 C+
- 101 Revenue Financed
- 9 Public
- 29 Established



- 61 Pre - 2000
- 64 2000 - 2009
- 81 2010 - 2014
- 184 2015 - 2020



- 80 R&D
- 23 Alpha
- 26 Beta
- 261 Released

Equity invested in AgriFood startups

START-UP
NATION
CENTRAL



Recent private FoodTech financing

From the press



Redefine Meat raises \$29 million to support the commercial launch of its 3D printed meat substitute

Meir Orbach 10:58 16.02.21



SavorEat raises over \$12 million at \$51 million valuation in first-ever Tel Aviv foodtech IPO

CTech 12:28 26.11.20



Fermentation specialist NextFerm raises \$9.2 million in IPO

By Antonia Garrett Peel
02 February 2021



Ukko raises \$40M for AI-enabled food allergy solutions

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Jan. 27, 2021

By Hank Schultz
26-Jan-2021 - Last updated on 26-Jan-2021 at 16:47 GMT



Else Nutrition, Plant-based Food Startup, Receives Huge Welcome on the Toronto Stock Exchange

USA - English

The innovative nutrition company raises \$7.5 million CAD and will launch its revolutionary 100% plant-based non-soy alternative to dairy baby formula



The Kitchen is a **COMPANIES BUILDER**



Status



19 portfolio
companies



>100 employees in
portfolio



28 PhDs



Capital invested: **\$59M**



Co investors from USA, UK,
France, Germany, Italy, Swiss,
Brazil, Thailand Singapore, Japan,
China, Hong-Kong & Israel



Global partners network

Mondelēz
International



Givaudan^o

Haier





Alternative Proteins

"Livestock a major threat to environment"

PLANT-BASED





**Healthy, sustainable &
nutritious dairy
proteins.**

No cows.

Proprietary AI algorithms for high-quality
and high-yield manufacturing





TOO MUCH SUGAR





Proteins based sweeteners

Sweetens like sugar, digested as
protein





Healthy Eating

Clean & short label

All natural

Free from



Clean label bars and foods using energy to replace binding agents

iWeld™ - Food Ingredients Welding
Technology





Food Safety

"America's food industry has a \$55.5 billion safety problem"

FORTUNE





Thank You

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www.strauss-group.com

