

Management and Analytics Platform for Precision Livestock Farming

Company Presentation – February 2020

OUR MANAGEMENT TEAM

BUSINESS



Shir Landau-Blum

Former investor with an earlystage VC fund, COO at a consumer-fintech startup, and hightech lawyer. **PRODUCT**



Yair Landesman

Over 26 years experience in building tech solutions for the livestock sector. Former IT manager at Israel's first poultry integration.

TECHNOLOGY



Leonid Vilenchik

A CTO and system architect with over 20 years' experience with enterprise organizations – Israeli MoD, financial and insurance companies, etc.

OPERATIONS



Orit Kaplan

Former owner of a successful advertising agency. A strategic marketing and operations professional.

DATA



Dorit Salama Sfadyah

Top tier data strategy and Machine Learning expert. Former Global Head of Data & Analytics at WeWork and Fiverr (FVRR). **ADVISORY BOARD**



Prof. Gabi Barbash

Former Director General of the Tel-Aviv Sourasky Medical Center, former Director General of the Israeli Ministry of Health and angel investor.

Introducing: POULTRIX

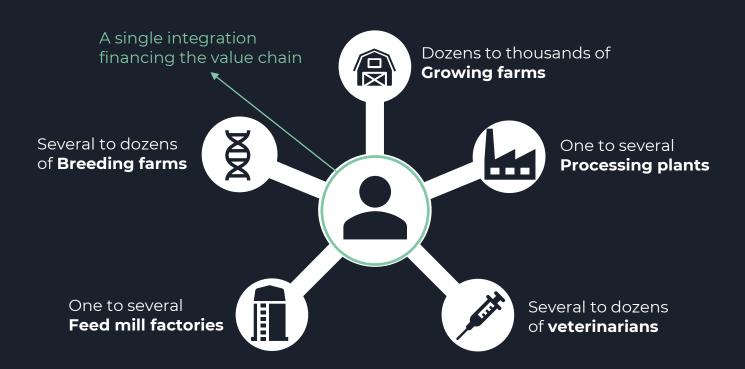
Digitizing the \$7.3T* traditional livestock industry, through operational optimization and precision planning



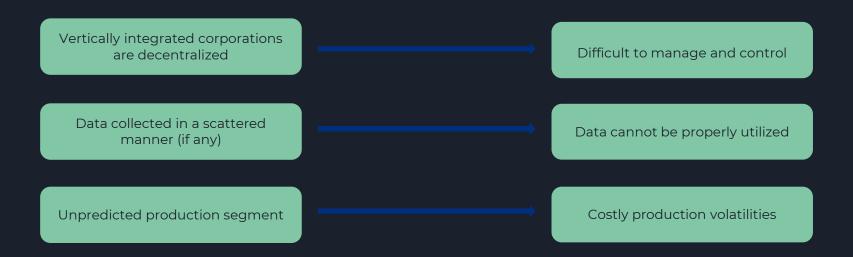
EFFICIENCY, SUSTAIBABILITY & RESPONSIBILITY



THE LIVESTOCK INDUSTRY PROBLEM: INTEGRATED AND DECENTRALIZED



THE LIVESTOCK FARMING PROBLEM: INEFFICIENT & UNPREDICTED INDUSTRY



the ag industry is rapidly changing, and undoubtedly PRECISION AG WILL REINVENT the industry



LAYER I: OPERATIONAL OPTIMIZATION

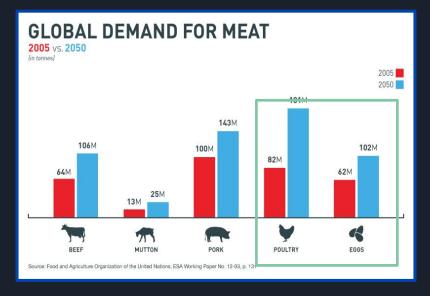
- √ Robust remote-integration capabilities
- Real-time data collection, anomaly detection and alerts
- Full management and control of all farming and production processes
- ✓ Food Safety and transparency through traceability from pullet chick to processing

LAYER II: DATA INSIGHTS & DECISIONS TOOLS

- Machine Learning and AI-based planning capabilities
- ✓ Input from the field is fed back into the platform for continuous learning
- ✓ Tailored growing protocols
- ✓ Significant decrease in supply volatility
- ✓ Waste management through precisions value-chain planning

OUR 'POULTRY-FIRST' STRATEGY

- ➤ Chicken is currently the top global protein source*
- 35% more demand for animal protein is expected in the next 20 years, globally**
- ➤ The poultry industry will increase at a CAGR of 4% During 2019 to 2023***
- Poultry industry will rise as a major path towards self-sufficiency in developing countries, or: why Bill Gates would raise chickens

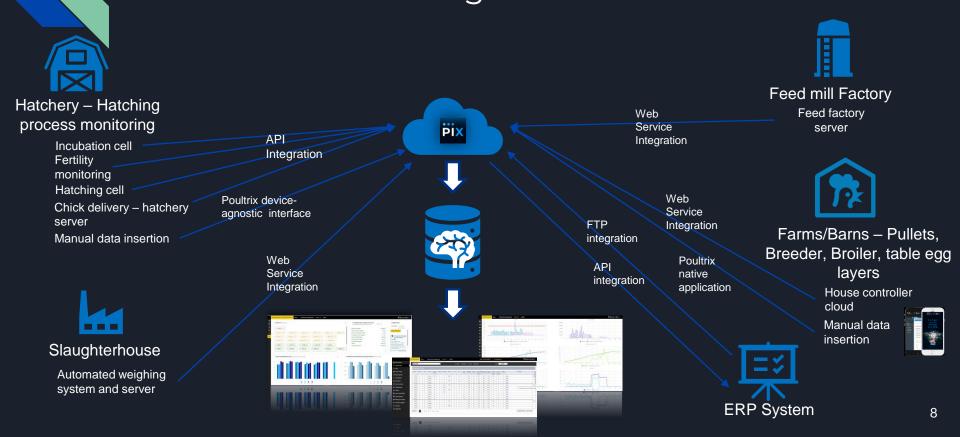


^{*} https://www.wattagnet.com/articles/39088-chicken-is-the-top-global-protein-thanks-to-asf

^{**} The World Economic Forum's white paper - <u>Meat: the Future series</u>

^{***}https://www.marketwatch.com/press-release/poultry-meat-market-will-increase-at-a-cagr-of-around-4-during-2019-to-2023-analysis-includes-size-share-and-revenue-2019-10-18

POULTRIX OPERATIONAL OPTIMIZATION Remote Integration Infrastructure



POULTRIX DATA INSIGHTS & DECISION TOOLS







BIG DATA ANALYSTICS PLATFORM

Sophisticated business analytics capabilities, enabling the manager to slice any data point, reaching business conclusions, tailored to their needs.

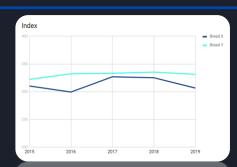
ML BASED ACTIONABLE INSIGHTS

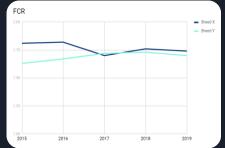
Machine learning algorithms offer unpredictable insights, allowing the adjustment of all value chain to optimize the business results.

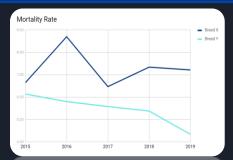
ARTIFICIAL INTELLIGENCE

Using artificial intelligence models, the platform offers highly accurate prediction tools, based on clustering and raw-data regressions.

Poultrix indicated breed superiority in growth results, back in 2016

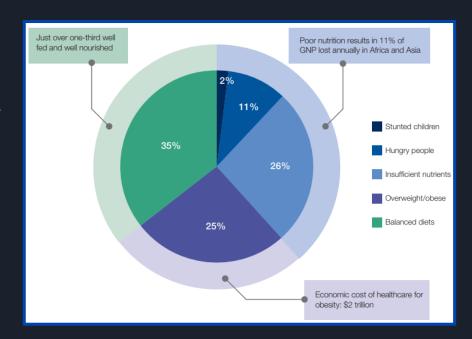






OUR MARKET Global trends*

- Protein crisis expected by 2050 (upon global population reaching 9.8B)
- 40% ot the world population currently undernourished
- Livestock are the most common and ubiquitous source of high-quality protein
- Transforming food systems to meet demand in sustainable, nutritious and efficient ways is recognized as one of the world's biggest challenges



OUR BUSINESS MODEL

Grower License – US\$30/house*/month

Data monitoring and alerts for a full and streamlined farming management cycle, allowing operational optimization.

Annual License - \$320

Manager License – US\$250/month/user

Premium tools for deep-tailored analysis of growth efficiency, precision planning, and costs control.

Annual License - \$2,700

Deployment includes a one-time set-up fee and infrastructure integration with additional data sources

TAM ANALYSIS: Bottom-Up

- ➤ Global number of poultry (chicken, turkey and table eggs) farms: Approximately 1.97mm
- Conservative assumption of monthly subscription per farm: \$150
- TAM MRR: \$295.5mm
- > TAM ARR: \$2,546mm
- Each 1% of TAM = \$35.46mm ARR

Horizontal expansion to additional livestock segments (not including aquaculture) is expected to increase ARR by approximately 2.6 (poultry market share is 38.16%)

COMPETITIVE ANALYSIS

	Poultrix	M-Tech*	PoultryPlan	Porphyrio	FarmCloud
Instant integration (out of the box solution)	V		Partial	V	
Remote visibility - device agnostic	V	V	V	V	V
Secured data collection	V	V	V		
Real time data analysis	V	V	V	V	Only houses controllers
Advanced BI ability and actionable insights	V	V			
Automatic integration with all on-site platforms				Partial	
Digital integration of all parts of value chain		V		V	Only houses controllers
Full offering to all poultry segments		Partial (no table- egg layers)	Partial (no turkey)		

¹³

MARKET LEADER IN ISRAEL – Beta site









Rami Aizik, Integration CEO

"Not only did the PoultriX technology generate significant savings in out production costs, it has also improved our performance and yield.

It's a must have product for any farm and integration in the poultry industry."

Elroi Porat, Production Manager

"Using Poultrix I found that Parent flocks older than 61 weeks, generated lower quality of chicks, which had higher mortality rate and lower growth rate.

Poultrix helped me make a better selection of my suppliers and get better growing results."

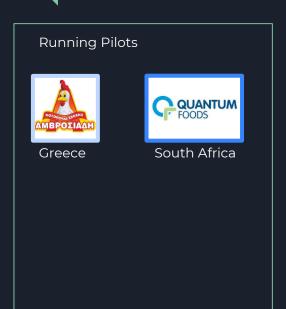
Eran Atar, Farmer

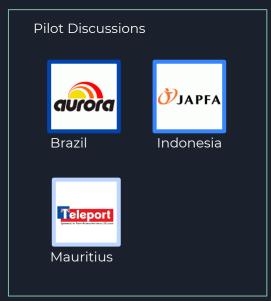
"The Poultrix feed calculator enables me to better manage my feed inventory, distribute amounts accurately, improve performance and optimize the feed costs.

I am now proudly looking into zerobalance silos at the end of each growing cycle."

¹⁴

GLOBAL COMMERCIAL STATUS





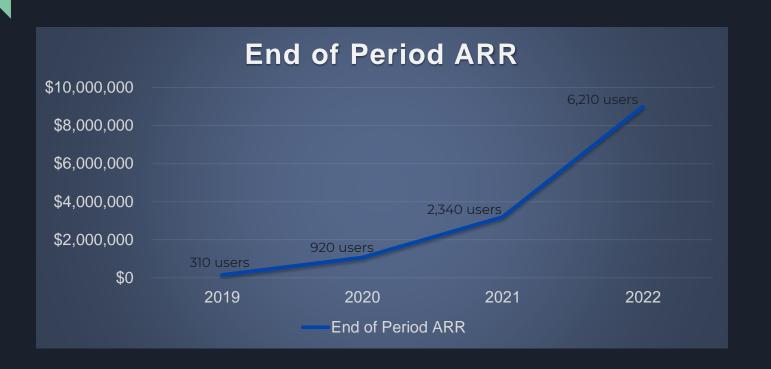


Maximum potential ACV <\$100K

\$100K < Maximum potential ACV <\$250K

Maximum potential ACV > \$250K

HIGH LEVEL FINANCIAL PLAN



EXIT STRATEGY

Tech Enterprise Management **Providers:**

> Microsoft **Dynamics**







Broiler Breed





Infrastructure **Providers:**







Food Moguls:





Pharmaceuticals Providers:



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Join us for a more sustainable, responsible and profitable livestock farming

www.poultrix.com