



NASDAQ: SVRE | TASE: SVRE

# Corporate Presentation



SEPTEMBER 2023

**Our mission:**  
**Saving lives**  
**on the road**





# SAVERONE AT A GLANCE

Car accidents and driving fatalities are on the rise

SaverOne is an Israeli tech startup which develops advanced road safety solutions. Our proprietary technology reduces driving accidents, making our roads safer for everyone.



**Israel**

Headquarters



**2014**

Year Founded



Nasdaq: SVRE  
TASE: SVRE



**40+**

Employees



**100+**

Active Customers



**20+**

Diverse IP Portfolio  
Registered & Pending





# SAVERONE OFFERING



CORE TECHNOLOGY, BASED ON MOBILE RF FOOTPRINT, USING  
SIGNAL PROCESSING AND AI



IN-CABIN DRIVER DISTRACTION PREVENTION  
[ Commercial solution, installed in over 3,000 vehicles ]

- **Automatically** identify which phone belongs to the driver, applying the **Safe-Mode** only onto it
- **Distinguish** dangerous apps, like texting and social media, from non-dangerous ones, like navigation

Target  
markets:

- Aftermarket fleets (Commercial Vehicles)
- OEMs (Vehicle manufacturers)



NEW  
**VRU** TECHNOLOGY

**VRU\*** SAFETY SOLUTION - "SENSOR-4"  
[ In development, expected sales to start end-24 ]

- Detecting **distracted VRUs**, preventing collisions
- Enhancing the ADAS sensor suite

- OEMs (Vehicle manufacturers)
- Autonomous vehicle (Commercial & Passenger)

\*Vulnerable Road Users and pedestrians



# GLOBAL FOOTPRINT



**Proven track record** in mitigation of risks  
caused by distracted driving

**4,500+ Systems**  
ordered  
cars, trucks, and buses

**100+ companies**  
**integrated**  
SaverOne's system  
into their fleets

Collaborations with  
**insurance** and  
**leasing** companies

**Pilots & Demos**  
in the USA, Europe  
and Asia

**Partnership with**  
**Iveco**, one of  
Europe's largest truck  
manufacturers

**A successful POC**  
on our VRUP solution  
with a prominent  
truck manufacturer in  
Europe





# IN-CABIN DRIVER DISTRACTION PREVENTION (DDPS)







# DISTRACTED DRIVING



**1.35M**

Annual traffic fatalities worldwide<sup>(1)</sup>



**\$850B+**

Total economic costs of traffic accidents in the U.S. each year<sup>(2)</sup>



**\$60B**

Amount distracted driving costs employers<sup>(3)</sup>



**\$11M**

Average settlement cost for a fatal accident involving a commercial fleet driver<sup>(4)</sup>

1) World Health Organization (WHO): Global status report on road safety 2018  
2) NHTSA Study Shows Motor Vehicle Crashes Have \$871 Billion Economic and Societal Impact on U.S. Citizens  
3) LifeSaver: Distracted Driving: The Auto Insurance Industry's \$30 Billion Elephant in the Room  
4) National Safety Council: Costs of Motor-Vehicle Injuries  
5) National Safety Council Estimates That At Least 1.6 Million Crashes Are Caused Each Year by Drivers Using Cell Phones and Texting  
6) Mr. Auto Glass: Texting While Driving is Dangerous and Illegal

DISTRACTED DRIVING IS NOW A GLOBAL TRAFFIC SAFETY ISSUE



## Financial & Social Costs

- In the U.S. alone, 1.6 million traffic accidents<sup>(5)</sup> and ~4,600 fatalities<sup>(6)</sup> are directly caused by cell phone distraction every year



## Difficult to Enforce

- Hard to witness violation when the phone is in the driver's lap
- Not always a primary offence—drivers can't get pulled over for only violating cell phone law



## Fines Don't Discourage Actions

- U.S. local texting-while-driving fines can range from \$20 to \$1,000



## Increased Government Regulations

- Regulators across the globe are attempting to combat this trend through increased regulatory activities



# SAVERONE DDPS:

Eliminating Driver Distraction due to Cell phone



## Driver-Area Mobile Recognition

SaverOne activates only when driving, and automatically detects all cell phones operating in the driver's zone



## Establish Connection

SaverOne's system recognizes the device within the driver's zone then automatically connects it to the SaverOne app



## Vehicle is Protected

SaverOne prevents the use of distracting apps. When stopped, full functionality returns



## Alarm is Activated

If the system cannot connect to the SaverOne app, an alarm is activated, reminding the driver to reconnect





# IN-CABIN DDPS IMPLEMENTATION IN VARIOUS MARKETS

## AFTERMARKET SOLUTION

---



### Fleet Managers

Mitigate costly accidents with improved driving behavior



### Public Transportation

Prevents costly, dangerous accidents associated with buses, trains and other transit fleets



### Private Vehicle

Increased confidence for families with young adult drivers

## OEM SOLUTION

---



### Vehicle Manufacturers - SW

Software solution integrated with the vehicle infotainment system. Optional app integration.



### Vehicle Manufacturers - HW

Hardware solution integrated with the vehicle infotainment system and HW ecosystem. Optional app integration.

# SELECTED CUSTOMERS & STRATEGIC PARTNERS

## Government & authorities



Emek Izrael Council

## Industry & manufacturing



## Infrastructure & natural resources



## Transport & vehicle



## Logistics & transportation



FLYING CARGO







# SOLUTION VRU PROTECTION

## **RF ADAS Sensor**





# THE CHALLENGE:

## VRU SAFETY



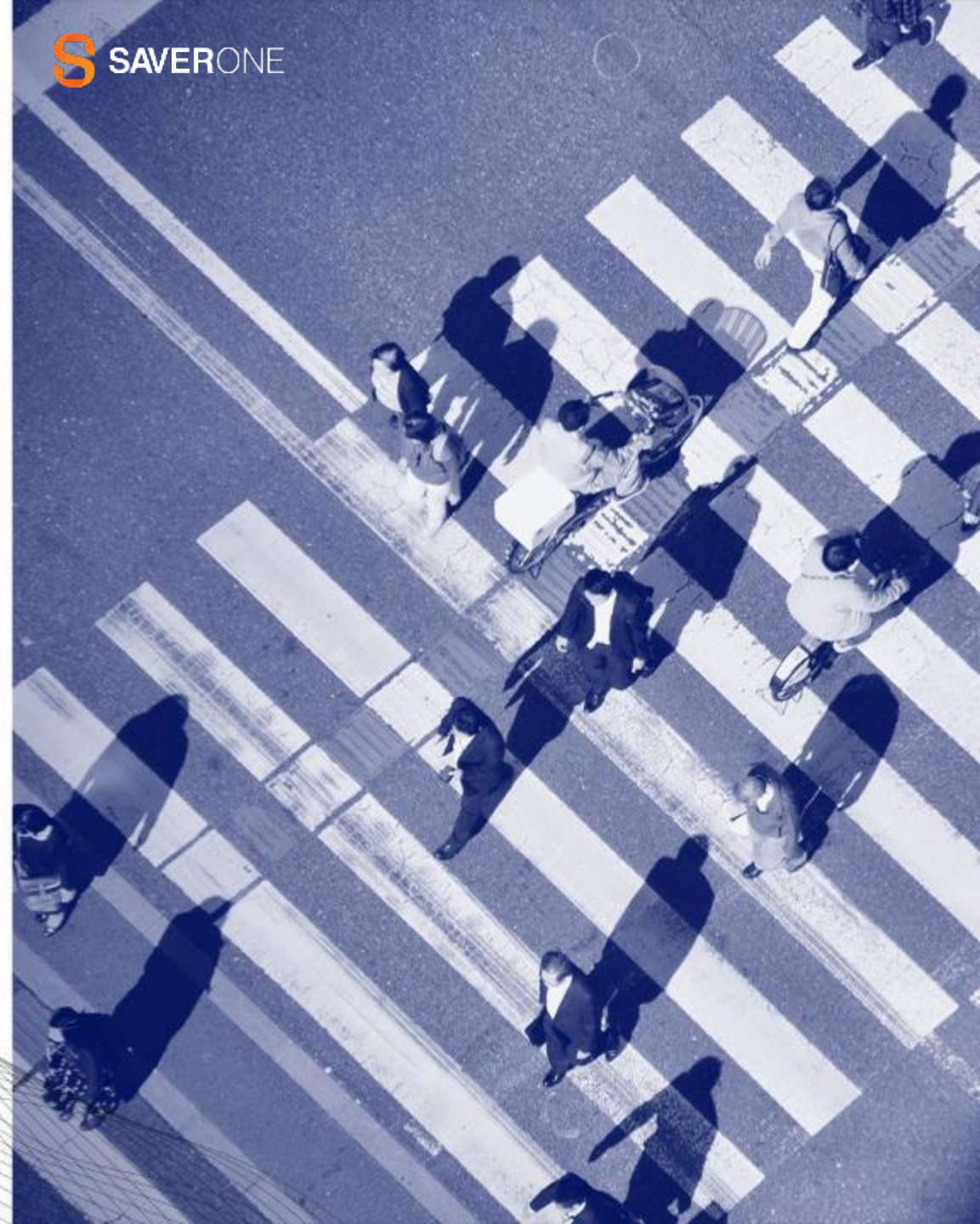
**Vulnerable-Road-Users (VRUs):** pedestrians and cyclists are 'glued' to their smartphones

- VRUs are estimated to be 70% of the death cases in urban accidents, almost **40% of them are pedestrians** <sup>(1)</sup>
- Safety risks of pedestrian crossing points with reduced visibility **are high**



The **challenge increases** due to:

- Adverse weather conditions & Non-Line-of-Sight (NLoS) – where **performance** of Radar, Lidar and Camera is **degraded**
- Limited performance of Radar, Lidar and Camera in providing vehicle's **situational awareness** <sup>(2)</sup>



<sup>(1)</sup> Mikusova, Miroslava, Joanna Wachnicka, and Joanna Zukowska. "Research on the Use of Mobile Devices and Headphones on Pedestrian Crossings—Pilot Case Study from Slovakia." Safety 7.1 (2021): 17.

<sup>(2)</sup> Situational awareness is having an accurate understanding of 'what is going on' relating to the situation or system of context to the vehicle





# THE CHALLENGE: ADDRESS DEGRADATION OF CURRENT SENSORS' PERFORMANCE



Weather, Non-line-of-site, lightning conditions



Detecting VRUs in NLoS and adverse weather is a **challenge** for the automotive sensors, especially in **urban area**.



Under **ideal conditions**, Camera, Radar & Lidar provide enough information to secure safety.



In **practice**, rain, snow, fog, and hail impede these sensors' operability and demonstrate their **poor performance** <sup>[1]</sup>.



21% of vehicle crashes annually are due to **adverse weather conditions**, and 46% of these are caused by **rain** <sup>[2]</sup>.



Most **pedestrian deaths** occurred in **urban settings** (84%) and during **dark lighting** (74%) <sup>[3]</sup>.

[1] Zang, Shizhe, et al. "The Impact Of Adverse Weather Conditions On Autonomous Vehicles: How Rain, Snow, Fog, And Hail Affect The Performance Of A Self-driving Car." IEEE vehicular technology magazine 14.2 (2019): 103-111.

[2] NHTSA: How Do Weather Events Impact Roads?, 2020

[3] <https://injuryfacts.nsc.org/motor-vehicle/road-users/pedestrians/>, 2019





# SAVERONE VRUP SOLUTION

Detecting VRUs based on RF footprint  
using Signal Processing and AI

- ADAS sensor, integrated within the vehicle
- Detects the signals of nearby cellphones, calculating their location, speed and direction of movement
- Provides input to the vehicle's sensor fusion/decision making *ECU*
- Vehicle / Driver *outputs*:
  - Visual / Audio / vibrate alert
  - Integrated braking system

## RF sensor technology main advantages:

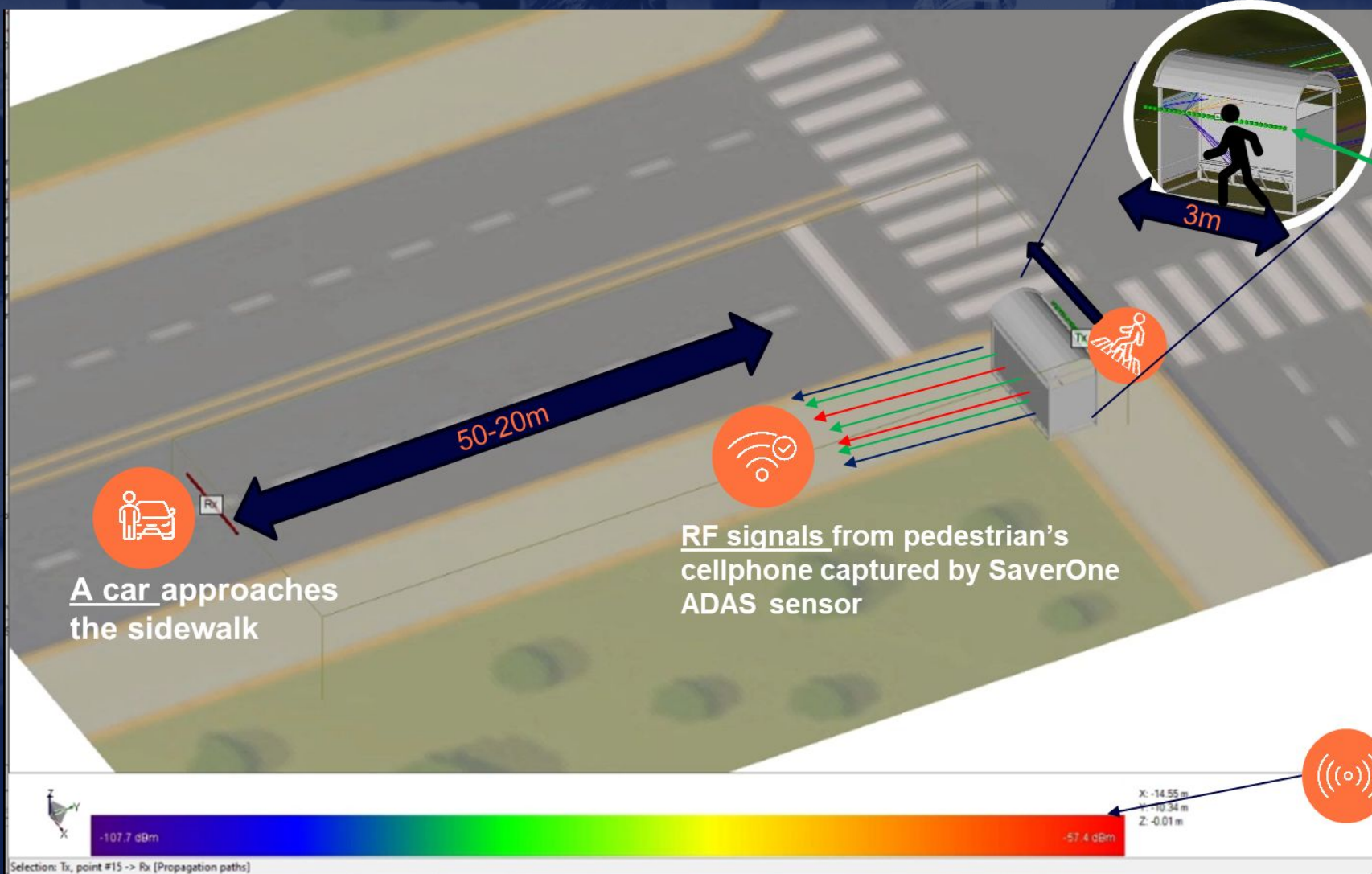
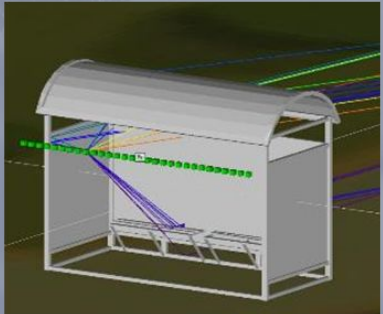
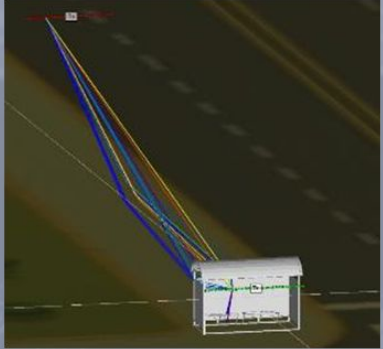
- Performance in Non-Line-of-Sight (NLoS)
- No degradation in severe weather conditions
- Detecting distracted pedestrian
- RF agnostic – across a wide range of wireless technologies: Cellular, BLE, Wi-Fi







# NLoS Simulation Scenario : A pedestrian, hidden behind a bus station, is about to enter the sidewalk.



**Bus station model**  
Two different objects :



1. Concrete martials
2. Glass martials

**The Mobile (TX)**  
Separation between the points is 10 cm



# Simulation summary:

## Pedestrian and Vehicle moving simultaneously

#test point	Car Distance [m] 	Pedestrian's progress start [m] 	Pedestrian's progress end [m]	Actual AoA [deg]	Glass AoA RMSE [deg]	Glass Pedestrian distance estimation error [m]	Concrete AoA RMSE [deg]	Concrete Pedestrian distance estimation error [m]
1	-50	4.4	4	5.28	0.94	0.84	0.49	0.44
2	-45	4	3.6	5.36	0.18	0.15	0.19	0.15
3	-40	3.6	3.2	5.45	0.17	0.12	0.19	0.14
4	-35	3.2	2.8	5.58	0.29	0.18	0.29	0.18
5	-30	2.8	2.4	5.74	0.27	0.15	0.26	0.14
6	-25	2.4	2	5.96	1.00	0.46	0.28	0.13
7	-20	2	1.6	6.29	1.20	0.45	1.23	0.46



# EXPERIENCED MANAGEMENT TEAM



**Jacob Tenenboim**  
Chairman

- Over 35 years of experience in management and entrepreneurship in the technology arena
- In addition to executing numerous M&A transactions, Jacob has led ~10 companies and startups to successful exits within various areas of the high-tech industry



**Ori Gilboa**  
Chief Executive Officer

- Over 25 years of experience in the automotive and retail industry
- Prior to SaverOne, Ori served as CEO for James Richardson and the Negev Group, as well as General Manager of the auto division for Mayer's cars and trucks



**Yoav Zilber**  
Head of Business Development

- Over 20 years of experience in international marketing, and business development with global experience,
- Prior to SaverOne Yoav worked as VP Business Development Africa at Vital Capital and & CEO of Jets Investment Ltd..



**Yossi Cohen**  
Chief Operating Officer & Co-Founder

- Over 20 years of experience in leading global operations in the high-tech arena
- Prior to SaverOne, Yossi served as Senior Manager of Program Management & Business Operations with Motorola Solutions



**Aviram Meidan**  
Vice President Research & Development

- Over 20 years of experience in automotive products' development management and global roll-out
- Prior to SaverOne, Aviram served as VP R&D for Micronet Ltd, as well as CTO of the automotive division in Telit Wireless Solutions and a Senior Manager at Motorola



**Omri Hagai**  
Chief Financial Officer

- Over 10 years of experience in the financial management of public companies
- Prior to SaverOne, Omri served as Director of Finance for BrainsWay & Disclosure and Reporting Controller of Israel Chemicals.

# SAVERONE - A RECIPE FOR SUCCESS



## Talented Leaders

- Strong management with 100+ years of combined experience
- Clear mission, laser focus and demonstrated success
- Deep knowledge in automotive safety and insurance



## Visionary, Disruptive Technology

- Fast, accurate and robust identification of driver location
- Global leadership in preventive solutions
- Deep AI domain use



## Strong Market Validation

- Demonstrated successful programs with top-tier global companies
- Case study with major OEMs to be replicated globally
- Fast & growing revenue with about 3,000 installations



## Recurring Value

- Optimal SaaS product with a massive TAM
- Growth engine for vehicle manufacturers to drive recurring value



## Humanitarian Signature

- Potential to create a global, historic mark on humanity







[www.saver.one](http://www.saver.one)