SAVERONE

# Making roads safer for drivers, passengers, and pedestrians

VRU solution – pitch deck

# Legal notice

This investor deck contains forward-looking statements within the meaning of the safe harbor provisions of the Private Securities Litigation Reform Act of 1995. All statements other than statements of historical fact in this deck are forward-looking statements, including but not limited to, the ability of SaverOne's technology to substantially improve the safety of drivers; SaverOne's planned level of revenues and capital expenditures; SaverOne's ability to market and sell its products; SaverOne's plans to continue to invest in research and development to develop technology for both existing and new products; SaverOne's intention to advance its technologies and commercialization efforts; SaverOne's plan to seek patent, trademark and other intellectual property rights for our products and technologies in the United States and internationally, as well as its ability to maintain and protect the validity of its currently held intellectual property rights; SaverOne's expectations regarding future changes in its cost of revenues and our operating expenses; interpretations of current laws and the passage of future laws; acceptance of SaverOne's business model; the ability to correctly identify and enter new markets; the impact of competition and new technologies; general market, political and economic conditions in the countries in which SaverOne operates; projected capital expenditures and liquidity; SaverOne's intention to retain key employees, and our belief that we maintain good relations with all of its employees; any resurgence of the COVID-19 pandemic and its impact on SaverOne's business and industry; security, political and economic instability in the Middle East that could harm SaverOne's business, including due to the current war between Israel and Hamas; and other risks and uncertainties, including, but not limited to, the risks detailed in the Company's Annual Report on Form 20-F filed with the U.S. Securities and Exchange Commission (the "SEC") on March 25, 2024 and in subsequent filings with the SEC. The Company's filings are available on its website at www.sec.gov. These forward-looking statements involve known and unknown risks and uncertainties and are based on current expectations, assumptions, estimates and projections about the Company and the industry. The Company undertakes no obligation to update forward-looking statements to reflect subsequent occurring events or circumstances, or to changes in its expectations, except as may be required by law. Although the Company believes that the expectations expressed in these forward-looking statements are reasonable, it cannot assure you that its expectations will turn out to be correct, and investors are cautioned that actual results may differ materially from the anticipated results.



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# SAVERONE AT A GLANCE

+50

Employees

+20

Diverse IP Portfolio
Registered & Pending

+4000

Installations

+100

Active Customers

- **Installations** in Europe, USA, Mexico and Asia
- **International** distribution agreements
- **Partnership with Iveco**, one of Europe's largest truck manufacturers
- **Collaboration with Volvo Busses**, one of Europe's largest Bus manufacturers



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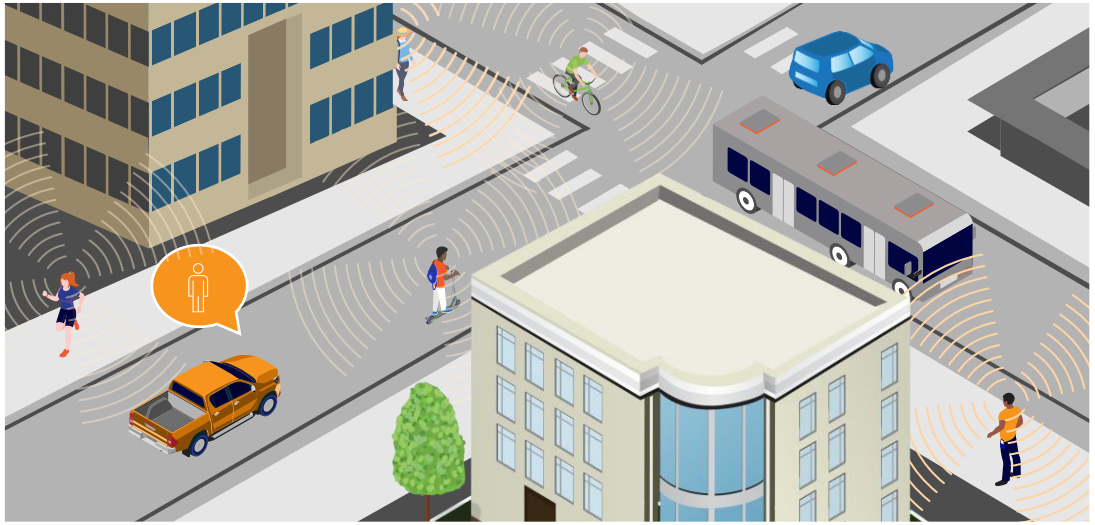
# Our mission is to make roads safer for drivers, passengers, and pedestrians alike – through cellular network-based technological solutions



**2 products**

## Vulnerable Road User safety solution

Detection & localization of Vulnerable Road Users (VRUs) outside the vehicle even in non-line-of-sight (NLOS) and adverse weather conditions through mobile signals

*Focus of this pitch*

## In-cabin driver distraction prevention

Driver safety solution designed to combat distracted driving by identifying and monitoring cell phones located in the driver's vicinity and selectively blocking distracting apps



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# Our experienced leadership team

## Jacob Tenenboim

**Chairman**

35+ years in technology management & entrepreneurship

Among his exits are:

GENIEO

InsureWorx

SPL

## Ori Gilboa

**Chief Executive Officer**

25+ years in automotive & retail industries

CEO — JR/DUTY FREE JAMES RICHARDSON

CEO — נגב

Manager — MAYER CARS AND TRUCKS CO. LTD

## Yossi Cohen

**Chief Operating Officer & Co-Founder**

20+ years in leading global operations in high-tech areas

Senior Manager of Program Management & Business Operations — MOTOROLA SOLUTIONS

## Yoav Zilber

**Head of Business Development**

20+ years in international marketing & business development

VP Business Development Africa — VITAL CAPITAL environment

CEO — Jet Investment

## Aviram Meidan

**Vice President Research & Development**

20+ years in automotive product development

VP R&D — MICRONET

CTO — Telit wireless solutions

Senior Manager — motorola

## Omri Hagai

**Chief Financial Officer**

10+ years of experience in financial management of public companies

Director of Finance — BrainsWay

Disclosure & Reporting controller — AICL

# Vulnerable road users (VRU) require special attention & protection

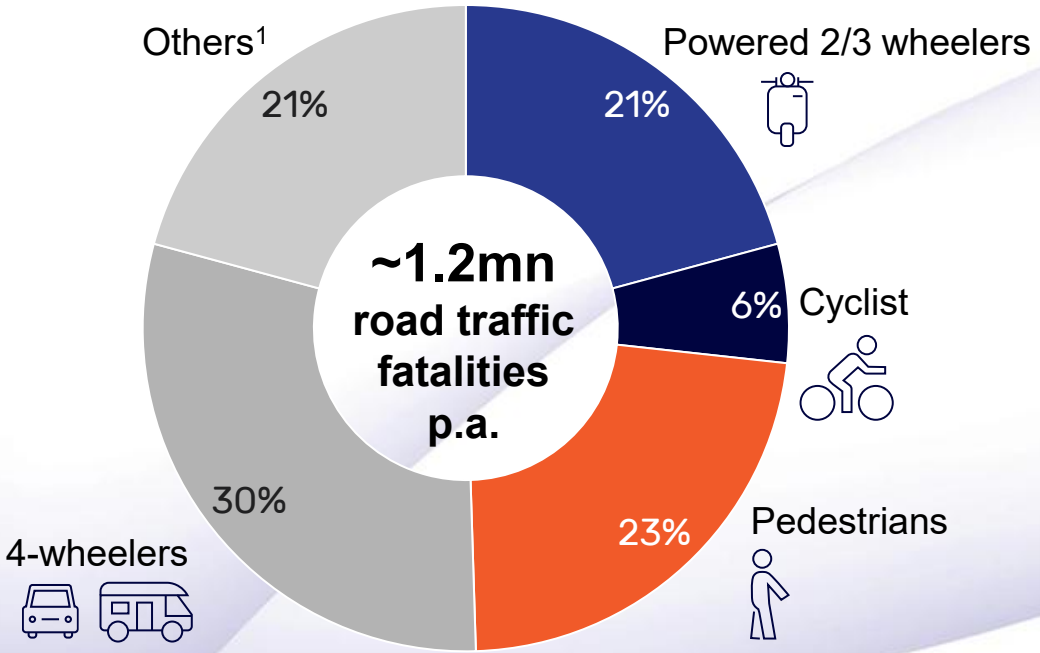
**Non-motorised road users such as pedestrians (especially children), cyclists, motor-cyclists and persons with disabilities/ reduced mobility & orientation are unprotected in case of collisions**



Source: European commission

# Despite developments in vehicle safety, vulnerable road users (VRUs) are still at risk today

**Distribution of deaths by road user type, globally**




- VRUs account for **~50%** of fatalities
- Every **53 seconds** a VRU dies on the road
- Already slight injuries cost **~6.3k USD** per injury[2]
- Serious injuries cost **~140k USD** per injury[2]
- **~5bn USD** total injury cost in Germany annually[3]

1. Occupants of vehicles carrying more than 10 people, heavy goods vehicles and “other” users
2. Average cost of road-traffic injuries in Germany
3. ~160k VRU injuries in road traffic in Germany 2019

Source: Global status report on road safety 2023 – WHO, press search, Destatis



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# While the industry is aware of the issue, current solutions cannot detect VRUs in non-line-of-sight, posing a safety challenge

**Existing sensors today…**

## LiDAR

- \+ Range, night operation, Distance detection, classifications of objects
- − No NLOS[1] detection, weather impact, no color detection

LUMINAR · INNOVIZ TECHNOLOGIES · AEVA · Valeo · WAYMO

## Radar

- \+ Velocity detection, night operation, weather resistance
- − Very limited NLOS[1] detection, no color detection, limited classification

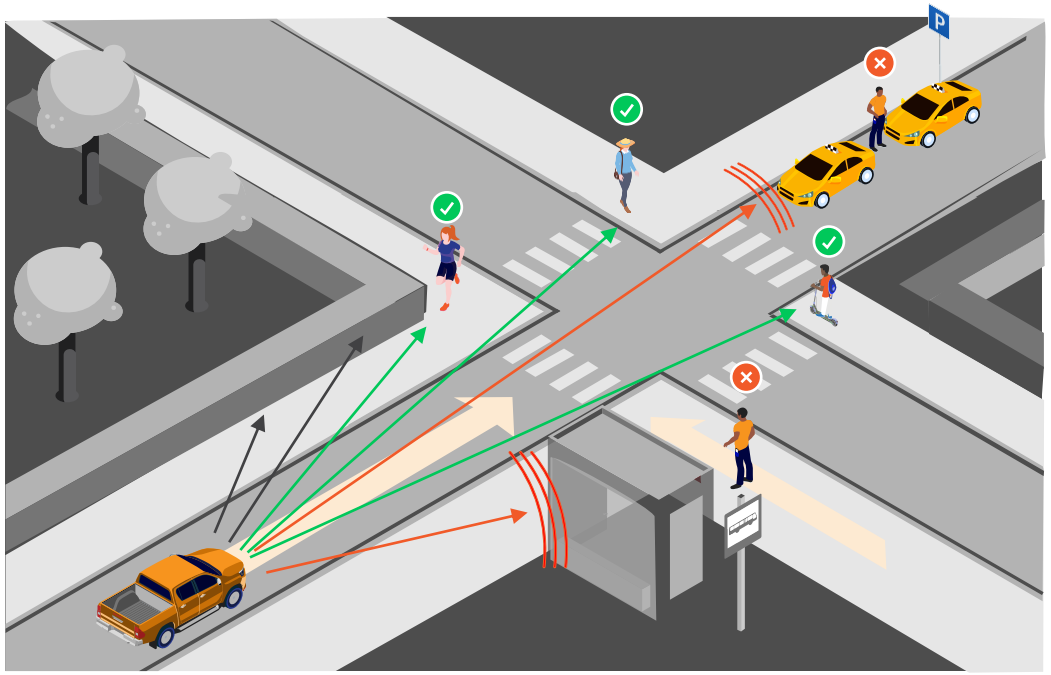
BOSCH · MAGNA · APTIV · Continental

## Camera

- \+ Color detection, object classification
- − No NLOS[1] detection, weather impact, limited range detection

BOSCH · MAGNA · APTIV · Continental · Panasonic

**… cannot detect VRUs in non-line-of-sight**



Detection of potential VRU is blocked by bus stop – no information about VRU and potential collision can be provided to driver

> Detection of VRUs is a big problem in bad weather and darkness – current sensor technology cannot address these issues sufficiently
>
> *Former VP, Head of LiDAR Segment at Tier-1 supplier*

1. Non-line-of-sight



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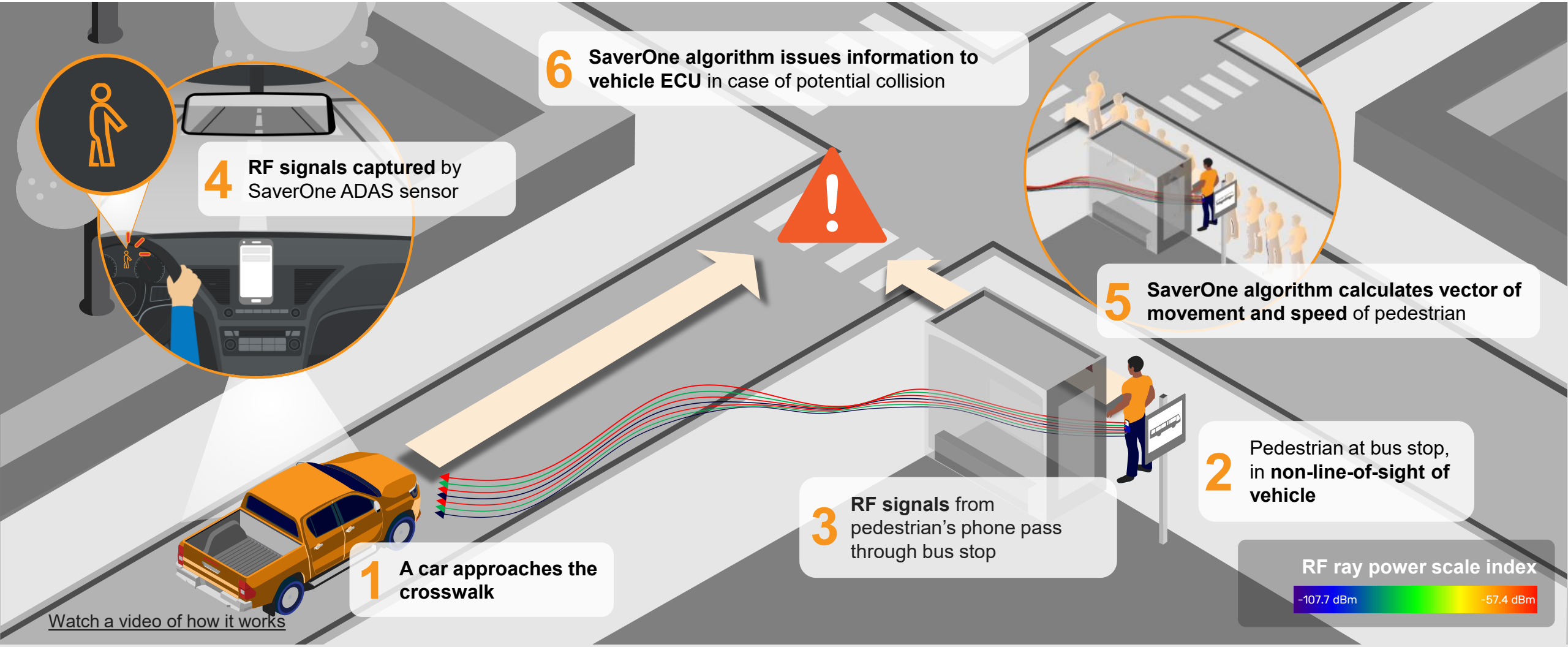
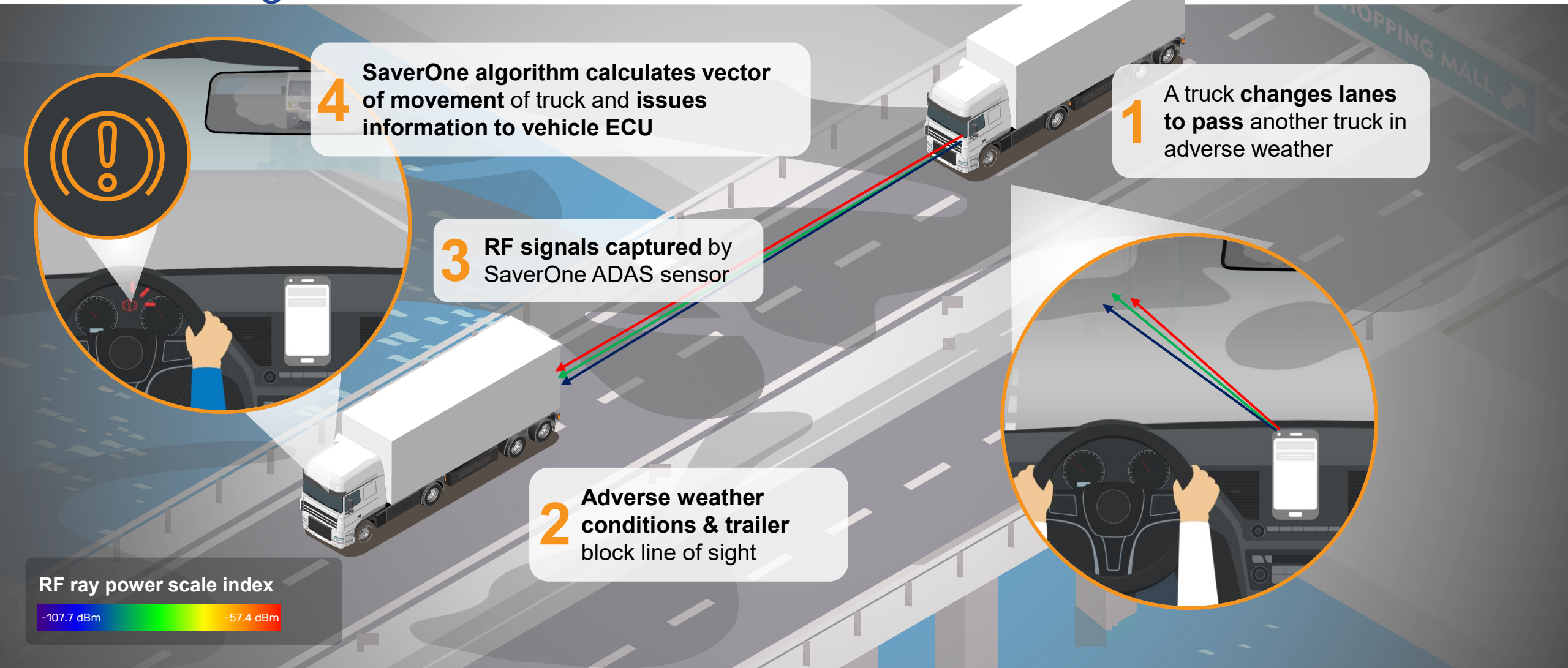
# Our radiofrequency-based VRU solution solves this issue & makes roads safer for everyone




Watch a video of how it works

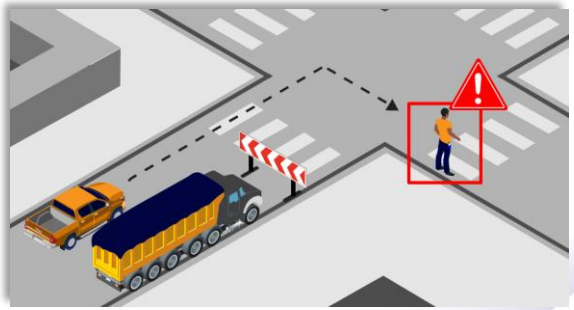
Optional for truck OEM

# Our radiofrequency-based sensor could even detect rear overtaking vehicles or VRUs in the future



# The VRU solution can specifically detect VRUs around corners or hidden by obstacles – and in the future, also rear blindspots

## Main use cases



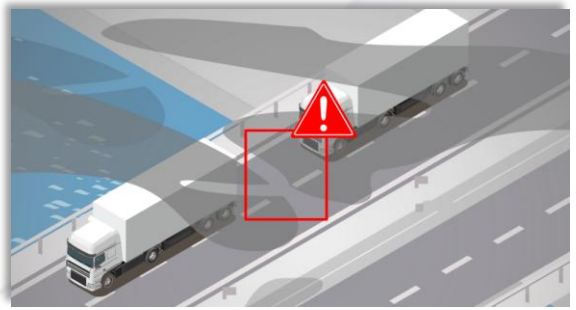
### VRUs around corners

Pedestrian approaching road from around the corner, not visible to the driver and not detectable by other sensors


### VRUs behind obstacles

Pedestrian emerging between 2 parked cars, not visible to the driver and only detectable by strategically low or highly placed LiDAR systems

## Future use case



### Blind spot detection

Detection of cars and VRUs in blind-spots (especially relevant for trucks or in poor weather/ lighting)



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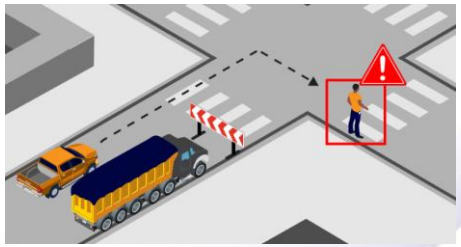
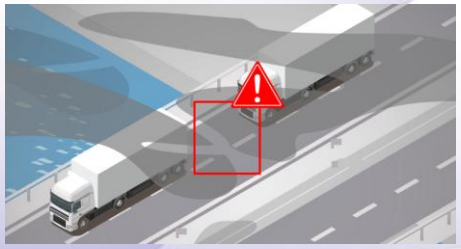
# No other sensor set-up today can do this – our solution is required to detect VRUs in non-line-of-sight

Use case covered under most conditions
Covered better vs. other combinations
Not (adequately) covered

| | | Individual sensors | | | | Relevant sensor combinations | | | |
|---|---|---|---|---|---|---|---|---|---|
| | Safety use case | Camera | Radar | LiDAR | RF VRU solution SAVERONE | Radar + camera | Radar + LiDAR + camera | Radar + camera + SAVERONE | Radar + LiDAR + camera + SAVERONE |
|  | VRU in non-line-of-sight | ✗ | ✗[1] | ✗ | ✓ | ✗[1] | ✗[1] | ✓ | ✓ |
|  | Rear overtaking vehicles[2] | ✗ | ✗ | ✗ | ✗ | ✗ | ✗ | ✓ | ✓ |

The VRU sensor **complements the existing ADAS sensor suite** to detect VRUs in bad weather & lighting and outside-line-of-sight situations

1. Only basic detection of (moving) VRUs between cars through low-positioned sensors
2. Especially relevant for trucks, given limited availability of rear sensors and large trailers



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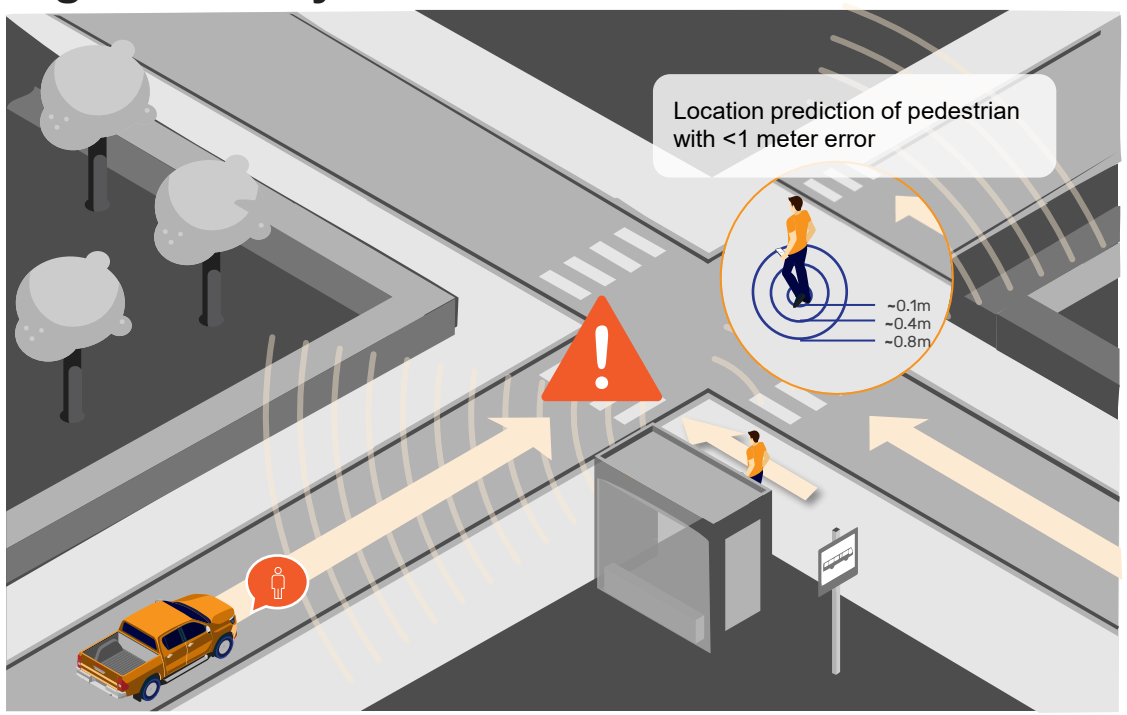
# The VRU solution in a nutshell

## Technical details

- Detection, classification, localization, tracking of VRUs and notification of driver in case of potential collision
- Reception and analysis of radiofrequency signals[1]
- Operating range up to 150 meters
- Capacity Up to 50 phones
- High accuracy with <1 meter error[2]

## High Accuracy: error <1 meter




Error of algorithm in predicting pedestrian position depends on distance from car (20-50m) and obstacle between pedestrian and car (glass, concrete) – depicted relative to body size, details in appendix

1. Cellular & Wifi supported (700-3,800 MHz, 5800-5900 MHz BLE)
2. Simulation conducted in Wireless Insite



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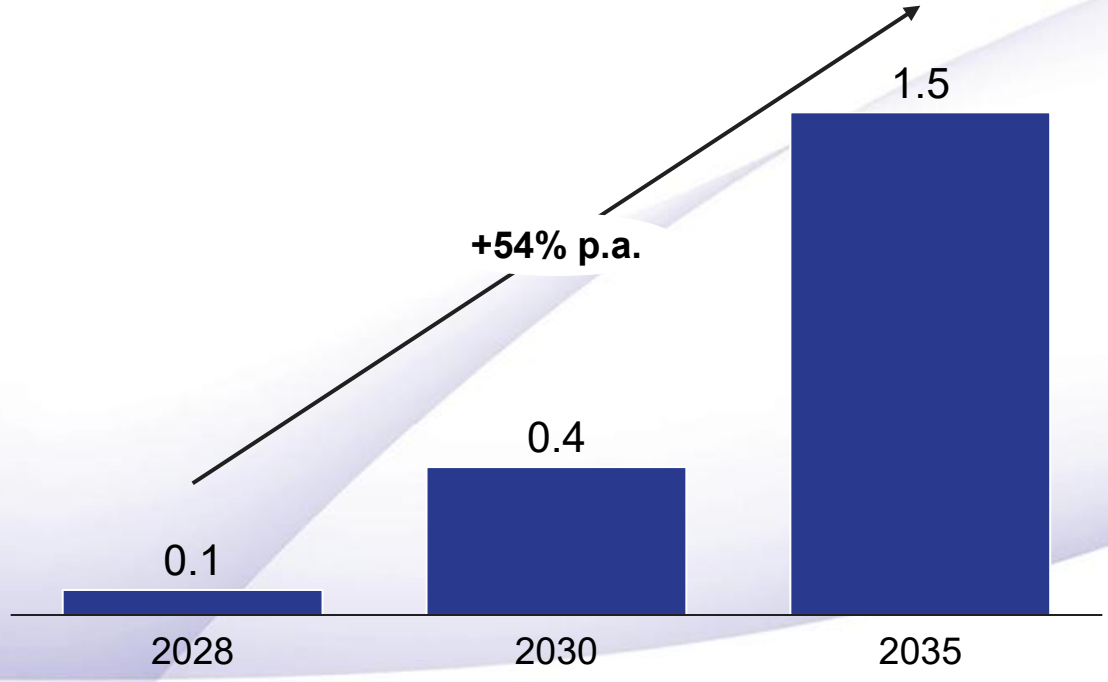
# Our VRU solution addresses a new market of ~1.5 bn USD in 2035

**Global automotive RF-sensor market for VRU detection[1],** in USDbn




**2035 TAM[2] consists of….**

- **~31m** passenger cars
- **~3.7m** light commercial vehicles
- **~1.5m** trucks
- **~0.2m** busses

1. Including passenger cars, light commercial vehicles, truck, busses, robo-taxis
2. TAM = Total addressable market



Source: Market model, expert survey, expert interviews

# We address core pain points of our customers

Strong applicability for customer | Limited applicability for customer | No applicability

| Core value proposition | Passenger car OEMs | Truck & Bus OEMs | Robo-taxis |
|---|---|---|---|
| **Enhanced safety,** improving value and selling proposition | ✓ | ✓ | ✓ |
| **Potential improved safety ratings/ regulatory benefits**[1] | ✓ | ✓ | ✓ |
| **Reduced risk of liability claims**[2] | ✓ | ✓ | ✓ |
| **Lower insurance cost** | ✓ | ✓ | ✓ |
| **Optimized vehicle utilization** (driving speed of AD[3] potentially limited due to safety) | ✗ | ✓ | ✓ |
| **Projected take rates from expert survey**[4] | Entry 10-30% / Volume 20-40% / Premium 50-80% | 40-80% | ~80% |

1. If testing procedures and/or scoring criteria are adjusted
2. In autonomous driving modes
3. AD = Autonomous Driving
4. Based on Expert interview with n=24 experts



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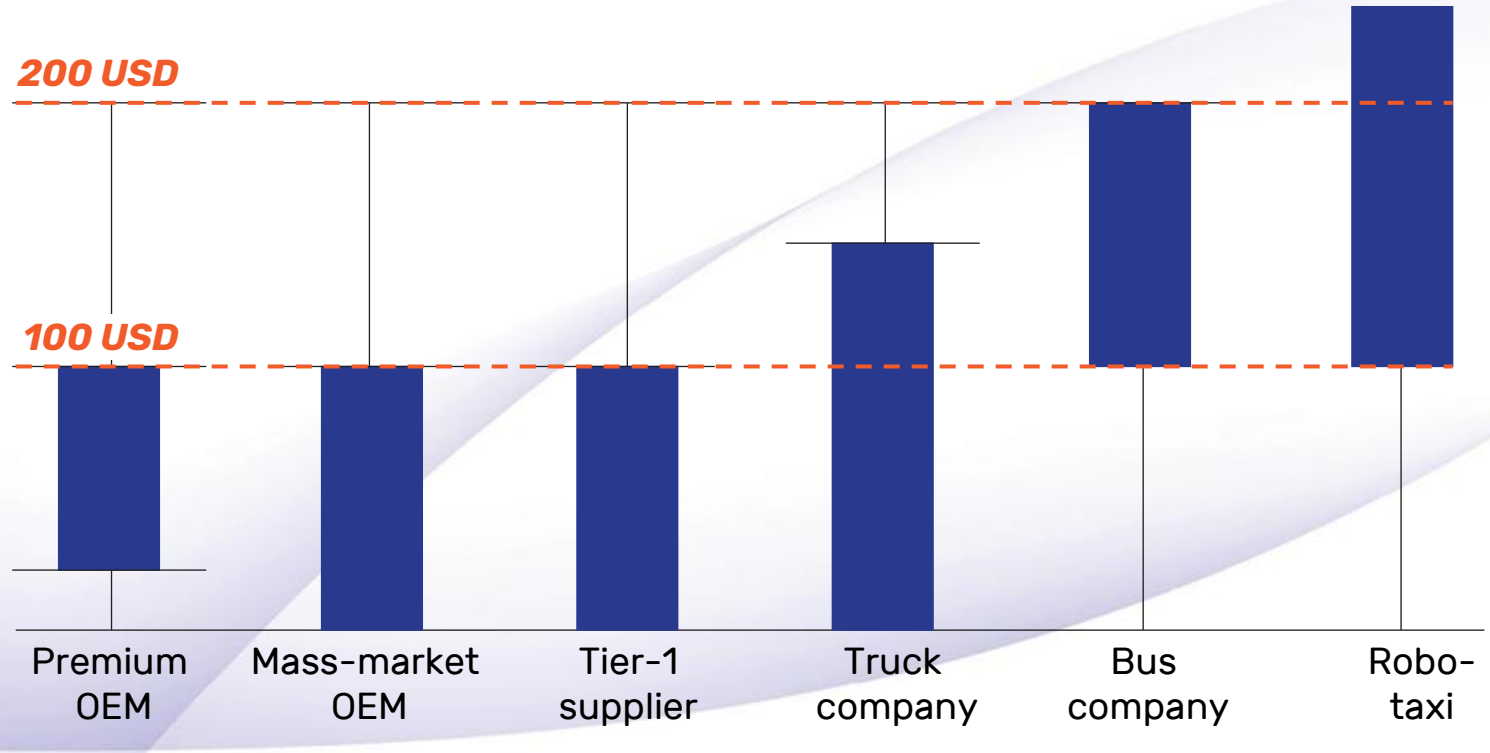
# Target customers show a high willingness to pay for a new sensor technology like ours

**Willingness to pay by customer type,** in USD




"If there was a working VRU detection sensor, there would for sure be a willingness to pay, I would estimate ~50 USD"

*– Former Chief Safety Officer at premium OEM*

"If performance, accuracy and reliability are proven, I believe OEMs would be willing to pay ~100 EUR for such a sensor"

*– Former VP, Head of LiDAR Segment at Tier-1 supplier*



Source: Expert survey with n = 24

# The VRU solution could save insurance claim costs of up to ~260+ USD over the lifetime of a passenger car

**~260** USD

Insurance claim cost could be saved on average over the lifetime of a vehicle from avoidance of collisions with VRUs

| 0.064 | 0.74% | 12y | 45.3k |
|---|---|---|---|
| Collision claims per vehicle p.a.[1] | Claims involving VRU | Over lifetime | Average spend per claim |

## Potential upsides

**7x**

**Potential value of up to ~ 1,875 USD on average for taxis generally** given higher utilization and even further upside for robotaxis due to no breaks required

**30x**

**Potential value of up to ~8,400 USD on average in the US** given higher cost for VRU accidents with large tail towards high-end (about 1/3 of accidents with costs >600k USD)

cruise e.g., **~8-12mn USD settlement** with a pedestrian hit by robotaxi

1. p.a. = per annum

Note: Rounding of individual numbers

Source: Global tier-1 Management Consultancy



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# There is no direct competition – our solution is the only one that protects VRUs even if they do not have an app

| | | SAVERONE | Competitor 1 | Competitor 2 |
|---|---|---|---|---|
| **Passive reception of signals** | Independent of active communication between two media | ✓ Passive radio-frequency signal detection | ✗ Active V2X app-based communication | ✗ Active V2X app-based communication |
| **Works without an app for the VRU** | Independent of installation of specific app or software at VRU-end | ✓ No installation required on VRU-end | ✗ e.g., specific app, maps apps, or firmware package[1] | ✗ Add-on integration into location-based 3rd party apps |
| **Integrated into vehicle safety features** | Could be integrated into specific ADAS features e.g., automatic emergency braking | ✓ Deep integration with other ADAS sensors | ? Phone-based warning function, potentially with ADAS integration[2] | ✗ Phone-based warning function only (no ADAS integration) |
| **On track to scale** | Active development with tangible plan for strong roll-out | ✓ Currently in MVP development | ? Pilot phase, testing ended in 2020 due to lack of data/ user coverage | ? Low scale, given reliance on SDK[3] integration |

1. Based on radio transmitter and receiver
2. Published as communication with engine ECU
3. Software development kit



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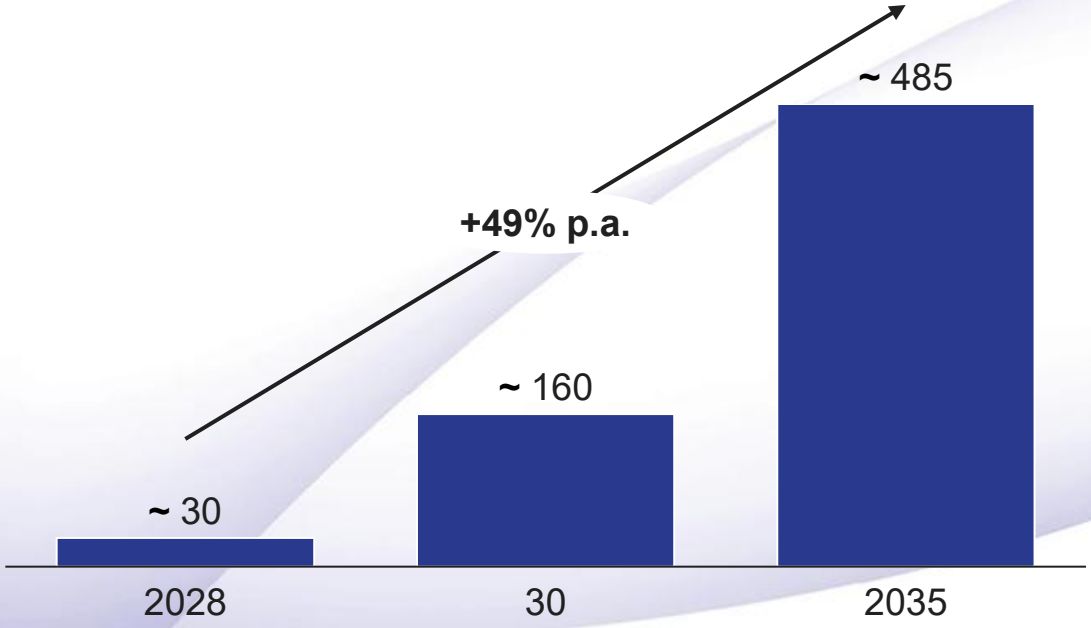
# We have strong ambitions and estimate a revenue potential of >480m USD by 2035

## Business plan

**Revenues**, in USDm




**2028**
First revenues[1]

**2030**
Profitability reached[2]

**11m**
Sensors sold 2035

**~30%**
Gross margin 2035

**~12%**
EBITDA margin 2035

**51M**
NPV[3], in USD

1. From premium passenger cars and commercial vehicles
2. Measured in EBITDA
3. Based on cash flows until 2035, excl. terminal value. WACC of 8.5% used for discounting cashflows



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# We have developed the IP and are now looking for a partner to complement our skills with technical & commercial expertise

| SAVERONE | Strategic partner |
| --- | --- |
| Product vision and specification | Technical expertise (e.g., chip design, sourcing, industrialization, manufacturing, logistics) |
| Intellectual property and algorithm development | Commercial expertise (e.g., global OEM relationships, sales channels, automotive grade process excellence) |
| Key talent | Financial contribution |

# We are already demonstrating the technology, and will get the product MVP to customers in 2026 – together with you

## We have already achieved a lot…

Project initiation

Simulation

First customer feedback

> *This approach seems very interesting*

> *I could imagine installing the VRU solution in our autonomous L4 trucks*[1]

Hardware production in partnership

**Q2-3 2025**

Demo & testing

## … and will continue at full speed

**mid-2026**

MVP demo to customers

1. Expert interview



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# APPENDIX

Optional for non-industry target group

# Our product is addressing the market for active safety and ADAS/AD

*Focus of our VRU solution*

| | Passive Safety | Active Safety | ADAS/Autonomous Driving (AD) |
|---|---|---|---|
| **Main objective** | Mitigation of impact of collisions for occupants and VRUs | Avoidance of collisions | Enhanced comfort |
| **SAE levels** | n/a | 0 | 1 2 2+ 3 4 5 |
| **Examples of systems** Occupants |  Airbag<br>  Safety belt<br>  Chassis construction<br>  Fuel Pump Shut-Off Switch |  Automatic emergency braking system Car-to-Car<br>  Driver Distraction Monitoring<br>  Blind Spot Detection<br>  Electronic stability program |  Adaptive Cruise Control<br>  Lane Centering |
| **Examples of systems** VRU |  Chassis construction to reduce impact<br>  eCall system[1] |  Automatic emergency braking system Cyclist & Pedestrian |  L2+ or L4 in urban environments |

1. For both VRUs and occupants



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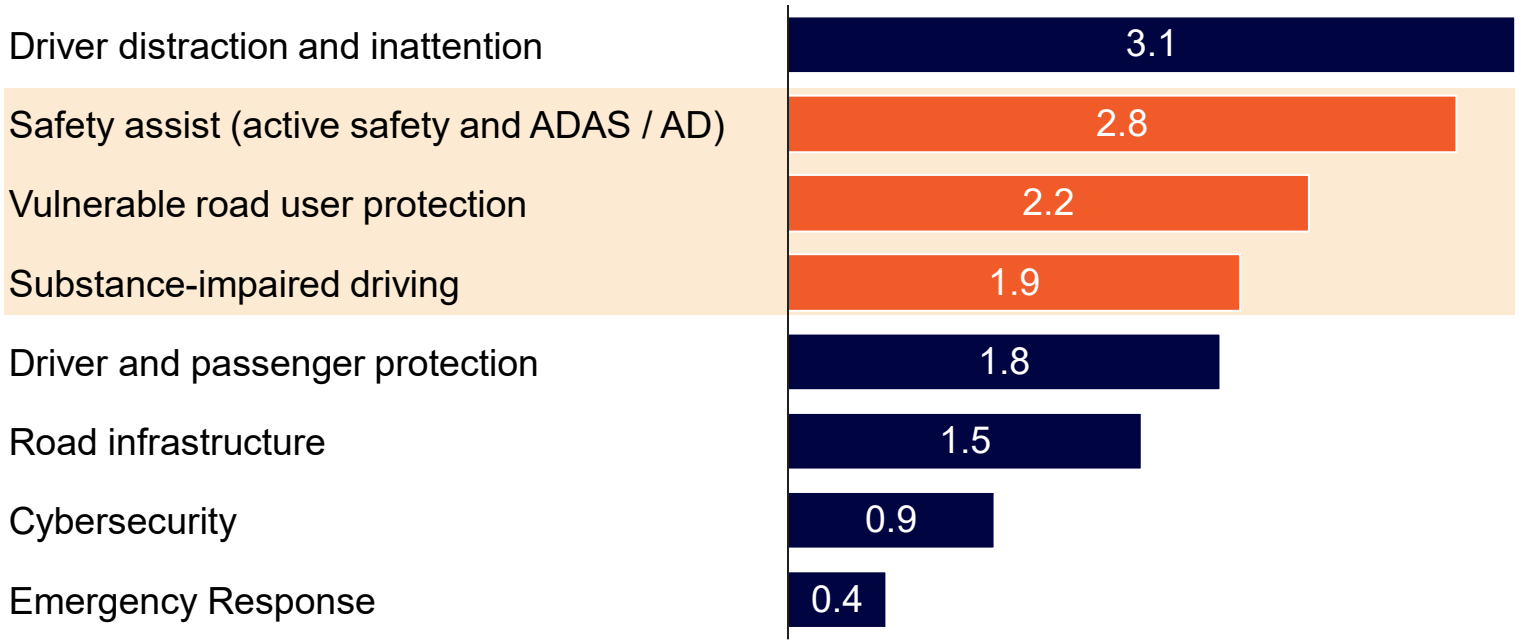
Optional for non-industry target group

# Our VRU solution addresses the most important unsolved problems in vehicle safety

## Largest unsolved problems in vehicle safety today, (5 being highest)




Our VRU solution addresses the most important problems in vehicle safety through:

**Improving existing ADAS systems**
&
**Providing resilient VRU detection**


Source: Expert survey with n = 24

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# Simulation error of VRU solution <1m for different obstacles

| **Car Distance** meter | **Pedestrian's progress start,** meter | **Pedestrian's progress end,** meter | **Glass Pedestrian distance estimation error,** meter | **Concrete Pedestrian distance estimation error,** meter |
|---|---|---|---|---|
| -50 | 4.4 | 4.0 | 0.84 | 0.44 |
| -45 | 4.0 | 3.6 | 0.15 | 0.15 |
| -40 | 3.6 | 3.2 | 0.12 | 0.14 |
| -35 | 3.2 | 2.8 | 0.18 | 0.18 |
| -30 | 2.8 | 2.4 | 0.15 | 0.14 |
| -25 | 2.4 | 2.0 | 0.46 | 0.13 |
| -20 | 2.0 | 1.6 | 0.45 | 0.46 |

**Simulation error <1m for distances up to 50 meters**[1] for both materials tested blocking line of sight from driver's car (glass and concrete)

1. Simulation conducted in Wireless Insite



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# VRU detection through the sensor follows a 5-step process to ensure collision avoidance

## Detection

Detection of mobile signals through vehicle-integrated sensors in real-time

Detection of phone signals along whole RF-spectrum (no requirement for specific signal)

## Classification

Filtering and classification of RF-signals to identify number of source-entities/individuals (bandwidth)

## Localization

Calculation of location of phone/individual based on RF-signal vectors through algorithm

## Tracking

Tracking of speed and direction of individual signals

Filtering of vectors not relevant to tracking

*Additional feature:* data usage can be estimated, proxying intensity of activity/ distraction of individual

## Notification

Notification of vehicle/ driver about potential VRU collision, e.g., through visual, audio, vibration alert, or integrated braking system

Activation of AEB or AES



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