

THE EGG FOR EVERYONE. AMAZINGLY MADE FROM PLANTS.

MEDIA KIT

TWENTY TWENTY THREE



THE EGG FOR EVERYONE IS HERE

The only plant-based egg that works just like an ordinary egg in any recipe.

Unlike starch-based powders, Zero Egg is made from nutritious plant proteins.

Zero Egg is great for food service because it's safe, reliable, shelf-stable, and affordable.



"OUR FOOD SYSTEM NEEDS TO BE REFORMED.."

...we must find ways to produce food more sustainably. We think an egg made from plants is a great place to start."

—**Liron Nimrodi**
Co-Founder & CEO



The Zero Egg journey began in 2018, as a passion to improve the way people eat and to make a positive impact on the world for the sake of people, animals, and our planet.



ZERO EGG'S PRODUCT PORTFOLIO MEETS CUSTOMERS NEEDS

POWDERS



- Food manufacturers
- Commercial kitchens
- Large operators

RTU LIQUID



- Full-service restaurants
- Chefs
- Colleges & Universities

RTE PATTY



- Quick-service restaurants
- Off-site sandwich preparation
- Retail for end consumers

RTE SCRAMBLE

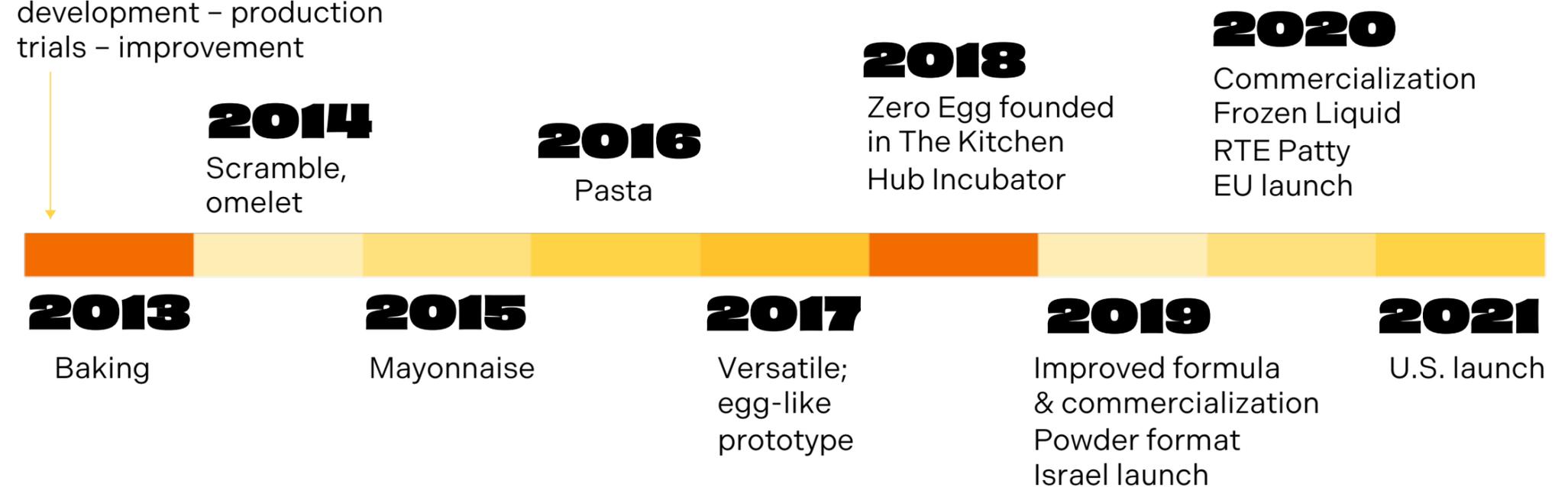


- Quick-service restaurants
- Off-site burrito preparation

ZERO EGG INVESTED 8 YEARS IN R&D AND... KEEPS INNOVATING

- Prototype tested and adopted to a variety of production lines
- 5 years to reach versatility
- Keep innovating new formats and improvements

Created the prototype with the industry, cycles of development - production trials - improvement



SCIENCE & TECHNOLOGY SYSTEM

2 patent pending formula families

SOURCING

Thousands of proteins. Extracted differently from dozens of plant types and strains.

SCREENING

Sorting by "High" to "Low" linking protein types based upon analysis of AA structure (disulfide bonds)

SORTING

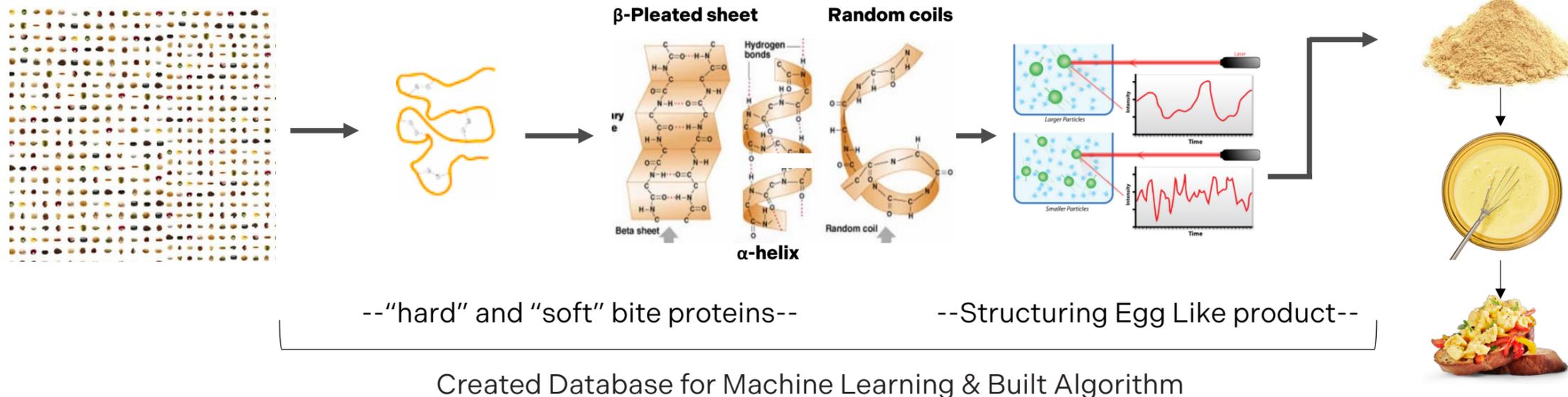
Determine Secondary structure by using advanced Circular Dichroism spectrometry

FRAGMENTING

Laser Diffraction to "Size" the hydrated aggregates of High α helix and High β pleated sheet proteins

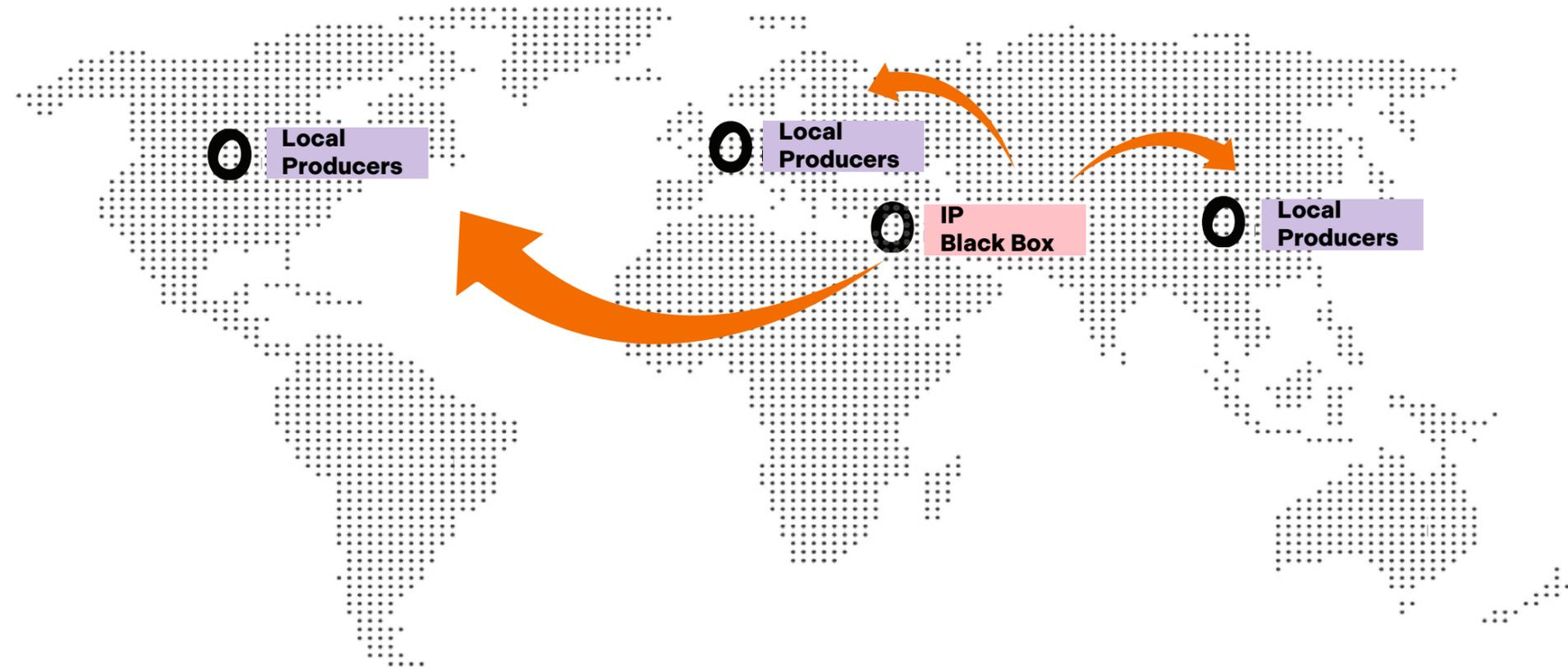
RECONSTRUCTION

Designed formula for organoleptic and similar functionality as an egg (2 patent pending formula families)



ZERO EGG IS GOING GLOBAL IP BLACK BOX IN ISRAEL, LOCAL MANUFACTURING ACROSS THE GLOBE

The Coca-Cola & bottlers model



LET'S MAKE EVERY BITE COUNT!



93%
LESS WATER



92%
LESS LAND



59%
FEWER
GREENHOUSE
GAS EMISSIONS



93%
LESS ENERGY

WE WANTED TO HAVE IT ALL.

An egg that's good for people, hen-friendly, and easy on the planet.

An egg we can believe in. The egg we all deserve.

PLANT-BASED EGG SHOULD BE AN EVERYDAY CHOICE.

It shouldn't be costly, hard to find, or lacking in any way.

It should be easy for everyone to enjoy.

*ZERO EGG VS CONVENTIONAL EGGS COMPARATIVE ANALYSIS: LIFE CYCLE ASSESSMENT BY SHER CONSULTING & TRAINING LTD (2019)





MADE FROM PLANTS, CRAFTED FOR CHEFS

Created from a blend of plant proteins for a clean taste that works like an ordinary egg in any recipe.

The all-purpose egg that bakes, scrambles, thickens, binds, spreads, and fluffs.

Enjoy the same look, taste, texture, and performance with a plant-based egg that is safe and reliable.



HEALTHY AND RELIABLE

- Made from Proprietary Blend of Plant-Proteins
- Low Calorie
- Low Fat
- No Cholesterol
- High Protein
- Non GMP
- Dairy-Free
- Safe
- Shelf-Stable
- Affordable, Cost-Effective, and Price-Stable
- Consistent Quality and Easy to Use





A GOLDEN EGG

The Plant-Based Revolution

54%

OF AMERICANS WOULD
LIKE TO EAT MORE
PLANT-BASED*

*HARTMAN GROUP, 2018



MEDIA INQUIRIES

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