

*"guarding what is natural"*  
<http://www.pimiagro.com>

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## OVERVIEW

Growing consumer awareness and environmental organizations are putting increased pressure on leading manufacturers as well as supermarket chains to offer products that are healthy, safe, and free of any chemical residue.

Pimi Agro develops eco-friendly solutions for pre- and post-harvest treatments of fruits and vegetables, increasing shelf-life and storability. Established in 2004, the company's technology platform is based on a unique formulation and benefits from world wide patent protection, 16 granted patents (3 in the US) and 23 pending patents, filed in 35 different countries. To date, the Company is developing three products and has started the commercialization of two of them: SpuDefender™ and StorGuard™.

## TECHNOLOGY

Pimi Agro has developed a patented formula for Stabilized Hydrogen Peroxide Solution (STHP) with delivery systems to retrofit existing technologies. The technology was initially developed by Mr. Nimrod Ben-Yahuda, Pimi's co-founder, with the assistance of leading researchers in the Technion and Hebrew University of Jerusalem. Pimi's patented STHP formula successfully suppresses sprouting activity as a replacement of residue treatment; increases shelf life of fruits and vegetables.; controls seeds' pathogens; and eliminates chemicals from foods and the environment.

## EASY APPLICATION METHOD

The Company's application harnesses the advanced Fogging Technology of Ultrasonic Droplets and the special distribution method developed by the Company. The ultrasonic droplet diameter and the application method generate "Dry Fog", a highly effective vehicle for distributing the Pimi Solution.

## PRODUCTS

SpuDefender™ is a chemical free healthy alternative for treating stored potatoes, the biggest crop (after grains) stored. It aims to inhibit sprouting and rotting as well as to prevent dehydration and quantity losses.

It's the Company's initial product, and it has already been massively tested with excellent results.

SeedGuard™ is aimed at treating seed potatoes in storage against disease and pathogens with a long lasting disinfectant effect replacing residue chemicals.

StorGuard™ is designed to extend crop storability duration and increase yield and quality in the storage of fruits and vegetables. Currently used in the U.K. to increase storability in Cabbage, Broccoli and Cauliflower.

## TRACK RECORD

Successful testing of Pimi's SpuDefender™ technology in potato storage facilities-. Efficacy trials are involved with multinational world leading supermarket chains and processors. *1st year trial season was in 2009; in 2010, the company is running its 2nd trial season in Europe and 1st trial season in the US*



## THE NEED

- Leading supermarket chains are responding to growing consumer trends for organic and "clean food"
- US EPA and European regulators are amending policies and requiring Maximum Residue Levels (MRL) of pesticides and herbicides in fruits and vegetables to be lowered to a minimum
- Food processors and wholesalers are following customer demands by committing to healthier chemical free products
- Farmers and food manufacturers are being pushed to seek new environmentally friendly solutions to food production

## PIMI ADDRESSABLE MARKET

- SpuDefender™- approximately 200 million tons of potatoes stores- reflecting market potential of roughly \$1B dollars
- SeedGuard™- market potential of over \$1B for treating seeds and bulbs.
- StorGuard™ reflecting a market potential of approximately \$500 million

## Investor Relations Contact

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