



This is an English translation of a Hebrew immediate report that was published on November 30<sup>th</sup>, 2021 (reference no: 2021-01-173775) (hereafter: the “**Hebrew Version**”). This English version is only for convenience purposes. This is not an official translation and has no binding force. Whilst reasonable care and skill have been exercised in the preparation hereof, no translation can ever perfectly reflect the Hebrew Version. In the event of any discrepancy between the Hebrew Version and this translation, the Hebrew Version shall prevail.

**BEEIO HONEY LTD**  
(the “**Company**”)

November 30<sup>th</sup>, 2021

To:  
Israel Securities Authority (“**ISA**”)  
[www.isa.gov.il](http://www.isa.gov.il)

To:  
Tel Aviv Stock Exchange Ltd. (“**TASE**”)  
[www.tase.co.il](http://www.tase.co.il)

Dear Sir and Madam,

**Re: Engagement in Consulting Agreement with Prof. Zohara Yaniv-Bachrach**

The Company is honored to announce that on November 29<sup>th</sup>, 2021, it engaged in a services agreement with Prof. Zohara Yaniv-Bachrach, as part of the Company's strategy to develop sustainable plant-based products that preserve the nutritional and health qualities of plants, using innovative technology with a sustainable and environmental orientation. Prof. Zohara Yaniv-Bachrach is an ethnobotanist and plant biochemist, chairperson of the board of directors of the Israeli Association of Medicinal Plants, an international expert on medicinal plants and a former researcher at the Agricultural Research Organization (The Volcani Institute).

The vast experience of Prof. Zohara Yaniv-Bachrach, together with the Company's technology and research and development team, should enable the enhanced use of wondrous traits and health benefits of plants in general, and of medicinal plants in particular, integrating them with the existing technology of the Company to develop a variety of cultivated honey and nectar, serving as “superfoods” for enriching nutrition. In addition to the food and honey industries, these products may also be used as raw materials in additional industries, such as cosmetics and pharmacology.

**About Prof. Zohara Yaniv-Bachrach:**

Prof. Zohara Yaniv-Bachrach received her BA and MA degrees from the botanica faculty at The Hebrew University of Jerusalem. She has completed her PhD studies at Columbia University in the City of New York. She was appointed Prof. at Bar-Ilan University and the Hebrew University of Jerusalem. Prof. Zohara Yaniv-Bachrach is one of the founders of the Israeli Association of Medicinal Plants and acts as the chairperson of the board of directors. She has written many books and articles in her fields of expertise and taught for many years at the faculty of agriculture in Rechovot, at the Bar-Ilan University and at the Tel Hashomer and Assaf Harofeh hospitals. Prof. Yaniv-Bachrach was granted the Distinguished Scientist Award for her expertise and achievements in the field of ethno-botany and the history of ancient medicine, on behalf of the University for Peace



in Mexico. She was also awarded for her life's work and unique contribution to science and to the field of medicinal plants in Israel, on behalf of the Israeli Association of Medicinal Plants.

**The information mentioned in this message is a "Forward Looking Information" as defined in The Securities Law, 5728-1968, based on the information known to the Company as of this date, and on estimates and predictions which their realization depends, among others, on factors that are outside of the Company's control. To be noted, the Company is a research and development company and as such, its estimations might be realized in a different manner, if at all, given that the Company's research is preliminary and precedential.**

Sincerely,

**OFIR DVASH, CEO**

**BEEIO HONEY LTD**