

Investor Deck

Powering the Future of Sustainable Agriculture

September 2025



N2OFF

HARVESTING SUSTAINABILITY



OUR VISION

Driving Agricultural Sustainability by Reducing Emissions

We're tackling one of farming's most powerful and overlooked greenhouse gases:

Nitrous oxide (N₂O) emissions from fertilizer use.

Meet the Leading Team



Shmuel Yannay,
Chairman

BA in economics and an LL.B. from the Hebrew University. Serial entrepreneur, founder of Solar Drone, Saffron Tech, and MeatAfora. VP of Investments at Yorkville Advisors.



Dr. Noam Chehanovsky,
CEO

PhD in plant sciences. 14 years of experience in leading R&D-based ventures. Former VP BizDev at BugEra, CEO/CTO at RCK and head of investment committee at Nature-Growth Incubator.



Dr. Dror Minz,
Chief Scientist

Ph.D. iMicrobiology, researcher and Associate Director for Academic Affairs at Volcani institute. Specialized in soil microbiology, Inventor of the technology.



Dr. Ada Viterbo,
R&D manager

PhD in Life Sciences from the Hebrew University. Over 18 years of experience in R&D, former researcher at Evogene and head of bio-fungicide research at Lavie-Bio



Shirley Sheffer Hoffman,
Advisor, Business
Development



Dr. Shahar Baram,
Advisor, Soil Biochemistry



Omri Vardi Perlstein
Agronomist



Eva Fattahi,
Business Development
North-America

Nitrous Oxide (N₂O): The Overlooked Greenhouse Gas

N₂O Facts

1

Human Source

About 40% of nitrous oxide emissions come from human activities

2

Agricultural Impact

Approximately 75% of N₂O comes from fertilizer use in farming

3

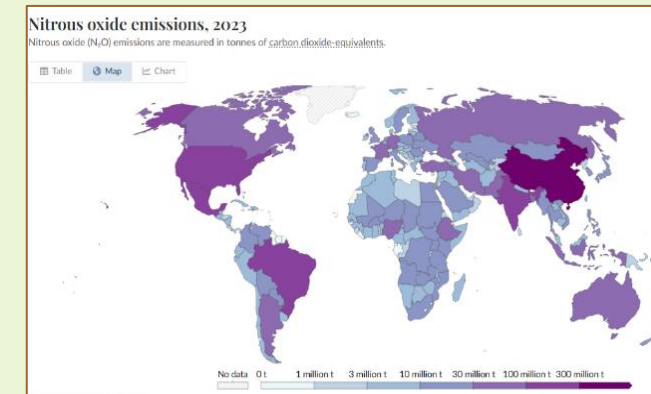
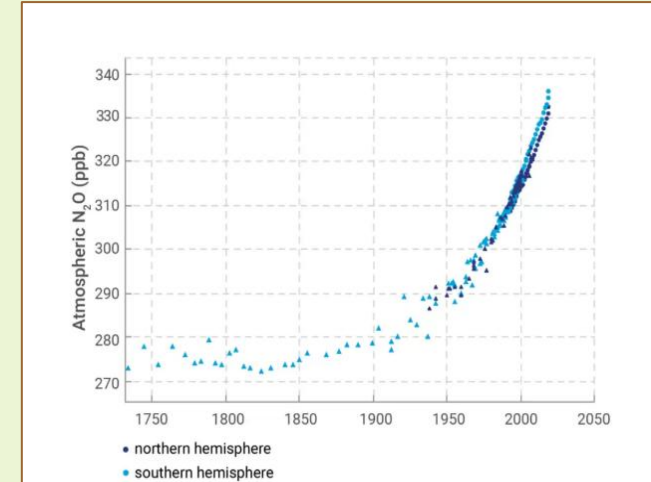
Climate Potency

N₂O is **265–300x more potent** than CO₂ as a greenhouse gas

The Problem

Existing mitigation tools are costly, synthetic, polluting, or ineffective.

There are no solutions for N₂O treatment, all existing approaches fail.



Farmers and agricultural-based companies are under increasing pressure to reduce GHG emissions

Carbon Credit Revenue Potential in Agriculture

Our technology creates significant monetization opportunities by reducing N₂O emissions in agricultural operations, which can be converted into valuable carbon credits.

\$12.1B

Total Addressable Market

Global carbon credits market
for corn and wheat cultivation

\$5.2B

Serviceable Available Market

Carbon credit opportunities in North
America, Europe, and Latin America

\$1.05B

Serviceable Obtainable Market

Realistic market share
potential in target regions

Case Study: 10,000 Acre Wheat Field

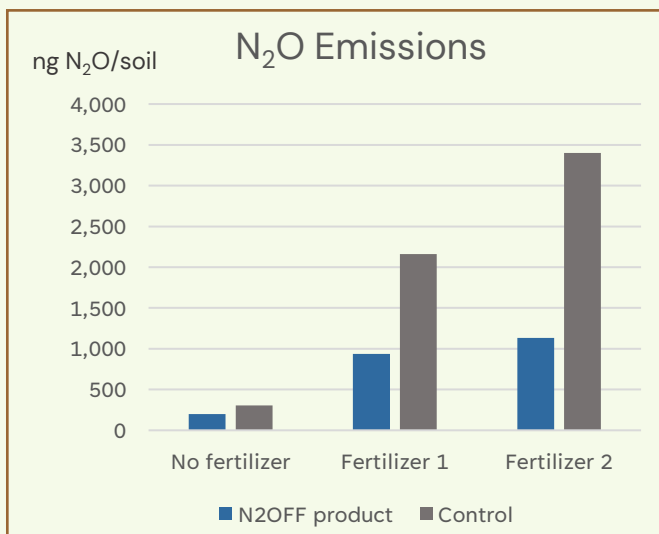
- Annual N₂O emissions: **30,000 kg** (3 kg/acre)
- CO₂ equivalent: 8,100 tons (270x multiplier)
- **40% reduction** with our technology
- Annual carbon reduction: **3,240 tons CO₂e**
- Carbon credit value: **\$113,400 annually** (\$35/ton)



N2OFF's Unique Solution

A non-GMO, natural microbial treatment that reduces N₂O emissions at the root zone

The only solution for direct reduction of agricultural N₂O



Eco-Friendly

Natural based, safe for humans and environment

Proven Effectiveness

Reduces N₂O emissions by 30–60%, validated in wheat and corn

Versatile Application

Effective across diverse soil types, delivered via seed coating, soil amendment, or foliar spray

Market Readiness

A microbial treatment ready for field trials and pilots



Traction & Market Readiness

Strategic Partnerships:



Volcani Institute
R&D collaboration



ICL Group
Field trials partnership

Key testing highlights include successful trials in multiple soil types and crop varieties, with no observed negative impacts.

Development Status:

1

Microbial Strains

Five high-performing bacterial strains identified and isolated

2

Validation

Activity confirmed in controlled lab and semi-field trials

3

Intellectual Property

Two strong patents and proprietary know-how

4

Formulation

An applicable formulation is currently under development

5

Field Trials

Plan to begin comprehensive field trials during Q4 2025

Multiple Revenue Streams & Go-to-Market Strategy

Our business model capitalizes on the growing agricultural carbon market:

Carbon Credit Generation

Partnering with premier registrants like Verra and Gold Standard to monetize verified carbon reductions

Strategic Licensing

Creating partnerships with major input firms and agricultural cooperatives to expand distribution

Revenue Sharing

Forming alliances with farmers and industry players seeking to reduce their supply chain carbon footprint

Phased Market Entry Strategy

Timeline	Partner Example	Channel
Q2 2026	ICL Group	Input Companies
Q4 2026	Kibbutzim Pilots	Farmers
Post-Certification	CREG, Diageo	Food/Biofuel
Post-Certification	Verra, Gold Standard	Carbon Registries

Competition Analysis

N2OFF stands apart with our natural and direct approach to N₂O emissions reduction.

Synthetic/
Harmful



Direct/
Efficient



Natural/
Eco-friendly

Indirect/
Inefficient

Competitive Advantage

N2OFF is the only company with technology to reduce N₂O emissions directly at the plant's roots.

Competitors focus on reducing N₂O emissions indirectly by improving nitrogen use efficiency, without targeting the gas itself.

In contrast, our solution **directly addresses N₂O** and can be layered with other technologies to provide additional value

N2OFF Roadmap



Join us in scaling the next frontier
of sustainable agriculture



N20FF

HARVESTING SUSTAINABILITY

LET'S TALK

We're actively seeking:

- Strategic Investors
- Pilot Farm Partners
- Agtech Collaborators



Thank You

Visit our website: <https://www.n2off.net>

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