To whom it may concern:

On November 24, 2019, a meeting took place between the heads of the XXXX company and UMatch Analytics.

The meeting was attended by:

The meeting included a presentation about the UMatch Analytics company and about the BI system it has developed.

It also included a live demonstration of mapping, monitoring, and identifying business dependencies in Israel’s food-tech industry.

The following modules and capabilities were among the topics covered by the presentation:

1. Identification of all players in the food-tech ecosystem, including start-ups, investors, mature businesses, and academic and research institutions
2. Mapping of all leading trends while adopting a global perspective on innovative food technology
3. Mapping and monitoring of all business transactions within and related to the Israeli and international food-tech ecosystem, including investments, acquisitions, and IPOs
4. Dependency and predictive business models, covering all active companies in the ecosystem
5. Penetration models for entry into the Chinese market

During the meeting, many questions arose about a technological solution that has the requisite reporting, processing, and algorithmic capabilities to identify future business dependencies between mature companies, start-ups, and investors.

Moreover, the meeting included a discussion about whether the system is capable of absorbing new information from additional companies located around the world, specifically from China. It was explained that the advanced technological infrastructure can indeed support expansion of the system to include more information.

Three potential partnership models were discussed:

1. Establishing a joint venture between the two companies to cooperate and expand operations into new markets and areas of interest shared by the group
2. Investment in UMatch Analytics by XXXX
3. Acquisition of the technology

Of the three options, it was noted that investment by a strategic investor such as XXXX is the preferred option.

It is worth emphasizing that UMatch Analytics is currently in the process of raising capital such that at this stage of the company’s development, the possibility is likely to be relevant and of interest.

We look forward to continuing this conversation with you.

Sincerely,