



- Jonathan Or
CEO & Co-Founder

Beyond Oil Ltd.

For decades, fried food has been a delicious yet guilt-ridden indulgence. The crispy golden exterior hides a truth we all know – fried food can be a health hazard. But what if there was a way to enjoy these culinary delights without compromising our health? Enter Beyond Oil Ltd., an Israeli public company listed on the Canadian Securities Exchange (CSE:BOIL) that was founded in 2011 and is revolutionizing the fried food industry with their innovative oil filtration technology.

From Humble Beginnings to Global Ambition

Behind Beyond Oil's innovative solution is the father-and-son duo of Attorney Michael Pinchas Or and Jonathan Or. Driven by a desire to create a healthier world, they developed a unique filtering powder that tackles major health concerns associated with fried food – including free fatty acids (FFAs). These FFAs accumulate in oil over repeated use, increasing its acidity and contributing to health problems like heart disease and cancer. Beyond Oil's revolutionary powder effectively removes these harmful FFAs and other toxins from used frying oil, including acrylamide, TPM and

others, restoring its quality and extending its lifespan. This outcome translates to a healthier frying practice for restaurants and consumers alike. Professor Nissim Garti from the Hebrew University of Jerusalem sums it up perfectly, calling Beyond Oil's product a "serious game-changer for the junk food industry."

The Science Behind the Magic

While other filtering products may exist, Beyond Oil's formula sets itself apart. Their proprietary technology ensures exceptional results. Here's how it works:

- 1. Easy Application:** The filtering powder is easily added to used frying oil.
- 2. Targeted Filtration:** The powder specifically removes harmful FFAs and other detrimental components.
- 3. Oil Rejuvenation:** The oil's quality is restored, making it clear, clean, and stable.

- 4. Extended Lifespan:** Oil can be used for up to 30 days with consistent quality and taste.

Beyond Health: A Win-Win for Businesses and Consumers

The benefits of Beyond Oil's technology extend far beyond just promoting health. Here's how it creates a win-win situation for all stakeholders:

- **Reduced Costs:** Restaurants save money by extending the life of their frying oil, which means they have to buy less oil, minimizing waste and oil change frequency.
- **Improved Quality:** Consistent oil quality ensures delicious and crispy fried food for customers.
- **Healthier Choices:** Consumers can enjoy their favorite fried foods with a reduced health risk.
- **Environmental Sustainability:** By minimizing consumption, transportation and disposal, Beyond Oil contributes to a more eco-friendly food industry.

A Global Vision with Israeli Roots

Beyond Oil's headquarters are strategically located in Israel, a country



known for its innovation and entrepreneurial spirit. With a rapidly expanding market, their Israeli office acts as the heart of their research and development. However, their ambition extends far beyond national borders. Their office in Vancouver, Canada, serves as a launchpad for North American expansion. This dual presence allows Beyond Oil to cater to a global audience and contribute to a healthier and more sustainable food future worldwide.

Looking Forward: A Brighter Future for Fried Food

Beyond Oil's impact goes beyond just extending the life of frying oil. They are paving the way for a future where delicious and healthy fried food can coexist. With their innovative technology, they're empowering restaurants to make healthier choices without compromising on taste or budget. Consumers benefit from safer and more enjoyable fried experiences. It's a win for everyone involved.

Beyond Oil's journey is just beginning. As they continue to refine their technology and expand their reach, they have the potential to revolutionize the entire fried food industry. With their focus on health, sustainability, and global impact, Beyond Oil is truly a company to keep an eye on.

Beyond Oil: A Global Impact

Beyond Oil's mission extends far beyond the confines of individual restaurants. They

envision a world where fried food is not a guilty pleasure but a healthier, sustainable indulgence. Their technology has the potential to revolutionize the entire food industry, from fast-food chains to high-end restaurants.

A Global Partnership

To accelerate their impact, Beyond Oil seeks strategic partnerships with industry leaders. By collaborating with major food manufacturers and restaurant chains, they can reach a wider audience and drive adoption of their technology. These partnerships offer mutual benefits, allowing Beyond Oil to scale its operations while providing businesses with a sustainable solution to their frying oil challenges.

Sustainability and Environmental Impact

Beyond Oil's technology also has significant environmental implications. By extending the lifespan of frying oil, they reduce the need for oil disposal, which can contribute to pollution and waste. Additionally, their filtering powder is biodegradable, minimizing its environmental footprint. This feature aligns with the growing global focus on sustainability and responsible food production.

Future Directions and Innovations

Beyond Oil is not resting on its laurels. They are constantly exploring new applications for their technology and

developing innovative solutions to address the challenges faced by the food industry. Some potential areas of focus include:

- **Expanding to other food applications:** Beyond frying, Beyond Oil's technology could be used to improve the quality and shelf life of other food products.
- **Developing new filtering products:** The company may explore creating specialized filtering products for different types of oils and cooking applications, in particular, the massive global industrial frying sector.
- **Collaborating with research institutions:** Partnerships with universities and research centers can help Beyond Oil advance their technology and explore new possibilities.

A Brighter Future for Fried Food

Beyond Oil's journey is a testament to the power of innovation and entrepreneurship. Their commitment to creating a healthier and more sustainable food future is inspiring. As they continue to grow and expand their reach, Beyond Oil has the potential to reshape the way we think about fried food.



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