

January 29, 2023

Israel Securities Authority

Tel Aviv Stock Exchange

Dear Madam/Sir,

Re: Signing of MoU for Strategic Cooperation with USA Florida Beauty Flora

The Company is honored to report that on 29 January 2023 a preliminary Memorandum of Understanding (MoU) was signed for strategic cooperation between the Company and Florida Beauty Flora Transportation from the United States, and its associated companies ("**FBF Group**").

As reported to the Company, the FBF Group was established in 1983 in Florida and has expertise in the field of transportation services - logistics, combined cargo, storage, refrigeration and distribution. The FBF Group provides refrigeration logistics services for agriculture, the flower industry and pharmaceuticals in the US, with a fleet of about 250 trucks. FBF Group Headquarters are located in Miami, Florida while there are branches in additional US states and in Colombia.

The guidelines for cooperation between the Parties, according to the document, are as follows:

1. The Company and the FBF Group will work together for a period of 120 days to develop a business cooperation plan between the Parties, whose purpose is the integration and assimilation of the Trucknet platform, and its services, in the FBF Group systems.
2. The Parties will hold ongoing conversations regarding the development of a business collaboration, including the possibility of investment in the Company (based on an estimate of \$30 million company value) in return for 10% capital allocation from the Company.
3. In addition, the Parties will work to establish a joint initiative between the Company and Pelican Logistics Group, one of the companies from the FBF Group that works as a freight broker (a middleman between shippers and carriers); this is in order to integrate Trucknet's technological systems in its operations and turn Pelican Logistics into a digital broker, and this in a format to be agreed upon by the Parties.

According to the document, the Parties together will work to promote cooperation, at their discretion, and to enter into a detailed and binding Agreement within 120 days from the approval of the MoU. In the document it was clarified that insofar as the Parties do not reach agreement and a detailed Agreement is not signed within the above-mentioned period (including an agreed-upon extension), the MoU will not oblige the Parties (with exception of the mutual obligation of the Parties to maintain confidentiality, as stipulated in the document).

The information above regarding the FBF Group and cooperation with them is, to the best of the Company's knowledge, based on the information that it holds without the data having been independently checked by the Company.

The Company cannot evaluate at this stage chances for the Parties entering into a binding Agreement, if at all, and the possibility for actual cooperation between the Parties, including any investment by the FBF Group in the Company; to the extent that this is carried out, it will be done in line with all required authorization, in accordance with the law.

Yours Sincerely,

Trucknet Enterprise Ltd.

Signed by: Hanan Fridman, Chairman of the Board and CEO