



FOR RELEASE SEPTEMBER 26, 2022, at 8:00 AM ET

UAE GOVERNMENT FOUNDATION INSTALLS BAKE XPRESS KIOSKS ACROSS DUBAI AS PART OF BREAD FOR ALL CAMPAIGN

--Unique Initiative Provides Free Food as Part of MBRGI Foundation Community Program--

SUNNYVALE, Calif., and DUBAI, UAE – Sept. 26, 2022 – LBX Food Robotics today announced that The Mohammed Bin Rashid Al Maktoum Global Initiatives (MBRGI) Foundation has installed custom Bake Xpress robotic hot food vending kiosks throughout Dubai, UAE, as a part of the MBRGI program to support citizens in need. The custom Bake Xpress machines provide a selection of free local breads as well as the ability to make monetary donations. They complement other unique initiatives of MBRGI, including machines that dispense fresh drinking water, resources to provide books and education, and efforts to provide medical services and stem the spread of disease. The first ten machines launched in Dubai this month are the result of a two-year collaboration between LBX Food Robotics and the MBRGI Foundation to develop and customize the machines, with additional machines targeted for installation in the first quarter of 2023.

“It was a privilege to partner with MBRGI to support their goals of providing a source of food to people who might otherwise go hungry, and we are delighted to see our technology leveraged in this unique way. This initial endowment effort is part of a larger-scale deployment of our technology in the Middle East, in support of the deeply-held cultural traditions of philanthropy and community service,” said Benoit Herve, founder and CEO of LBX Food Robotics. “We can envision many uses for Bake Xpress because it provides such a unique way to deliver food. With 24/7 availability and minimal requirements for staff and space, the possibilities are virtually unlimited.” Mr. Herve noted that a program similar to the one launched in Dubai is under development in the United States, with the intention of opening machines in 2023.

Bake Xpress is a unique robotic vending solution that freshly bakes foods on demand in its integrated smart oven. While the Bake Xpress menu can include a full menu ranging from pastries to meals, LBX customized the machines for MBRGI to dispense a selection of pita and local breads. Additionally, the Bake Xpress payment interface was adapted to the UAE banking system and all machine graphics, touchscreen content and instructions were translated into Arabic. With the addition of custom graphics to the machine’s exterior and photos of the available foods on the interactive touchscreen, the machines are an easily-recognizable part of the MBRGI’s overall campaign to support citizens in need. More information on the joint effort is available at www.lebreadxpress.com/lbx-in-dubai. [Note: Page is password-protected during the embargo period. Password is LBX123.]

About LBX Food Robotics

LBX Food Robotics is revolutionizing the food service industry with Bake Xpress, a ground-breaking robotic hot food vending kiosk. Bake Xpress is a compact vending unit that combines robotic, AI, sensor, wireless, and software

technologies with infrared, convection, and microwave heating to custom bake a variety of meals and pastries on demand. With a customizable menu ranging from croissants and muffins to pasta, pizza, pastries, gourmet sandwiches and refrigerated foods like salads, Bake Xpress provides 24/7 access to the convenient, healthy food consumers demand and is a significant upgrade to traditional vending options. LBX was founded in 2015 as Le Bread Xpress and has installed Bake Xpress kiosks in universities, hotels, hospitals, retail centers, factories and office parks world-wide, with machines in continuous operation for more than three years. For more information, please visit www.lebreadxpress.com.

#

MEDIA CONTACT:

LBX Food Robotics

Christie Stout

christie@lebreadxpress.com