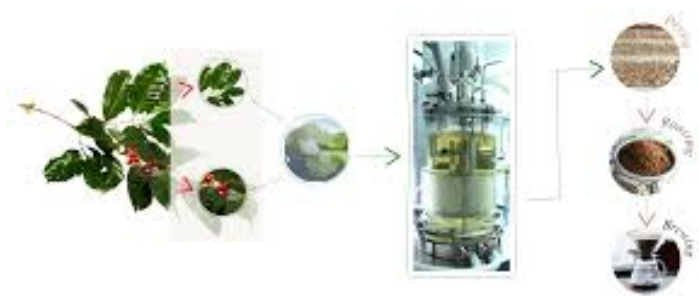


## Pluri's Coffeesai and Instituto del Café de Chiapas collaborate to advance cell-based coffee manufacturing in Mexico

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Pluri, a leading biotechnology company leveraging its proprietary platform for cell-based solutions through a collaborative network of ventures, announced that Coffeesai Ltd. (Coffeesai), its wholly owned subsidiary developing sustainable cell-based coffee products, has signed an agreement with the Instituto del Café de Chiapas (INCAFECH), a public body of the State of Chiapas, Mexico, to advance cell-based coffee manufacturing in Mexico.

Under the collaboration agreement, the parties aim to progress along a three-phase roadmap designed to de-risk commercialisation:

**Cell Line Development:** Establish a bank of coffee cell lines using Coffeesai's technology.

**Pilot Scale Biofarming:** Deploy Coffeesai's 3D bioreactor in Chiapas to validate scalability and process robustness.

**Commercial Scale Manufacturing:** Explore full-scale facilities for industrial production, subject to entry into definitive agreements and customary approvals.

**Why Chiapas, why now:** Chiapas is Mexico's leading coffee-growing region, and Mexico is among the world's top coffee-producing countries. Pluri believes that establishing operations in Chiapas positions the state as a hub for cell-based coffee innovation, blending cutting-edge biotechnology with a deep local coffee tradition.

**Structured to Create Tangible Shareholder Value**

**License and Technology Transfer:** Potential non-dilutive revenues from Coffeesai's proprietary cultivation know-how.

**Recurring Revenue Streams:** Royalty-bearing models, joint ventures, and potential sales tied to large-scale production.

Market Expansion: Embedding Coffeesai's platform in a top-producing country accelerates commercialisation and access to the \$250B+ global market.

Supply Chain Resilience and Environmental, Social and Governance (ESG): Consistent, high-quality output independent of climate and arable land constraints, supporting sustainable growth.

"The State of Chiapas has always been a leader in coffee production, and now we aim to lead in coffee innovation," said Jorge Baldemar Utrilla Robles, Director of the Instituto del Café de Chiapas. "By partnering with Coffeesai and Pluri, we are bringing cutting-edge biotechnology to our region, strengthening our farmers' future, creating jobs, and positioning Chiapas as a global reference point for the future of coffee."

"Coffeesai is ready to execute," said Ami Herman, Chief Executive Officer of Coffeesai. "We will immediately begin Phase 1 by establishing and validating cell lines in Chiapas, followed by pilot-scale deployment of our bioreactors. Each milestone brings us closer to a commercial model that establishes Coffeesai as a leader in sustainable coffee production."

"We are building the foundation for cost-competitive, commercial-scale cell-based coffee production in Mexico," said Yaky Yanay, Chairman of Coffeesai and Chief Executive Officer and President of Pluri. "This collaboration is not only about innovation; it is about creating a revenue-generating model aligned with our shareholders' interests while transforming the future of coffee."