



Pluri's Sustainable Cell-Based Coffee Addresses Critical Challenges Revealed in International Coffee Organization Market Report

- [International Coffee Organization \(ICO\) Market Report](#) published on March 7, 2024 *highlights alarming price instability challenging the coffee industry*
- *According to the report, adverse weather conditions, first noted in 2022 and continuing into 2023, will have a negative impact on the outlook for coffee in 2024*
- *Pluri's cell-based coffee's innovative process mimics nature without exploiting it, ensuring consistent quality and high yields, addressing challenges listed in the report*

HAIFA, Israel – March 21, 2024 – [Pluri Inc.](#) (Nasdaq:PLUR) (TASE:PLUR) ("Pluri" or "the Company"), a leading biotechnology company that transforms cells into solutions that promote global wellbeing and sustainability, today addressed the price volatility challenge detailed in the International Coffee Organization's (ICO) 2024 [Market Report \(the "Report"\)](#). According to the Report, one of the factors creating price volatility is the erratic weather conditions across the globe; from frost in Brazil in 2021 to the El Niño phenomenon expected to worsen heatwaves in Vietnam in 2024. [Price instability](#) and cost increases will impact coffee drinkers worldwide, as more than [2 billion cups of coffee](#) are drunk each day, [400 million](#) of them by Americans.

Pluri's cell-based coffee aims to reduce price instability by moving coffee production into the lab, eliminating the effect of climate change and adverse weather conditions. Pluri recently [announced](#) the launch of its [cell-based coffee](#), its proprietary cultured coffee product business, part of its PluriAgtech vertical, addressing the [\\$130 billion](#) coffee industry. The Company's cell production method grows coffee quickly and reliably in an environmentally sustainable, cost-effective, tightly controlled fully automated manufacturing process that is highly scalable. Pluri's cell-based coffee is estimated to slash water usage by 98% throughout the entire supply chain and reduce farmland usage by 95% as compared to traditional growing methods.

To learn more about Pluri's coffee see the recent article titled "Cell-Based Coffee Future-Proofs World's Favorite Brew" in the leading peer-reviewed journal [Nature Biotechnology](#).

"Pluri's proprietary method for producing coffee aims to produce a better product with regards to taste, texture, scent, and sustainability," stated Pluri's CEO and President Yaky Yanay. "Our solution can help the industry produce coffee in a stable and controlled environment, ensuring consistent availability, price stability and saving everyone's favorite beverage."

Learn more about Pluri's innovative cell-based coffee technology by visiting [our website](#).



About Pluri Inc.

Pluri is pushing the boundaries of science and engineering to create cell-based products for commercial use and is pioneering a biotech revolution that promotes global well-being and sustainability. The Company's technology platform, a patented and validated state-of-the-art 3D cell expansion system, advances novel cell-based solutions for a range of challenges— from medicine and climate change to food scarcity, animal cruelty and beyond. Pluri's method is uniquely accurate, scalable, cost-effective and consistent from batch to batch. Pluri currently operates in the field of regenerative medicine, food-tech, agtech and biologics and offers CDMO services. Pluri establishes partnerships that leverage the Company's proprietary 3D cell-based technology across various industries that require effective, mass cell production. To learn more, visit us at www.pluri-biotech.com or follow Pluri on [LinkedIn](#) and [X](#) (formerly known as Twitter).

Safe Harbor Statement

This press release contains express or implied forward-looking statements within the Private Securities Litigation Reform Act of 1995 and other U.S. Federal securities laws. For example, Pluri is using forward-looking statements when it discusses the potential benefits of its cell-based coffee and that its solution can help the industry produce coffee in a stable and controlled environment, ensuring consistent availability and price stability. These forward-looking statements and their implications are based on the current expectations of the management of Pluri only and are subject to a number of factors and uncertainties that could cause actual results to differ materially from those described in the forward-looking statements. The following factors, among others, could cause actual results to differ materially from those described in the forward-looking statements about Pluri: changes in technology and market requirements; Pluri may encounter delays or obstacles in launching and/or successfully completing its clinical trials, if necessary; its products may not be approved by regulatory agencies, its technology may not be validated as it progresses further and its methods may not be accepted by the scientific community; it may be unable to retain or attract key employees whose knowledge is essential to the development of its products; unforeseen scientific difficulties may develop with its processes; its products may wind up being more expensive than it anticipates; results in the laboratory may not translate to equally good results in real clinical settings; its patents may not be sufficient; its products may harm recipients or consumers; changes in legislation with an adverse impact; inability to timely develop and introduce new technologies, products and applications; loss of market share and pressure on pricing resulting from competition, which could cause the actual results or performance of Pluri to differ materially from those contemplated in such forward-looking statements. Except as otherwise required by law, Pluri undertakes no obligation to publicly release any revisions to these forward-looking statements to reflect events or circumstances after the date hereof or to reflect the occurrence of unanticipated events. For a more detailed description of the risks and uncertainties affecting Pluri reference is made to Pluri's reports filed from time to time with the Securities and Exchange Commission.



Media Contacts

Investors: investor.relations@pluri-biotech.com

Israel Media: Shachar Yental at shacharye@gitam.co.il

U.S. Media: Jessica Daitch at Jessica@quantum-corp.com / Madeline Weirman at Maddie@quantum-corp.com