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Pluri's Business Verticals Gain Traction in Global Markets; Leadership to Participate and Present in Upcoming Conferences

Pluri's business verticals leverage Company's world-leading 3D cell expansion know-how, IP, and manufacturing facility to drive revenue and bring innovative cell-based solutions to numerous industries

HAIFA, Israel, March 28, 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 announced leadership from its business verticals will be presenting at, and participating in, the following conferences:

Conference: [MIW, Germany-Israel Technology](#)

Date: April 10, 2024

Location: Berlin

Ms. Michal Ogolnik, leader of Pluri's cell-based coffee business, will be presenting at MIW. **Pluri's Chief Executive Officer & President, Yaky Yanay**, will also attend.

Pluri's [cell-based coffee](#) business is part of its PluriAgtech business vertical, which deploys its world-leading 3D cell expansion technology platform to reshape the agricultural landscape and redefine the possibilities of sustainable crop production. Pluri's patented coffee cell technology uses the Company's breakthrough 3D cell expansion technology for mass-scale coffee plant cell cultivation. The Company is leveraging two decades of experience and know-how in cell manufacturing to drive the future of coffee science. By utilizing its eco-efficient mass scale production methods, Pluri offers reduced carbon footprint through cultivation, lowering resources while increasing yield for one of the world's most traded food commodities.

Conference: [ATiO Conference 2024](#)

Date: April 10-12, 2024

Location: Berlin

Pluri's Chief Executive Officer & President Yaky Yanay will participate in a panel of discussions and **Chief Business Development Officer of Pharma Efrat Kaduri** will attend the event.

Advanced Therapies in Orthopedics Foundation (ATiO) is an international specialist society founded as a non-profit association. The event is dedicated to new perspectives and possibilities in the field of advanced therapies in orthopedics and will include a discussion between key opinion leaders in research, clinics, finance and corporate.

Pluri's cell therapy product, PLX-PAD, will be evaluated as potential treatment for [knee osteoarthritis \(OA\)](#) as a part of the PROTO (Advanced PeRsOnalized Therapies for Osteoarthritis) collaboration led by Charité Berlin and supported by the EU Horizon Europe program. PLX-PAD is a multifactorial therapy product candidate with robust clinical data. It demonstrated increased muscle strength in two clinical studies and is believed to induce systemic anti-inflammatory effect and to reduce post-operative oxidative stress.

Conference: [Biomed Israel](#)

Date: May 21-23, 2024

Location: Tel Aviv

Pluri's leadership will attend the event.

Conference: [Bio International Convention](#)

Date: June 3-6, 2024

Location: San Diego

Pluri's Chief Business Development Officer-Pharma Efrat Kaduri and Chief Commercial Officer of PluriCDMO Andy Lewin will attend the event.

Recently launched in January of 2024, [PluriCDMO](#) helps innovative companies develop and manufacture life-changing therapies within the rapidly growing [\\$5.2 billion](#) cell and gene therapy sector by offering manufacturing support from the preclinical and development stages to late stage clinical and commercial production, including fill and finish and logistics.

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 its potential future service agreements, the potential benefits of its technology and that its cell therapy product, PLX-PAD, will be evaluated as a treatment for knee osteoarthritis. 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