



Nasdaq: PLUR  
TASE: PLUR.TA

# INVESTOR PRESENTATION



Q4 2024



# WHERE TECHNOLOGY COMES TO LIFE



# FORWARD LOOKING STATEMENT

This presentation contains forward-looking statements within the Israeli Securities Law, 1968, the Private Securities Litigation Reform Act of 1995 and other U.S. Federal securities laws, as amended, regarding Pluri Inc. and/or its subsidiaries (collectively the "Company" or "Pluri"), to the extent such statements do not relate to historical or current facts. For example, the Company is using forward looking statements when it discusses its commercialization, development, and manufacturing activities, the potential of its technology to improve quality of life, change human course and make the world a better place, the potential benefits of Pluri's technology, the number of potential applications of Pluri's cell expansion technology, the potential applications of Pluri's and Ever After Foods' products, the statement that any mass cell production industry can benefit from Pluri's technology, its ability to seek and collaborate with strategic partners, its ability to continue and to expand its collaboration with Tnuva, its ability to solve medicine's most urgent unmet needs, the belief that cell therapy can lead to smart therapies which heal and regenerate the human body, the belief that cell therapy is an innovative treatment for ever-growing and aging population, the belief that the study results demonstrate PLX-PAD's ability to trigger muscle regeneration and maintain it over time, that the increase in muscle strength demonstrated in the PLX-PAD study is meaningful clinical evidence that PLX-PAD can be potentially beneficial for a variety of injuries, that PLX-R18 can stimulate the regeneration of damaged bone marrow following Hematopoietic Cell Transplantation, that Pluri will be able to scale up and scale out the Company's studies, that cell-based therapy will reshape the agricultural landscape and redefine the possibilities of sustainable crop production, the potential of Pluri's cell-based coffee to create new solutions and the ability of Pluri's cell-based technology platform to add value to many verticals and industries. Forward-looking statements are based on management's current expectations, estimates, projections, and assumptions about future events, and are subject to several factors and uncertainties that could cause actual results to differ materially from those described in the forward-looking statements. These statements are not guarantees of future performance and involve certain risks, uncertainties, and assumptions about the Company, which are difficult to predict, including projections of the Company's future financial results, its anticipated growth strategies, and anticipated trends in its business and in the market generally. Therefore, actual future results, performance and trends may differ materially from these forward-looking statements due to a variety of factors, including, without limitation: changes in technology and market requirements; the Company may encounter delays or obstacles in launching and/or successfully completing its proposed plans, including research and development; its products may not be approved by regulatory agencies, their technology may not be validated as they progress further and their methods may not be accepted; 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 world 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 the Company to differ materially from those contemplated in such forward-looking statements. The factors listed above are not exclusive, and further information is contained in the Company's Annual Report on Form 10-K and other reports on file with the U.S. Securities and Exchange Commission. All forward-looking statements speak only as of the date of this presentation. Although the Company believes the expectations reflected in the forward-looking statements contained herein are reasonable, it cannot guarantee future results, level of activity, performance, or achievements. Moreover, neither the Company nor any other person assumes responsibility for the accuracy and completeness of any of these forward-looking statements.

This presentation does not constitute an offer to sell, or the solicitation of an offer to buy, any securities of the Company. The information to be presented is not intended to replace the need to review the Company's formal filings with the U.S. Securities and Exchange Commission, including, without limitation, its Annual Report on Form 10-K and any subsequent filings, prior to making any investment in the Company's securities. In case of any inconsistencies between the information provided in this presentation and the Company's regulatory filings, the latter will prevail. Except as otherwise required by law, the Company 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 the Company, reference is made to the Company's reports filed from time to time with the Securities and Exchange Commission.





AGING AND HEALTH



CLIMATE CHANGE



FOOD SECURITY



SUSTAINABILITY

# SOLUTIONS FOR HUMANITY'S GREATEST CHALLENGES

WE OFFER ROBUST CELL EXPANSION TECHNOLOGY PLATFORMS THAT CREATE **NEW CELL-BASED SOLUTIONS.**

OUR TECHNOLOGY HAS THE POTENTIAL TO IMPROVE **QUALITY OF LIFE** AND **MAKE OUR WORLD A BETTER PLACE.**



# PLURI AT A GLANCE



## COMPANY

- Nasdaq (PLUR), TASE (PLUR.TA)
- Cash & deposits: ~\$27 million (as of September 30, 2024)
- Based in Israel with **global presence**, including in the USA and Europe
- Rich IP portfolio with **140 patents** granted globally
- In-house **GMP manufacturing facility**
- **Two decades of experience** in cell processing and mass scale technology development



## INDUSTRIES



Regenerative medicine:  
cell therapies



Cultivated meat  
collaboration with Tnuva  
and other global food giants



Contract Development and  
Manufacturing Organization



Cell-based coffee and  
collaborations with  
industry leaders



## PARTNERS



EUROPEAN MEDICINES AGENCY  
SCIENCE MEDICINES HEALTH



The EIB bank



# OUR GREATEST ASSET

The Pluri technology platforms leverage the basic building blocks of life—cells—to create medicine, food and cell-based materials that can **change the course of human history**.

## TECHNOLOGY ADVANTAGES

- Patented, proprietary **3D cell expansion technology** to produce **high-quality** cells in **mass quantities**
- Scalable**, automated, efficient, reliable and **fully controlled** process
- Cost-effective**, consistent and validated process
- Suitable for **multiple cell sources**: human, animal and plant
- Robust **in-house** GMP (Good Manufacturing Practice) manufacturing facility
- Proven **batch-to-batch consistency**
- Manufacturing process **approved by key regulators**





# PLURIMATRIX™

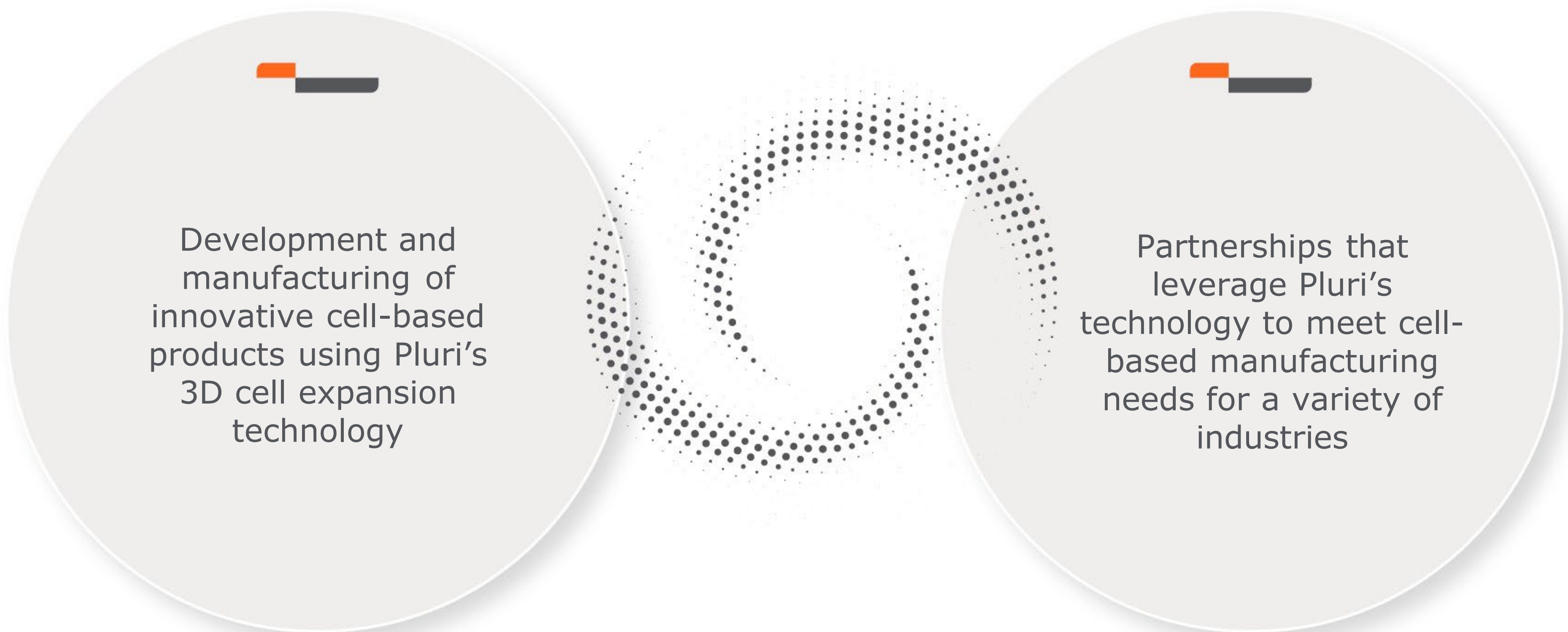
PluriMatrix™ is a breakthrough system for unprecedented **industrial scale** production of **cell-based products**

## PLURIMATRIX™ ADVANTAGES

- **Significantly increases industrial scale production** of cell-based products by using a **packed-bed system**
- **Flexible** production to power a range of **cell-based products** for industries such as **pharma, biologics, foodtech, agri-tech and beyond**
- Enables **simultaneous expansion of various cell types** within the same platform, giving each cell type its own growth space
- PluriMatrix' **state-of-the-art modular** cell production system enables a smaller infrastructure, significantly **reducing cost and ecological footprint**



# BUSINESS DEVELOPMENT STRATEGY




Development and manufacturing of innovative cell-based products using Pluri's 3D cell expansion technology

Partnerships that leverage Pluri's technology to meet cell-based manufacturing needs for a variety of industries



# PLURI'S CELL EXPANSION TECHNOLOGY PLATFORMS



The potential applications  
are almost endless.

Any industry that requires  
mass cell production can  
potentially benefit from Pluri's  
patented technology.



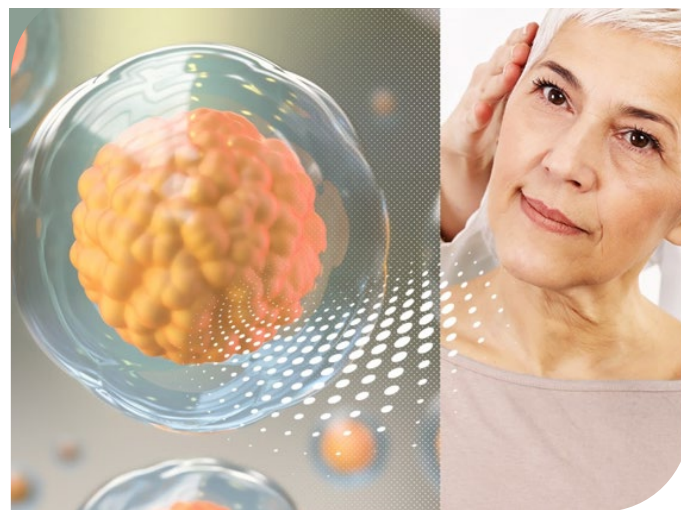
**ONE  
TECHNOLOGY,  
MANY  
SOLUTIONS**



# OUR MISSION

To leverage our advanced cell expansion platforms and position as a global leader in cell technology to develop, manufacture and market highly effective cell-based products and solutions that enhance global wellbeing and promote sustainability

**pluri**health



**pluri**food



**pluri**cdmo



**pluri**agtech



And many other industries...



  
**plurifood**





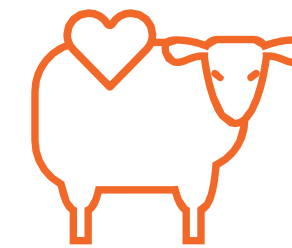
# CELL-BASED IS BETTER

Cell expansion technology produces mass scale, cost-effective food products in an **efficient** and **sustainable** manner



## ENVIRONMENTAL

- Uses significantly **less land and water** than conventional farming and breeding
- Emits **fewer greenhouse gases**
- Reduces **agriculture-related pollution**
- Provides solutions to feed the **ever-growing population**



## ETHICAL

- Adheres to ethical **animal welfare** standards



## CONSUMER

- Facilitates **natural flavor modification**
- Enables safe modification for **healthier, more nutritious foods** and raw materials

Fast growing industry:

- **Cultivated meat (Ever After Foods):** estimated to become a \$140 billion market by 2030<sup>1</sup>
- **Cultivated fish and seafood:** estimated to become a \$8.7 billion market by 2031<sup>2</sup>
- **Cultivated dairy:** estimated to become a \$6.94 billion market 2032<sup>3</sup>

<sup>1</sup> "The future of food", 4 May 2021, Barclays news  
<sup>2</sup> <https://www.factmr.com/report/fish-meal-market>  
<sup>3</sup> <https://www.futuremarketinsights.com/reports/cultured-dairy-blends-market>

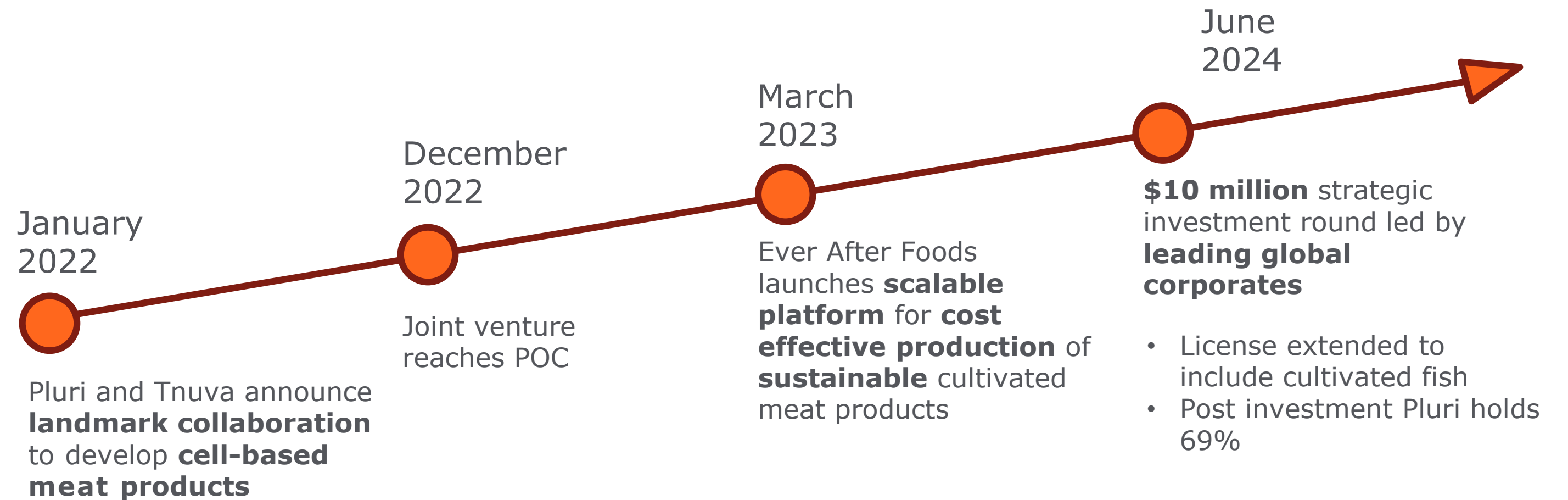
# EVER AFTER FOODS MILESTONES

ever after  
FOODS



"Our innovative production platform empowered the change to our business model. The shift to a technology enabler will allow us to serve more players in the value chain."

Eyal Rosenthal, CEO of Ever After Foods



- Tnuva invested \$7.5, **\$40 M pre-money valuation**
- Pluri granted exclusive global royalty-bearing **license to use its IP and expertise**












The logo for PluriHealth, featuring a white arc above the lowercase text "plurihealth" in a sans-serif font.





# THE EVOLUTION OF PLURI'S 3D CELL-EXPANSION TECHNOLOGY PLATFORMS

- Nearly **20 years of experience** perfecting a manufacturing process to grow cells efficiently in mass quantities
- **Developing an innovative line** of cell therapy product candidates in regenerative medicine to treat unmet medical needs
- **Targeting early development collaborations** with pharmaceutical partners, to create the next generation of cell-based product candidates

THERAPEUTIC AREA	PRODUCT	INDICATION	LOCATION	FUNDING/PARTNER	DISCOVERY	PHASE I	PHASE II	PHASE III
Immune Oncology	MAIT	Solid Tumors	Israel	 BIRAD RESEARCH & DEVELOPMENT "THE COORDINATOR LTD" Bar-Ilan University  רשות החדשנות Israel Innovation Authority				
Hematology	PLX-R18	Acute Radiation Syndrome (ARS)*	U.S.	 DEPARTMENT OF DEFENSE UNITED STATES OF AMERICA  NIH NIAID				
		Hematopoietic Recovery following Hematopoietic Cell Transplantation (HCT)	U.S., Israel					
Inflammatory Diseases	PLX-PAD	Knee Osteoarthritis (OA)**	Germany	 European Commission				

\* Via FDA Animal Rule  
\*\* Subject to regulatory approval



# UNLOCKING THE POWER OF IMMUNOTHERAPY

Immunotherapy uses a **person's own immune system** to fight illness. In recent years the field of CAR-T has been gaining momentum for the treatment of cancer as well as viral infection and autoimmune diseases. There is **no approved cell-based therapy for solid tumors**. A **unique immune cell is needed** to successfully infiltrate the tumor. Pluri's Mucosal-Associated Invariant T cells (MAIT) are immune cells derived from the human placenta. **MAIT cells enable the Chimeric Antigen Receptor (CAR) to reach the tumor**, potentially leading to **better infiltration and efficacy**.

## BENEFITS OF PLURI'S MAIT CELLS

- Allogeneic, off-the-shelf, ready to use
- Potent effector cells, targeting tumors through multiple mechanisms
- Potential for better migration to solid tumors and low potential for GvHD
- Cost effective, scalable 3D cell expansion technology
- Potentially improved persistence in vivo

In 2024 Pluri announced its [collaboration](#) with BIRAD to advance MAIT Cell Therapy, led by Prof. Cyrille Cohen from Bar-Ilan University, supported by the Israel Innovation Authority



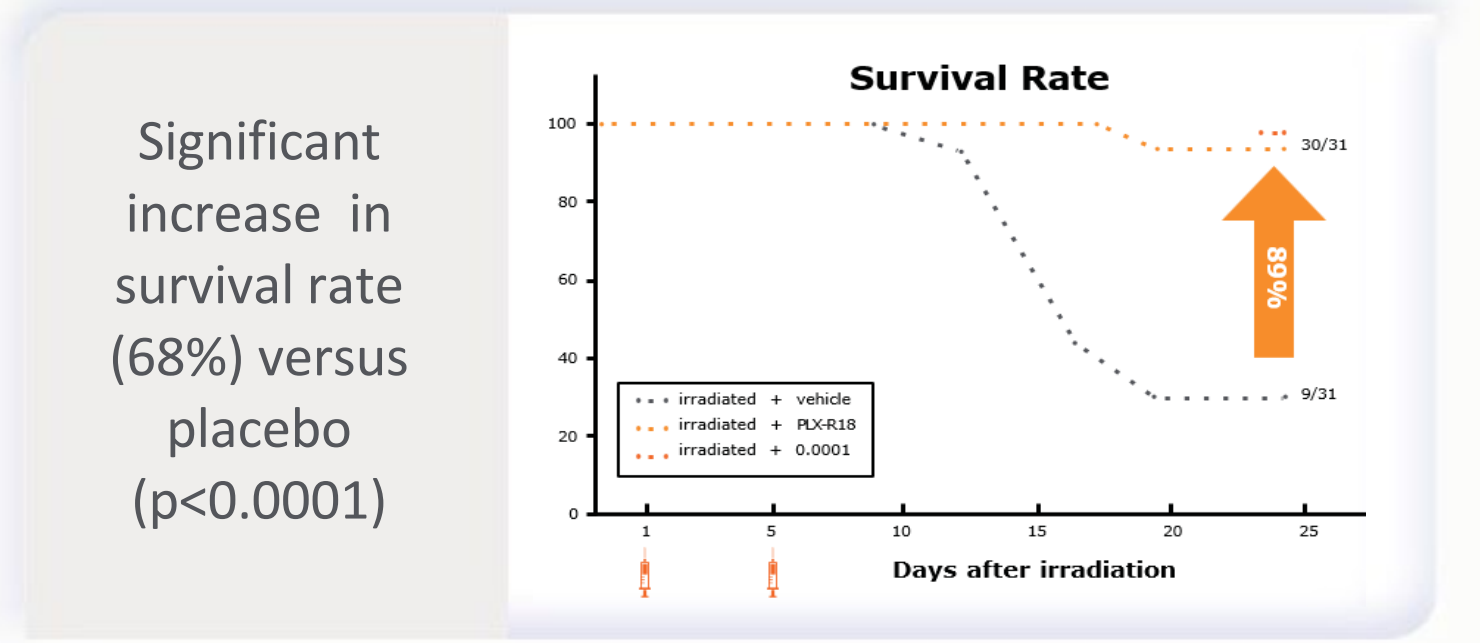
[The global cancer immunotherapy market](#) was valued at \$111 billion in 2023 and is expected to surpass \$312 billion by 2033

# PLX-R18 FOR ACUTE RADIATION SYNDROME (ARS)

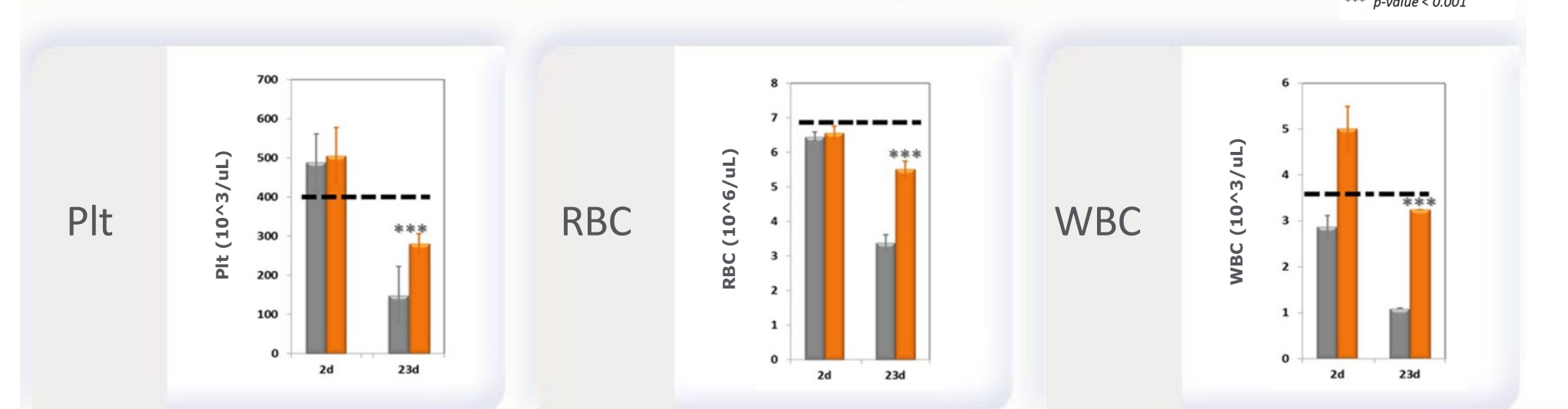
ARS, also known as radiation sickness or radiation poisoning, is caused by exposure to high amounts of ionizing radiation, such as in nuclear reactor accidents or warfare

- Studies conducted and funded by U.S. government
- \$4.2 Million contract signed with the US NIAID and DOD to advance the development of PLX-R18 for ARS in July 2023<sup>1</sup>
- FDA cleared Investigational New Drug (IND) application for PLX-R18 for [the treatment of ARS in case of nuclear events](#)
- FDA Orphan Drug Designation

Significant increase in survival rate (68%) versus placebo (p<0.0001)



Significant recovery of the three blood lineages (p<0.001)



1. This project has been funded in whole or in part with Federal funds from the National Institute of Allergy and Infectious Diseases, National Institutes of Health, Department of Health and Human Services, under Contract No. 75N93023C00012



# ADVANCED AND COMPLETED CLINICAL STUDIES

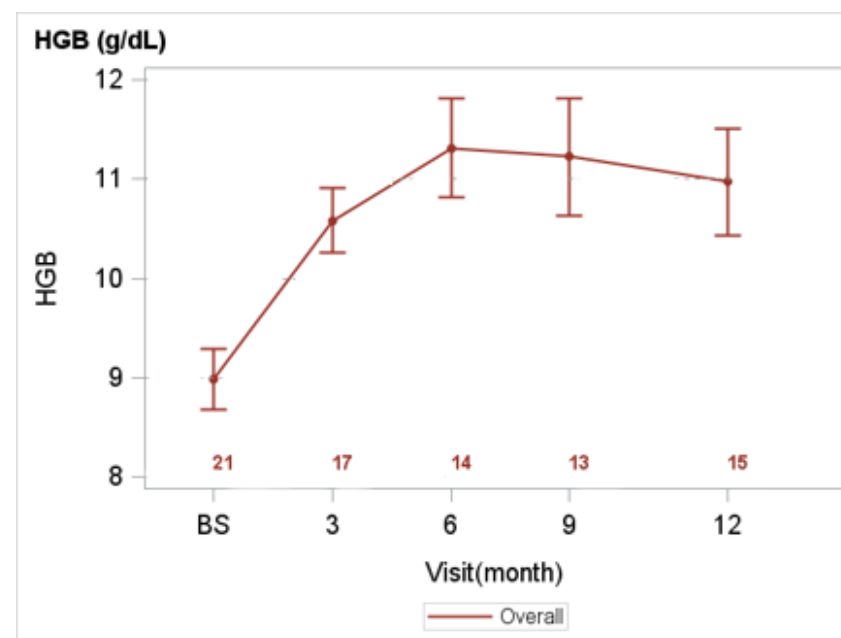
## PLX-R18 to stimulate the regeneration of damaged bone marrow following Hematopoietic Cell Transplantation (HCT)

[Positive Phase I results](#) to demonstrate the safety and exploratory efficacy of PLX-R18 in humans reported March 2022

- PLX-R18 reduced mortality from 29% to 18% and was well-tolerated with a favorable safety profile\*
- Decreased mean number of transfused units from a monthly 5.09 to 0.55 for platelets ( $p=0.045$ ) and 2.91 to 0 for red blood cells ( $p=0.0005$ ) at 12 months
- Increase in all three blood cell types with platelets ( $p<0.001$ ), hemoglobin ( $p=0.02$ ) and neutrophils ( $p=0.15$ ) levels increasing, enduring up to 12 months

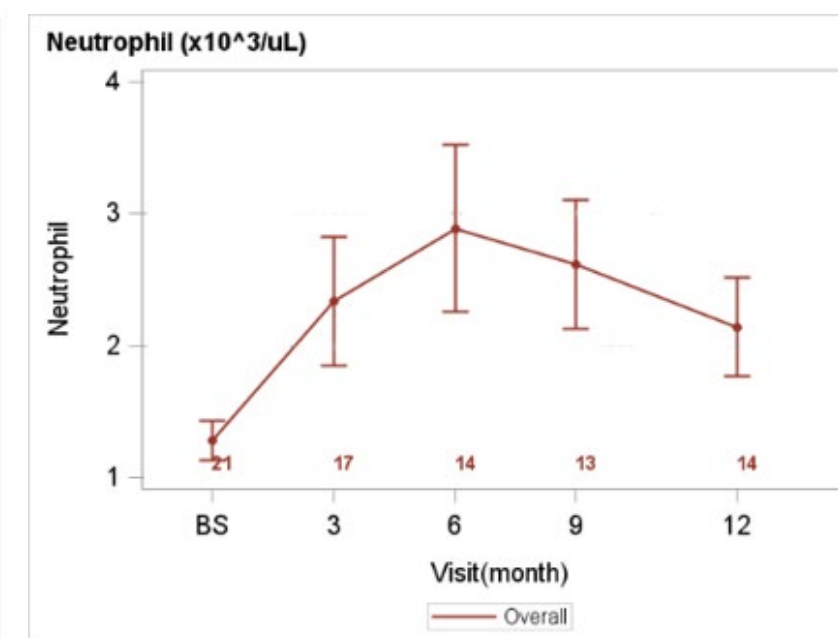
At 6 months:  
 $p = 0.0020$

At 12 months:  
 $p = 0.0187$



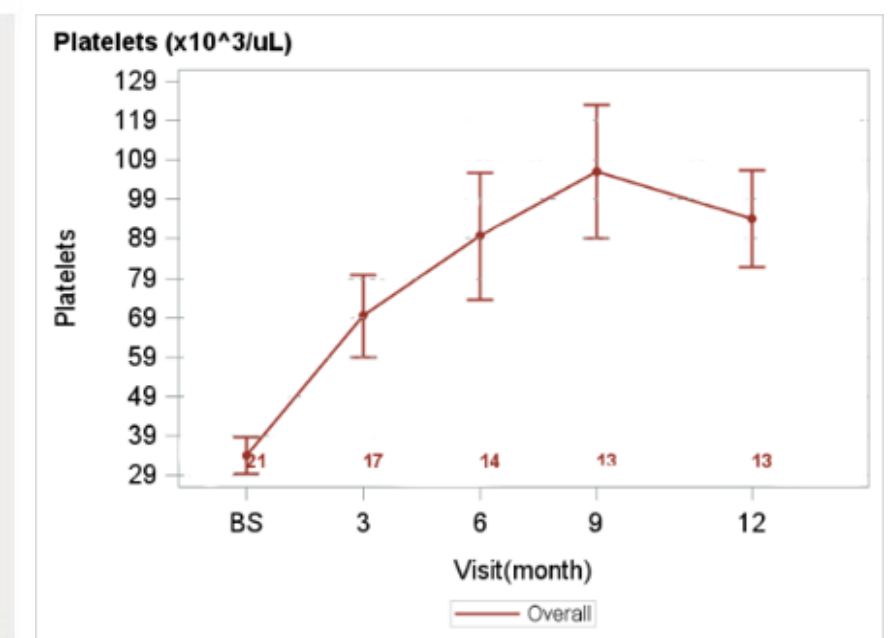
At 6 months:  
 $p = 0.0628$

At 12 months:  
 $p = 0.1468$



At 6 month:  
 $p = 0.0004$

At 12 month:  
 $p < 0.0001$



\* When compared to data obtained from the CIBMTR registry during a 12-month interval from first observation. First observation was defined as the day of first PLX-R18 treatment for the Phase I patients and as day 100 post-HCT for the CIBMTR population.

# PLURI IS PART OF THE PROTO CONSORTIUM

## **Phase I/IIa study\*** of PLX-PAD for the treatment of mild to moderate knee osteoarthritis (OA)

- Pluri is part of PROTO (Advanced Personalized Therapies for Osteoarthritis), an international collaboration led by Charité Berlin to develop PLX-PAD for OA
- OA is one of the most common chronic articular diseases, global prevalence of 16% in the adult population<sup>1</sup>. Third most rapidly growing disease associated with disability<sup>2</sup>, affecting over 500 million people worldwide<sup>3</sup>
- Other than joint replacement surgery, there is currently no effective disease-modifying therapy for OA
- PROTO received a €7.5 million grant from the EU Horizon Europe program



Chronic inflammation in the articular environment causes cartilage degeneration at an early stage, resulting in pain, disability and loss of independence due to progressive joint destruction.

OA manifests as joint inflammation, pain, stiffness, swelling, disability and is associated with reduced quality of life and work performance



 pluricdm





# PLURI'S CONTRACT DEVELOPMENT MANUFACTURING ORGANIZATION

We work with our partners from preclinical development to commercialization, to deliver **high-quality, essential therapies**

In 2024 **PluriCDMO** signed manufacturing agreements with [Remedy Cell](#) and [Kadimastem](#), and an MOU with [Brainstorm](#)

## EXPERTISE

- Deep **process and analytical development** expertise
- All services to support **high standard Process Development**
- CDMO established from a **cell therapy developer from early stage till phase III**

## EXPERIENCE

- **Pluri's team is experienced** in multiple early and late-stage clinical trials
- Proven experience with **process optimization**



## FACILITY & LOGISTICS

- **Reliable logistics links** and direct global connections
- 300m<sup>2</sup> **Process and Analytical Development Laboratories**
- **Mature quality systems** within facility design
- **Scalability** - from **2D** to **lab scale** and up to **marketing scale** bioreactors

\*The [CDMO Market](#) was valued at **\$5 billion in 2022** and is expected to grow at a 17.5% CAGR from 2023 to 2029



# FACILITY OVERVIEW

- With more than **15 years of GMP manufacturing expertise**, Pluri is leveraging its **skilled team**, **4,400m<sup>2</sup>** facility and **logistics capabilities** for cell therapy CDMO clients
- GMP manufacturing facility compliant to **Europe, USA and Israel standards**
  - **Local presence** in Europe and USA for client support
  - **EU GMP certification**
  - **Israel MoH** (compliant to EU regulations) **facility approval**



Flexible GMP manufacturing facility with excellent infrastructure

Production Level Area

**1,800 m<sup>2</sup>**

Clean Rooms Area  
4 segregated suits

**600 m<sup>2</sup>**

Total Area

**4,400 m<sup>2</sup>**

Process &  
Analytical Labs

**1000m<sup>2</sup>**



The logo for pluriagtech features a white curved line above the letter 'i' in the word 'pluriagtech', which is written in a lowercase, sans-serif font. The logo is positioned on a dark brown background that transitions into a pattern of white dots of varying sizes.





# THE COFFEE CRISIS

## CLIMATE CHANGE

- Global coffee production will decrease by half in the next 30 years due to global warming

## PRICE INSTABILITY

- US coffee import prices have risen by over 65%
- Prices changed from 390 cents per kg to 624 and back to 419 cents per kg (2009-2023)

## LAND SHORTAGE

- Land suitable for growing coffee will reduce by up to 50% by 2050

## CARBON FOOTPRINT

- 126 B kg of CO<sub>2</sub> emissions per year
- 140 liters of water required to produce a single cup of coffee



The **Coffee Market size is estimated at \$130 billion** in 2024 growing at a CAGR of 4.72% during the forecast period (2024-2029)

# PLURI'S CELL-BASED COFFEE

## SUSTAINABLE COFFEE

Pioneering production for a sustainable and ethical alternative

## PATENTED COFFEE CELL TECH

3D plant cell cultivation, license to use Pluri's IP and know-how

## ECO-EFFICIENT MASS SCALE PRODUCTION

Reducing carbon footprint through cultivation, lowering resources while increasing yield

## EXPERIENCE

Two decades of experience and a professional, diverse team driving the future of coffee science





# COLLABORATIONS WITH MULTI-NATIONAL AGRICULTURAL CORPORATIONS

**ICL** and Pluri are partnering to develop new plant nutrition solutions. They will create bioactive carriers and biostimulants to improve crop yield using natural delivery mechanisms in plants.



Pluri partnered with a major agriculture corporation in July 2024 for a €1 million POC project. This collaboration aims to improve vegetable supply, streamline chains, and fight climate change through sustainable agricultural practices.



# SIGNIFICANT SUPPORT FROM LEADING ORGANIZATIONS

## REGULATORY



EUROPEAN MEDICINES AGENCY  
SCIENCE MEDICINES HEALTH



## SCIENTIFIC COLLABORATIONS AND PARTNERING



## FUNDING





# COMMITMENT TO EXCELLENCE



**Yaky Yanay**  
CEO & President



**Liat Zalts**  
Chief Financial Officer



**Lior Raviv**  
Chief Technology Officer



**Dr. Michal Sheleg, PhD**  
VP Clinical Development



**Nimrod Bar Zvi**  
Chief Commercial Officer



**Dr. Arthur Machlenkin, PhD**  
Chief Scientific Officer



**Efrat Livne-Hadass**  
Chief Wellbeing Officer



**Orly Amiran**  
Chief Quality Officer



**Efrat Kaduri**  
Chief Business Development  
Officer - Pharma



**John Dvor**  
EVP North America



# MAKING A POSITIVE IMPACT\*

## Healthcare



As the average age increases, productivity and pension payments will decrease

### New Regenerative Models

- Developing **effective cell therapies** for an **aging population**
- **Advancing treatment** for conditions such as ARS and OA
- Exploring potential **pharmaceutical collaborations**
- Advancing **humane sourcing** of animal-derived pharmaceutical ingredients (APIs)
- **Ethical** research



## Foodtech

### Reduced Environmental Footprint



### Healthier food

- Hormone and antibiotic **free**
- **Superior** nutritional profile

### Animal Welfare

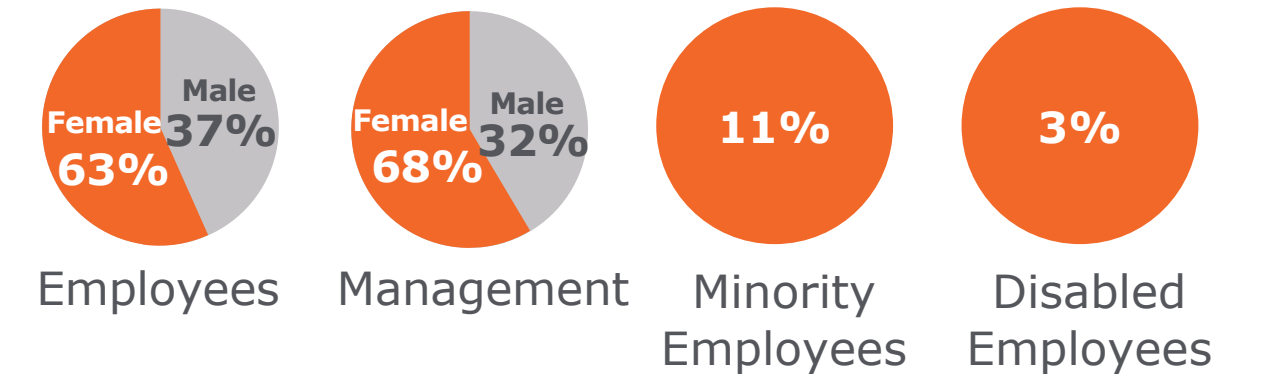
- **No animals harmed**

### Stable Supply Chain

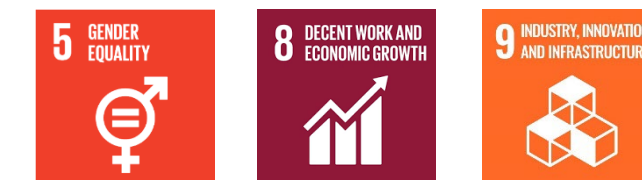
- Production facilities less vulnerable to **changing climate**



## Work & Community



- Ranked in Dun's 100 top **50 Best High-Tech Companies to work for** in 2023-2024
- Awarded the **Egalitarian Employment Award** from the Israeli Ministry of Labor in 2022
- **\$100K reclaimed costs**
- 180 hours of **physician mentorship**
- 110 **students hosted** & mentored





# WHERE TECHNOLOGY COMES TO LIFE



## THE PROMISE & THE OPPORTUNITY



Pluri's cell-expansion technology will touch and improve every aspect of our lives.

Promoting sustainability, wellbeing and improving quality of life.

For every one of us. Individually.

**And for all of us, as a society. Together.**

For further information contact:  
[investor.relations@pluri-biotech.com](mailto:investor.relations@pluri-biotech.com)