

Pluri Partners with Miss Universe Skincare Introducing Exosome-Enhanced Regenerative Skincare

- *Pluri launches wholly-owned health and aesthetics subsidiary Cellav- leveraging Pluri's proprietary 3D cell expansion platform to deliver advanced exosome-based technologies for medical aesthetics*
- *The partnership with Miss Universe Skincare, a global beauty and wellness entity, establishes a global distribution channel in the beauty market, which is projected to reach \$194.05 billion by 2032*

Haifa, Israel (November 11, 2025) - Pluri Inc. ("Pluri", the "Company", "we", "our" or "us") (Nasdaq, TASE: PLUR), a leading biotechnology company leveraging its proprietary platform for cell-based solutions to create a collaborative network of ventures, today announces the launch of [Cellav Health and Aesthetics Ltd.](#) ("Cellav"), its wholly-owned health and aesthetics subsidiary, focused on developing science-driven and regenerative solutions powered by Pluri's proprietary 3D cell expansion platform. The launch follows Cellav's first secured commercial collaboration with [Miss Universe Skincare](#) ("Miss Universe Skincare"), a global skincare and beauty brand. The collaboration will focus on the co-development of a new line of advanced, cell-based skincare products.

Cellav is expected to supply a proprietary cell-based active ingredient, developed using Pluri's cell expansion platform, for use in a new series of skincare products expected to be launched under the Miss Universe Skincare label. The first product is expected to launch during the first half of 2026 and will be distributed through Miss Universe Skincare's global platform. The official presentation of this collaboration is expected to take place during the pre-gala activities of the 74th Miss Universe event in Thailand. This collaboration marks a major milestone in Pluri's strategy to expand into high-growth, revenue-generating markets. Cellav's solutions combine regenerative biotechnology with the global appeal of beauty and wellness to meet rising consumer demand for credible, science-based skincare. Derived from various cell sources and manufactured under the highest quality standards, Cellav's exosomes are designed to enhance skin rejuvenation, elasticity, and radiance.

"At Miss Universe Skincare, we believe that true beauty begins at the cellular level," said Olivia Quido, President of Miss Universe Skincare and Vice President of Global Partnerships, Miss Universe Organization. "Through our collaboration with Cellav by Pluri, we are proud to introduce the extraordinary benefits of exosome technology - one of the most advanced frontiers in skincare science. Exosomes derived from regenerative biotechnology help boost skin rejuvenation, enhance elasticity, and restore natural luminosity. By integrating these powerful actives into our formulations, we continue our mission to empower every individual to glow with confidence, vitality, and purpose."

Cellav is led by Chief Executive Officer Katty Dowery, a pharmaceutical engineer and biotechnology executive with over a decade of experience in cell-based technologies, regenerative medicine, and product innovation. As a long-time leader within Pluri, she brings a strong track record of translating advanced science into commercial success.



“At Cellav, we’re bridging advanced biotechnology with the world of beauty,” said Ms. Dowery. “Through my work with cells and regenerative medicine, I’ve seen the remarkable potential of this science. I believe it shouldn’t remain confined to laboratories or clinical research - it should enhance how we look, feel, and live every day. Our mission is to make regenerative science accessible and impactful. What sets us apart is our scientific integrity, deep cell-based technology expertise, and commitment to the highest quality standards. We believe the future of beauty lies in regenerative biotechnology, and with Pluri’s platform behind us, we’re ready to lead the way.”

“Our partnership with Miss Universe Skincare marks more than just a strategic brand collaboration- it’s a clear step forward in Pluri’s focused strategy to apply our platform where we believe our technology can make the greatest impact,” said Yaky Yanay, Chief Executive Officer and President of Pluri. “By launching Cellav, we are expanding into a high-demand market with a differentiated, science-driven offering—one that aligns with our commitment to near-term revenue generation, scalable innovation, and advancing global wellbeing.”

About Cellav

Cellav is Pluri’s subsidiary, dedicated to transforming cutting-edge cell science into high-impact solutions for health and aesthetics. At its core, Cellav is built to bridge science and real-world results-delivering flexible, business-to-business offerings that meet the growing demand for regenerative, credible, and customizable beauty innovations. Cellav plans to operate through three core areas: (i) Cellav develops premium cell-derived ingredients- such as exosomes and cell extracts—that can be integrated into partner formulations or devices; (ii) Cellav offers professional-use and consumer-ready skincare and haircare products powered by regenerative actives; and (iii) Cellav provides a flexible technology platform that enables partners to scale production, co-develop innovative solutions, and launch white-label or co-branded products. Cellav intends to work with global beauty brands, device manufacturers, medical clinics, and distributors. Its business model is intentionally adaptable, supporting licensing, joint ventures, and royalty-based collaborations. All offerings are backed by over two decades of Pluri’s expertise, rooted in pharmaceutical-grade development and designed to scale with partners around the world. Learn more at visit: <https://pluri-biotech.com/revolutionizing-the-beauty-industry/>

About Miss Universe Skincare

Miss Universe Skincare, the official skincare line inspired by the Miss Universe brand, combines science and luxury to empower individuals to glow with confidence and purpose. Each formula features the proprietary MU7C+ Complex, a blend of age-defying actives sourced from seven continents, and innovative drone-delivery technology designed to optimize efficacy and achieve luminous, even-toned skin. Founded and led by Olivia Quido, President of Miss Universe Skincare and Vice President of Global Partnerships, Miss Universe Organization, Miss Universe Skincare reflects a legacy of excellence, global reach, and professional trust. Its products have been selected as the official skincare regimen used by Miss Universe contestants worldwide. Together with Cellav by Pluri, Miss Universe Skincare continues to elevate the standards of modern skincare through innovation, integrity, and results-driven beauty science. To learn more, visit <http://www.missuniverseskinicare.com>

About Pluri

Pluri™ is a biotechnology company pioneering mass-scale cell expansion and biofarming. Using its patented, proprietary 3D cell expansion platform, Pluri develops scalable, consistent, and cost-efficient cell-based solutions. The Company drives innovation in regenerative medicine,



foodtech, agtech, aesthetics and offers Contract Development and Manufacturing Organization (CDMO) services. With two decades of experience, a strong intellectual property portfolio and its collaborative network of ventures, Pluri accelerates breakthroughs that address global challenges such as sustainable food production, healthcare, and climate resilience. To learn more, visit www.pluri-biotech.com or follow Pluri on [LinkedIn](#) and [X](#).

Safe Harbor Statement

This press release contains express or implied forward-looking statements within the meaning of 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 Cellav's platform and development capabilities, dedication and ability to deliver solutions and technologies for medical aesthetics, including by leveraging Pluri's platforms; projections of the beauty markets; the development of a new line of skincare products as part of the collaboration and the expected timeline and location of the first product launch; Cellav's ability to supply the ingredients under the agreement; Pluri's ability to expand into high-growth and revenue-generating verticals; the exosomes' abilities; the expectations from Cellav's Chief Executive Officer; Cellav's products' ability to deliver measurable results; the potential impact of Pluri's technology; the expectation that Pluri will expand into a high-demand market; the expectation of revenue-generation; and Pluri's continued ability to accelerate breakthroughs that address global challenges. These forward-looking statements and their implications are based on the current expectations of Pluri and Cellav's management 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: the expected benefits from the collaboration may not be realized as anticipated; Pluri may encounter changes in technology or market conditions; Pluri and Cellav may face challenges in launching or scaling new products and product lines; regulatory developments could impact commercialization efforts; its technology may not be validated as it progresses further and its methods may not be accepted by the scientific community; unforeseen scientific or operational challenges; and intensified competition in the medical aesthetics and wellness space. 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 the Company's reports filed from time to time with the Securities and Exchange Commission.

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