



Cell-Based Real Coffee at Scale

November 2025



Harnessing 3D Cell-Based Technology

to ensure stable and consistent
supply of **100% REAL** sustainable
coffee AT SCALE



The Problem: Let the Graph Speak for Itself

Coffee Is the New Gold, and Not Just in the Morning

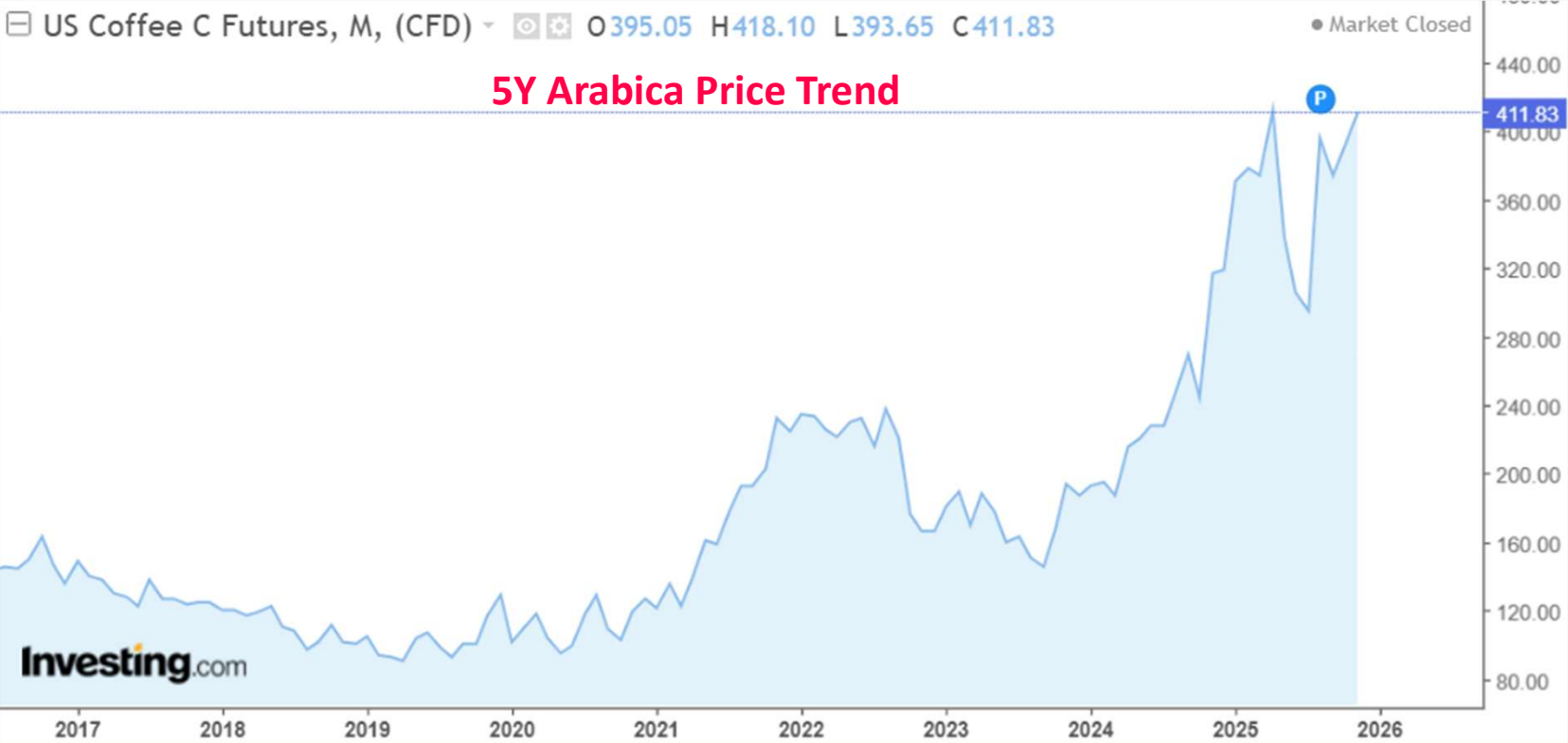
Coffee prices surge to five-year high.

Coffee C Futures (IFUS \$/lbs)
Year-to-Date



3.99
+54.26%

2021 May 2025



Coffee Industry Challenges: Supply Shortage



Erratic Climate

Up to 50% less land by
2050



Land Availability

Temp' raise impact crops



Lack of Manpower

Young generation prefers
higher paid jobs



Growing Demand

X2 by 2050

Rising Demand for Coffee

Revenue

Worldwide (2025)

\$138B

Sources: Mordor Intelligence

Coffee Market

Market size in USD Billion

CAGR **4.72%**



Consumer Consumption

Average volume per capita

1300g (2025)

Sources: International Coffee Association,

Demand for coffee expected to

double **X2** by 2050 while
usable farmland shrinks by 50-
60% due to erratic climate

Sources: New Ground,

Revolutionizing Coffee with Cell-Cultured Innovation



Full Coffee Production
in highly controllable
indoor environment



Supply Change
bypass erratic climate
and complex supply
challenges



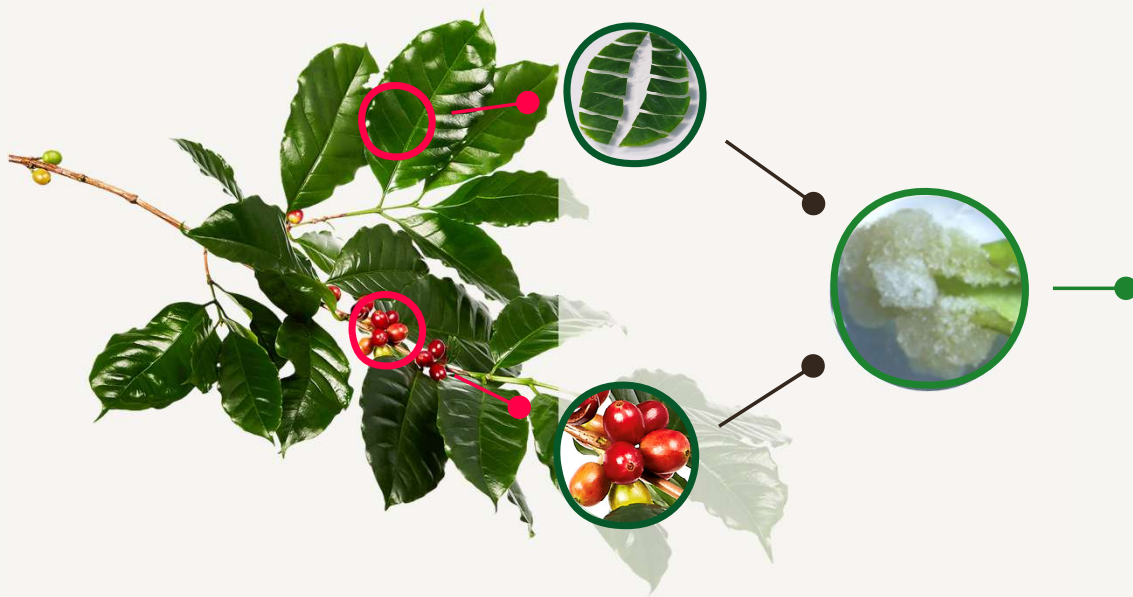
Eco-Friendly
significant reduction of water
and energy resources



New Product Categories
process flexibility
enables flavor selection

Coffeesai's Solution

Nature-inspired. Tech-Cultivated



Bio-farm



Flavor Control and Optimization

FLAVOR CONTROL PROCESS



**Arabica /
Robusta strain**

Carbon source
Sucrose, glucose
etc..

**Aroma
precursors**
Amino acids etc.

**Specific media
components**



FLAVOR CHARACTERISTICS

Sweetness

Aroma

Acidity

Bitterness

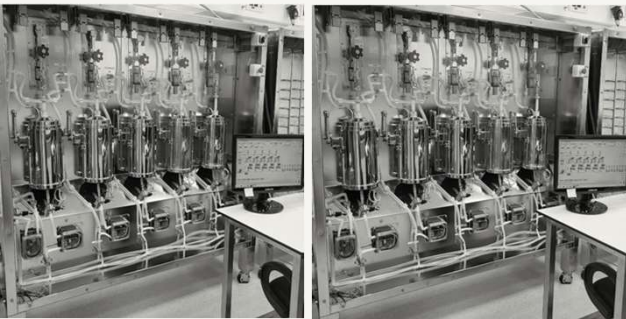
Alkaloids



Production Line Streamline to Maximum Yield - *concept*

Double production
of 35L leads to...

2 X 35L



Production of
1,3530L

1,350L



Production of
21,000L

21,000L



Tripple production
of 105,000L

3 X 105,000L



330,000L Production-Line — 423,000kg Dry (yearly)

Traction and Roadmap

Today



- *POC Coffee & roasting profile*
- *Joint Development Agreement with a Key player*
- *Regulation Gap assessment*
- *Cells bank line*
- *Key patent granted*

Year 1



- *Fundraising*
- *Enhance R&D*
- *Bio Process & Scale*
- *Product Development & Flavor*
- *Second collaboration*
- *Regulatory submission*

Year 2-4



- *Safety approval*
- *First Scale*
- *Initial commercial sells thru collaborations*
- *Multiple partnerships*

Year 5



- *Revolutionize the coffee industry*
- *Develop Innovative Products and nEW categories: Healthy decaf; Functional beverages*



Team



Ami Herman
CEO



Eran Ben Eliezer
Head of R&D



Raed Nakhly
VP Products



Gal Ullman
Tissue-culture Specialist



Beverly Porat
Coffee Quality & Sensory Specialist

Best Start-up Pitch, Singapore, Nov.4-6, 2024

WINNER



AgriNext Awards Dubai 2025

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Excellence in Agriculture Dubai, Nov.5-6



Thank You

It's time for a fresh sustainable brew

Ami Herman – CEO

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