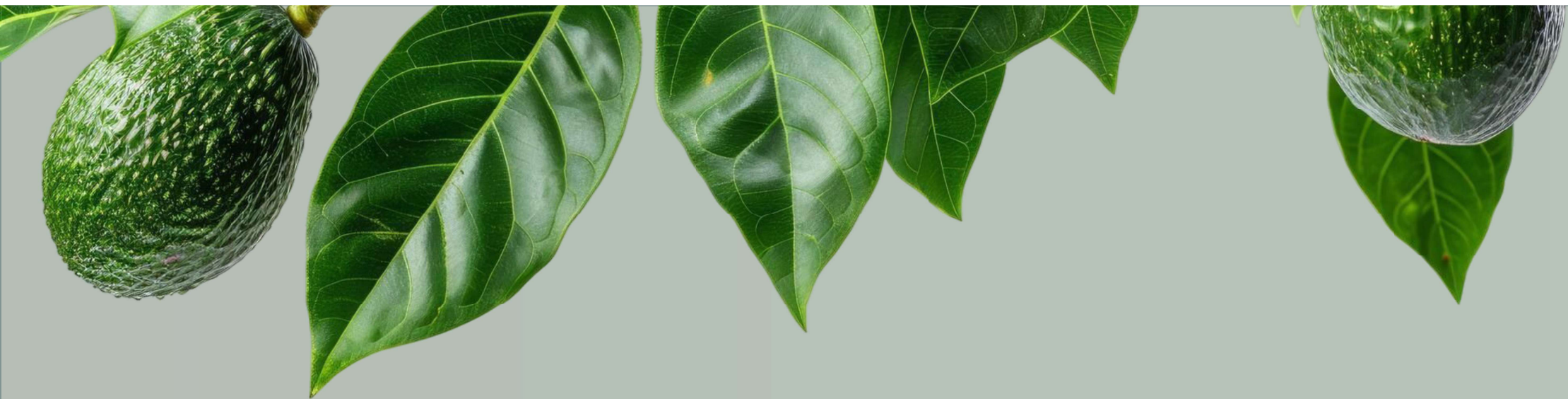




Bestree

Cracking the Code for Elite Plant Propagation at Scale



Cracking the Code for Elite Plant Propagation at Scale

Vision

To become the global Operating System for plant propagation. We transform agriculture from guesswork into a data-driven science

Mission: Industrializing nature's potential

We combine advanced proprietary protocols with scalable manufacturing to turn complex biological challenges into profitable agricultural products. By partnering with leading global players, we ensure that high-quality, uniform plantlets are available year-round, unlocking new value for growers worldwide.



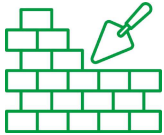
The Propagation Bottleneck: Manual, Slow & Unpredictable

Traditional methods fail to provide the scale required by modern agriculture



The Genetic Gamble

Seed-based propagation leads to unpredictable yields, high disease rates, and costly field failures



"The Rooting Wall"

High-value crops (like Avocado & Cacao) are notoriously difficult to root using traditional tissue culture.



The Scaling Gap

Global demand is soaring, but the industry is stuck with 20th-century manual methods that cannot scale.



**The industry is desperate for Clonal Uniformity,
but lacks the scalable technology to achieve it profitably.**

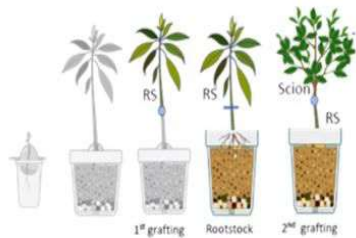
The Avocado Use Case

High demand for elite rootstocks outpaces traditional nursery capacity

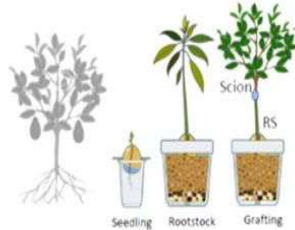


*The Legacy Standard: The Manual & Costly
'Double Grafting' Method*

Avocado Seedling Propagation and Grafting



VC[®] – Clinal rootstock
(Double grafting method)



Seedling rootstock

Performance Chronic Shortages

Persistent lack of clean, uniform, and certified clonal rootstocks.

Operational Delays

Extended waiting periods for orchard establishment and replanting.

Performance Gaps

Variability in tree productivity and orchard uniformity

Resilience Risks

Heightened vulnerability to pathogens and climate-related stress.

Rising Competition Validates Demand

Increasing activity from new players in the rootstock space confirms strong demand and significant commercial potential.

A Scalable Engine to Industrialize 'Difficult-to-Root' Crops



Clonal Uniformity

true-to-type, predictable
rootstocks



High Multiplication Rate

scalable production to
meet global demand



Pathogen-Free Plants

clean, disease-free starting
material for healthier
orchards



Marker-Assisted

Propagation we use
genetic markers to identify
the exact rooting window,
eliminating trial-and-error



Year-Round Propagation

independent of season or
climate

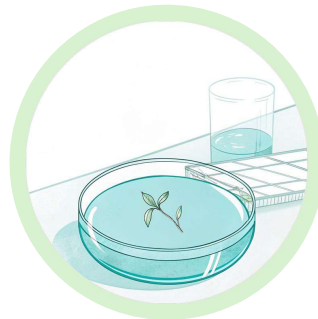
Bestree's Tissue Culture Production Pipeline



Mother Plant
Establishment



Explant Sterilization



Shoot Initiation



Multiplication



Rooting

Bestree does not just propagate plants. We industrialize protocol development.

Cutting Protocol Development Time by 70% via Genetic Markers



Proprietary Protocols

optimized for avocado rootstocks



Strategic Partnerships

collaboration with leading research institutions



Deep Expertise

experienced team in tissue culture and commercial scale



Proven Production

validated tissue culture processes at commercial scale



Direct Organogenesis Matters

Bestree's method preserves genetic fidelity and minimizes risk

Direct Organogenesis (Bestree)	Indirect Organogenesis
Very high genetic fidelity	Lower fidelity, callus increases variation
Minimal mutation risk	High mutation risk
Stable commercial quality	Higher variability
Ideal for avocado	Limited suitability

Relevant for crops requiring long term genetic stability

Proprietary Genetic Moat

The “Rooting Code”

Proprietary Genetic Database: Correlating specific molecular markers with rooting success in "difficult" species.

Predictive R&D: Bypassing years of "trial and error" to identify optimal protocols in months, not years.

Direct Organogenesis

100% Clonal Fidelity: Proprietary "recipes" ensuring near-zero genetic mutations at industrial scale.

Mass Production Ready: Protocols optimized for high-yield commercial nurseries, beyond lab-scale.

The Protocol Engine

Crop Agnostic Framework: A repeatable "Plug & Play" methodology for cracking new high-value species.

Future Pipeline: Immediate IP applicability for Cocoa, Eucalyptus, and other high-demand crops.

Competitive Landscape

	 The University of Queensland\ Adnerson horticulture	 Grupo Hijuelas	 The Huntington Botanical Gardens	 Viveros Grajera	 Rahan Meristem	 Bestree
Genetic Uniformity of Rootstock Cultivars	★ ★ ★ ★ ★	★ ★ ★ ★ ★	★ ★ ★ ★ ★	★ ★ ★ ★ ★	★ ★ ★ ★ ★	★ ★ ★ ★ ★
Roostock Commercial Level	★ ★ ★ ★ ★	★ ★ ★ ★ ★	★ ★ ★ ★ ★	?	★ ★ ★ ★ ★	★ ★ ★ ★ ★
Propagation Efficiency (Multiplication Rate)	★ ★ ★ ★ ★	★ ★ ★ ★ ★	★ ★ ★ ★ ★	?	★ ★ ★ ★ ★	★ ★ ★ ★ ★
Clonal Fidelity Genetic uniformity between tissue culture plantlets and the mother plant	★ ★ ★ ★ ★	★ ★ ★ ★ ★	★ ★ ★ ★ ★	?	★ ★ ★ ★ ★	★ ★ ★ ★ ★
Market Presence	Medium	Low	Low	?	Low	High
Collaboration with Academic Research Institutes	🎓 🎓 🎓 🎓 🎓	🎓 🎓 🎓 🎓 🎓	🎓 🎓 🎓 🎓 🎓	🎓 🎓 🎓 🎓 🎓	🎓 🎓 🎓 🎓 🎓	🎓 🎓 🎓 🎓 🎓

Disclaimer: The information provided is based on publicly available sources and is accurate to the best of our knowledge.



A \$150B Platform Play: From Avocado to Cocoa and Beyond

Avocado is our entry market. Our platform is designed for multiple perennial crops.

This is a platform problem not a crop problem

Combined Market Potential

- **TAM:** ~\$150B+ global plant propagation market
- **SAM:** ~\$5B tissue-culture-addressable segment
- **SOM:** \$500M achievable with platform-wide adoption

Why This Market Grows

- Need for clean, disease-free starting material
- Demand for uniform, high-value plants
- Traditional propagation is slow and inconsistent
- Global shortage of skilled propagation labor

High-Value Expansion Crops

- Pistachio
- Mango
- Olives
- Almonds
- Cacao
- Pulpwood Crops
- Ornamental Plants

Monetizing Protocol Industrialization Across Crops and Markets

Direct Sales

Bestree sells uniform, mass-produced rootstocks to nurseries. This drives an immediate ~30% margin growth on finished seedlings (\$15-20), and ultimately enables nurseries to multiply their total sales volume without supply constraints.

Strategic Partnerships

Revenue-sharing with leading nurseries and propagation partners, leveraging their market access.

Future Upside

Protocol industrialization as a repeatable engine across crops



Go-To-Market Strategy

Our Approach



Partner with leading nurseries

That already hold strong market share



Work with regional anchors

Drive adoption and ensure scalable deployment



Prioritize high-demand markets

Focus where supply constraints create urgency

Next Up GTM Regions

Chile

Strategic launch hub for Latin America

South Africa

Major global avocado producer with mature nursery networks

Mexico

The world's largest avocado producer and primary global exporter

Peru

Strong demand for high-performance rootstocks

Focused launch markets. Platform scalable globally.

Strategic Customers

- Global leader in avocado production and research
 - In advanced stages of securing an international export agreement for Dusa®
 - Expanding portfolio of proprietary rootstock varieties currently under negotiation
-
- ~1.5M clonal rootstocks sold annually in Spain and the U.S.
 - Initial pilot programs successfully completed in Spain
-
- Leading integrated fresh produce producer and exporter in India, JV with Westfalia
 - Successful initial pilot with 1,000 plantlets
 - Advanced discussions underway for follow-on purchases in 2027–2028
-
- South Africa's largest grower of avocados and tomatoes
 - LOI for 300K plantlets per year
-
- Successful initial pilot completed
 - MOU under negotiation for ~\$600K over the next three years
-
- MOU under negotiation for exclusive distribution in key markets
 - Committed to purchase \$400K over 3 years once protocols and production is complete

Industry Validation: The Market is Ready to Scale



*"The plants from Bestree were uniform, manageable, and scalable, marking a **meaningful shift in avocado production.**"*
Udi Haskelberg, CEO, Haskelberg Nurseries

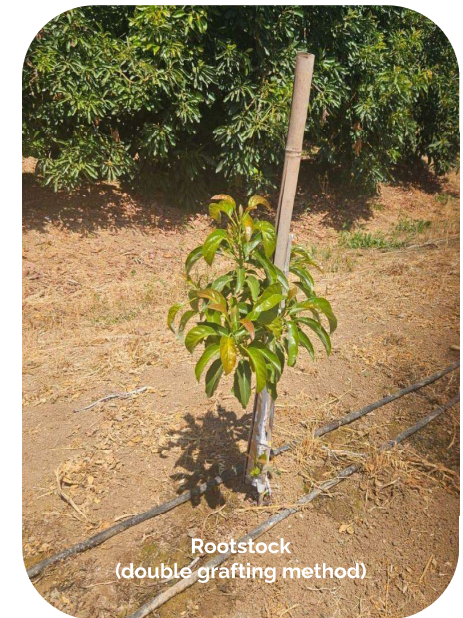


*"Bestree delivers a great solution for our nursery at **100% success rates.**"*
Ehud Or, CEO, Dvori Or Nursery

Proven in the Field: Hass on Dusa June 2025



Rootstock by Bestree
(tissue culture)



Rootstock
(double grafting method)

Our Team

A multidisciplinary team combining deep plant science, large-scale agtech operations, and proven commercial leadership



Gilad Eliraz
Chairman,
Ex-Director Foreign
Trade, Min. of Ag



Guy Herzl
CEO



Shaul Tzaban
Co -Founder &
Biz Dev Lead



Dr. Lior Rubinovich
Co -Founder &
Scientific Advisor



Dr. Talia Etzion
R&D Director



Dr. Evyatar Steiner
Senior R&D Scientist



Hedva Peer
Production Manager



Fadia Abu Shahin
Lab Ops Manager

Business Leadership

Scaled agtech ventures with strong commercial, partnership, and funding experience

Plant Science Expertise

Breakthroughs in micropropagation and deep expertise in rootstock development and optimization

AgTech Operations

Built and managed large-scale production systems with strong QC and process optimization

Roadmap From avocado success to a multi crop protocol platform

Proven Validation

- **R&D Success:** Developed our first validated Dusa protocol.
- **Pilot & Funding:** Secured initial funding (Gal-On) and successfully produced 7,000 pilot plantlets

2022-25

2026

Commercial Launch

- Launch sales with first nursery partners
- Ramp to 60K plants/year production
- Develop additional avocado rootstock protocols
- Seed funding round

Scale & Diversification

- Deploy a localized tissue-culture facility in a new territory
- Ramp to 250K plants/year
- Two new avocado protocols commercially ready
- Initiate R&D for first non-avocado crop

2027

2028

Global Presence

- First non-avocado crop protocol
- 750K plants/year production
- Commercial pipeline expands beyond avocado
- Break-even milestone



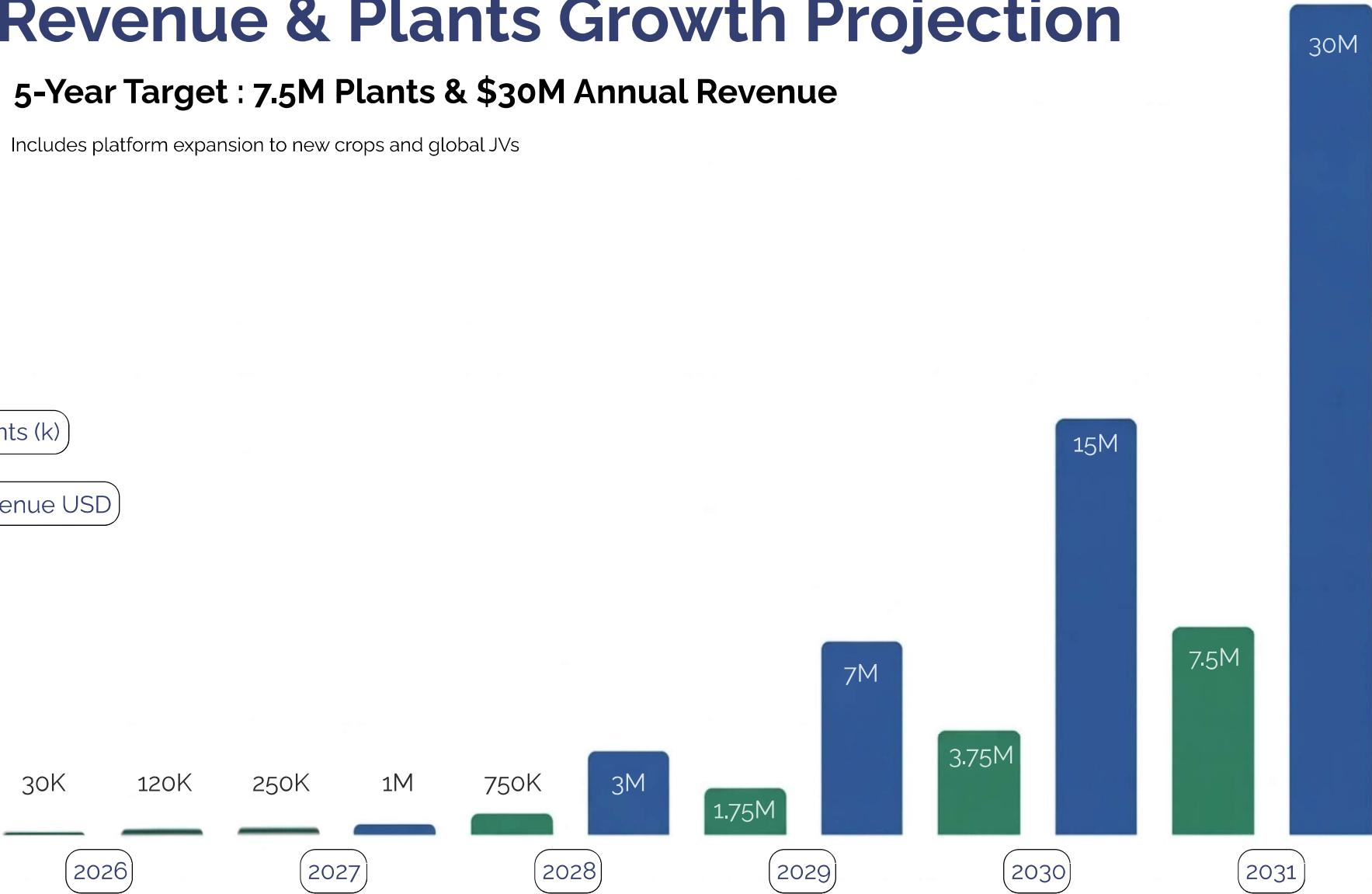
Revenue & Plants Growth Projection

5-Year Target : 7.5M Plants & \$30M Annual Revenue

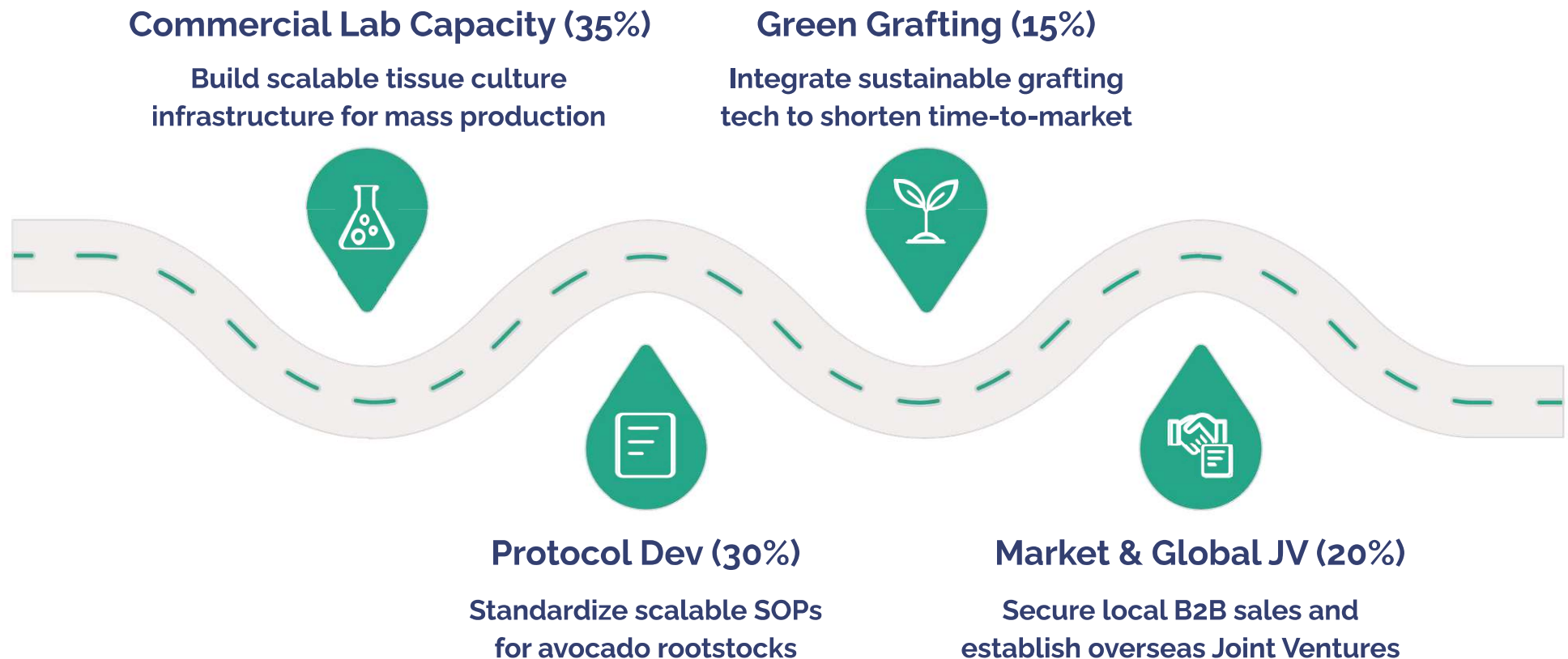
Includes platform expansion to new crops and global JVs

Plants (k)

Revenue USD



Seed Investment = 20 Months of Runway



Strategic capital allocation designed to drive Bestree from proven science to global commercial scale and Series A readiness.

Exit Strategy - Path 1: Technology Acquire Route

Strategic integration by established tissue culture and genetic marker platforms to directly enhance R&D and multiply global production capabilities.



Agromillora | GLOBAL PROPAGATION PLATFORM (Est. €90M+ Rev)

- 11 Laboratories Worldwide
- Propagates >1,400 Varieties and >50 Species
- Platform for High-Value Genetics
- Established in Key Global Markets



Vitroplant Italia | LEADING IN-VITRO PRODUCTION (Est. \$5M–\$10M Rev)

- Large Micropropagation & Nursery Group
- Leader in in-vitro Rootstocks Production
- Point of Reference for Propagation
- Operates within European Market

Exit Strategy - Path 2: Supply Chain Acquire Route

Vertical integration by massive global Produce and F&B conglomerates that do not deal with tech directly, but require their suppliers to utilize it for time and cost optimization.

FRESH PRODUCE GIANTS (e.g., Avocado & Fruit)



Dole plc (\$8.48B Rev)

Seeking clean propagation material for global orchard renewal and new plantings.



Fresh Del Monte Produce (\$4.28B Rev)

Focused on vertical integration in tropical crops and regional nursery systems.



Mission Produce (\$1.31B Rev)

Seeking resilient, cloned rootstocks (e.g., Phytophthora resistant) for global avocado operations.



Greenyard (€5B+ Rev)

Equipping their network of growers with advanced, high-yield propagation materials.



The Oppenheimer Group (~\$1.5B Rev)

Securing consistent, premium seedling supply for their global marketing and operational network.

F&B / CACAO GIANTS



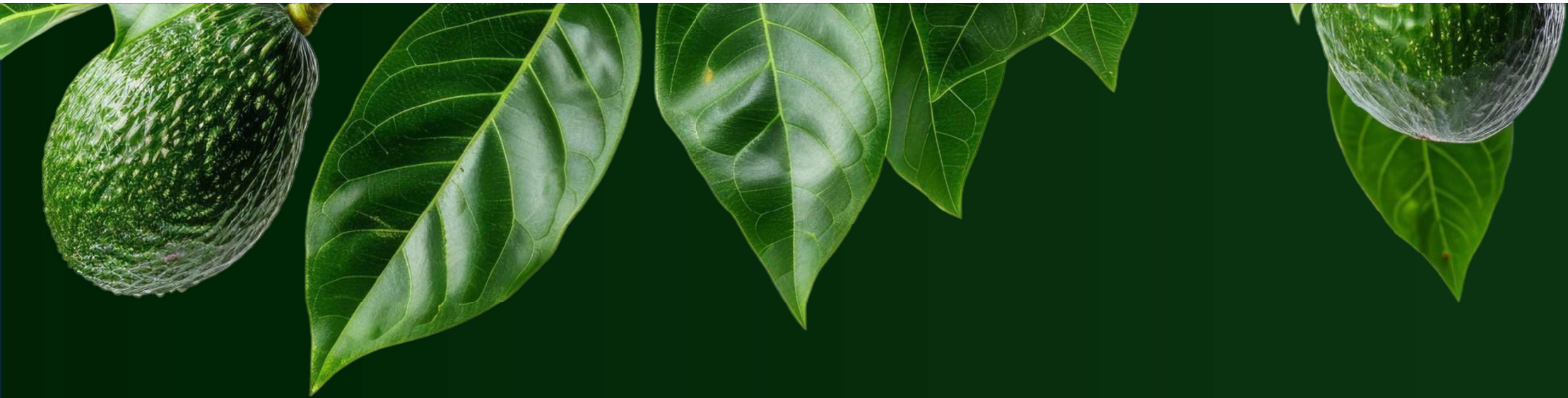
Mondelēz International (\$38.5B Rev)

Direct integration into the agricultural value chain to improve cacao propagation and supply stability.



Barry Callebaut (\$18.5B Rev)

Heavy investments in nurseries and variety development to improve global cacao orchard productivity.



Let's talk

guy.h@bestree.io



Removing the biological barrier of tissue culture worldwide