



Trendlines Agtech Company – EdenShield - Raises US\$2 Million, Including Participation from Strategic Investor

Misgav, Israel – 14 September 2017 – [EdenShield Ltd. \(“EdenShield”\)](#), an agtech portfolio company of [The Trendlines Group \(SGX: 42T, OTCQX: TRNLY\) \(“Trendlines”\)](#), announced that it raised US\$2 million from strategic and financial investors. Kibbutz Yotvata, located in southern Israel, was a lead investor in the round along with OurCrowd, a venture capital crowd-funding company.

Funds raised in this financing round will be used to accelerate sales, expand farming operations at Kibbutz Yotvata to meet growing sales, and to expand EdenShield’s portfolio of natural non-toxic crop protection products. Prior to this investment round, since its establishment in 2012, EdenShield had raised approximately US\$2.8 million.

EdenShield is developing and commercializing natural plant-based crop protection solutions. EdenShield’s products leverage on characteristics of plants that originate in Israel’s semi-desert region to mask plant odor and significantly lower insect attraction, eliminating the need for harsh pesticides. The global market for biopesticides was valued at US\$3.7 billion in 2015 and has been projected to grow to US\$7.7 billion in 2021 reflecting a 14.1% compound annual growth rate over the period.¹

According to EdenShield CEO, Yotam Gadot, “We are very pleased with the success of this funding round, especially given the participation of our strategic partner, Kibbutz Yotvata, and the ongoing support of OurCrowd. We have proven the success of our products through sales in Israel, Italy, Greece, and Spain and expect a significant increase in sales with our new distributor agreements in the European Union, United States, and Mexico.”

Trendlines’ Chairman and CEO, Steve Rhodes, added, “EdenShield exemplifies many of the attributes of the Israeli start-up success story. Its founders took a unique Israeli resource, a plant found only in the Judean desert, and with the expertise of an Israeli chemist extracted a substance that would meet the market need for effective, cost-efficient, non-toxic pest control products. The need to ramp up production to meet increasing global demand for the EdenShield products was met with success not only in the fund raising we announced today but, equally important, in the strategic partnering with Kibbutz Yotvata to facilitate the increase in production.”

¹ “Global Markets for Biopesticides,” BCC Research, January 2017.

About The Trendlines Group Ltd.

Trendlines is an innovation commercialization company that invents, discovers, invests in, and incubates innovation-based medical and agricultural technologies to fulfill its mission to improve the human condition. As intensely hands-on investors, Trendlines is involved in all aspects of its portfolio companies from technology development to business building. Trendlines' shares are traded on the Singapore Stock Exchange (SGX: 42T) and in the United States as an American Depositary Receipt (ADR) on the OTCQX (OTCQX: TRNLY).

The Trendlines Group Ltd. (the "Company") was listed on Catalist of the Singapore Exchange Securities Trading Limited (the "SGX-ST") on 26 November 2015. The initial public offering of the Company was sponsored by PrimePartners Corporate Finance Pte. Ltd. (the "Sponsor"). This press release has been prepared by the Company and its contents have been reviewed by the Sponsor for compliance with the SGX-ST Listing Manual Section B: Rules of Catalist. The Sponsor has not verified the contents of this press release. This press release has not been examined or approved by the SGX-ST. The Sponsor and the SGX-ST assume no responsibility for the contents of this press release, including the accuracy, completeness or correctness of any of the information, statements or opinions made or reports contained in this press release. The contact person for the Sponsor is Ms Gillian Goh, Director, Head of Continuing Sponsorship (Mailing Address: 16 Collyer Quay, #10-00 Income at Raffles, Singapore 049318 and E-mail: sponsorship@ppcf.com.sg).