



Trendlines Portfolio Company Phytolon Closes US\$23.6 Million Series B to Commercialize its Innovative Natural Food Colors

- *The 3-stage financing round was led by a strategic investor as demand for high quality natural colors accelerates globally*
- *Earlier this year the FDA approved 'Beetroot Red', Phytolon's first product made by fermentation; the effective date is subjected to FDA procedures*

Misgav, Israel – 28 May 2026 – The Trendlines Group Ltd. (SGX: 42T; OTCQX: TRNLY), an investment group focused on agrifood and medtech innovation, is pleased to announce that portfolio company Phytolon Ltd. (“**Phytolon**”), a biotechnology company pioneering fermentation-based natural color solutions, has announced the close of its US\$23.6 Million Series B financing to commercialize its natural food colors in the United States. The round reflects growing market demand for high-performing, economic, and sustainable natural substitution to synthetic dyes.

The Series B financing round for Phytolon was led by a strategic investor, whose identity has not yet been disclosed. This funding was structured in three stages, including the realization of SAFE investment vehicles made prior to this closing, with the bulk of the capital being secured during the final stage earlier this month. In addition to the lead investor, existing investors also participated in the round, further demonstrating ongoing support for Phytolon’s growth and commercialization efforts.

Phytolon was founded and incubated by Trendlines together with founding entrepreneurs Halim Jubran, PhD and Tal Zeltzer, PhD, commercializing technology from the Weizmann Institute of Science. As the largest shareholder in Phytolon, Trendlines views the entry of a strategic lead investor at the commercialization stage as an extremely positive development for Phytolon's growth. Trendlines remains a committed shareholder and intends to participate in Phytolon's future financing rounds as appropriate.

Trendlines’ Executive Director and CEO Haim Brosh commented, *“This new funding demonstrates the confidence that the market players have in Phytolon’s abilities to execute its market entry, generate initial commercial sales, and advance strategic partnerships with leading U.S. food manufacturers. We believe this significantly enhances Phytolon’s growth trajectory and long-term value creation potential. Phytolon’s achievements to date are due in no small part to the ongoing support of Trendlines and its major shareholder, Consensus Business Group, wholly owned by Vincent Tchenguiz. We believe this financing significantly strengthens Phytolon’s growth trajectory and long-term value creation potential. Trendlines and Consensus Business Group remain committed long-term shareholders of Phytolon.”*



The financing follows the U.S. Food and Drug Administration (the “FDA”) approval that was obtained for Beetroot Red, the company's first colorant in the portfolio (an effective date of the final ruling is yet to be set). Beetroot Red meets performance and clean label standards expected by consumer-packaged goods in today's food markets. Beetroot Red, produced by fermenting baker's yeast, offers an innovative approach to natural coloring with advantages in cost-effectiveness, reliable supply, and environmental sustainability.

Phytolon seeks to reshape the food-coloring market by offering natural, high-performance, and cost-effective colorants developed through its proprietary precision fermentation technology. The final FDA approval for its color Beetroot Red, which supports use across a broad range of applications, including confectionery, dairy, beverages, condiments, and pharmaceuticals, meeting the expanding consumer demand for clean-label coloring solutions.

Halim Jubran PhD, Phytolon's Co-Founder and CEO commented on the transaction: *"The new funding will be allocated to support sales and supply to consumer packaged goods and to distribution partners in the US and further. We're excited to see our "portfolio" of strategic investors increase, enabling us to grow our business and establish our footprint in the market."*

Phytolon's road to scale is bolstered by an additional strategic investor, joining the strategic partners to date, such as DSM Venturing, Colorcon Ventures, Rich Products Ventures, as well as its multiyear collaboration with Ginkgo Bioworks. Additionally, Phytolon is supported by major investors: The Trendlines Group, Consensus Business Group, Arkin Holdings, Cibus, and more.

-The End-

About Phytolon Ltd.

Phytolon is focused on offering natural food colors that comply with the consumers' demand for clean label, healthy, and sustainable food systems. Leveraging our novel fermentation-based production technology, we are committed to providing cost-efficient and sustainable solutions, while guaranteeing robust supply to customers around the world. Phytolon's portfolio currently includes multiple shades, covering the purple, pink, red, orange, and yellow spectrum, targeting multiple food categories in the food and beverage market.

About The Trendlines Group Ltd.

The Trendlines Group (SGX: 42T; OTCQX: TRNLY) invests in and develops innovations in agrifood and medtech, transforming early-stage technologies into impactful businesses. With operations in Israel and Singapore, Trendlines combines capital, expertise, and strategic partnerships to drive growth, advance global sustainability, and create long-term value for shareholders.



*This press release has been reviewed by the Company's sponsor, PrimePartners Corporate Finance Pte. Ltd. (the "**Sponsor**"). It has not been examined or approved by the Singapore Exchange Securities Trading Limited (the "**Exchange**") and the Exchange assumes no responsibility for the contents of this press release, including the correctness of any of the statements or opinions made or reports contained in this press release.*

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