Trendlines Portfolio Company Phytolon Achieves Major FDA Regulatory Milestone Paving the Way for Commercialization

- *Trendlines holds a 25% stake in Phytolon, which has received allowance for the safe use of its Beetroot Red food colors for human consumption*
- *Founded and incubated by Trendlines, Phytolon has developed high-quality natural food colors derived from first-in-class baker's yeast fermentation technology*
- *The FDA approval paves the way for U.S. commercialization and uses across a wide range of food categories*

Misgav, Israel – 9 February 2026 – The Trendlines Group Ltd. (SGX: 42T; OTCQX: TRNLY), an investment group focused on agrifood and medtech innovation, is thrilled to announce a significant regulatory milestone achieved by its portfolio company, Phytolon Ltd. ("**Phytolon**"), which is expected to materially enhance its commercial prospects in the U.S. food and beverage market. Phytolon is an Israeli biotech focused on precision fermentation of baker's yeast to produce natural food colors, enabling vibrant hues like purple, red, orange and yellow as alternatives to synthetic dyes.

Following a color additive petition submitted by Phytolon, the U.S. Food and Drug Administration (the "**FDA**") has issued an order amending its color additive regulations to allow for the safe use of beetroot red for the coloring of human foods generally. Following the conclusion of the standard public comment period by the FDA, the amendment is expected to take effect on 23 March 2026.

"Now food manufacturers will have the option to replace artificial dyes with natural ones without compromising on cost and supply issues of agro-based alternatives. Our colors are sustainably produced, unprecedented for most existing natural colors, by fermentation of baker's yeast. This pioneering event paves the way to harness science and biotechnology to help food manufacturers meet consumer demand for healthy and sustainable food," commented Halim Jubran, CEO of Phytolon.

The Beetroot Red portfolio offers unseen quality and performance compared with most natural colors in multiple food categories. Upon the effective date of the amendment, Phytolon's beetroot red will be approved for commercialization and use across the U.S. food supply. The approval enables application in a wide range of food categories, including confectionery, dairy products, beverages, and condiments, addressing a broad and growing market demand for clean-label food coloring solutions.

In addition, the FDA has revised its guidance relating to the use of "no artificial colors" labeling[1]. Under the updated framework, food manufacturers may use this label when incorporating natural color

[1] https://www.fda.gov/news-events/press-announcements/fda-takes-new-approach-no-artificial-colors-claims

additives, such as Phytolon's beetroot red, provided petroleum-based synthetic dyes are not present. This regulatory change removes a significant marketing and adoption barrier, substantially improving the value proposition of natural colorants for leading food and beverage brands.

Trendlines' Executive Director and CEO Haim Brosh added, "These developments represent a pivotal inflection point for Phytolon, positioning the company to accelerate market entry, secure initial commercial sales, and pursue strategic partnerships with major food manufacturers in the U.S. The Trendlines Group believes that this milestone meaningfully strengthens Phytolon's growth trajectory and long-term value creation potential."

-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.

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*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 document, including the correctness of any of the statements or opinions made or reports contained in this document.*

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