

Apeel Sciences Strengthens Supply Chain Expertise with Additions to Leadership Team
Apeel's Improved Processes Make It Easier Than Ever for Partners to Ensure Freshness & Quality of Their Produce



Ryan Fink, Senior Vice President of the Americas

Marius du Plessis, Chief Commercial Officer in EMEA

SANTA BARBARA, Calif. MARCH 3, 2023 – Apeel Sciences announces the promotion of Ryan Fink to Senior Vice President of the Americas and the appointment of Marius du Plessis as Chief Commercial Officer in EMEA to lead priority business initiatives in their respective markets. Du Plessis and Fink will leverage their extensive produce supply chain experience to strengthen Apeel's core commercial business, improving supply network value and expanding market growth in Europe and The Americas.

Ryan Fink has been with Apeel for over two years, beginning as Senior Director Major Accounts and then as VP, before this most recent promotion. Before joining Apeel, Ryan worked at Mission Produce for over ten years, culminating his tenure as the Vice President of North American Operations.

Building on his deep knowledge of the operational and commercial challenges facing today's produce suppliers, Fink is focused on enabling the continued growth of Apeel's avocado business, as well as new business opportunities for the network of over 30 avocado, lime and apple suppliers across the Americas.

"We've learned a great deal in our first few years operating our commercial business, and are making significant shifts in the way we work with suppliers to ensure they are realizing the benefits of our technology," says Fink. "With the help of improvements to our treatment processes and continued product development, we've made it easier and more cost-efficient to operate within our suppliers' packing houses. Many of our early supply partners are also taking advantage of new ways to integrate our technology into their businesses to create more differentiation for the products they offer."

Apeel-protection is currently available on 15% of the US avocado market today, and is estimated to double this year, enabling many retailers to deliver unique value to their shoppers. The product's ability to extend the time at peak ripeness by nearly 3 days was recently validated in a study with the University of Illinois, giving



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shoppers a better chance to enjoy the avocados they buy. In partnership with suppliers and retailers, Apeel is dedicated to ensuring the ideal level of avocado ripeness can be on shelf for the consumers.

Du Plessis brings more than 20 years of produce experience to Apeel, as a C level executive of industry leading fresh produce companies as well as produce branding experience in Jaffa Citrus and Clemengold. Marius has an excellent network in the produce industry and spends most of his time with the customer and supply base in their respective businesses and territories to gain an intimate understanding of their needs.

Apeel's entry into EMEA was driven by early partners, including global produce importer Nature's Pride, German grocery retailer EDEKA, and a strong network of citrus suppliers in Spain. In his role, Du Plessis will be focused on supporting the continued success of these important partners, which includes increasing the value Apeel's technology can deliver, improving operational efficiency and enabling new growth opportunities for their businesses.

"I am very excited to work closely with the leaders in Europe's fresh food supply chain who are leveraging the additional time provided by Apeel's plant-based protection to unlock new opportunities for the food system," says Du Plessis. "Reducing the environmental impact of our food system is very important. Apeel can directly contribute to support Europe's F2F objectives by giving suppliers and grocers a better way to manage their channels to drive efficiency and quality, and helping to prevent food waste in consumers homes."

With increasing demand amongst shoppers in Europe for environmentally friendly options, Apeel is uniquely positioned to assist retailers in meeting these consumer expectations. Apeel is anticipating approval for its use on edible skin products in Switzerland by the end of the year, which will have the potential to enable meaningful progress in removing the use of single-use plastics on products like cucumber.

Apeel-protected avocados, limes, cucumbers and apples are available at select retailers across the U.S. and Canada. In Europe, Apeel-protected citrus and avocados are available at select retailers. A complete store locator is available on www.apeel.com.

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NOTE TO MEDIA: Mr. Du Plessis and Mr. Fink are available for interviews about Apeel's business objectives in The Americas and EMEA, upon request. Please contact ApeelNewsroom@edible-inc.com to request a headshot or schedule a call.

ABOUT APEEL

Apeel is on a mission to create a more sustainable global food system by working with nature to use the power of materials and data sciences. Apeel's plant-based protection allows for longer-lasting produce by using materials already found in the skins, peels, and seeds of all fruits and vegetables. This protective extra "peel" slows the water loss and oxidation that causes produce to spoil, and it's the only proven solution for maintaining freshness from farm to kitchen. Apeel's plant-based protection is available for an ever-growing number of categories and markets, including organic and conventionally grown produce. Additionally, Apeel is integrating new tools that will allow the food system to do more with the extra time created by Apeel's plant-based protection. Farmers can sell more of what they grow, retailers can sell more of what they source, and people can enjoy more of what they buy, creating a healthier planet and greater abundance for all. Apeel is Food Gone Good.

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