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BSF Enterprise PLC
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BSF Subsidiary Wins Major Accolades at Cannes Lions 2026 for T-Rex Leather™

BSF Enterprise PLC (LSE: BSFA), an investor at the forefront of advanced tissue engineering and biotech solutions, is delighted to announce that its wholly-owned subsidiary, Lab-Grown Leather Ltd, has achieved extraordinary success at the prestigious Cannes Lions International Festival of Creativity 2026.
In collaboration with global creative network VML (a group company of WPP PLC), Lab-Grown Leather Ltd's pioneering T-Rex Leather™ campaign was honored with four major awards across highly competitive global categories. The landmark collaboration successfully bridged the gap between advanced biotechnology, enterprise marketing, and luxury branding.

Key Highlights:

- **Gold Lion in PR - Consumer Services/B2B:** Recognising excellence in strategic communication and cultural storytelling that shifted global perceptions on sustainable materials.
- **Silver Lion in PR - PR Effectiveness:** Validating the tangible commercial traction, positive market interest, and direct brand engagement driven by the material's market debut.
- **Bronze Lion in Creative B2B - Market Disruption:** Highlighting the campaign's ability to engage cross-industry enterprise buyers.
- **Bronze Lion in Innovation - Environmental Innovation:** Affirming the material's credentials as a truly scaffold-free, synthetic-free, and cruelty-free solution to traditional and fossil-fuel-based alternatives.

Significance of the Cannes Lions Platform

The Cannes Lions International Festival of Creativity is the world's premier benchmark for impactful communication and brand innovation. Attracting tens of thousands of global leaders, tech pioneers, and enterprise market makers, the festival has provided Lab-Grown Leather Ltd with a significant global platform. The four Lions awarded validate the campaign's global reach and demonstrate how creative storytelling can move bio-synthetic materials out of isolated laboratory environments and firmly into the mainstream commercial lexicon.

Driving the Future of T-Rex Leather™

The recognition at Cannes Lions 2026 marks a pivotal evolutionary step for the Company's T-Rex Leather™ - a luxury material created from bioengineered cellular structures and reconstructed fossilized collagen.

- **From Concept to Consumer Identity:** Following the world-first unveiling of the T-Rex Leather™ handbag in Paris, the Company leveraged the momentum ahead of Cannes Lions to showcase its next expression-sculptural T-Rex Leather™ earrings. This move highlights the material's extreme versatility, structural integrity, and premium aesthetic.
- **Accelerating Enterprise Partnerships:** The global visibility from Cannes has broadened BSF's commercial runway. The Company is experiencing heightened engagement and active discussions with leading global sportswear brands, as well as renowned premium automotive manufacturers seeking bespoke, eco-friendly cabin interiors and vehicle upholstery.
- **Platform Validation:** Beyond the novel appeal of T-Rex Leather™, these awards honor the underlying ATEP™ technology. This success provides a powerful proof-of-concept for BSF's scalable licensing model, demonstrating that tissue-engineered dermis can match the durability, customisability, and feel of traditional leather while remaining completely ethical and sustainable.

Che Connon, CEO of BSF Enterprise, commented:
"Winning four prestigious awards at Cannes Lions 2026 is a monumental milestone for BSF Enterprise and our subsidiary, Lab-Grown Leather Ltd. Our ongoing partnership with VML remains a driving force for change, proving that our Advanced Tissue Engineering Platform does not just offer an extraordinary scientific breakthrough, but a culturally compelling, market-ready proposition. By capturing the global imagination with T-Rex Leather™, we are engaging with major global industries, from luxury fashion to high-performance sportswear and automotive. We

are successfully shifting the dialogue from novelty to industrial implementation, setting a new benchmark for what sustainable materials can achieve."

- **ENDS** -

Engage with the BSF Enterprise management team directly by asking questions, watching video summaries and seeing what other shareholders have to say. Navigate to our Interactive Investor website here:

https://bsfenterprise.com/link/eY0x9y

For further enquiries, please visit www.bsfenterprise.com or contact:

BSF Enterprise PLC Geoff Baker - Chairman Che Connon - CEO & Director We encourage all investors to share questions on this announcement via our investor website.	https://bsfenterprise.com/s/a1f22b
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About BSF Enterprise PLC

BSF Enterprise PLC (LSE:BSFA) develops and commercialises cutting-edge tissue-engineered solutions, including lab-grown leather (via LGL), cultivated meat, and corneal repair technologies. By leveraging its proprietary scaffold-free ATEP™ platform, BSF delivers sustainable, high-performance alternatives to conventional materials, targeting global markets where provenance, ethics, and performance are increasingly prized by consumers and brands alike.

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