

Nur Ink Innovations has signed an agreement for the sale and supply of ink to a leading European manufacturer of digital printers in the field of textiles

The sales agreement signed by Nur Ink Innovations and the digital printer manufacturer is a multi-year agreement for the supply of a unique ink developed by the company

According to Mr. Moshe Nur, Chairman of the Board of Directors and CEO of the company: "This agreement is proof of the company's research and development capabilities and of the innovation and uniqueness of the products we develop, and also an indubitable expression of confidence in Nur Ink as a global company that brings significant value to the world of digital printing. This is a long-term ink supply agreement that includes an ongoing supply of ink to the client - a European company that develops, manufactures, and markets digital printers worldwide."

- **The company presently estimates that given the agreed prices, the gross profit from ink sales to this client will be about 60%. This agreement does not include a commitment to a minimum purchase quantity but includes an indicative expected forecast by the client as the basis for the company's anticipated orders for delivery.**
- **The company is expected to supply a water-based pigment ink that was developed in accordance with the client's specific requirements; an innovative ink that contains notable advantages for the client's end users, such as high stability of the print heads, resulting in lower need for printer maintenance, as well as the possibility of direct printing with a single printer on any type of fabric including dark polyester.**

Mr. Moshe Nur, chairman of the board and CEO of the company, further added: "I am very proud to have reached this day, when we signed an agreement with one of the world's leading manufacturers in the field of digital printing for textiles. This agreement is a substantial agreement that was signed after hard work with the client in order to develop a single and unique set of water-based pigment ink that was specially adapted to the client's requirements and to various models of printers produced by the client. The engagement was made in the OEM Private Label model so that the printer manufacturer will market our ink as its own product. The company continues parallel adjustment and pilot processes with several other companies and expects to sign further commercial agreements such as the aforementioned agreement.

Tel Aviv, August 6, 2023, (TASE: Nuri) Nur Ink Innovations Ltd., which is engaged in the research and development of various types of water-based, green, and environmentally friendly pigment ink, is pleased to report that it has signed a long-term agreement for the supply of ink to a European company that develops, manufactures, and markets digital printing systems for printing on various clothing items.

The water-based pigment ink developed by the company in specific, designated accordance to the client's requirements, is an innovative ink that contains notable advantages for the client's end users, such as exceptional resistance to abrasion in washing, high stability of the print heads, resulting in a lower need for printer maintenance, the possibility of direct printing with a single printer on any type of fabric, including dark polyester fabric, and a flexibility of over 500%, while maintaining lack of odor and non-stickiness.

The ink that will be supplied to the client has received the two most important standards in the textile industry: the OekoTex Eco-Passport standard and the GOTS 7 standard.

The engagement in the contract is a long-term engagement of ink supply that includes ongoing supplies for the client's ink procurement; the agreement does not include a commitment to a minimum purchase quantity but includes an indicative expected forecast by the client as the basis for the company's anticipated supply orders.

The company presently estimates that given the agreed prices, the gross profit from ink sales to this client will be about 60%.

About the company:

Nur Ink Innovations Ltd. was founded by Mr. Moshe Nur – one of the pioneers of the global digital printing industry – and is engaged in research and development of various types of water-based, green, and environmentally friendly pigment inks, intended for use in printers and digital printing systems, with the aim of becoming a supplier of environmentally friendly ink solutions for various and diverse areas of digital printing.

The pigment inks developed by the company are intended for use in various fields and may be applied in inkjet digital printing technology directly onto various types of textiles, including pre-dyed dark synthetic fabrics; wide-format digital Inkjet printing of wallpapers, billboards, posters, advertising banners, packages etc. In addition, the Company is developing a white pigment dispersion used as a base material for the preparation of white water-based pigment ink and the SoftJet product – a jettable pre-treatment substance for the preparation and softening of fabrics before digital printing, which according to company estimations is expected to contribute to the saving of approx. 35% in power consumption and approx. 40 liters of water consumed in the softening stage per square meter of printed fabric, after the digital printing, and more. All types of inks developed by the company are environmentally friendly and do not contain toxic substances.

Today, about 20% of water pollution in industrial use originates from applicative treatments for textiles – the second industry in the world in its levels of environmental pollution. In recent years, there have been growing trends in the global textile market of increasing consumer awareness of the pollution caused by the textile industry, the tightening of regulatory restrictions, and the tightening of supervision by commercial inspection bodies regarding the production methods and the type of chemical compounds that can be used in the performance of applicative treatments

for textiles. The increase in consumer awareness of sustainability and the advancement of ESG policy worldwide and specifically in the textile market is leading the largest clothing companies in the world to prepare plans for changing the production chains in a way that will be more environmentally friendly. The company estimates that these restrictions, and the increasing restrictions in the foreseeable future, will oblige brands and manufacturers to change their production processes and use green technologies of the type that is developed by the company.

In addition to the direct ecological advantage of using environmentally friendly technologies in this area, there is an overwhelming economic advantage for the end customers, the printing companies and their customers - the private users and the printing houses, resulting from savings in energy costs compared to the use of conventional printing; That as a result of eliminating – or reducing – the use of electricity and water consuming equipment and devices to treat the printed fabric before and after printing thereon by way of conventional printing.

The company's current business model is based on the OEM White Label, with the company's products being offered to companies that manufacture digital printers, which will sell the company's products as their own.

As of today, the aggregate value of the markets targeted by Nur Ink Innovations is around US\$23 billion with a CAGR (Compound Annual Growth Rate) of around 19%. These markets include the wide format digital printing market for outdoor signage and interior advertising, the digital printing market for textiles (clothing, interior design, fashion), the digital printing market on wallpaper and the market of chemical manufacturers for the ink and digital printing industries.

Nur Ink Innovations has an experienced management team that has led prominent corporations to exits and IPOs. Mr. Moshe Nur has 45 years of experience in the field of advertising and digital printing technologies, and he is one of the founders of Nur Macroprinters, which developed the world's first wide format digital printer and the world's first pigment ink for inkjet. In 1994, Nur Makroprinters was listed on Nasdaq and in 2005 it was acquired by HP. Also, Mr. Moshe Nur was one of the founders of Kornit Digital, which is considered a global pioneer in the market for digital printing on shirts, and which was also listed on Nasdaq and currently trades at a value of approx. US\$ 2 billion.