



Coeptis Therapeutics Announces First Customer Adoptions of its NexGenAI Marketing Platform

January 7, 2025

Coeptis Secures Five New Clients With Total Contract Value of \$1.7 Million Dollars With More On The Horizon Signaling AI-Driven Marketing Innovations in Biopharma for Coeptis

WEXFORD, Pa., Jan. 7, 2025 /PRNewswire/ -- Coeptis Therapeutics Holdings, Inc. (Nasdaq: COEP) (the "Company" or "Coeptis"), a biopharmaceutical company focused on pioneering cell therapy platforms for cancer, autoimmune, and infectious diseases, is excited to announce the initial rollout of its recently introduced NexGenAI Affiliates Network platform. With five new customers already signed on to leverage the platform's cutting-edge AI-driven marketing solutions, Coeptis believes it can bolster its operational landscape and amplify revenue growth prospects.



The signing of multiple Managed Services Agreements, valued at \$1.25 million dollars and an anticipated revenue stream of \$450,000 supporting recurring monthly cash revenues, in addition to any new revenues generated from additional contracts with prospective clients, underscores Coeptis' view of the immediate market opportunity for its NexGenAI Affiliates Network platform and innovative technology.

Dave Mehalick, President and CEO of Coeptis, stated, "We are pleased to see an enthusiastic uptake of our NexGenAI marketing platform. This early engagement highlights the power of AI-driven capabilities while supporting our vision to innovate and lead in highly competitive sectors. We are focused on a rapid rollout of our platform throughout 2025, to create opportunities for enhanced customer engagement and supporting improved marketing strategies."

As Coeptis Therapeutics continues expanding its business plan, the early traction of the NexGenAI marketing platform reinforces the commitment of Coeptis to deliver exceptional value in the biopharmaceutical sector and pioneering technology in the marketing landscape. Coeptis is dedicated to unlocking the full potential of AI in marketing and solidifying its position as a forward-thinking leader in biopharmaceutical advancements.

Artificial Intelligence is transforming the marketing industry and has the potential to significantly impact the broader economy. Through advanced algorithms and data analytics, AI marketing platforms enable businesses to enhance personalization, optimize campaigns in real time, and gain valuable insights into consumer behavior. This technology is improving operational efficiencies and facilitating innovative strategies for consumer engagement. As AI continues to evolve, it is expected to play a crucial role in shaping various sectors and driving advancements in both business practices and daily life.

Mr. Mehalick went on to say "We expect the integration of these AI-powered tools by Coeptis to allow us to elevate our revenue growth and marketing processes and to enhance relationships with existing and prospective customers. As Coeptis continues its focus on innovation and expansion, we are encouraged by the early traction of our NexGenAI Affiliates Network platform and excited to build on such early success in our effort to deliver exceptional value to the biopharmaceutical sector. While this represents initial growth, we foresee this figure multiplying significantly as we engage in additional contracts with prospective clients that we are currently in discussions with, reinforcing our strategic intention to expand and solidify our foothold in the market. Our recent achievements mark just the beginning of a promising growth path as we work tirelessly to secure multiple contracts with numerous organizations and drive exceptional value for our shareholders."

About Coeptis Therapeutics Holdings, Inc.:

Coeptis Therapeutics Holdings, Inc., together with its subsidiaries including Coeptis Therapeutics, Inc. and Coeptis Pharmaceuticals, Inc., (collectively "Coeptis"), is a biopharmaceutical company developing innovative cell therapy platforms for cancer, autoimmune, and infectious diseases that have the potential to disrupt conventional treatment paradigms and improve patient outcomes. Coeptis' product portfolio is highlighted by assets licensed from Deverra Therapeutics, including an allogeneic cellular immunotherapy platform and DVX201, a clinical-stage, unmodified natural killer cell therapy technology. Additionally, Coeptis is developing a universal, multi-antigen CAR T technology licensed from the University of Pittsburgh (SNAP-CAR), and the GEAR cell therapy and companion diagnostic platforms in collaboration with VyGen-Bio and leading medical researchers at the

Karolinska Institute. The Company is headquartered in Wexford, PA. For more information on Coeptis visit <https://coeptistx.com/> (<https://coeptistx.com/>).

About NexGenAI Affiliates Network:

NexGenAI Affiliates Network is powered by a proprietary suite of advanced technologies designed to revolutionize marketing and business operations. Our cutting-edge platform integrates AI-driven marketing software, robotic process automation (RPA), and actionable data analytics to optimize campaigns, streamline operations, and deliver unparalleled insights. By leveraging artificial intelligence, we can empower businesses across various sectors to automate processes, enhance communication strategies, and drive sustainable growth.

To further expand its capabilities, the NexGenAI platform introduces innovative features such as an AI Dialer Service for seamless customer outreach, an AI SMS Service for optimized communication, and advanced RPA Assistance for next-generation human-machine interfaces in marketing, recruitment, investment, and affiliate services. These upcoming additions aim to build upon existing technologies, delivering even greater value to businesses seeking innovative and efficient solutions for their operations. For more information, visit nexgeniaffiliates.io.

Cautionary Note Regarding Forward-Looking Statements

This press release and statements of our management made in connection therewith contain or may contain "forward-looking statements" (as defined in Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended). Forward-looking statements include statements concerning our plans, objectives, goals, strategies, future events or performance, and underlying assumptions, and other statements that are other than statements of historical facts. When we use words such as "may," "will," "intend," "should," "believe," "expect," "anticipate," "project," "estimate" or similar expressions that do not relate solely to historical matters, we are making forward-looking statements. Forward-looking statements are not a guarantee of future performance and involve significant risks and uncertainties that may cause the actual results to differ materially and perhaps substantially from our expectations discussed in the forward-looking statements. Factors that may cause such differences include but are not limited to: (1) the inability to maintain the listing of the Company's securities on the Nasdaq Capital Market; (2) the risk that the integration of the Deverra licensed assets will disrupt current plans and operations of the Company; (3) the inability to recognize the anticipated benefits of the newly-licensed assets, which may be affected by, among other things, competition, the ability of the Company to grow and manage growth economically and hire and retain key employees; (4) the risks that the Company's products in development or the newly-licensed assets fail clinical trials or are not approved by the U.S. Food and Drug Administration or other applicable regulatory authorities; (5) costs related to integrating the newly-licensed Deverra assets and pursuing the contemplated asset development paths; (6) changes in applicable laws or regulations; (7) the possibility that the Company may be adversely affected by other economic, business, and/or competitive factors; and (8) the impact of the global COVID-19 pandemic on any of the foregoing risks and other risks and uncertainties identified in the Company's filings with the Securities and Exchange Commission (the "SEC"). The foregoing list of factors is not exclusive. All forward-looking statements are subject to significant uncertainties and risks including, but not limited, to those risks contained or to be contained in reports and other filings filed by the Company with the SEC. For these reasons, among others, investors are cautioned not to place undue reliance upon any forward-looking statements in this press release. Additional factors are discussed in the Company's filings made or to be made with the SEC, which are available for review at www.sec.gov. We undertake no obligation to publicly revise these forward-looking statements to reflect events or circumstances that arise after the date hereof unless required by applicable laws, regulations, or rules.

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