SenesTech Strengthens Direct-to-Consumer Commercial Strategy by Directly Managing Amazon Sales of Evolve™ Rat and Evolve™ Mouse

Transition from Third-Party to Internal Management Expected to Increase Revenue and Enhance Margin on E-Commerce Channel Moving Forward While Building on Early Success

PHOENIX, Feb. 10, 2026 /PRNewswire/ — SenesTech, Inc. (Nasdaq: SNES) today announced that it will begin directly managing sales of its Evolve™ Rat and Evolve™ Mouse products on Amazon. The change reflects the Company's continued focus on e-commerce as an important distribution channel and will be effective immediately.

In 2025, e-commerce represented over 50% of SenesTech's revenue, with about one half of that directly managed by the Company and the remainder managed by third parties (including Amazon sales). E-Commerce sales of Evolve have delivered steady revenue growth, with Amazon serving as a key platform for introducing Evolve products to consumers and supporting product education.

By bringing Amazon operations in-house, SenesTech expects to gain greater control over product presentation and consumer communications, while leveraging performance data to optimize sales and marketing efforts. Direct management will also allow the Company to sell directly to consumers, which is expected to result in the retention of a greater portion of e-commerce revenue. This transition supports SenesTech's broader efforts to enhance its direct-to-consumer capabilities and provide customers with multiple purchasing options.

In recent months, the Company has expanded its internal e-commerce resources, including leadership support and operational expertise, to support this transition.

"We believe that managing Amazon sales internally will give us greater visibility into customer engagement and allow us to more directly align our messaging, data, and operations," said Michael Edell, Interim Chief Operating Officer of SenesTech. "With a Q1 implementation, the financial benefits will start immediately but we expect them to be more impactful in Q2."

Evolve is a non-lethal, EPA-designated minimum-risk rodent control soft bait that targets the root cause of infestations-rodent overpopulation-by reducing fertility in both male and female rodents. With Evolve, consumers and pest professionals alike gain access to a sustainable, effective alternative to traditional poisons.

About SenesTech, Inc.

SenesTech is committed to creating healthier environments by managing animal pest populations through fertility control. The company's groundbreaking products, including Evolve rodent birth control, integrate seamlessly into pest management programs, significantly enhancing their effectiveness while reducing reliance on traditional poisons. SenesTech's mission is to create cleaner cities, more efficient businesses, and healthier communities with products that are effective and sustainable.
For more information, visit https://senestech.com.

Safe Harbor Statement

This press release contains "forward-looking statements" within the meaning of federal securities laws, and we intend that such forward-looking statements be subject to the safe harbor created thereby. Forward-looking statements may describe future expectations, plans, results, or strategies and are often, but not always, made through the use of words such as "believe," "may," "future," "plan," "will," "should," "expect," "anticipate," "eventually," "project," "estimate," "continuing," "intend" and similar words or phrases. Such forward-looking statements include, among others, statements regarding our plans for directly managing sales of products on Amazon, and the benefits anticipated from the transition to direct management of those sales; our expectation for accelerated growth across e-commerce sites; and our mission to provide products that are proactive, safe and sustainable; and our belief that ContraPest and Evolve are intended to fit seamlessly into all integrated pest management programs, significantly improving the overall goal of effective pest management.

You are cautioned that such statements are subject to risks, uncertainties and other factors that could cause actual results to differ materially from those reflected by such forward-looking statements. Such factors include, among others, the risk that our direct management of sales on Amazon may not result in the benefits anticipated; risks relating to the successful commercialization of our products and market acceptance of our products; and other factors and risks identified from time to time in our filings with the Securities and Exchange Commission, including our Annual Report on Form 10-K for the fiscal year ended December 31, 2024. All forward-looking statements contained in this press release speak only as of the date on which they were made and are based on management's assumptions and estimates as of such date. Except as required by law, we do not undertake any obligation to publicly update any forward-looking statements, whether as a result of the receipt of new information, the occurrence of future events or otherwise.

Company Contact:
Tom Chesterman, CFO
928-233-7533

View original content to download multimedia:https://www.prnewswire.com/news-releases/senestech-strengthens-direct-to-consumer-commercial-strategy-by-directly-managing-amazon-sales-of-evolve-rat-and-evolve-mouse-302682919.html

SOURCE SenesTech, Inc.