



INVESTOR PRESENTATION

APRIL 2022
Approved for release by the CFO

www.shekelbrainweigh.com

ASX: SBW

DISCLAIMER

This presentation has been prepared by **Shekel Brainweigh Ltd.** ("Shekel Brainweigh" or the "Company") based on information available to it as at the date of this presentation. The information in this presentation is provided in summary form and does not contain all information necessary to make an investment decision.

This presentation does not constitute an offer, invitation, solicitation or recommendation with respect to the purchase or sale of any security in Shekel Brainweigh, nor does it constitute financial product advice or take into account any individual's investment objectives, taxation situation, financial situation or needs. An investor must not act on the basis of any matter contained in this presentation but must make its own assessment of Shekel Brainweigh and conduct its own investigations. Before making an investment decision, investors should consider the appropriateness of the information having regard to their own objectives, financial situation and needs, and seek legal, taxation and financial advice appropriate to their jurisdiction and circumstances. Shekel Brainweigh is not licensed to provide financial product advice in respect of its securities or any other financial products. Cooling off rights do not apply to the acquisition of Shekel Brainweigh securities.

Although reasonable care has been taken to ensure that the facts stated in this presentation are accurate and that the opinions expressed are fair and reasonable, no representation or warranty, express or implied, is made as to the fairness, accuracy, completeness or correctness of the information, opinions and conclusions contained in this presentation. To the maximum extent permitted by law, none of Shekel Brainweigh its officers, directors, employees and agents, nor any other person, accepts any responsibility and liability for the content of this presentation including, without limitation, any liability arising from fault or negligence, for any loss arising from the use of or reliance on any of the information contained in this presentation or otherwise arising in connection with it.

The information presented in this presentation is subject to change without notice and Shekel Brainweigh does not have any responsibility or obligation to inform you of any matter arising or coming to their notice, after the date of this presentation, which may affect any matter referred to in this presentation.

The distribution of this presentation may be restricted by law and you should observe any such restrictions.

This presentation contains certain forward looking statements that are based on the Company's management's beliefs, assumptions and expectations and on information currently available to management. Such forward looking statements involve known and unknown risks, uncertainties, and other factors which may cause the actual results or performance of Shekel Brainweigh to be materially different from the results or performance expressed or implied by such forward looking statements. Such forward looking statements are based on numerous assumptions regarding the Company's present and future business strategies and the political and economic environment in which Shekel Brainweigh will operate in the future, which are subject to change without notice. Past performance is not necessarily a guide to future performance and no representation or warranty is made as to the likelihood of achievement or reasonableness of any forward looking statements or other forecast. To the full extent permitted by law, Shekel Brainweigh and its directors, officers, employees, advisers, agents and intermediaries disclaim any obligation or undertaking to release any updates or revisions to information to reflect any change in any of the information contained in this presentation (including, but not limited to, any assumptions or expectations set out in the presentation).

CONTENTS

1. **Shekel Brainweigh – Who We are - Mission and Vision**
 2. **Shekel Scales Business**
 - 2.1 Retail Solutions
 - 2.2 Healthcare Solutions
 - 2.3 Industrial
 - 2.4 Scales R&D - Smart Cart, Fast Track
 3. **Retail Innovation Business**
 - 3.1 Our technology advantage
 - 3.2 Innovendi & Hubz smart coolers
 - 3.3 Autonomous Stores
 4. **Retail Market**
 - 4.1 Go-to-market opportunity
 5. **Financials**
 6. **Corporate Overview**
 - 6.1 Board and senior management
 - 6.2 FY22 Outlook
 - 6.2 Investment Thesis - Why Invest in SBW
- Appendices – Technology**

A GLOBAL MARKET LEADER IN ADVANCED WEIGHING TECHNOLOGIES

We aim to improve everyday life,
by providing smart weighing-based systems,
shifting data to valuable information
to support customers' needs

WHO ARE WE?

**A TECHNOLOGY INNOVATOR START-UP,
UNDERPINNED BY AN ESTABLISHED BUSINESS**



SHEKEL SCALES

CORE BUSINESS ESTABLISHED IN 1971

GE Healthcare



RETAIL INNOVATION

**ADDING AI TO IOT LOAD CELL SENSORS
CREATING SOLUTIONS THROUGH DATA FOR CONTACTLESS RETAIL**



SHEKEL SCALES

CORE BUSINESS OPERATING 50+ YEARS



HEALTHCARE

Leading supplier of weighing technologies to global retail, healthcare and industrial/OEM sectors

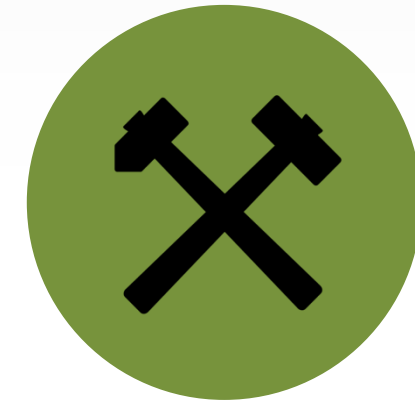
Supplying blue chip customers and enabling Retail's digital transformation with ongoing R&D



RETAIL

Achieved record revenue of US\$22.2M in FY21, 26% growth

Profitable globally



INDUSTRIAL

HEALTHCARE SOLUTIONS



HEALTHCARE

FY21 Sales: US\$9.87M

FY21 Growth: 25%, US\$1.95M

**Market opportunity:
Healthcare budgets returning
to elective care following
COVID pandemic**

Healthcare OEM

As a leading OEM provider, our precision weighing systems are integrated into incubators and warmers for premature babies



GE Healthcare

Healthweigh®

Healthcare and fitness scales under our Healthweigh® brand:

- Healthweigh® Physician Scales
- Healthweigh® Special Needs
- Healthweigh® Baby and Neonatal Scales
- Healthweigh® Portable Scales



ATOM MEDICAL

RETAIL SOLUTIONS



RETAIL

FY21 Sales: US\$7.2M

FY21 Growth: 23%, US\$1.35M

Market opportunity:

Continued growth of Self Checkout and POS, estimated at 12% CAGR*

We provide precision checkout electronic scale and weighing solutions:

- Self Checkout Systems
- Scanner Scales
- Product Aware shelving and units
- Smart Cart application – preventing fraud and providing data



CUSTOMERS INCLUDING:



SUPPLYING THE WORLD'S LARGEST RETAILERS



* <https://finance.yahoo.com/news/retail-self-checkout-terminals-market-123000753.html>

INDUSTRIAL & AGRICULTURAL SOLUTIONS - ISRAEL



INDUSTRIAL PROJECTS + CUSTOMER SERVICES

FY21 Sales: US\$5.1M

FY21 Growth: 20%, US\$0.84M

Local market leader in Israel

Shekel provide force measurement weighing and scale solutions for industrial needs:

- Agricultural – silos, livestock, dairy applications
- Manufacturing
- Military
- Airport baggage scales



NEW PRODUCT APPLICATIONS – SCALES

Smart Cart

- Shekel weighing application for smart cart shopping experience
- Self-checkout embedded in cart
- Big Data capabilities help prevent fraud and automatically issue re-stocking alerts
- Received first order for Smart Cart application weighing units
- We continue to develop an all-in-one Smart Cart device with “legal for trade” and security weighing ability



Fast Track

- Visual fruit and vegetable recognition, provides frictionless, computer vision-based, self checkout
- Scalable to meet any size chain store; automatically updated across network
- Minimum Viable Product phase testing in Q1 FY22; pilot rollout in Q3 FY22

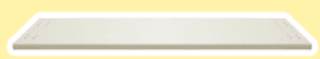


RETAIL INNOVATION

PRODUCT AWARE TECHNOLOGY DEVELOPMENT TO ENABLE RETAIL AUTOMATION THROUGH ADVANCED SOLUTIONS

FY2021 revenue of US\$921,000 represents exponential growth of 244% year-on-year
Commercializing Smart Fridges and Autonomous Stores in US, Europe and Israel

PAS – PRODUCT AWARE SHELF



PAB – PRODUCT AWARE BAY



INNOVENDI & HUBZ – SMART VENDING



AUTONOMOUS MICRO MARKET SOLUTIONS



RETAIL INNOVATION –COMPETITIVE TECHNOLOGY ADVANTAGE

ONE weighing platform with **MULTIPLE** products recognition

ACCURACY

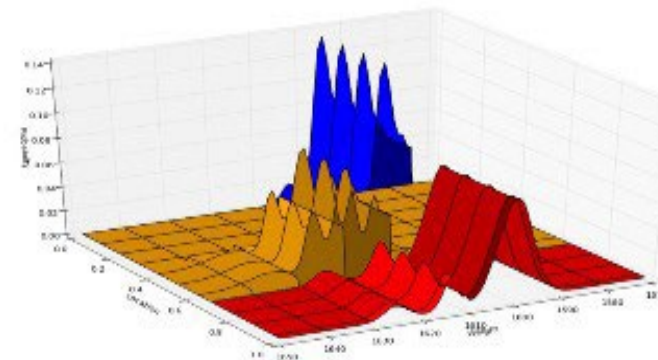
- More than 99.8% accuracy reported
- Huge database of grocery weights
- Differentiating between similar products

FLEXIBILITY

- 10 SKUs per shelf
- Remote planogram control

AFFORDABILITY

- More cost effective than Computer Vision or RFID systems



Awarded “Gold Partner” status by Intel for Capsule, Innovendi, Hubz and as an OEM Supplier*

* <https://www.intel.com/content/www/us/en/search.html?ws=text#q=shekel%20brainweigh&t=All>

INNOVENDI & HUBZ SMART COOLERS

The Product:

- Innovendi (1st generation)
Hubz (2nd generation) Micro
Market Smart Fridges
- New Variety of Products
- Higher revenue per machine

The Market:

- High-end Smart Fridges
- Smart Fridge market currently at 15,000
- Targeting USA / Europe
- Hubz is a collaboration with Imbera Cooling and Parlevel Systems

Business Model:

- One time payment for hardware and equipment
- Monthly SAAS revenue for data collection

Commercialization:

- Innovendi launched in 2020
- Installed ~130 units, primarily in Israel with Tnuva Dairy Company
- Hubz launched in 2021
- ~100 units installed with 67 purchased by Colruyt Belgium
- Other units installed in USA



Innovendi achieved Market Ready IoT Solutions certification by Intel®



AUTONOMOUS STORES

The Product:

- Equipment for fully autonomous retail stores
- Single shopper, multiple shoppers and “store within a store” configurations
- Frictionless 24/7 shopping experience

The Market:

- New concept in early days of adoption by retailers, esp. micro market operators
- Expected hundreds of store solutions

Business Model:

- One time payment for hardware and equipment
- Monthly SAAS revenue for data collection

Commercialization:

- First store opened in 2020
- Stores by Casino Paris, N+B USA in Atlanta, Israel, GK Germany



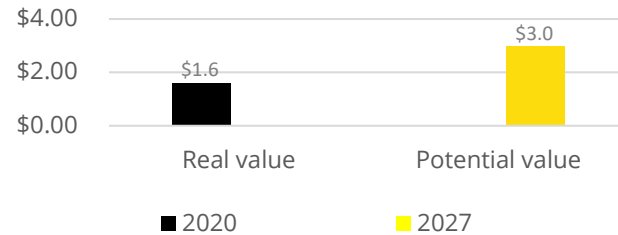
GO-TO-MARKET OPPORTUNITY TO UNLOCK FRICTIONLESS RETAIL

\$23 BILLION*

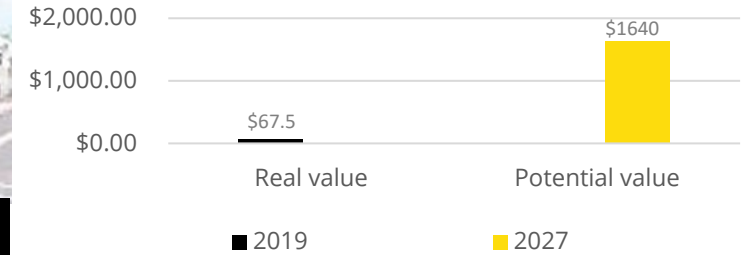
Estimated investments by retailers in AI by 2025, up from just over \$5B in 2020.



**Smart vending machines
Potential for growth (US\$B)**



**Unmanned convenience stores
Potential for growth (US\$M)**



MARKET
SIZE 2027

**SMART VENDING
MACHINES**

\$3.0B**

360 Market Updates 2019

**UNMANNED
CONVENIENCE
STORES**

\$1.64B***

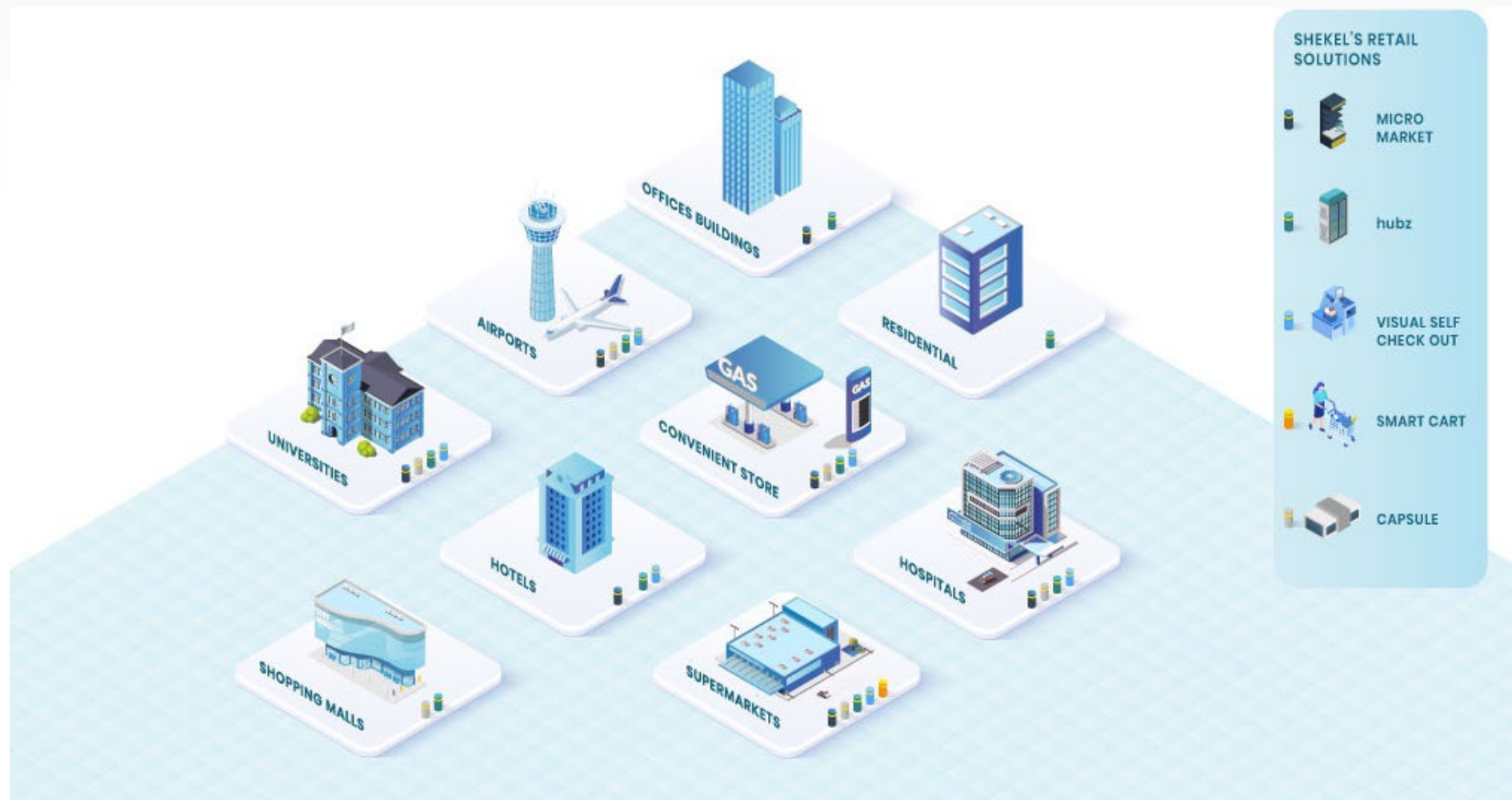
Research and Markets 2020

* Juniper Research, [https://www.juniperresearch.com/press/smart-checkout-technologies-to-process-\\$387-bn](https://www.juniperresearch.com/press/smart-checkout-technologies-to-process-$387-bn)

** <https://www.360marketupdates.com/global-smart-vending-machines-market-13823930>

*** <https://www.researchandmarkets.com/reports/5023743/unmanned-convenience-store-market-forecast-to>

RETAIL MARKET – SOLUTIONS BY SHEKEL



DATA IS THE NEW OIL

\$198.08 bn¹

Global big data and business analytics market in 2020

\$684.12 bn

Expected to generate by 2030

13.5%

CAGR from 2021 to 2030

We can leverage our powerful footprint in retail

OWN



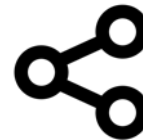
Legally and technically

AGGREGATE



Big data infrastructure

SHARE



Cross-platform learning

MONETIZE



Offer SaaS modules

¹ Allied Market Research, <https://www.alliedmarketresearch.com/big-data-and-business-analytics-market>

FY2021 PROFIT & LOSS

	December 31, 2021	December 31, 2020
Revenues	23,104	18,306
Cost of revenues	14,073	11,335
Gross profit	9,031	6,971
Research and development expenses	4,600	4,153
Selling and marketing expenses	3,358	2,660
General and administrative expenses	4,877	4,094
Other expenses	253	-
Expected credit losses (benefit)	12	(210)
Operating loss	(4,069)	(3,726)
Financial income	309	44
Financial expense	2,855	767
Loss before tax	(6,615)	(4,449)
Tax on income (benefit)	72	(38)
Loss for the year	(6,697)	(4,411)
Other comprehensive loss, net of tax:		
Items that will or may be reclassified to profit or loss:		
Exchange gains (losses) arising on translation of foreign operations	(52)	55
Total comprehensive loss for the year	(6,739)	(4,356)

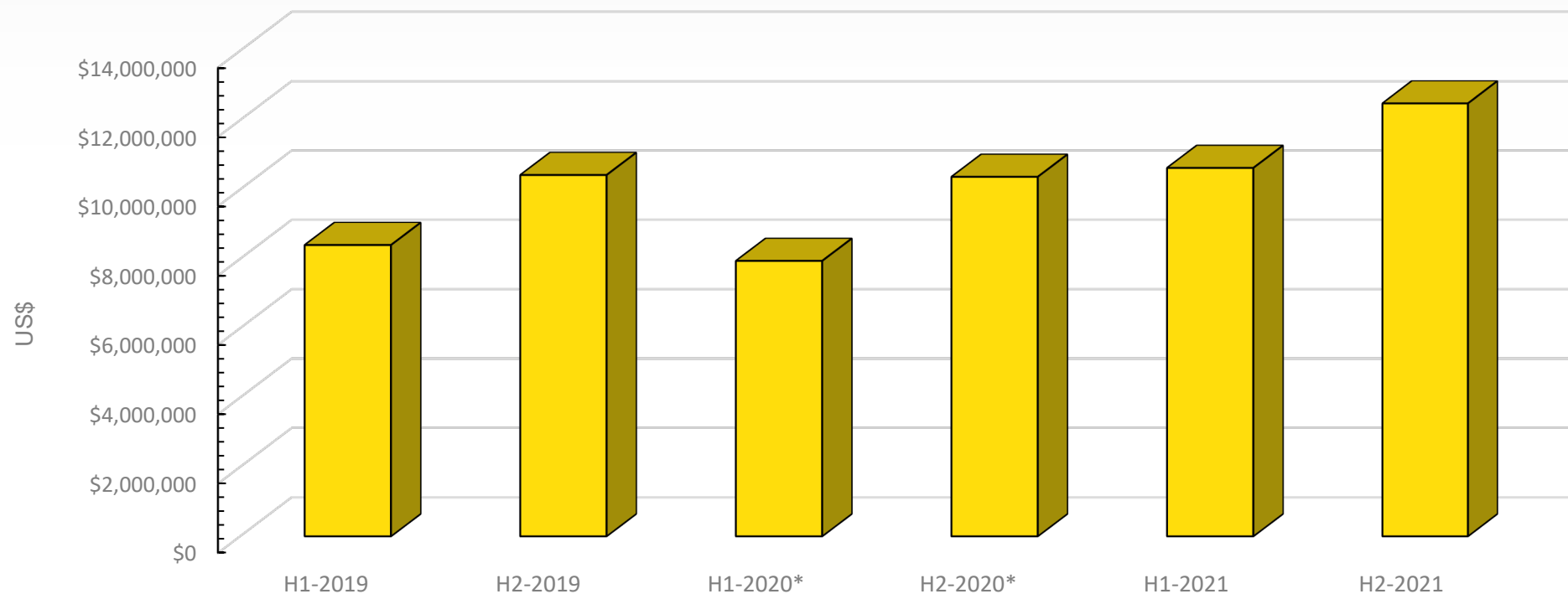
FY2021 BALANCE SHEET

	December 31, 2021	December 31, 2020
ASSETS		
Current Assets:		
Cash and cash equivalents	1,981	1,478
Trade accounts receivable, net	7,576	5,432
Other accounts receivable	799	1,287
Inventories	4,948	3,464
Loan to related parties	447	454
	15,751	12,115
Non-Current Assets:		
Right of use assets, net	6,293	2,044
Property, plant and equipment, net	803	567
Intangible assets, net	2,040	2,304
	9,136	4,915
Total Assets	24,887	17,030

	December 31, 2021	December 31, 2020
LIABILITIES AND EQUITY		
Current Liabilities:		
Short term loans	3,958	4,847
Trade accounts payable	2,769	2,190
Other accounts payable	3,617	2,743
Derivative financial liability	2	-
	10,346	9,780
Non-Current Liabilities:		
Lease liabilities	5,899	1,621
Convertible loan at fair value	6,312	-
Long term loans	404	-
Employee benefit liabilities	340	290
Liability for royalties payable	4	10
	12,959	1,921
Equity		
Equity attributable to owners of the parent:		
Share capital and premium	9,926	7,739
Foreign exchange reserve	10	25
Share based payment reserve	2,955	2,089
Retained losses	(11,805)	(5,013)
Total equity attributable to owners of the parent	1,086	4,840
Non - controlling interest	496	489
Total Equity	1,582	5,329
Total Liabilities And Equity	24,887	17,030

DEMONSTRATING REVENUE GROWTH

Revenue 2019-2021



* Covid affected operations

FY2022 OUTLOOK

POSITIONED WELL FOR GROWTH

Building on record FY21 revenue results of US\$23.1M – momentum from core markets expected to drive FY22 growth

Anticipated strong growth in retail and healthcare in FY22, particularly in US and Europe

Fast Track – Shekel’s innovative self-checkout solution ready for rollout in FY22

Growing our footprint – FY22 plans for Israel’s first autonomous store; third EU store

First Hubz and Smart Cart unit orders received; on track for delivery to customers

Developing mobile self-checkout solution to meet increasing demand for contactless retail

Accelerating marketing in Europe and Asia; growing revenue through product sales and SaaS

Improving operational efficiency – towards increased EBITDA



CORPORATE OVERVIEW

SHEKEL BRAINWEIGH (ASX: SBW)

Global Industry Classification Standard	Information Technology sector, Software & Services industry group
Market cap ¹	A\$25.5 million ¹
Employees	150
Markets	Europe, UK, USA, Australia, Japan, China, Israel
Shares issued	~ 166 million
Share price	\$0.15.5 (31 March 2022)
Shareholders	<ul style="list-style-type: none"> • Axcel Partners 32.19% • Concepta – 21.27% • Agriculture Cooperative – 13.93% • Sophisticated Investors – >15% • Others – 17%

¹ Based on share price at **31 March 2022**

FINANCIAL OVERVIEW

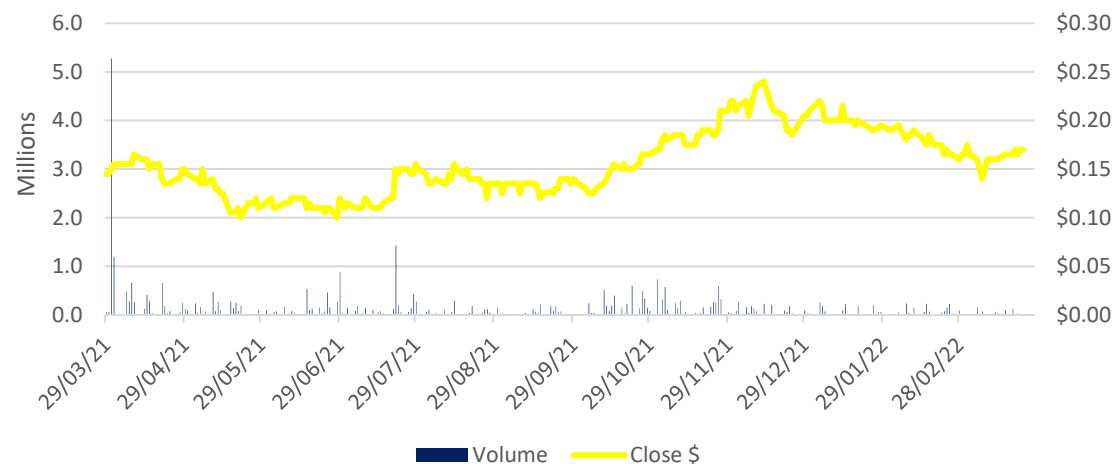
Shekel Brainweigh Group FY2021 revenue US\$23.1 million (~A\$31.6M)

Shekel Scales FY21 revenue US\$22.2 million

Achieving one-off and recurring revenue

\$2.47 million capital raised in Dec 21/Jan 22

SBW 12-month share price



SENIOR MANAGEMENT TEAM



Arik Schor

CHAIRMAN AND CEO

- Independent Director at Paz Oil Company Ltd
- Chairman of Tadbik, a global leader in packaging solutions.
- Director at Afimilk, a global leader in computerized systems for the dairy industry
- Former CEO of Tnuva Group (2009 to 2016), Israel's largest food conglomerate
- Former CEO of Holga Kimberly (a subsidiary of Kimberly Clarke)



Nir Leshem

GENERAL MANAGER

- Former Managing Director for 3M Israel, global business director for 3M Public Security and US business director for Traffic Safety division.
- Extensive experience in leading global sales and marketing initiatives across multiple regions and countries.
- Expertise in managing C-level relationships, developing business strategies, portfolio roadmaps, system service models for customers, and generating new business.
- Holds MBA focused on Marketing from Ono Academic College in Israel



Barak Nir

CHIEF FINANCIAL OFFICER

- More than 25 years' experience as Chairman, CEO and CFO for several organizations, including international public companies, Israeli private companies and Israeli Kibbutzim.
- Experienced in various fields of business activity's including: hotels, traditional industry, high-tech industry, capital markets, agriculture and real estate.

WHY INVEST IN SBW

POTENTIAL TO REVOLUTIONISE RETAIL USING DATA

1

'BEST IN CLASS' TECHNOLOGY, UNIQUE INTELLECTUAL PROPERTY

- SBW competitive edge: 'best in class' technology – highest accuracy
- IP engineered by 'genius-lab'
- Forefront application of AI-enabled technology and leveraging IoT
- Validated by global technology leader Intel

2

VISIONARY LEADERSHIP WITH A TRACK RECORD OF INNOVATION & COMMERCIALISATION

- Highly experienced management team with a vision for the future
- Strong culture delivering R&D excellence
- Successful track record of commercialisation in an extremely high barrier market

3

SENSOR TECHNOLOGY TO ENABLE RETAIL AI-BASED APPLICATIONS AND DATA COLLECTION

- Significant income
- Established supply chain: global blue-chip customers with long-standing and long-term contracts
- Effective and active cost management

THE FUTURE

BUILDING BIG DATA ASSETS PLATFORM FOR GROWTH

- Strong growth opportunities in the autonomous retail space.
- New products and services focussed recurring fees sales model.
- Monetize big data assets and 4.0 shopping revolution



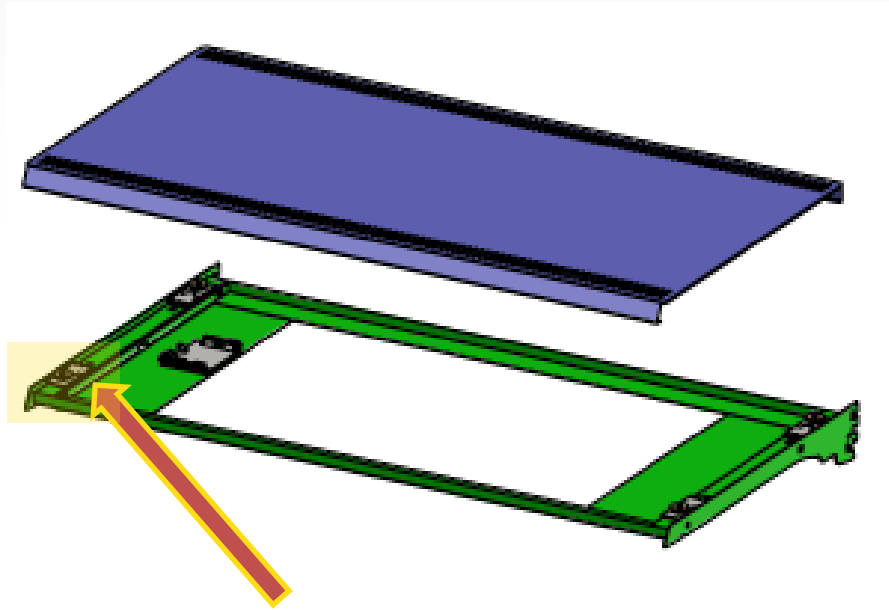
Danny Nadri
Country Manager – Australia
+61 (0)434 680 391
danny@shekelbrainweigh.com

Barak Nir
CFO
+972 50 538 6090
barak@shekelbrainweigh.com

APPENDICES

1. Shekel Advanced Technology
2. Shekel Board of Directors
3. Retail Innovation - Detailed Business Model

4 IOT LOAD SENSORS UNDER EACH SHELF'S TOP-PLATE



Ultra Thin Sensors - Covered

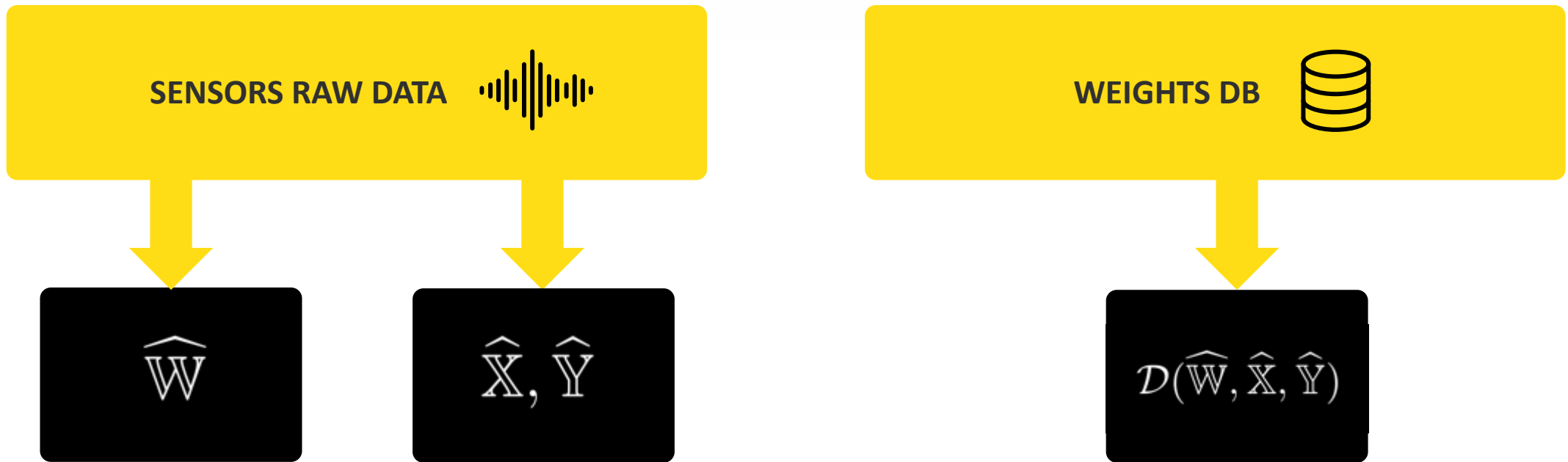


Ultra Thin Sensors - Uncovered

SHEKEL'S PRODUCT AWARE TECHNOLOGY

4D RECOGNITION

ONE weighing platform. MULTIPLE products recognition.

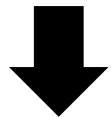


HD WEIGHT ACCURACY



3000 Divisions

700 ms



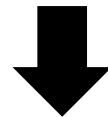
$$e = \frac{3000 \text{ gr}}{3,000} \approx 1 \text{ gr}$$



HW

10,000 Divisions

200 ms

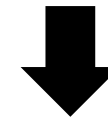


$$e = \frac{3000 \text{ gr}}{10,000} \approx 0.3 \text{ gr}$$

IoT Load Sensors

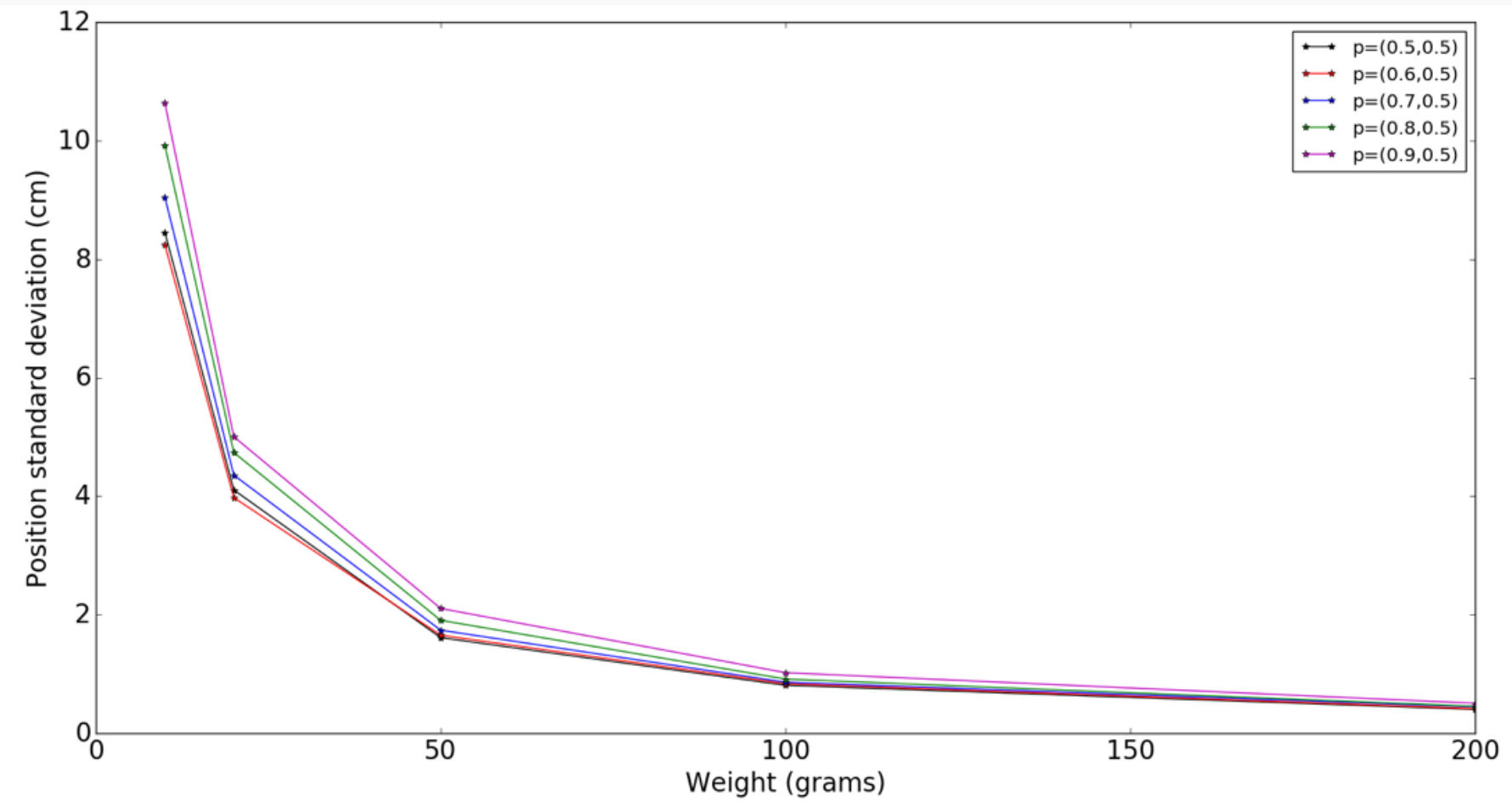
500,000 Divisions

200 ms

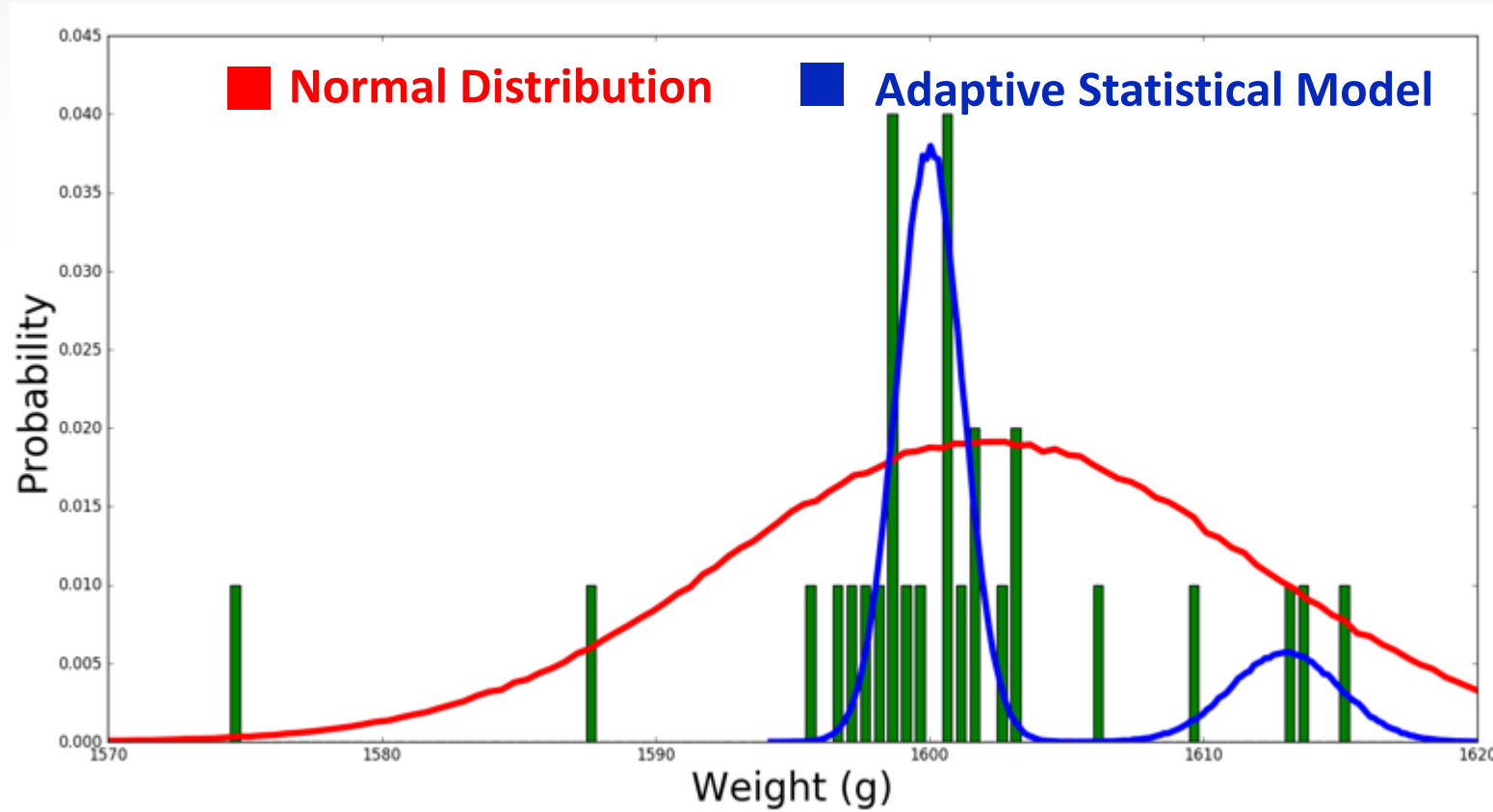


$$e = \frac{3000 \text{ gr}}{500,000} \approx 0.006 \text{ gr}$$

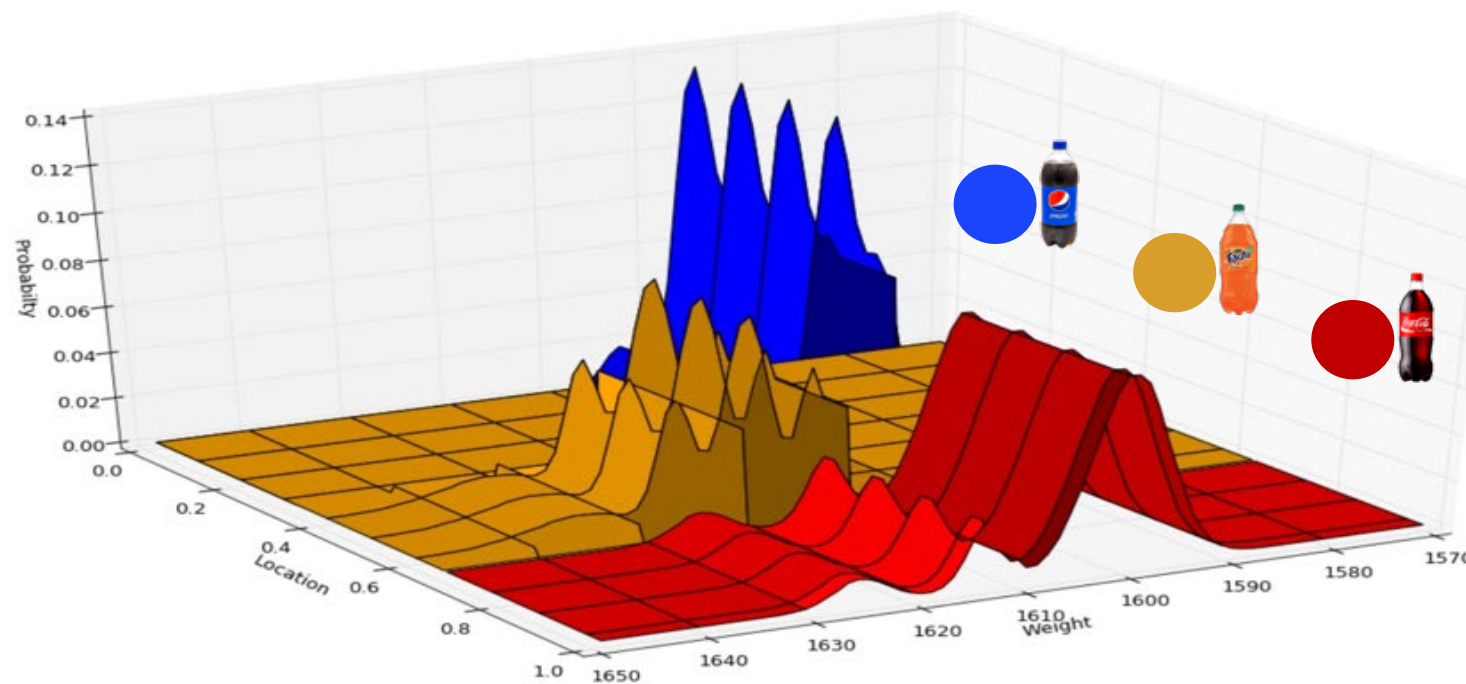
LOCATION DETECTION ACCURACY



PRODUCTION

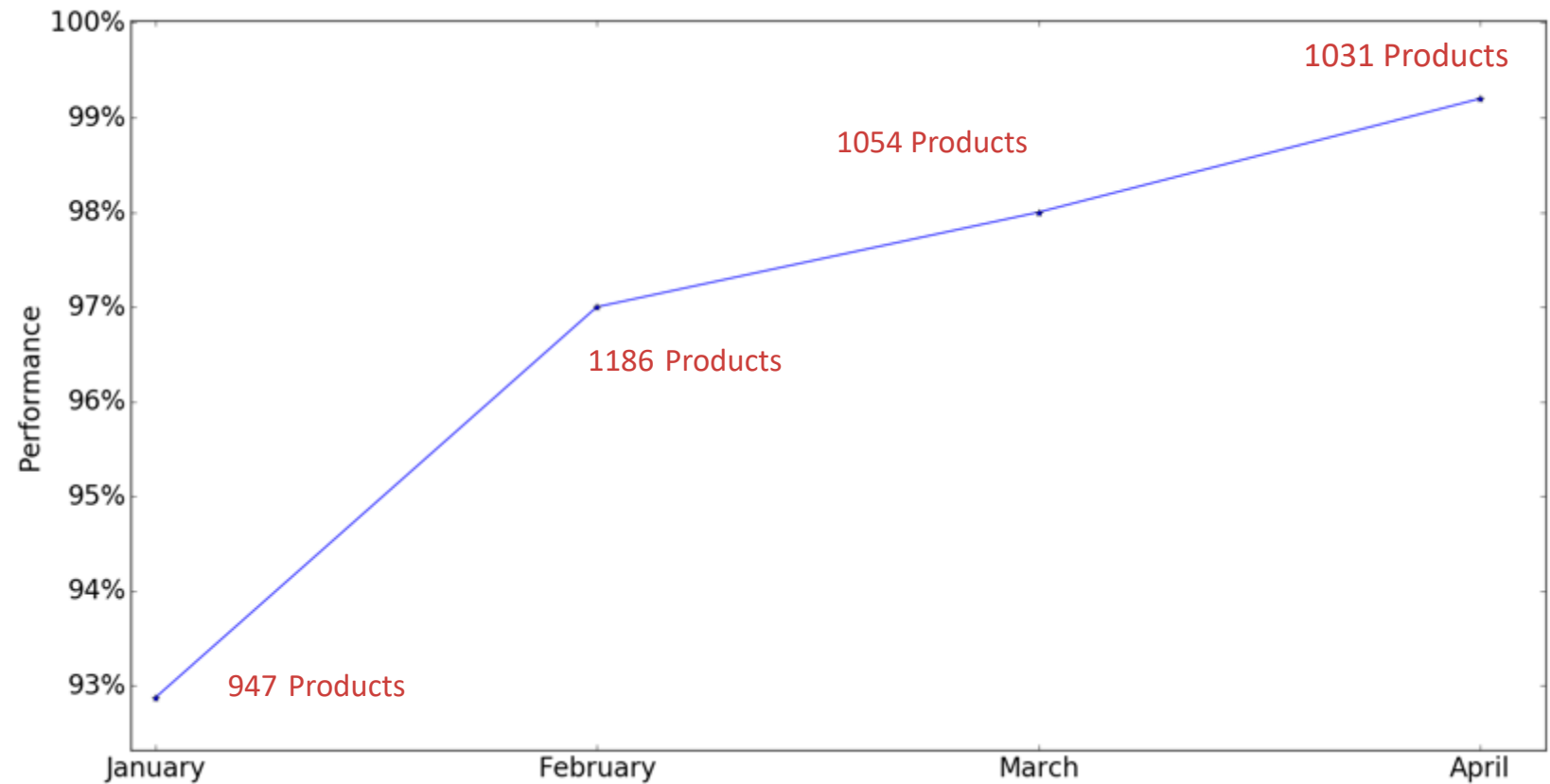


PRODUCT AWARE TECHNOLOGY - EXAMPLE

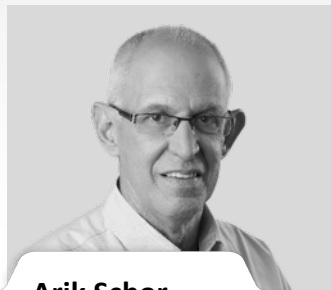


TOTAL PERFORMANCE ACCURACY

REAL LIFE PERFORMANCE RESULTS



AN EXPERIENCED BOARD



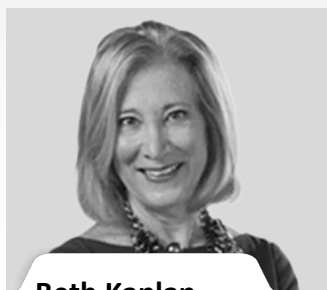
Arik Schor
**CHAIRMAN AND
CEO**

- Independent Director at Paz Oil Company Ltd
- Chairman of Tadbik, a global leader in packaging solutions.
- Director at Afimilk, a global leader in computerized systems for the dairy industry
- Former CEO of Tnuva Group (2009 to 2016), Israel's largest food conglomerate
- Former CEO of Holga Kimberly (a subsidiary of Kimberly Clarke).



Gilead Sher
**NON-EXECUTIVE
DIRECTOR**

- Founding senior partner in Gilead Sher & Co., Law Offices where he practices corporate law; project finance; administrative and constitutional law; and dispute resolution.
- Senior researcher and head of the Center for Applied Negotiations at the Tel Aviv Institute for National Security Studies (INSS).
- Former PM Chief of Staff and Policy Coordinator to former Prime Minister Ehud Barak.



Beth Kaplan
**NON-EXECUTIVE
DIRECTOR**

- Venture partner and managing member at Axcel Partners LLC for over 10 years
- Experienced director and manager of retail and tech companies
- Deep knowledge in marketing, logistics and optimising retail operations
- Director of Crocs (footwear), Howard Hughes Corporation (real estate), Rent The Runway (apparel), Brilliant Earth (luxury jewelry) and five private companies.



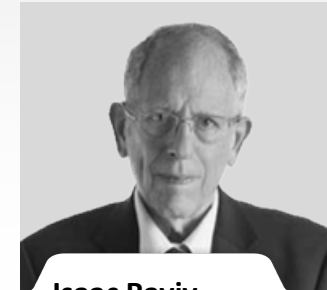
Shlomo Anikser
**NON-EXECUTIVE
DIRECTOR**

- 23 years of experience in leadership and executive roles across production, inventory, logistics and operation management.
- Held senior positions at Kvutzat Yavne Food Industry, GAASH Diamond Tools and Sales, Century Company and Haaretz Chicken businesses.
- Holds a unique set of skills, possessing a deep and trusted network, and depth of experience in production and inventory management.



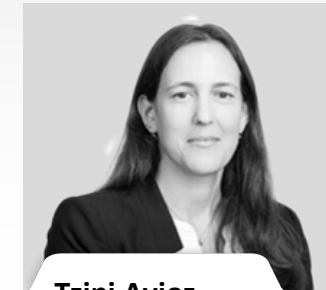
Michael Hughes
**NON-EXECUTIVE
DIRECTOR**

- More than 30 years experience across the finance sector including investment management, investor relations and commercial banking. Former commercial director of Sealink Travel Group, a leading transport and tourism company listed on the ASX.
- Chairman of Wiseway Group (ASX: WWG), a freight and logistics company.



Isaac Raviv
EXTERNAL DIRECTOR

- More than 30 years' managerial experience across the technology sector for private and public Israeli and international companies.
- Has served as chairman and CEO of various companies
- Played an important role in mergers and acquisitions and fundraising initiatives, with a hi-tech focus.



Tzipi Avioz
EXTERNAL DIRECTOR

- 25 years' experience in business consulting and technology, with a focus on data analytics and digital transformation.
- EVP customer success APAC and Americas for Mirakl.Inc
- Former IT customer solutions director for AMP
- 10 years at Woolworths leading digital commerce

RECURRING REVENUE MODEL – RETAIL INNOVATION

SAAS, DAAS & ONE-OFF REVENUE

HARDWARE

PRODUCT RECOGNITION SOLUTION

ONE TIME CHARGE

+

MONTHLY SAAS*

MACHINE (INCLUDING KIT)

- Five shelves hardware kit
- Software development kit/
interface
- Accessories
- Professional services

OR KIT SOLD SEPARATELY

- Monitoring and alerting
- Cloud hosting
- Performance
enhancement

DAAS

DATA ANALYTICS ENGINE

MONTHLY DAAS*

- Shelf insights
- Rev-share with retailer
- Targeting consumer
packaged goods