

22<sup>nd</sup> November, 2023

## **Shekel Brainweigh (ASX: SBW, Shekel or the Company) Progresses additional orders for Retail Automation Solutions from Australia and CAEM, Italy.**

**Shekel is pleased to announce receipt of additional order for its Smart Bays and Shelves from CAEM , and delivery of a full Smart Coolers container in Australia.**

### **Australia**

Following an order of 18 Smart Coolers by **Automatic Vending Specialist (AVS)**, Shekel's Master Distributor in Australia, Shekel confirms delivery of the full order during Q3, 2023. Together with the AVS team, Shekel plans early deliveries to clients in Adelaide, St. Kilda (VIC) and McKay (QLD). Clients range from the hospitality sector (hotels), food producers, and retail operators.

Shekel's Smart Cooler allows operators to sell Any Product, Anywhere, Anytime through an un-attended, refrigerated micro store. Utilizing Shekel's AI based Product Aware Technology, The Smart Cooler offers an enhanced shopping experience of fresh food ready meals, dairy products, salads and juices to operators like hotels, serviced apartments, holiday destinations, hospitals, universities, fitness and commercial centers. It allows secure payment systems, product versatility and real time data management of every transaction.

Mr. Basil Hourmouzis, AVS CEO, commented:

“We chose Shekel Smart Coolers solution following careful review of different options. AVS recently participated in NoVacancy hospitality exhibition in Sydney, and received excellent response to Shekel's Smart Cooler particularly from mid-tier hotels and service apartment venues. We started delivery of units in Australia to hospitality and food operators and are looking forward to expanding to other industries such as mining and healthcare. We believe Shekel's Smart Cooler places us in the forefront of the future of micro market retail, and the next generation of unattended vending solutions”.



Shekel's Smart Cooler featuring YouFoodz

## **CAEM**

Shekel confirms receipt of an order for its Smart Shelves and Product Aware Bays from CAEM Magrini S.p.A., a leading European shopfitting solutions provider, based in Italy. The order includes 1000 Smart Shelves and 200 Product Aware Bays and its end customer is CAEM's customer in the USA.

The total frame order is valued at US\$ 260k to be delivered in the next 12 months, of which 300 shelves and 60 bays will be delivered in 2023.

### **Nir Leshem, Shekel GM, commented on the order:**

“The orders in Australia and Italy demonstrate our continued growth in different territories. Both the Smart Coolers and the Smart Bays utilize Shekel’s advanced Product Aware technology. Shekel is experiencing continued demand for our new retail automation solutions, offering autonomous shopping in the retail space.

Shekel continues to deliver on our holistic strategy, to offer a suite of solutions for the retail industry, ranging from Smart Coolers to autonomous stores and the new Smart Cart. Together with our products for self-checkout, Shekel is able to further understand the future of retail automation, and the use of data to optimize operation efficiency and sales by retailers. We are also pleased with the adding of a SAAS fees to our revenue mix”.

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## **About Shekel Brainweigh (“Shekel” or “the Company”)**

Shekel is a global leader in developing scale and weighing technology. The Company provides weighing solutions to the highly regulated retail and healthcare markets via global giants such as G.E Healthcare, Toshiba, Fujitsu, Diebold Nixdorf and others.

Utilising its experience in weighing technology, Shekel has developed its Retail Tech product line, which is a suite of new products aimed at meeting the challenges that traditional retailers face today, such as store automation, operational efficiency including overstock and understock, inventory issues and enhancing the consumer experience. The new products are sold in a model of one time unit sale and an on-going SAAS (Software as Service) fee.

Shekel’s patented combination of weighing technology with Artificial Intelligence (AI) has led to the development of its “Product Aware Technology”. Shekel is committed to continue to innovate and expand into global markets.

To learn more about Shekel Brainweigh, visit [www.shekelbrainweigh.com](http://www.shekelbrainweigh.com)