

5th February, 2024

Shekel Brainweigh (ASX: SBW\Shekel\the Company) Launches Sentinel at NRF NY, to Enable Loss Prevention at Retail Scan & Go

Strong showing at NRF 24 in NY attracted major interest in Shekel's suite of products for automated solutions in retail. Major focus on Loss Prevention attracted large retail interest.

Highlights

- **Shekel launched Sentinel, our new innovative solution for Scan & Go applications, to target a major pain of Loss Prevention in retail.**
- **Shekel booth at NRF 24 showcased our suite of solutions including Smart Coolers, Smart Cart and Smart Bay¹.**
- **Strong media coverage and exposure. RIS included Shekel as Best 10 Take Aways from NRF article².**
- **Continued Interest and demand from Shekel global clients, as demonstrated in our third consecutive year revenue growth in 2023 (See recent ASX announcement from 22nd January).**

Shekel, which specializes in advanced weighing technology and artificial intelligence (AI) used for product recognition, is pleased to report the unveiling of **Sentinel**, an easily retrofitted in-store product that enables accurate Scan & Go and prevents loss for self-shopping applications. This innovative product marks a significant advancement in self-shopping checkout security, revolutionizing in-store technology implementation with cost-effective retrofitting capabilities.

Sentinel transforms existing retail shelf-racks into intelligent bays, enabling traditional grocery stores to seamlessly transition to self-shopping environments at a fraction of the usual cost. This addresses critical retail challenges such as shrinkage and loss prevention, which have hindered the growth of Scan & Go and mobile-checkout options, despite their popularity and the clear benefits it offers to both retailers and consumers.

Equipped with high-definition load sensors and an AI-driven security module, Sentinel discretely installs and operates at the base of existing store shelves, detecting and analyzing every interaction between shoppers and products. This system ensures that items taken from shelves correspond with those scanned by shoppers, effectively reducing incidences of mis-scanning and theft. The result is a significant decrease in shrinkage and labor costs, while offering customers a streamlined and error-free shopping experience.

"Sentinel represents a paradigm shift in the retail market," said Nir Leshem GM of Shekel. "It overcomes the barriers limiting self-shopping to smaller markets, enabling expansion at a

¹ <https://nrfbigshow.nrf.com/about/2024-event-recap>

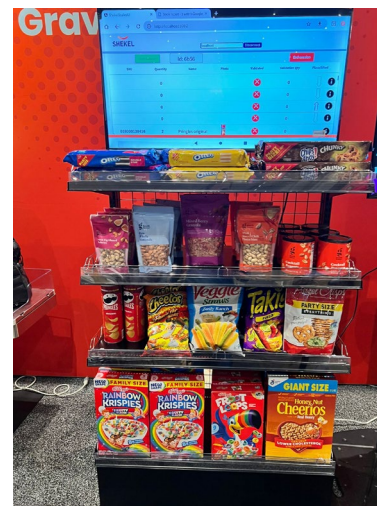
² <https://risnews.com/best-nrf-2024-top-10-takeaways>

substantially lower cost. Our system integrates effortlessly into existing retail infrastructures, enhancing both operational effectiveness and customer experience.”

In addition to Sentinel, Shekel showcased its range of security scale-up modules at NRF 2024, booth #1560. These include solutions for self-checkout, smart cart, and smart cooler, all designed to enhance the shopping experience and operational effectiveness in retail settings:

- Self-Checkout Kit: Offers real-time product validation and a new AI security layer, minimizing false alarms and shrinkage.
- Smart Cart Scale-Up Kit: Implements weigh-in-motion technology for a more intuitive shopping process.
- Cooler Scale-Up Kit: Enhances fresh food offerings with remote monitoring and control, aimed at increasing sales and profitability. Shekel’s Cooler Scale-Up kits are available for retail fridges as well as for vending-like unattended micro-markets.

Each module from Shekel is non-intrusive, crafted to upgrade existing store equipment, and focused on optimizing both the checkout process for customers and security for retailers.



Sentinel showcased at Shekel Booth, NRF NY 24.

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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 established its Retail Innovation suite of products, which is 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.

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 continuing to innovate and expand into global markets.

To learn more about Shekel Brainweigh, visit www.shekelbrainweigh.com