

2 April, 2024

Shekel Brainweigh (ASX: SBW\Shekel\the Company) Q1-2024 Business Update

SIGNIFICANT ORDERS AND TRIALS MARK STRONG START TO 2024.

Shekel received a significant order of US\$ 500,000 for its Smart Carts kits, an order for Smart Coolers in the UK (US\$ 294,000), and started trials of its new Sentinel Smart Bay and its new Smart Tray.

Shekel showcased its range of retail automation solutions at EuroCis24, the leading European retail exhibition in Dusseldorf Germany.

Following its launch at NRF24, Sentinel gets early traction with a global European retailer.

Highlights

- **Shekel booth at EuroCis24 showcased our suite of automated retail solutions including Smart Cooler, Smart Cart, Smart Tray and Smart Bay. Shekel demonstrated for the second time its breakthrough AI based technology on Sentinel Smart Bay. Sentinel is an innovative, cost effective solution for Scan&Go application, to target major pain of loss prevention at retail stores.**
- **A global European retailer ordered a first trial with Sentinel. The trial will be conducted at the retailer headquarter technology center in Germany.**
- **Cust2Mate, a Smart Cart manufacturer placed a second order for weighing kits for its smart cart. The order is valued at US\$ 470,000, and marks continued demand from this customer.**
- **A major order for Smart Coolers was received from Shekel's distributor in the UK, Scobbie- McKintosh. The order for 42 Smart Coolers is valued at US\$ 294,000. All 42 Coolers were delivered to the UK.**
- **Together with Sentinel, Shekel showcased its technology solution for Smart Tray, a new way to identify multiple products purchased on a single tray. The first orders of the Trays followed soon after the exhibition.**

Significant Order for Smart Coolers for the UK Market

Shekel received the first order for 42 Smart Coolers from its UK partner, Scobie-McIntosh, as part of an expected total order of 158 Smart Coolers. The order of US\$ 294,000 (A\$ 450,000) has been completed successfully, with all fridges delivered and paid for during Q1, 2024.

Following the installation of the Coolers, a SaaS monthly fee will be applied, to allow for real time transaction data, and operational efficiency.

Shekel advanced patented technology in AI and ML (Machine Learning) is the enabling technology powering the Smart Cooler, as well as Shekel's other solutions for retail automation.

Shekel's Smart Coolers being chosen by a global retailer with vast experience in automated retail and AI, is a strong testament for the advanced capabilities developed by Shekel.

Nir Leshem, Shekel General Manager, commented on the order:

"Shekel is very pleased with our first major order of Smart Cooler for the UK market.

This order represents a major milestone in commercializing our smart coolers solutions to a top tier client, and following months of testing. It is a testament to Shekel's ability to implement our new advanced technology for retail automation, and offer our clients the next generation of products for unattended retail.

We are particularly pleased with the cooperation with Scobie-McIntosh from the UK, and our mutual success with a major client with global experience in retail solutions.

Shekel's Smart Cooler went through rigorous testing in live locations, and demonstrated true value to the users and operators.

I am confident in our ability to continue to offer Shekel automated solutions for retail operators globally, and looking forward to strong growth in 2024".

Smart Cart Kits Order

Following the previous order for Smart Cart kits from Cust2Mate (www.cust2mate.com), Shekel is pleased to report of a receipt of a second order of kits valued at **US\$ 470,000**.

All kits are scheduled to be delivered during 2024.

As previously presented, a few global research groups forecast significant growth in the Smart Cart segment. Smart Cart is predicted to lead the trends in retail automation in the coming years.

Shekel is a dominant supplier of weighing +AI based kits to this market. With the expected approval of "Legal for Trade", the use of weigh based kits is expected to grow exponentially.

Sentinel Trial

Following its launch at NRF 24, the Sentinel was showcased at Eurocis 24 in Dusseldorf Germany.

The technology and solution got major attraction, and during the show the Company was invited to a trial at a global European retailer. The trial will be conducted in the coming months at the retailer's technology center in Germany.

Sentinel is an easily retrofitted in-store product that enables accurate Scan & Go and prevents loss for self-shopping applications. This innovative solution marks a significant advancement in self-shopping checkout security, revolutionizing in-store technology implementation with cost-effective retrofitting capabilities.

Based on Shekel's advanced weighing technology and artificial intelligence (AI), 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 frictionless 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 the vision system, 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.

"This trial will be the second one we are launching for Sentinel and we are very pleased with the early traction of Sentinel in a trial at major retailer in Europe" said [Nir Leshem](#), Shekel' GM. "Sentinel represents a successful development effort maturing into a valuable solution, and an enabling technology to overcome the barriers limiting self-shopping at a substantially lower cost."

Smart Tray Orders

At Eurocis, Shekel also demonstrated for the first time its solution for Smart Tray. A Smart Tray is an automated solution that allows shoppers to place multiple items into a tray at retailers. The tray automatically detects and calculates the transaction. Shekel's technology is added to the tray to verify the validity and accuracy of the tray calculation.

The Smart Tray received interest from retailers and Smart Shelf providers, and first few orders followed the exhibition.

Investor and media enquiries:

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

Barak Nir
CFO
+972 50 538 6090
barak@shekel.ai

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.

The Retail Innovation suite of 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 continuing to innovate and expand into global markets.

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