

Shekel Brainweigh (ASX: SBW\Shekel\the Company) Strategic Value Creation Plan

Shekel Brainweigh\Shekel\the Company (ASX:SBW) would like to advise that in June 2024, the Company decided to form a new strategic plan, aimed at significantly improving value creation with its overall operations within the Company, with a view to increase the Company's value.

Mr. Sagi Cohen, the newly appointed Chairman of the Board, was assigned to lead this task. The strategic value creation plan (Plan) was presented to the Board in late November 2024, and was approved.

The four year Plan is approved and sets the direction the Company is taking regardless of whether the company delists from the ASX or not.

Key points of the Plan:

- Increase in revenue over the next four years
- Move to positive EBITDA in 2025 and increase the EBITDA from 2025 to 2028.
- Expected raise in the Company's value by 2028.
- Increase focus on Retail Automation Solutions predominantly in the US and European markets.
- Management excellence based on clear KPI and focus on value creation.

Attached to this announcement is an extract of the key elements of the Plan.



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 ongoing 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





Shekel Value creation plan 2025-2028







VALUE CREATION PLAN

The value creation plan is designed to increase the enterprise value over the next four years securing a strong competitive advantage and market positioning. The plan sharpens the management focus on initiatives that "move the needle" of the company's value.

Business Goals

- Competitive advantage
- Market size, Blue Chip customers
- Technology and IP assets
- Management competencies
- ES



Driving Value Creation

Financials Goals

- Sales/Revenue
- Gross margin
- EBITDA
- ASF
- Cash Conversion
- CAPEX







AGENDA

| Chapter | Content |
|---|--|
| Competitive Advantage | Market size, Technology, Comp. analysis, Product Life- Cycle. |
| Strategic customers | Blue-chip customers |
| Management, Environmental, Social, Governance | Status |









COMPETITIVE ADVANTAGE

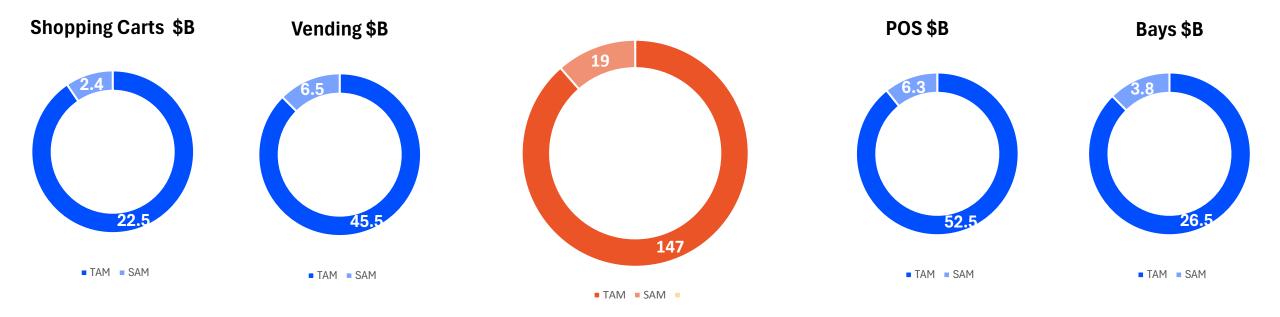






MARKET SIZE AND OPPORTUNITY

TAM is over \$140B, **SAM** is \$19B



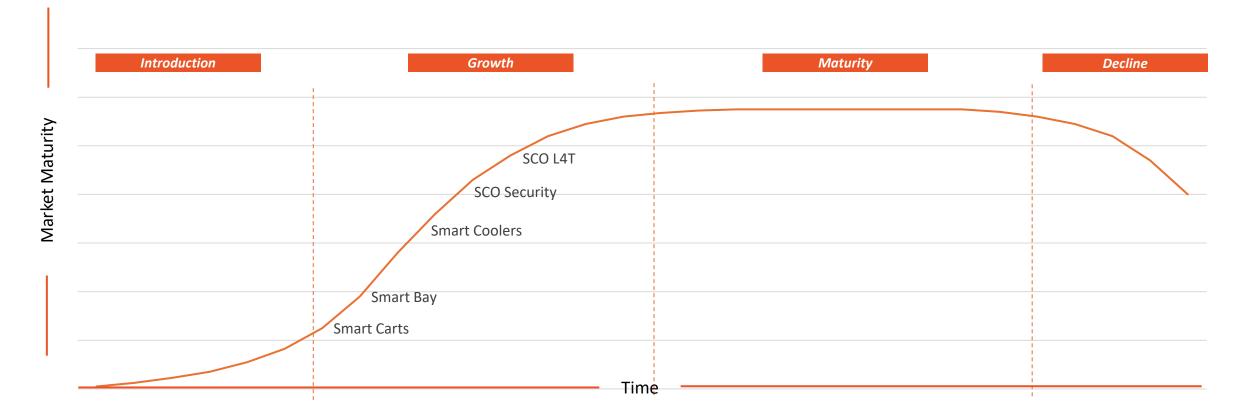
TAM – <u>Total Addressable Market</u>=Total world wide: retail shopping carts, vending machines, point of sales, retail shelving bays.

SAM – <u>Serviceable Addressable Market</u> = Smart carts, smart vending, smart shelving bays, self checkout systems, in US+ EU+ UK.





Shekel Suite of Products for Retail Automation Are in the GROWTH part Of The Products Life-Cycle



BUILDING A BRIGHT FUTURE





Retail Technology Horizons Roadmap



Pioneering Weight-based Hardware in SCO



11 patents granted + propriety LC

H1: RECOGNITION

Adding SW layer providing E2E SKU recognition/validation



10 patents pending, 2 allowed

H2: DATA

Establish Shekel as leading Data SaaS platform



1 patent pending

2008

2020

2024

2028



Expanding globally with scanner-scale & security scale



Achieved superior SKU weight-based recognition



Security (HW+SW) solutions across checkout verticals



Digital shelf twin to revolutionize retail operations

Doing Magic With **GRAVITY**





Competitive Advantage Statement

Expertise



Over 50 years of experience in advanced weighing technology & systems for retail, medical, and industrial sectors

Innovation



We continuously evolve our technology, combining advanced AI & ML to offer reliable E2E product recognition

Alliances



Our component-based business model integrates smoothly with blue-chip clients across checkout verticals (POS, smart carts, coolers, autonomous stores)

Scalability & Simplicity



We deliver scalable solutions that integrate seamlessly into product infrastructure, improving retail efficiency while remaining costeffective and reliable

TECHNOLOGY LEADERSHIP WITH AI SCALES.
DRIVING GROWTH THOROUH STRATEGIC PARTNERSHIPS





Shekel Competitive Movement

Top 5 Action Items:



1. Establish a strong local market presence with dedicated sales and support to effectively penetrate U.S. and European markets.



2. Acquire strategic blue-chip customers, channel partners, and end-users to drive sustained exponential growth.



- 3. Complete the product line for coolers, including ambient and freezer models.
- 4. Finalize the inventory management feature for operators.
- 5. Build an efficient supply chain to support local operations in the U.S. and Europe.

SHIFTING TO A CUSTOMER-FOCUSED APPROACH WITH EMPOWERED LOCAL SALES IN KEY MARKETS









STRATEGIC CUSTOMERS







LEGACY Blue Chip Customers

Retail

TOSHIBA ZEBRA TECHNOLOGIES















Medical







Industry









KETER









שלום





Customers

























RETAIL TECH Blue-Chip Customers

Coolers

Carts

Bay

Customers



⊕minusforty





e-thik)





VISIONVAL

HITACHI

Target







J&J VENDING

Convini







FIVE

vending@work



























Selecta 🏖







MANAGEMENT ENVIRONMENTAL SOCIAL GOVERNANCE







MANAGEMENT, ENVIRONMENTAL, SOCIAL, AND GOVERNANCE (MESG) STRATEGY

Management Excellence

- Effective leadership focused on sustainable growth and operational resilience
- Strong management processes to drive innovation, efficiency, and accountability
- Our management team brings global experience and expertise that adds significant value for potential future buyers

Environmental Responsibility

Commitment to global business and ethical code

Social Impact

Focused on employee well-being, diversity, and community support initiatives

Governance

- Ethical governance structures to ensure compliance and accountability
- Transparent policies that uphold high standards of integrity and trust

BUILDING A RESILIENT, RESPONSIBLE AND TRUSTED ORGANIZATION THAT CREATES VALUE FOR ALL STAKEHOLDERS







