

The background of the slide is a photograph of the Earth from space, showing the horizon and a bright sun rising over the horizon, creating a lens flare effect. A yellow curved line is superimposed over the sun.

Retail Technology Disruption

INVESTOR PRESENTATION
JANUARY 2019

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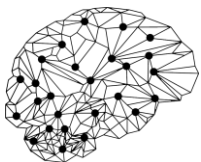
Intro to Shekel Brainweigh

Core Business

Weighing technology is the CORNERSTONE of the Shekel business.



Shekel develops, manufactures, sells and distributes **advanced weighing technology** for the retail, healthcare and industrial markets.



Shekel is combining Artificial Intelligence with its unique weighing technology to offer customers and partners autonomous retail solutions. These solutions address long-term inventory management challenges faced by retailers, by identifying the quantity and location of individual products on retail shelves in real time.



Shekel is aiming to be a global provider of data analytics using weighing technology for top retail and CPG (Consumer Packaged Goods) customers.

Corporate Overview

ASX Code

Share Price (as at 28 Jan)

SBW

\$0.23

Board of Directors

Dave Sharma

Non-Executive Chairman

Market Capitalisation (as at 28 Jan)

\$31,970,000

Yoram Ben Porat

CEO and Executive Director

Net Cash ⁽¹⁾

A\$5.0 million

Beth Kaplan

Non-Executive Director

Enterprise Value

A\$27,000,000

Tzipi Avioz

Non-Executive External Director

Isaac Raviv

Non-Executive External Director

Total shares on issue

139,000,000

Sophie Raven

Non-Executive Director

Major Shareholders

Holding

% IC

AXCEL PARTNERS VI LLC

51,718,791 37.21%

CONSEPTA (2006) LTD

35,221,200 25.34%

BEIT KESHET AGRICULTURAL COOPERATIVE SOCIETY

23,060,009 16.59%

¹ Pro forma AUD/USD 0.72

Investment Highlights



Execution Track Record of Management

Management with significant expertise across technology and artificial intelligence sectors, bringing to market commercial products. Experience in listing companies on NASDAQ and on other stock markets.



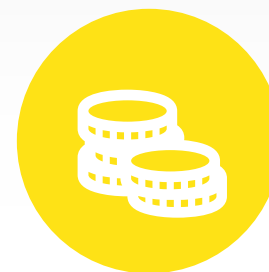
Years of Operating History

Since its inception, Shekel has grown steadily to establish its position as a leader in the design and manufacturing of weighing technology. Global certifications granted, including ISO for quality management and medical devices.



Significant Market Share

Long standing global customers, including Toshiba and GE Healthcare. Manufacturing in China and Israel, 16 distributors worldwide and products sold in 14 countries.



Strong Revenue Base and Profitable

Regular and growing revenue **>A\$24m⁽¹⁾** with profitable operations.



Exceptional Growth Opportunity

Uniquely positioned to capitalize on the evolving “autonomous retail” demand via its superior weighing technology and access to Retailers & CPG Vendors.

Leadership Team

Multidisciplinary team, Leaders in Business, Technology and Artificial Intelligence

Dave Sharma
Non-Executive
Chairman



Served as Australia's Ambassador to Israel from 2013 to 2017.

Yoram Ben Porat
CEO & Executive
Director



Mr. Ben Porat co-founded NUR Macroprinters in 1988, leading the company to its listing on NASDAQ and subsequent sale to Hewlett Packard for US\$117.5m.

Barak Nir
CFO



Mr. Nir has over 25 years' experience serving as Chairman, CEO and CFO for several international private and public companies.

Yedidia Yossef
Deputy CEO



Mr. Yossef has over 25 years' experience in telecommunications, including at Motorola, taking products from engineering & development through to international distribution.

Guy Moshe
CTO



Mr. Moshe has extensive expertise in autonomous retail, including overseeing the development of an algorithm for shopping charts to become instant checkouts.

Core Products – Retail

Shekel as OEM⁽¹⁾ provides the **weighing technology** integrated into point of sale and self checkout systems supplied by:



TOSHIBA



DATALOGIC™



FUJITSU



**DIEBOLD
NIXDORF**

Shekel's key advantages:

Accurate data output • Fast reading time • Competitive cost

1. Original Equipment Manufacturer

Significant Market Presence



Other Profit Center – Healthcare

Healthweigh®

Shekel offers a wide range of healthcare & fitness scales under its **Healthweigh®** brand, featuring unique designs.

Healthweigh®
Physician Scales



Healthweigh®
Baby & Neonatal Scales



Healthweigh®
Special Needs Scales



OEM

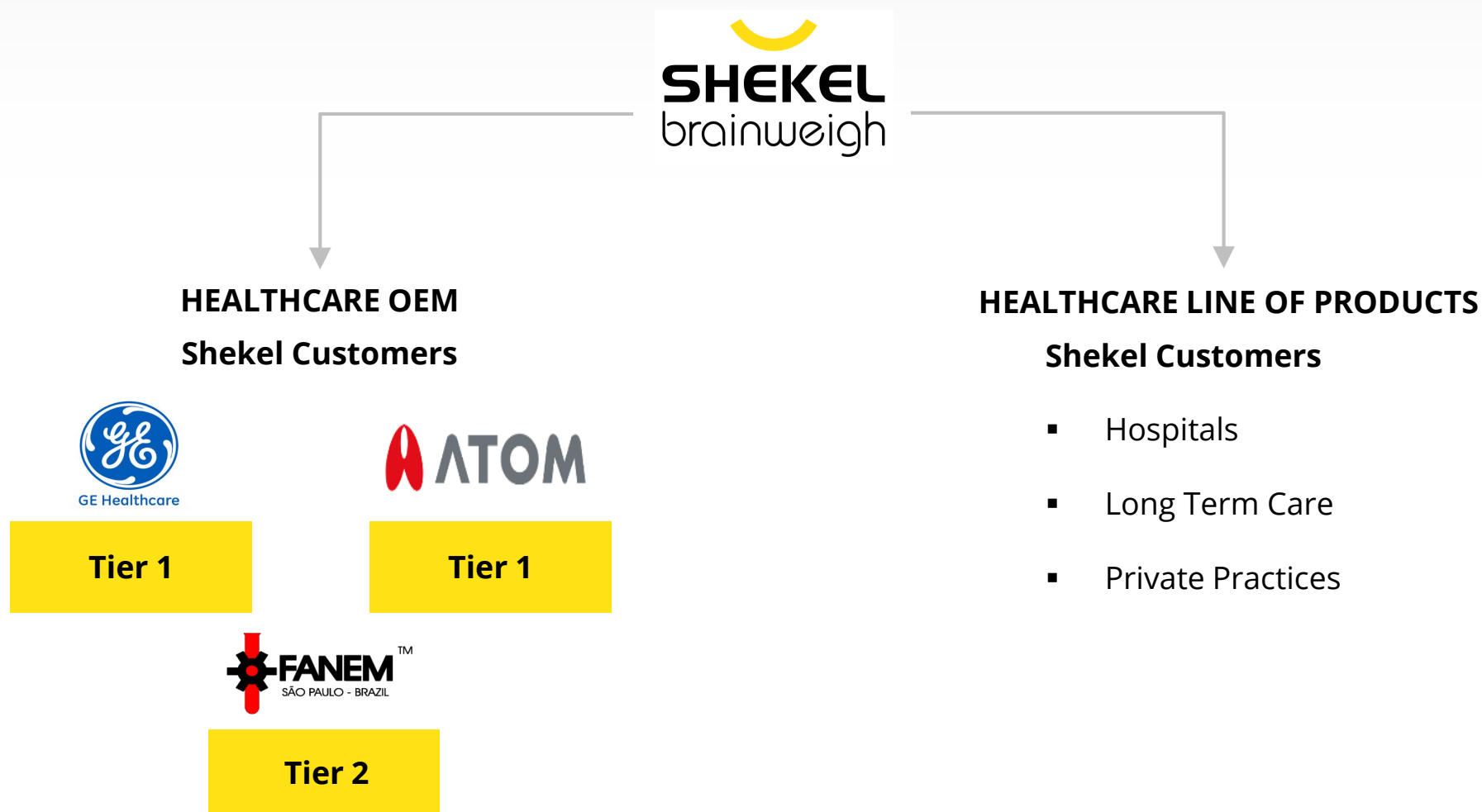
Shekel was among the first companies to have its precision weighing systems integrated into incubators and warmers for premature babies.



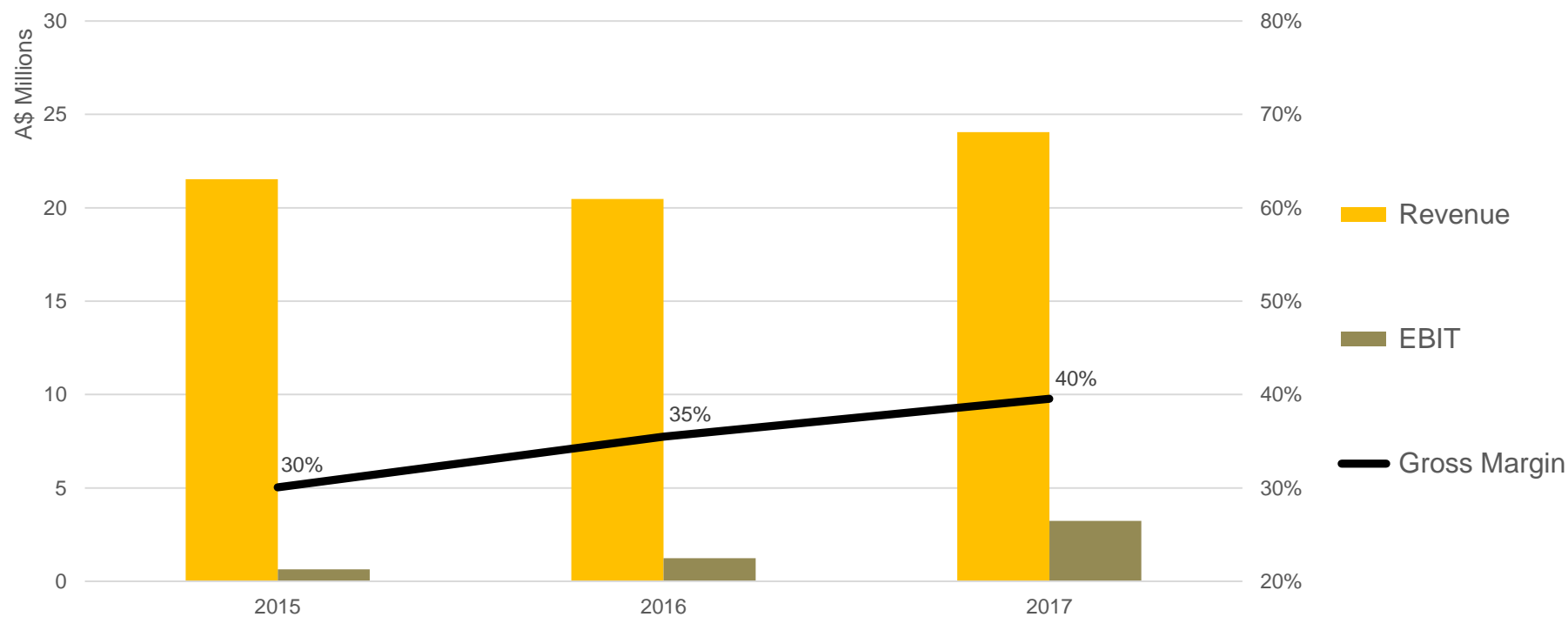
GE Healthcare



Significant Market Presence



Financial Highlights



Market Opportunity in Autonomous Retail Retail Supply Chain/CPG

Traditional Retail Faces a Huge Challenge

- US\$1.1 Trillion costs due to overstock and understock inventory issues⁽¹⁾
- Retailers' profitability is under pressure – declining margins, increasing competition
- US\$3.4 billion invested in 2018 by retailers on automated customer service agents⁽²⁾ to seek to enhance store operations, store automation and customer experience

1. IHL, June 2015

2. The International Data Corporation (IDC), September 2018

Retail “hungry” for Tech

Tech focuses on Retail

Undisclosed
Amount



Acquired by

NORDSTROM

March 2018

Nordstrom acquired digital start-ups, **BevyUp** and **MessageYes**, to offer customers a more personalized and interactive experience

USD
550M



Acquired by

TARGET

December 2017

- **Shipt** is an internet based grocery delivery service
- **Enables Target** to provide affordable same-day delivery and improve its online competitive position

USD
3Bn



Acquired by



September 2016

The deal had an overwhelming impact on **Walmart's U.S. e-commerce sales** and overall performance

USD
13.7Bn



Acquired by



September 2016

Amazon investing in bricks and mortar grocery chain to gain market share in food industry

The Shekel Solution

Shekel's Product Aware Technology

4D Recognition:

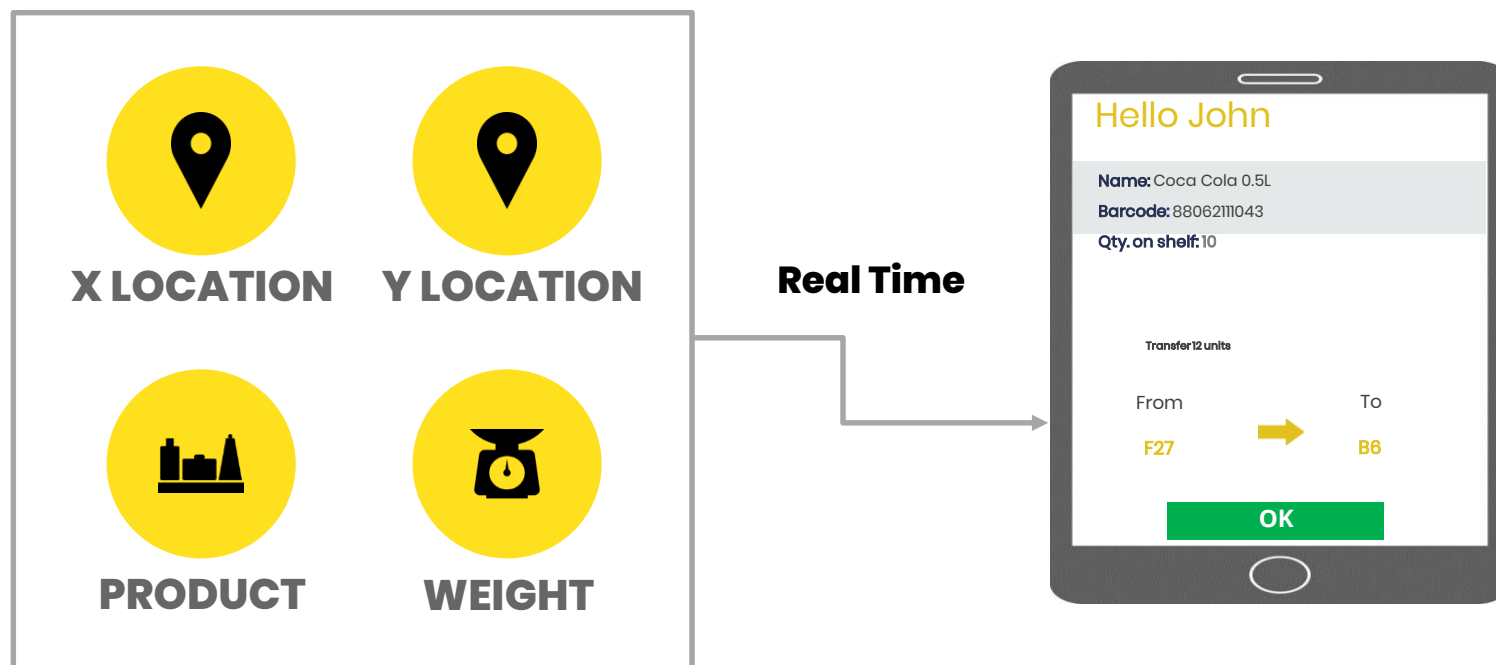
ONE weighing platform, MULTIPLE product recognition



Accurately identifies the quantity and location of individual products on the shelf in real-time



Provides instant feedback when a product is added or removed



Products

The Bay

Five product-aware shelves built as a standard "Gondola" construction that provide retailers with real-time data on shelf inventory visibility

The Promotional Bay

Located at store endcaps, product-aware shelves providing real-time data for retailers and CPG vendors in promotion campaign roll outs, inventory levels and consumer behaviour

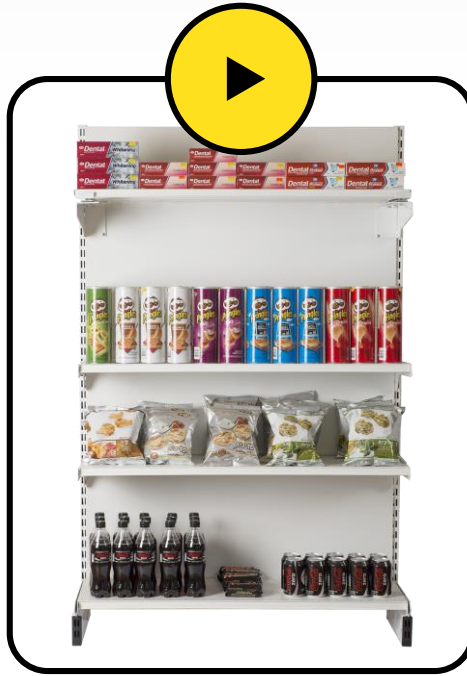
Goopi

Targeted video advertising technology. Goopi communicates with the shopper instantaneously to promote sales with personalised, online digital video ads

Innovendi

Unattended automated micro market and vending machine solutions. Sales and inventory data is communicated in real-time back to the vendor

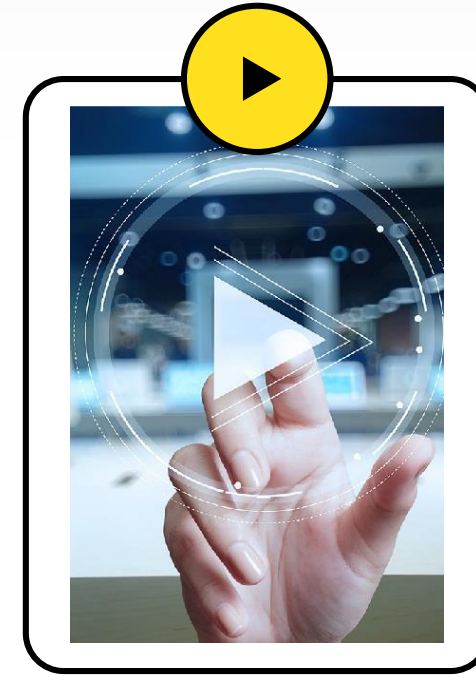
Demonstrations



The Bay



Innovendi



Goopi

Strategic priorities in the next [24] months

Growth strategy for existing business line

- Strengthen strategic relationships and further involvement in the design, implementation and certification of a client product.
- Build business ecosystem in APAC including new OEM for Healthcare and Retail.
- Establish activities in the US and Australia to increase penetration.
- Leverage key partnerships to expand access to retailers.

Growth strategy for Retail Innovation Solutions Suite

- Continue product pilots for The Bay, The Promotional Bay, Goopi and Innovendi.
- Commercial discussions underway for further pilots.
- Use AI to generate insights from big data for comprehensive retail grocery chain solutions.
- Top tier first commercial strategic customer for new technologies.

Growth strategy channels

- Support existing worldwide distributors.
- Form new strategic alliances with go-to-market partners.
- Generate sales through relationships with leading international consulting firms.

Summary

- Profitable core business with experienced management and proven track record
- Market leaders in weighing sensor technology with a number of blue chip customers
- Positioned for growth in the autonomous retail space with Shekel's autonomous retail solutions

THANK YOU



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