

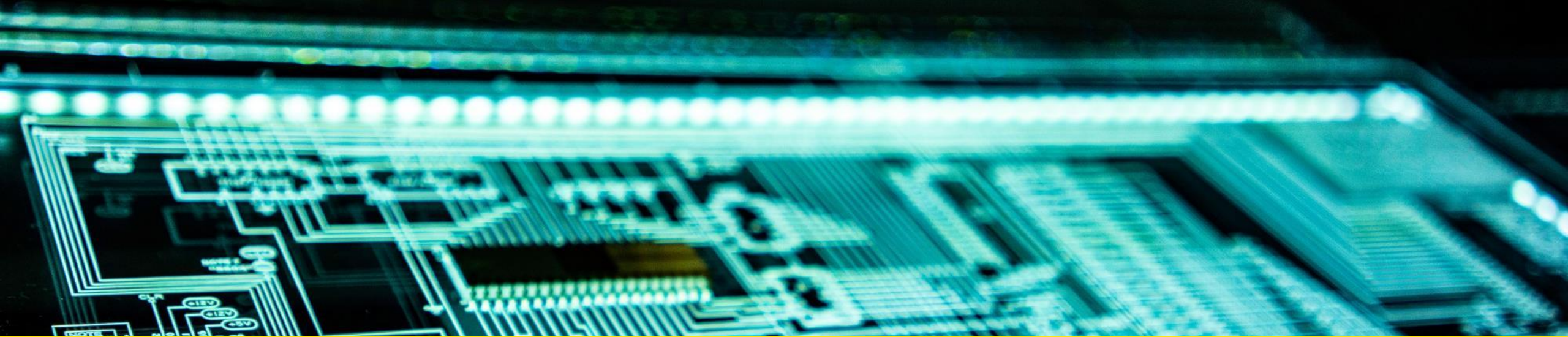
A background image showing a bright sun rising over the horizon of the Earth as seen from space. The sun is a bright white-yellow orb with rays, positioned centrally above the horizon. A yellow curved line, matching the one in the logo, is placed directly below the sun. The Earth's surface is covered in blue oceans and white clouds, curving away from the horizon into the dark blue of space.

JUNE 2020 INVESTOR PRESENTATION

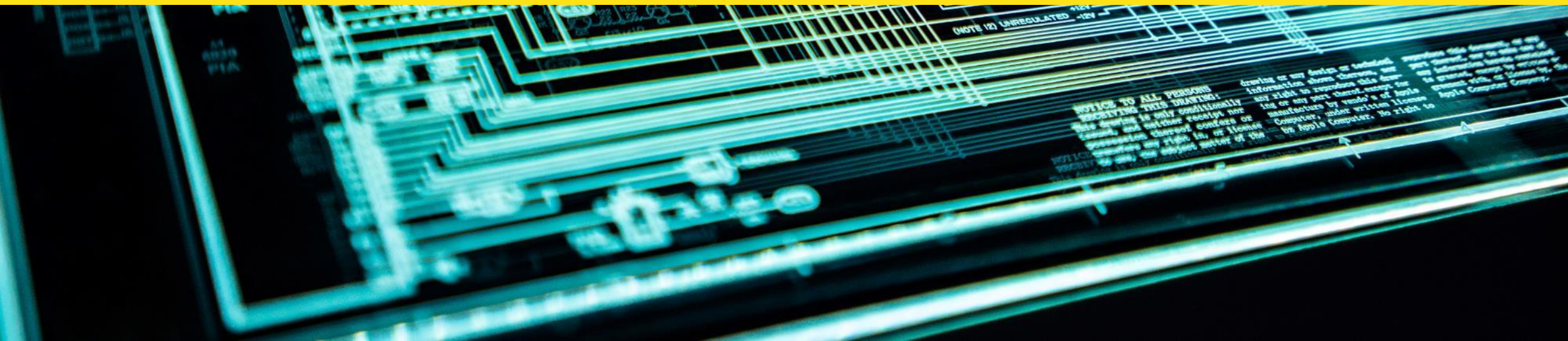
18 June 2020

Contents

COMPANY OVERVIEW & JUNE UPDATE	3
THE FUTURE: REVOLUTIONISING RETAILING	7
CORE BUSINESS	11
FY19 RESULTS OVERVIEW	14
APPENDIX	21



Company overview & June 2020 update



Shekel Brainweigh

Technology innovator start-up underpinned by a stable business

- A precision technology company developing market leading IP in a 'genius-lab' based in Israel
- Global markets: supplies to leading global blue-chip customers in the healthcare and retail markets – GE Healthcare, Toshiba, Fujitsu, Atom
- 'Intel inside' equivalent 'Shekel smart' in the self-checkout market

Ready for the future of contactless shopping in a post-covid world

- Retail needs IoT now more than ever
- Launched AI Retail Innovation platform – to leverage proven sensor technology to enable retail AI applications
- Commercialisation of new products in several markets

Shekel Brainweigh (ASX: SBW)

Global Industry Classification Standard	Information Technology sector, Software & Services industry group
FY19 revenue	US\$18.8 million (A\$27 million at 1 June 2020)
FY19 gross profit	US\$8.1 million (A\$12 million at June 2020)
Cash¹	US\$1.8 million
Market cap ¹	A\$10.3 million ¹
Employees	Approximately 180
Markets	Europe, UK, USA, Australia, Japan, China, Israel
Shares issued	139 million
Financial year-end	31 December
Shareholders	<ul style="list-style-type: none"> • Axcel Partners 38% • Consepta 25% • Agricultural Cooperative Society 17% • Free float 20%




¹ As of 1 June 2020

'Shekel smart' technology enables contactless 'scan and go' shopping experience and 'walk out, check out' autonomous stores

Business continuity and resilience

People & safety <ul style="list-style-type: none"> • No reported incidence of Covid-19 among staff. • Recovery processes implemented in workplace and offices. 	Business continuity <ul style="list-style-type: none"> • Employees unpaid leave and Management and Board voluntary pay cut in March to May 2020. • Employees returned to work from 1 June 2020. 	Financial <ul style="list-style-type: none"> • Proactive measures to strengthen the financial position. • Cash balance of US\$1.8 million (A\$3.1 million) as at 31 May 2020. • FY20 year-to-date average cash burn rate of \$160k (FY19: \$350k).
Supply chain <ul style="list-style-type: none"> • Production of existing orders remains ongoing. • Factories are operational and completed orders for delivery in April-May. 	Demand <ul style="list-style-type: none"> • Long-term customers reaffirmed their orders for Q2 FY20. • New orders in Australia and Israel. 	Opportunity/Disruption <ul style="list-style-type: none"> • Retail grocery market continues to be strong. • Demand for contactless shopping capability accelerating.

Ready for the future of contactless shopping

Product Aware Bays – AI-enabled smart retail bays	Innovendi & Soter – self-service smart vending machines	Capsule – ‘walk out, check out’ autonomous shopping
<ul style="list-style-type: none"> Technology enables ‘grab-and-go’ service and retail insights for retailers Out-of-stock situations are minimised by ensuring on-shelf availability Inventory shrinkage diminished by controlling stock quantities Co-operation with Madix, a leading US retail shelf manufacturer First commercial order in Australia by a major retailer to support contactless ‘scan and go’ check-out 	<ul style="list-style-type: none"> Locked vending machine using Product Aware shelves allows sale of products at any location, anytime Real-time sales, inventory status and consumer behaviour, and automated replenishment plans First commercial order for a minimum of 1,200 machines Number of pilots in Europe and the US Affiliate partner of the Intel IOT Solutions Alliance Launch in Australia in June 2020 	<ul style="list-style-type: none"> Flawless identification and tracking Leaving the store without the need to go through a checkout device 24-hour store capability Opportunities from social distancing rules in post-covid world Developed in co-operation with Hitachi, Intel, HP and Madix Privacy protected technology: Hitachi’s LiDAR sensors relying on Product Aware Shelves Pilot at a major European retailer 

Retail Innovation: acceleration and commercialisation of advanced products



The future: revolutionising retailing



Traditional retail is disrupted

- Retailers' profitability is under pressure – declining margins and increased competition, mainly as a result of increased online shopping (e-commerce)
- Traditional retail faces considerable challenges presented by new technologies rapidly closing information and geo-location gaps
- New trend of moving from hypermarkets to urban micro markets
- Customers demand fast and easy shopping experience
- This calls for autonomous and frictionless shopping experience – getting more relevant since recent global events

- Hypermarkets
- Supermarkets
- Single item stores
- Fuel stations
- Retail pharmacies



- Interactive kiosks
- Self-checkout systems
- Barcode
- Radio-frequency identification
- Electronic shelf labels
- Autonomous guided vehicle
- Automatic storage and retrieval
- Automated conveyor

The Global Retail Automation Market is expected to exceed more than US\$19.5 billion by 2024 at a CAGR of 11%¹

¹ 'Retail Automation Market - Global Forecast by 2020 – 2025', Market Research Engine, January 2020

Roadmap: scalable products



Revenue model: one-off payment followed by SaaS monthly revenue model

Building a platform for future shopping 4.0

- Capitalising on the global retail movement towards in-store automation through our unique solutions
- Adding optionality to the business model to add recurring revenue
- Commercialisation of Product Aware Bay and Innovendi
- Capsule autonomous store pilot in Europe as 'walk out, check out' concept
- Fast track technology to support retailers' efficiency and customer experience

AVAILABILITY



- ✓ 24/7 DIY shopping
- ✓ Frictionless shopping experience

RETAIL INSIGHTS



- ✓ Real time inventory management
- ✓ Personalised and targeted information

OPERATIONAL EXCELLENCE



- ✓ Avoid out of shelf situation
- ✓ Better predict over-stock
- ✓ Reduce labor



**Core business: 'best in class' weighing technology
in the Healthcare & Retail markets globally**



Core products: Healthcare

- The healthcare market is highly regulated with high barriers of entry
- Exclusive supplier of weighing technology to a major healthcare client
- In partnership with Atom designing a next generation incubator to be finalised by 2021
- Supplier of Healthweigh® line for the global market distributors
- 16,000 precision weighing systems sold in FY19

OEM

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



Revenue model: one-off payment

Healthweigh®

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

Healthweigh®
Physician Scales



Healthweigh®
Special Needs Scales



Healthweigh®
Baby & Neonatal Scales



Core business strength: Retail self-checkout technology for blue-chip OEMs

- Strong growth in demand by OEMs for integrated weighing technology
- Global blue-chip customers: supplier of self-checkout technology to Toshiba, Fujitsu, Diebold Nixdorf, and Datalogic
- 30,000 systems sold in FY19



RETAIL

Shekel Customers

DIEBOLD
NIXDORF

FUJITSU

DATALOGIC™

TOSHIBA

Supply World's Largest Retailers

Go to Market partners



Deloitte.

Introduction of new autonomous retail solutions to potential customers

real
Everyday low prices. Always.

MARKS &
SPENCER



Walmart



GIANT
EAGLE



WHOLE
FOODS
MARKET



Waitrose

Wegmans



FY19 results overview

FY19 major milestones

Retail Innovation - platform for growth:

- ✓ Appointed a CEO and more than doubled the R&D team
- ✓ Opened the Australian office
- ✓ Strategic partnership with Intel, Hitachi and Edgify

Acceleration & commercialisation:

- ✓ Early commercialisation of Innovendi in Israel and UK
- ✓ Launch of the 'walk out, check out' autonomous micro store Capsule in Europe
- ✓ Strategic cooperation with Madix

Continued strong earnings:

- ✓ 30,000 systems sold to core retail customers and 16,000 systems to healthcare customers and to global market distributors
- ✓ Gaining new clients in Sweden, Poland and the Netherlands

A year of putting in place building blocks

FY19 result: strong underlying business

Overall Group Highlights

- Sales US\$18.8 million
- Gross profit US\$8.2 million
- Statutory loss US\$3.3 million
- Cash US\$2.6 million (as at 31 Dec 2019)

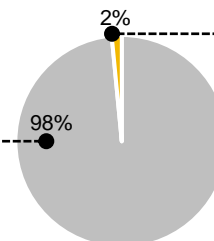
Shekel Scales

*'Best in class' technology;
blue-chip clients; global reach*

- Sales US\$18.8 million
- EBIT contribution* US\$2.0 million
- R&D US\$1.5 million

* Before impairment of \$0.7 million

Contribution



All figures in US dollars

Retail Innovation Platform

*Evolution of automated retail;
potential to revolutionise retail*

- Sales US\$0**
- EBIT contribution (US\$3.6 million)
- R&D US\$2.0 million

** Due to accounting rules, \$290,000 revenue from Retail Innovation Division is classified as reduction to R&D expense.

FY19 result

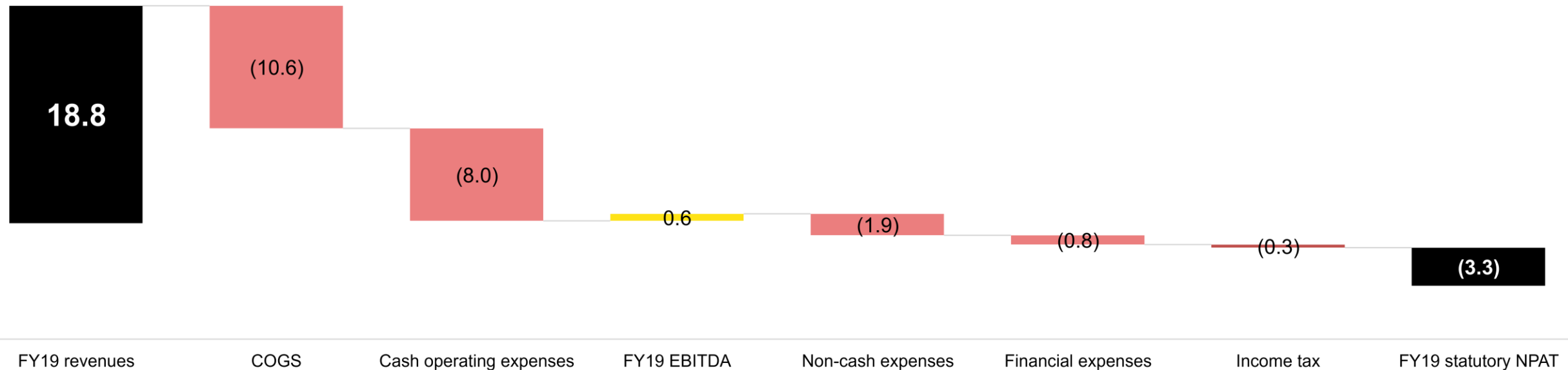
(US\$ million)	Shekel Scales		Retail Innovation		Group	
	FY19	FY18	FY19	FY18	FY19	FY18
Revenue	18.8	18.7	-	-	18.8	18.7
Cost of revenue	10.6	10.3	-	-	10.6	10.3
Segment gross profit	8.2	8.3	-	-	8.2	8.3
Research and development expenses	(1.5)	(0.7)	(2.0)	(1.7)	(3.5)	(2.5)
Selling and marketing expenses	(2.1)	(2.4)	(0.2)	-	(2.3)	(2.4)
General and administrative expenses	(2.6)	(2.3)	(1.5)	(1.6)	(4.1)	(4.0)
Segment profit (loss) before impairment	2.0	2.9	(3.6)	(3.4)	(1.6)	(0.5)
Impairment of financial asset					(0.7)	-
EBIT					(2.3)	(0.5)
Finance expenses					(0.8)	(0.7)
Tax on income					(0.3)	0.1
Loss for the year					(3.3)	(1.2)

Note: Numbers may not add up down the columns due to rounding of individual line items

Underlying cash operating earnings from core business

- Underlying earnings of US\$0.6 million
- Non-cash expenses include an expected financial asset impairment of US\$0.7 million

Revenue to statutory NPAT (US\$ million)



Balance sheet

US\$ million	31 Dec 2019	31 Dec 2018
Current assets		
Cash and cash equivalents	2.6	6.8
Trade accounts and other receivables	7.1	6.2
Inventories	3.5	3.2
Loans to related parties	0.2	0.9
Total current assets	13.4	17.0
Non-current assets		
Right of use assets	2.4	-
Property, plant and equipment	0.6	0.5
Intangible assets	3.2	2.0
Deferred tax assets	-	0.2
Total non-current assets	6.2	2.7
Total assets	19.6	19.7
Liabilities		
Short term loans	4.1	4.0
Trade accounts and other payables	4.0	3.3
Total current liabilities	8.1	7.2
Non-current liabilities		
Lease liabilities	1.8	-
Employee benefits and other liabilities	0.3	0.3
Total non-current liabilities	2.1	0.3
Total liabilities	10.2	7.5
Total shareholders' equity	9.5	12.3
Total liabilities and equity	19.6	19.7

Note: Numbers may not add up down the columns due to rounding of individual line items

Why invest in SBW: potential to revolutionise retail

1 'Best in class' technology, unique intellectual property

- SBW competitive edge: 'best in class' technology – highest accuracy
- IP engineered by 'genius-lab'
- Forefront application of AI-enabled technology and leveraging IoT

2 Visionary leadership with a track record of innovation & commercialisation

- Highly experienced management team with a vision for the future
- Strong culture delivering R&D excellence
- Successful track-record of commercialisation in an extremely high-barrier market

3 Leverage proven sensor technology to enable retail AI-based applications and data collection

- Significant income
- Established supply chain: global blue-chip customers with long-standing and long-term contracts
- Effective and active cost management

The future: building big data assets platform of growth

- Strong growth opportunities in the autonomous retail space
- New products and services focussed recurring fees sales model
- Monetise big data assets and 4.0 shopping revolution

THANK YOU



Danny Nadri – Country Manager Australia

danny@shekelbrainweigh.com

PHONE: +61 434 680 391

Barak Nir - CFO

barak@shekelbrainweigh.com

PHONE: +972 50 538 6090

Appendix

Fit-for-future platform for growth



Core business: Shekel Scales



Yedidia Yossef
CEO, Shekel Scales

Over 25 years' experience in telecommunications, including at **Motorola**, taking products from development to international distribution.

Growth platform: Retail Innovation



Udi Wiesner
General Manager,
Retail Innovation Division

Mr. Wiesner brings 20 years in technology leadership including GM of the Israeli branch of **US multinational firm VeriFone**.

HD weight accuracy

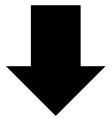


IoT Load Sensors

HW

3000 Divisions

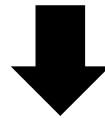
700 ms



$$e = \frac{3000 \text{ gr}}{3,000} \approx 1 \text{ gr}$$

10,000 Divisions

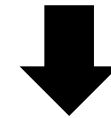
200 ms



$$e = \frac{3000 \text{ gr}}{10,000} \approx 0.3 \text{ gr}$$

500,000 Divisions

200 ms



$$e = \frac{3000 \text{ gr}}{500,000} \approx 0.006 \text{ gr}$$

Checkout evolution



POS Checkout



Self Checkout



 **Shekel Fast Track**



Autonomous Shopping

1980-1990's

2000-201x's

2019

2019

SHEKEL is an OEM provider to:

DATALOGIC

TOSHIBA **FUJITSU**
DIEBOLD
NIXDORF

SHEKEL's joint product With:

Edgify
we're all on the edge

SHEKEL's product in collaboration with:

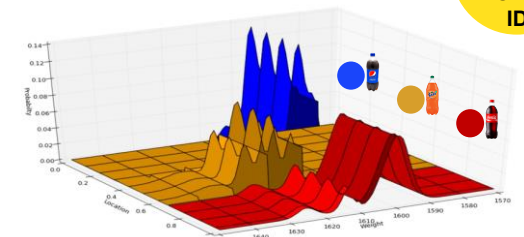
H-L Data Storage

intel

Product Aware Technology

End-to-end platform to convert any shelf to a Product Aware Shelf, designed to identify and monitor product movements on the surface, and record each transaction

- The one weighing platform consists of four distinct sensors¹ that respond to pressure anywhere on the platform, irrespective of location
- These sensors are considered to be significantly faster and are more accurate than other sensors in the market
- These four sensors equal and form part of an interactive surface
- This interactive surface is an enabling technology that facilitates recognition of multiple packed goods, no matter the weight



¹ Watch demo: <https://shekelbrainweigh.com/retail/products/product-aware-shelf>

AI-enabled Smart Bay

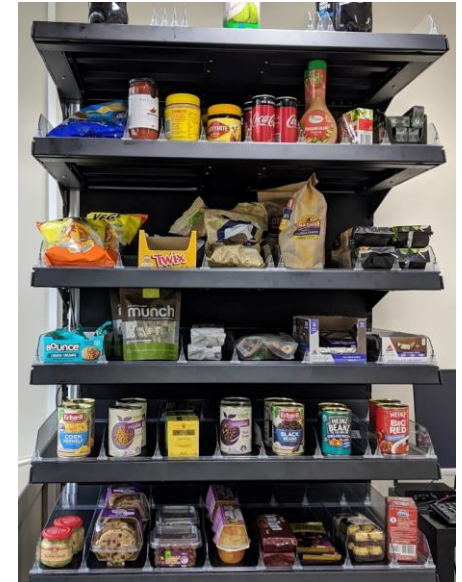
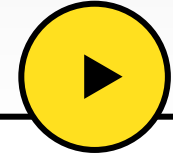
Converting standard retail shelf by adding Shekel Brainweigh's ultra-thin weighing technology

- Provides retailers with real-time data on shelf inventory levels (items removed or replaced from a retail shelf)
- Technology enables 'grab-and-go' service for retailers
- Out-of-stock situations are minimised by ensuring on shelf availability
- Inventory shrinkage diminished by controlling stock quantities
- Big data retail insights provided in real time on consumer behaviour
- Durability of the scales
- Can be integrated as a complementary solution in high scale autonomous store computer vision based projects
- Revenue model: one-off payment followed by SaaS monthly revenue model

Traction

- ✓ The bay is trialled in a number of locations around the world
- ✓ Cooperation with Madix, a leading US retail shelf manufacturer for the integration of Shekel's technology
- ✓ First order in Australia by a major retailer – six Product Aware Bays

Watch demo¹:



¹ Link at: <https://youtu.be/3OI6-ueFbu8>

Innovendi and Soter self-service vending machine solution

Global vending machines market

- Intelligent Vending Machine Market to hit US\$30 billion by 2024 compared with US\$11 billion in 2017¹
- The global installed base of connected vending machines reached an estimated 2.6 million units in 2017, expected to reach 5.4 million units by 2022²

Benefits for retailers and consumer packaged goods

- Unattended automated locked vending machine using Shekel Brainweigh Product Aware Technology allows for products to be sold at any location anytime
- Automated replenishment plans
- Sales, inventory status and consumer behaviour communicated in real-time
- Smarter than traditional vending machines
- Revenue model: one-off payment followed by SaaS monthly revenue model

Traction

- ✓ First commercial order for a minimum of 1,200 machines received from a subsidiary of Tnuva, Israel's largest dairy manufacturer, and subsidiary of Bright Food, China's second largest food manufacturer
- ✓ Strong potential in Europe, Australia and the US with the growth of vending machines as a form of autonomous retail, or part of a micro market
- ✓ Affiliate partner to Intel: In collaboration with Intel as part of the industry's 'Open Retail Initiative', Shekel Brainweigh received endorsement as member of Intel® IOT Solutions Alliance for Innovendi³
- ✓ Launch in Australia in June 2020

Watch demo⁴:



¹ Global Market Insights, January 2019

² Berg Insights, April 2018

³ Link at <https://marketplace.intel.com/s/partner/a5S3b000000RvTkEAK/shekel-brainweigh-limited>

⁴ Link at: <https://www.youtube.com/watch?v=Z65ipRrk44Y>

Capsule: ready for opportunities from social distancing rules in the post-covid world

Redefining the store experience with self-checkout

- Flawless identification and tracking of shoppers in an autonomous store area
- Seamless collection of products from shelves, being automatically charged, and leaving the store without the need to go through a checkout device
- Attractive to 24-hour stores (eg airports, campuses and workplaces)
- Opportunities from “social distancing rules”
- Revenue model: one-off payment followed by SaaS monthly revenue model

Traction

- ✓ Unveiled the Capsule at the National Retail Federation Big Show in cooperation with technology giants Hitachi, Intel, HP and Madix
- ✓ Technology based on Hitachi's LiDAR sensors and Shekel's Product Aware Shelves
- ✓ Pilot at a major European retailer

Watch demo¹



¹ Link at: <https://drive.google.com/file/d/14JCRLuVGGcZBqdMQ-T5Bblw6xIThx3FD/view>

Disclaimer

This presentation has been prepared by **Shekel Brainweigh Ltd.** ("Shekel Brainweigh" or the "Company") based on information available to it as at the date of this presentation. The information in this presentation is provided in summary form and does not contain all information necessary to make an investment decision.

This presentation does not constitute an offer, invitation, solicitation or recommendation with respect to the purchase or sale of any security in Shekel Brainweigh, nor does it constitute financial product advice or take into account any individual's investment objectives, taxation situation, financial situation or needs. An investor must not act on the basis of any matter contained in this presentation but must make its own assessment of Shekel Brainweigh and conduct its own investigations. Before making an investment decision, investors should consider the appropriateness of the information having regard to their own objectives, financial situation and needs, and seek legal, taxation and financial advice appropriate to their jurisdiction and circumstances. Shekel Brainweigh is not licensed to provide financial product advice in respect of its securities or any other financial products. Cooling off rights do not apply to the acquisition of Shekel Brainweigh securities.

Although reasonable care has been taken to ensure that the facts stated in this presentation are accurate and that the opinions expressed are fair and reasonable, no representation or warranty, express or implied, is made as to the fairness, accuracy, completeness or correctness of the information, opinions and conclusions contained in this presentation. To the maximum extent permitted by law, none of Shekel Brainweigh its officers, directors, employees and agents, nor any other person, accepts any responsibility and liability for the content of this presentation including, without limitation, any liability arising from fault or negligence, for any loss arising from the use of or reliance on any of the information contained in this presentation or otherwise arising in connection with it.

The information presented in this presentation is subject to change without notice and Shekel Brainweigh does not have any responsibility or obligation to inform you of any matter arising or coming to their notice, after the date of this presentation, which may affect any matter referred to in this presentation.

The distribution of this presentation may be restricted by law and you should observe any such restrictions.

This presentation contains certain forward looking statements that are based on the Company's management's beliefs, assumptions and expectations and on information currently available to management. Such forward looking statements involve known and unknown risks, uncertainties, and other factors which may cause the actual results or performance of Shekel Brainweigh to be materially different from the results or performance expressed or implied by such forward looking statements. Such forward looking statements are based on numerous assumptions regarding the Company's present and future business strategies and the political and economic environment in which Shekel Brainweigh will operate in the future, which are subject to change without notice. Past performance is not necessarily a guide to future performance and no representation or warranty is made as to the likelihood of achievement or reasonableness of any forward looking statements or other forecast. To the full extent permitted by law, Shekel Brainweigh and its directors, officers, employees, advisers, agents and intermediaries disclaim any obligation or undertaking to release any updates or revisions to information to reflect any change in any of the information contained in this presentation (including, but not limited to, any assumptions or expectations set out in the presentation).