

January 7th, 2025

Shekel Brainweigh (ASX: SBW) (Shekelthe Company) is pleased to announce a Strong End of 2024: Revenue Growth and Order Backlog.

Q4-2024 Revenue Highlights

Revenue: Record US\$7.65M in Q4-2024, a 27% increase from Q4-2023 (US\$6.02M), driven by strong demand and deliveries.

Segment Growth:

- Retail Tech revenue surged by 106% in Q4-2024 compared to Q4-2023, reflecting robust growth in the Company's strategic focus area.
- Legacy Retail revenue grew by 43% in the same period, reaffirming the importance of established offerings.
- Local Israeli market revenues increased by 75%, showcasing strong domestic demand for Shekel's solutions.
- Medical Device revenue decreased 33% in Q4- 2024 compared to Q4-2023 mainly due to timing of ordering periods.

December 2024: Monthly record of US\$4.07M, up 50% compared to December 2023 (US\$2.71M).

Orders Backlog Entering 2025

The Company enters 2025 with a backlog of US\$6.11M, a 19% increase from US\$5.14M entering 2024, indicating sustained demand for Shekel's innovative products.

All figures provided are unaudited and exclude data from Shekel's French subsidiary, which will be included in the Financial Report due March 2025.

Business Outlook for 2025

Smart Coolers

EU Expansion: In H2-2024, Shekel capitalized on its EU cooler channel network in France, the UK, Germany, and Scandinavia, achieving significant penetration into food service, gyms, and hospitality sectors.

North America: Shekel is finalizing partnerships, including Nayax, to solidify its go-to-market strategy for smart coolers in the region.

2025 Growth: Expansion of channel platforms is expected to drive repeated orders, fueling exponential growth in smart coolers.

Sentinel Technology

Innovation: Sentinel's 3D weighing technology eliminates the need for shelf sensors, enabling seamless autonomous retail.

Strategic Collaboration: In partnership with Hitachi, Sentinel technology powers the CO-URIBA small frictionless store concept launched in 2024.

Deliveries: Shekel began fulfilling an order for 100 Smart Bays for Hitachi in Q4-2024, with further deliveries scheduled for Q1-2025.

Broader Potential: Sentinel's applications extend beyond retail, with potential for real-time shelf insights in security and other domains.

Chairman & CEO Sagi Cohen commented:

"SBW is proud of the strong Q4-2024 results and the growing demand for our innovative retail solutions. Our accelerated activities in the US and Europe are positioning us for sustained growth in 2025. We remain committed to our Value Creation Plan, as announced in December 2024, which aims to enhance the value of all Company operations. Early feedback confirms the effectiveness of this strategic direction."

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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 under-stock 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