



## INVESTOR PRESENTATION

MARCH 2022

[www.shekelbrainweigh.com](http://www.shekelbrainweigh.com)

ASX: SBW

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# STRONG START TO FY2022

- **Record FY21 revenue of US\$23.1m (~A\$31.6) with good signs of strong growth in FY22**
- **US\$1.6M order for Smart Cart weighing units**
  - First order for Smart Cart application – SBW to deliver thousands of weighing units for Smart Carts to A2Z in 2022
- **First US autonomous store open – Nourish + Bloom – in Georgia using Shekel's smart solutions for product identification**
  - Strong coverage in the US of Nourish + Bloom across various publications
  - Potential for additional US stores to open in FY2022
  - New Israel autonomous store opening expected during Q1 2022
- **Completed A\$2.47m capital raising across placement + SPP to:**
  - Accelerate Retail Innovation and Fast Track technology commercialization in USA and Europe;
  - Commercialize autonomous solutions in Asia; and grow manufacturing and system assembly capacity
- **Presented at US National Retail Federation (NRF) Conference in January 2022, showcasing new Fast Track technology and product aware technology.**



# OUR BUSINESS

## GLOBAL MARKET LEADER IN ADVANCED WEIGHING TECHNOLOGIES

### OPERATING IN TWO DISTINCT BUSINESS DIVISIONS



1

### SHEKEL SCALES

ESTABLISHED CORE BUSINESS SINCE 1971

Leading supplier of weighing technologies to global retail and healthcare industries

Operating in two segments:

- Retail (self-checkouts)
- Healthcare (in warmers and incubators)

Ongoing R&D:

- FastTrack system development
- Weighing units for smart carts

Selling to blue chip customers

Including Toshiba, Fujitsu, Diebold Nixdorf and GE Healthcare

GE Healthcare



FUJITSU

DIEBOLD  
NIXDORF

DATALOGIC

TOSHIBA



2

### RETAIL INNOVATION DIVISION

ADDING AI TO IOT LOAD CELL SENSORS

Enabling Retail's Digital Transformation & Frictionless Shopping Experiences

Pursuing significant blue ocean opportunities in autonomous retail to digitise on-shelf activity into valuable retail insights

R&D and commercialisation of new products

Innovendi and hubz (SMART vending machines), Product Aware Shelves (instant product recognition) and autonomous stores micro market solution



HITACHI  
Inspire the Next

parlevel



UST Global



# CORPORATE OVERVIEW

## SHEKEL BRAINWEIGH (ASX: SBW)

Global Industry Classification Standard	Information Technology sector, Software & Services industry group
Market cap <sup>1</sup>	A\$26.9 million <sup>1</sup>
Employees	150
Markets	Europe, UK, USA, Australia, Japan, China, Israel
Shares issued	~ 165 million
Share price	\$0.160 (7 March 2022)
Shareholders	<ul style="list-style-type: none"> <li>• Axcel Partners 32.19%</li> <li>• Concepta – 21.27%</li> <li>• Agriculture Cooperative – 13.93%</li> <li>• Sophisticated Investors – &gt;15%</li> <li>• Others – 17%</li> </ul>

<sup>1</sup> Based on share price at 7 March 2022

## FINANCIAL OVERVIEW

Shekel Brainweigh Group  
FY2021 revenue US\$23.1 million (~A\$31.6)

Shekel Scales FY21 revenue US\$22.2 million

**Achieving one-off and recurring revenue**

**\$2.47 million capital raised in Dec 21/Jan 22**



## 2021 REVENUES BY BUSINESS SEGMENTS



### HEALTHCARE

Sales: US\$9.87M

Growth: 25%, US\$1.95M



### RETAIL TRADITIONAL

Sales: US\$7.2M

Growth: 23%, US\$1.35M



### RETAIL INNOVATION

Sales: US\$0.91M

Growth: 244%, US\$0.64M

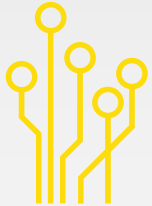


### ISRAEL: INDUSTRIAL PROJECTS + CUSTOMER SERVICES

Sales: US\$5.1M

Growth: 20%, US\$0.84M

# WHO ARE WE?



## TECHNOLOGY INNOVATOR START-UP, UNDERPINNED BY ESTABLISHED BUSINESS

- A precision technology company developing market-leading IP in a 'genius-lab'
- Global markets: supplying leading global blue-chip customers in healthcare and retail – GE Healthcare, Toshiba, Fujitsu, Atom
- Validation in achieving "Gold Partner" status by Intel for Capsule, Innovendi, Hubz and as an OEM Supplier – see <https://www.intel.com/content/www/us/en/search.html?ws=text#q=shekel%20brainweigh&t=All>
- Developed the 'Intel inside' equivalent 'Shekel smart' in the self-checkout market



## CREATING SOLUTIONS THROUGH DATA FOR CONTACTLESS RETAIL

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



## DATA IS THE NEW OIL

**\$198.08 bn<sup>1</sup>**

Global big data and  
business analytics  
market in 2020

**\$684.12 bn**

Expected to generate  
by 2030

**13.5%**

CAGR from  
2021 to 2030

## We can leverage our powerful footprint in retail

### OWN



Legally and technically

### AGGREGATE



Big data infrastructure

### SHARE



Cross-platform learning

### MONETIZE



Offer SaaS modules

<sup>1</sup> Allied Market Research, <https://www.alliedmarketresearch.com/big-data-and-business-analytics-market>

# OPPORTUNITY TO UNLOCK FRICTIONLESS RETAIL

**\$387B\***

Estimated value of retail transactions processed by frictionless checkout technologies in 2025, up from just \$2B in 2020

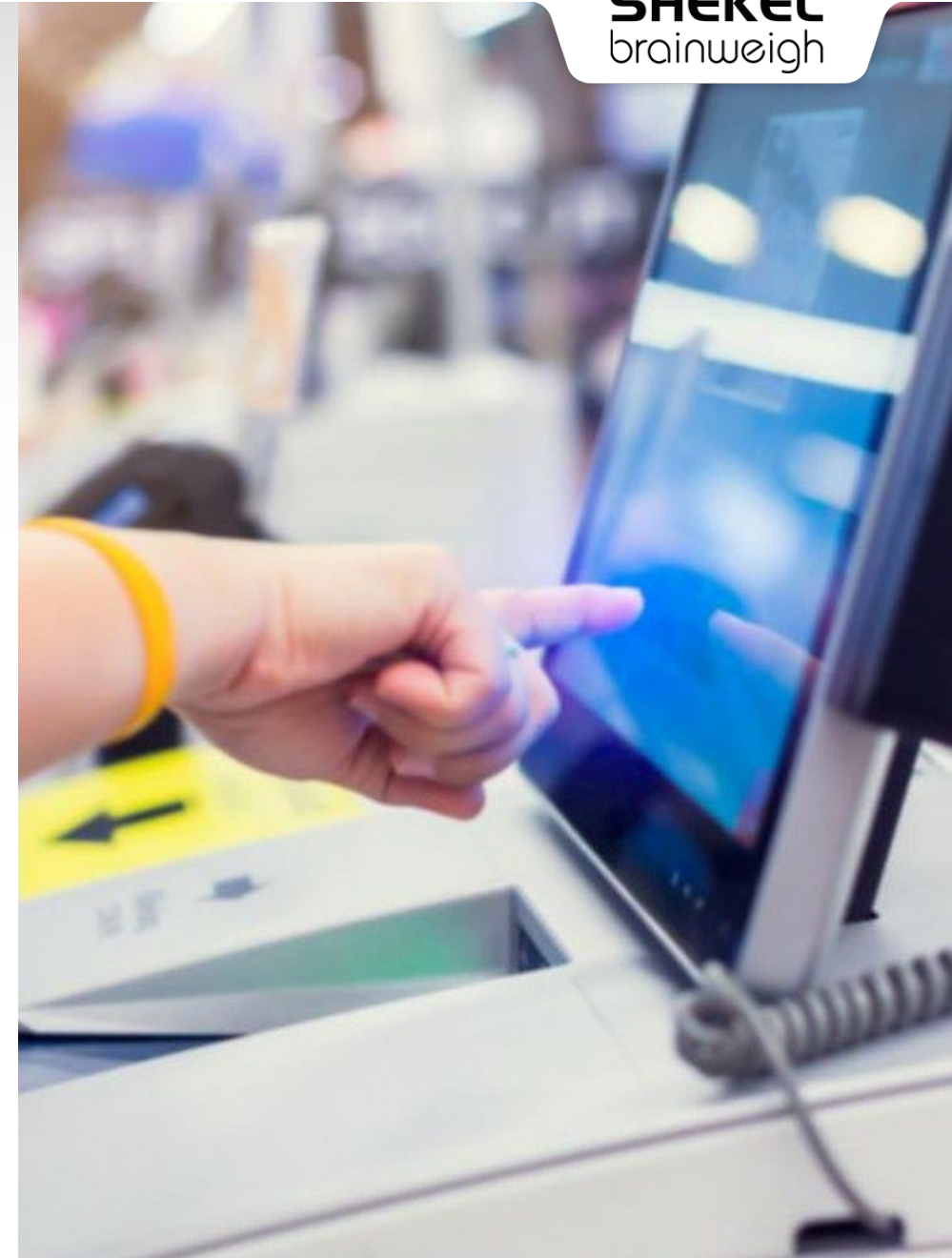
**\$23B\*\***

Estimated investments by retailers in AI by 2025, up from just over \$5B in 2020.

**Most automated recognition solutions** rely on computer vision, RFID tags and traditional scales which **fail** to meet the accuracy threshold. These **eliminate** viable ROI models in this low-margin, giant industry

\* Juniper Research, [https://www.juniperresearch.com/press/smart-checkout-technologies-to-process-\\$387-bn](https://www.juniperresearch.com/press/smart-checkout-technologies-to-process-$387-bn)

\*\*<https://www.forrester.com/blogs/distinguish-hot-from-hype-in-retail-tech-investments-for-2020/>



# RETAIL INNOVATION - MARKET DEMAND

SEGMENTS



SMART COOLER



MICRO MARKETS

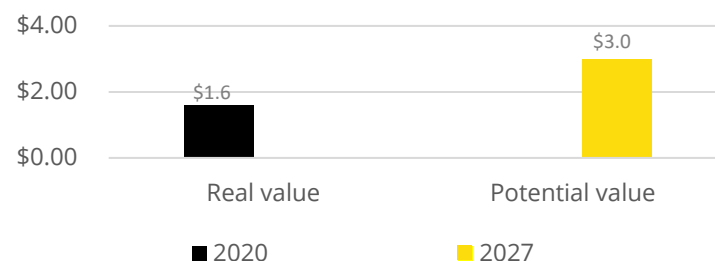


AUTONOMOUS SMALL STORE

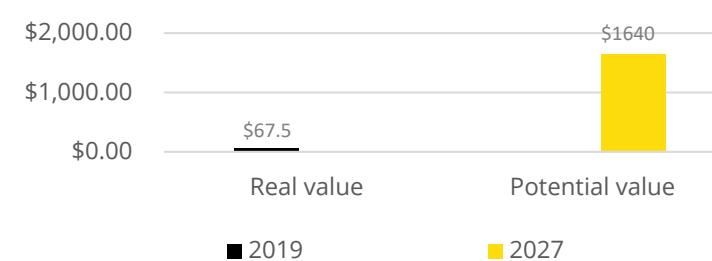


AUTONOMOUS CONVENIENCE

Smart vending machines  
Potential for growth (US\$B)



Unmanned convenience stores  
Potential for growth (US\$M)


MARKET  
SIZE 2027

SMART VENDING  
MACHINES

**\$3.0B**

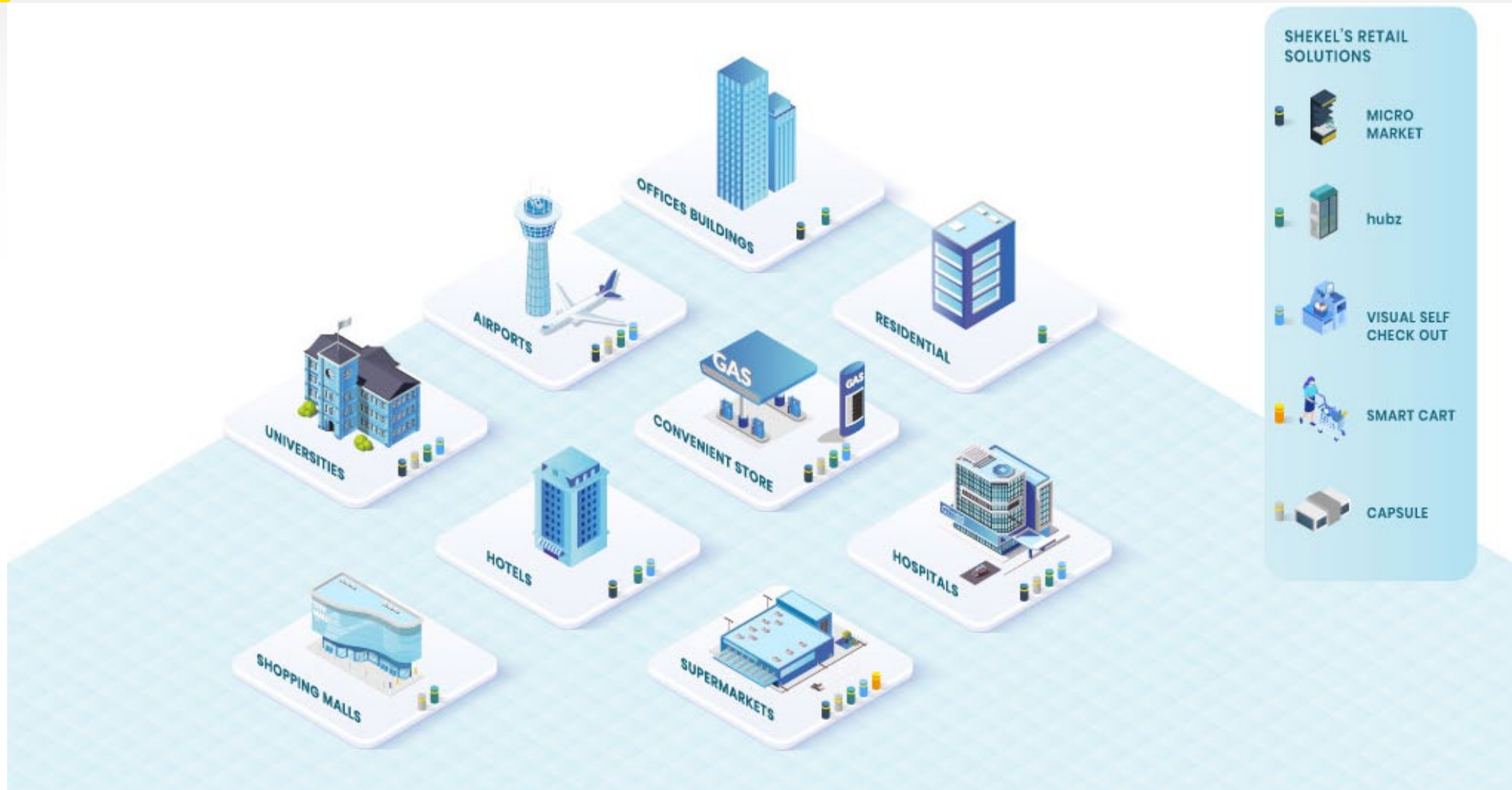
360 Market Updates 2019

UNMANNED  
CONVENIENCE  
STORES

**\$1.64B**

Research and Markets 2020

# RETAIL MARKET – SOLUTIONS BY SHEKEL



# RETAIL INNOVATION

## GROWING SUITE OF PRODUCTS



- **Product Aware Shelf** — using IoT, on-shelf electronics, software, AI and algorithms to identify products and movements on shelves
- **Product Aware Bay** — comprising 4-5 Product Aware Shelf units
- **Innovendi** — (1<sup>st</sup> gen) unattended automated locked vending machine incorporating our Product Aware technology
- **Hubz** — (2<sup>nd</sup> gen) unattended micro smart cooler enabling sale of a broader range of fresh and refrigerated products
- **Micro Market Capsule** — Autonomous shopping incorporating SBW's Product Aware Bays, Innovendi units and self-checkout technology to allow a fully autonomous store, with options for single shopper or multi-shopper solutions

# RETAIL INNOVATION

## ACCELERATING COMMERCIALISATION

- Retail Innovation Division recorded FY2021 revenue of US\$921,000 from sales of **Innovendi**, **Hubz** and autonomous retail solutions
- Flagship micro-market project **Capsule** fully autonomous store launched in Paris with retailer Casino in 2020; second store opened July 2021
- First US autonomous store now open in Atlanta, Georgia
- First commercial order received (67 units) for SBW's smart vending solution **Hubz** micro cooler launched with Imbera (US) and Parlevel (US) to Belgium's Smart Technics BV
- Hubz cooler generates revenue for Shekel Brainweigh via sale of units and ongoing SaaS revenue
- Shekel Brainweigh's Retail Innovation Division supplies Hubz Automated Product Recognition platform – a major “smart” component of the cooler
- Innovendi achieved certification as Market Ready IoT Solutions by Intel®
- Continued delivery of Innovendi in Israel under the Tnuva Project



HUBZ COOLER ACHIEVED COMMERCIALIZATION FY21

# RECURRING REVENUE MODEL – RETAIL INNOVATION

SAAS, DAAS & ONE-OFF REVENUE

## HARDWARE

### PRODUCT RECOGNITION SOLUTION

#### ONE TIME CHARGE

+

#### MONTHLY SAAS\*

#### MACHINE (INCLUDING KIT)

- Five shelves hardware kit
- Software development kit/interface
- Accessories
- Professional services

- Monitoring and alerting
- Cloud hosting
- Performance enhancement

OR KIT SOLD SEPARATELY

## DAAS

### DATA ANALYTICS ENGINE

#### MONTHLY DAAS\*

- Shelf insights
- Rev-share with retailer
- Targeting consumer packaged goods

# GROWING OUR RETAIL MARKET PRESENCE

## RETAIL

### SHEKEL SELF CHECK OUT CUSTOMERS



### SUPPLYING THE WORLD'S LARGEST RETAILERS



### GO TO MARKET PARTNERS



### INTRODUCTION OF AUTONOMOUS RETAIL SOLUTIONS



### RETAIL SOLUTIONS GOING LIVE

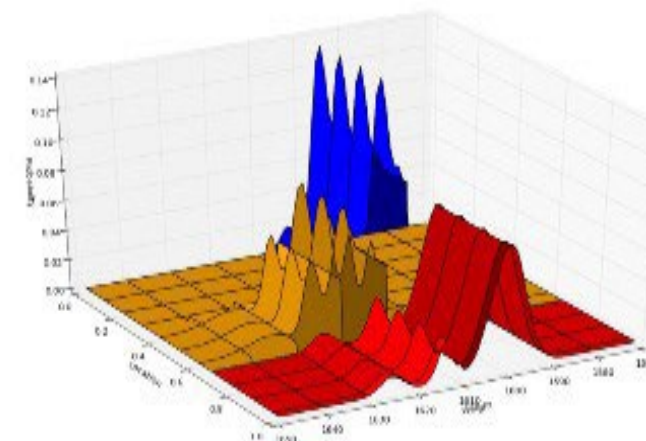


# COMPETITIVE TECHNOLOGY ADVANTAGE

**ONE** weighing platform with **MULTIPLE** products recognition



Differentiating  
between  
similar  
products



## ACCURACY

**>99.8%**

Huge database of  
grocery weights

## FLEXIBILITY

**10**SKUs/shelf

Remote planogram control

## AFFORDABILITY

More cost effective  
than Computer Vision  
or RFID systems

# SHEKEL SCALES

## OUR PRODUCTS



### HEALTHCARE

Healthcare and fitness scales under the Healthweigh® brand:

- Healthweigh® Physician Scales
- Healthweigh® Special Needs
- Healthweigh® Baby and Neonatal Scales
- Healthweigh® Portable Scales



### RETAIL

Provider of precision checkout electronic scale and weighing solutions:

- Scanner Scales
- Self Checkout Systems
- Smart Cart application – preventing fraud and providing data



### INDUSTRIAL

Force measurement weighing and scale solutions for industrial needs:

- Agricultural
- Manufacturing
- Military
- Airport baggage check-in



### OEM WEIGHING SOLUTIONS

Seamless integration into OEM applications, supplying market leaders:

GE Healthcare



DATALOGIC

FUJITSU

DIEBOLD NIXDORF

TOSHIBA

# SMART CART – NEW PRODUCT TO REVOLUTIONISE RETAIL

## MAJOR DEAL SIGNED FOR SHEKEL SCALES' TECHNOLOGY

- We have developed a new weighing application for shopping trolleys which provides a “smart” shopping experience
- Our scales system provides security and weighs both fresh produce and the overall shopping cart, saving time and money for retailers and shoppers
- Technology allows efficient, accurate and trouble-free shopping, eliminating the need to search for supermarket weighing positions and checkout queues
- With advanced Big Data capabilities, Smart Carts communicate with store management, preventing fraud and automatically issuing re-stocking alerts
- Received US\$1.6M order from A2Z Smart Technologies for thousands of weighing units to be delivered in 2022\*

\*There are no material conditions that need to be satisfied before the parties become legally bound to proceed with the terms of the order. There is no other material information relevant to assessing the impact of the order on the price or value of the Company's securities.



# FAST TRACK – BEYOND PRECISE WEIGHT MEASUREMENT

## NEW PRODUCT ROLLING OUT IN 2022

Visual fruit and vegetable recognition, provides frictionless, computer vision-based, self checkout

AI at 20% of the cost of similar systems

Proof of concept achieved in 2021, launched at National Retail Federation (NRF) conference in January 2022

No major infrastructure costs – using current and installed computing devices

Minimum Viable Product phase testing in Q1 FY22 and pilot rollout in Q3 FY22

Scalable to meet any size chain from store to store; automatically updated across the network

Plans to accelerate marketing activities in Europe and USA in FY22

High accuracy in an ever-changing world: Embedded Deep Learning



# GLOBAL PRESENCE OF SHEKEL PRODUCTS

## SHEKEL PRESENCE

- **Long-term clients** in Israel, the US, Europe/UK, Japan, Brazil
- **Global distribution** of Healthweigh - US, Europe/UK, Asia and Australia
- **Commercialisation** of Innovendi, Hubz and Product Aware Bays in Israel, UK, Europe and Australia
- **Autonomous stores** featuring our products in the US, France and expanding to Israel
- **Our technology in new products** launching in 2022 – Fast Track and Smart Cart.

## PRODUCTS & SERVICES

- Retail self-checkout technology
- AI-enabled retail technology for contactless shopping
- Healthcare: precision weighing systems integrated into NICU incubators and warmers for premature babies
- Healthweigh® line



- **Our operations:**  
Operations in China (factories) and Hungary (third party);  
Offices in Israel (HQ), the European Union, and Australia
- **Our clients and distributors:**  
North America, South America, Asia, Australia, Europe, UK

# FY2022 OUTLOOK

## POSITIONED WELL FOR GROWTH

Building on record FY21 revenue results of US\$23.1M – momentum from core markets expected to drive FY22 growth

Anticipated strong growth in retail and healthcare in FY22, particularly in US and Europe

Fast Track – Shekel’s innovative self-checkout solution ready for rollout in FY22

Growing our footprint – FY22 plans for Israel’s first autonomous store; third EU store

First Hubz and Smart Cart unit orders received; on track for delivery to customers

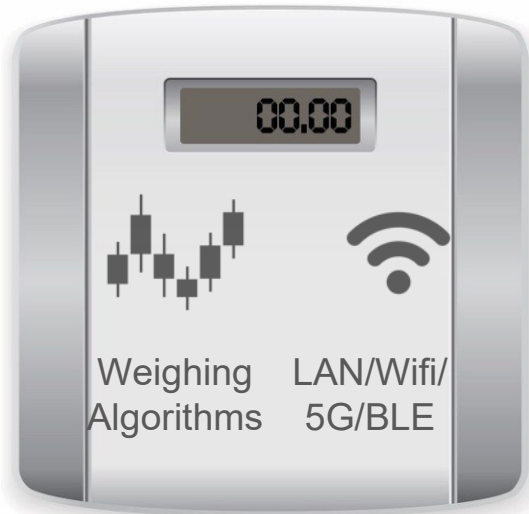
Developing mobile self-checkout solution to meet increasing demand for contactless retail

Accelerating marketing in Europe and Asia; growing revenue through product sales and SaaS

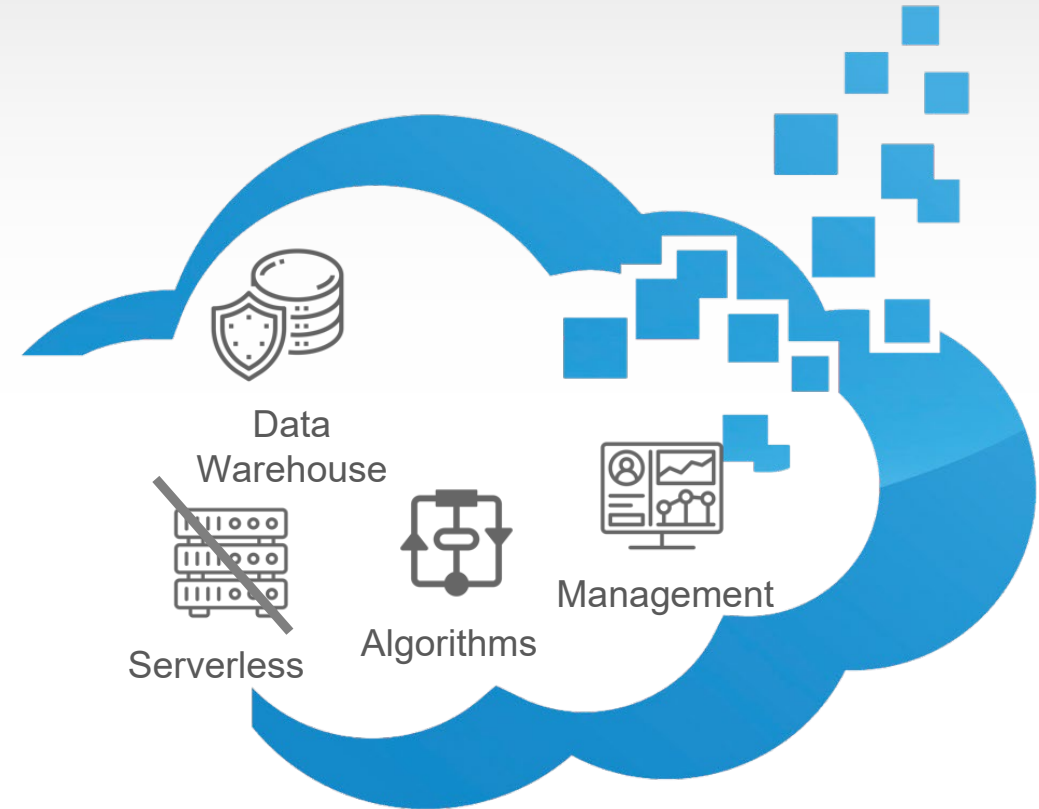
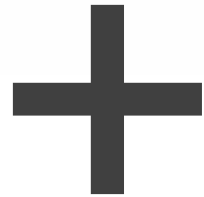
Improving operational efficiency – towards increased EBITDA



# FROM SCALES TO WEIGHT-DRIVEN SOLUTIONS



**TRADITIONAL  
TECHNOLOGY**



**SOLUTIONS  
THROUGH DATA**

Building on foundations in weighing solutions, we combine our traditional scales with modern technology such as artificial intelligence (AI) and machine learning.

This allows us to provide leading data capture and management across sectors including retail, inventory, health, manufacturing. Our SaaS offering includes storage on the Shekel Cloud.

## AN EXPERIENCED BOARD



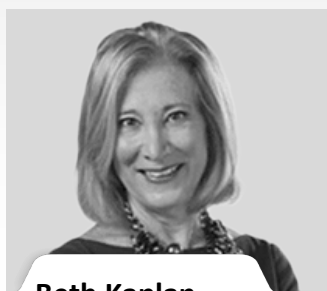
**Arik Schor**  
**CHAIRMAN AND**  
**CEO**

- Independent Director at Paz Oil Company Ltd
- Chairman of Tadbik, a global leader in packaging solutions.
- Director at Afimilk, a global leader in computerized systems for the dairy industry
- Former CEO of Tnuva Group (2009 to 2016), Israel's largest food conglomerate
- Former CEO of Holga Kimberly (a subsidiary of Kimberly Clarke).



**Gilead Sher**  
**NON-EXECUTIVE**  
**DIRECTOR**

- Founding senior partner in Gilead Sher & Co., Law Offices where he practices corporate law; project finance; administrative and constitutional law; and dispute resolution.
- Senior researcher and head of the Center for Applied Negotiations at the Tel Aviv Institute for National Security Studies (INSS).
- Former PM Chief of Staff and Policy Coordinator to former Prime Minister Ehud Barak.



**Beth Kaplan**  
**NON-EXECUTIVE**  
**DIRECTOR**

- Venture partner and managing member at Axcel Partners LLC for over 10 years
- Experienced director and manager of retail and tech companies
- Deep knowledge in marketing, logistics and optimising retail operations
- Director of Crocs (footwear), Howard Hughes Corporation (real estate), Rent The Runway (apparel), Brilliant Earth (luxury jewelry) and five private companies.



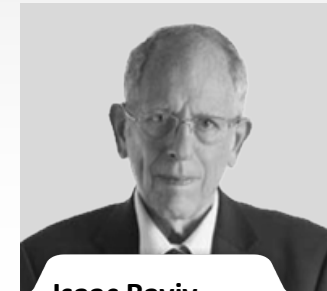
**Shlomo Anikser**  
**NON-EXECUTIVE**  
**DIRECTOR**

- 23 years of experience in leadership and executive roles across production, inventory, logistics and operation management.
- Held senior positions at Kvutzat Yavne Food Industry, GAASH Diamond Tools and Sales, Century Company and Haaretz Chicken businesses.
- Holds a unique set of skills, possessing a deep and trusted network, and depth of experience in production and inventory management.



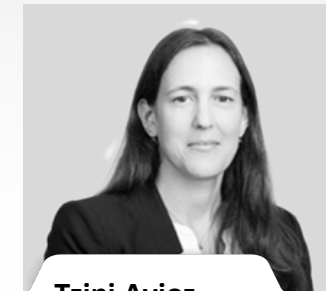
**Michael Hughes**  
**NON-EXECUTIVE**  
**DIRECTOR**

- More than 30 years experience across the finance sector including investment management, investor relations and commercial banking. Former commercial director of Sealink Travel Group, a leading transport and tourism company listed on the ASX.
- Chairman of Wiseway Group (ASX: WWG), a freight and logistics company.



**Isaac Raviv**  
**EXTERNAL DIRECTOR**

- More than 30 years' managerial experience across the technology sector for private and public Israeli and international companies.
- Has served as chairman and CEO of various companies
- Played an important role in mergers and acquisitions and fundraising initiatives, with a hi-tech focus.



**Tzipi Avioz**  
**EXTERNAL DIRECTOR**

- 25 years' experience in business consulting and technology, with a focus on data analytics and digital transformation.
- EVP customer success APAC and Americas for Mirakl Inc
- Former IT customer solutions director for AMP
- 10 years at Woolworths leading digital commerce

# WHY INVEST IN SBW

## POTENTIAL TO REVOLUTIONISE RETAIL USING DATA

### 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
- Validated by global technology leader Intel

### 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 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 FOR GROWTH

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



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