

Appointment of Non-Executive Director

Advanced weighing technology company **Shekel Brainweigh Limited (“Shekel” or the “Company”)** is pleased to announce the appointment of Mr Michael Hughes as a Non-Executive Director of the Company.

Mr Hughes brings a wealth of Australian financial-market expertise and is an experienced non-executive director on ASX-listed boards. After an extensive interview process, the Board unanimously found his strong skill set in corporate finance and business advisory to be the most suited to the current needs of the Company.

In his most recent capacity, Mr Hughes was Commercial Director at SeaLink Travel Group (SeaLink), Australia’s largest ferry operator and listed marine tourism and transport company, with a market capitalisation of \$678 million¹. Mr Hughes was asked to join SeaLink after managing the IPO during his tenure as Head of Corporate Finance at private wealth management business Ord Minnett. During his time at SeaLink, Mr Hughes was involved in three acquisitions that have doubled the size of the company and have significantly extended its operational reach. He was also responsible for institutional shareholder relations, including regular interaction with institutions and stockbroking firms, major tenders and government relations at both the Commonwealth and State level.

Mr Hughes is also Independent Non-Executive Chairman at ASX-listed Company, Wiseway Group Limited, a freight and logistics company with a 70 per cent share of the outbound air-freight market to China.

Mr Hughes started his career as a Senior Manager and Associate Director at Westpac Banking Corporation. His other highlight throughout his career includes Senior Portfolio Manager at AMP Capital Small Companies Fund with \$250 million under management.

Shekel Brainweigh Chief Executive Officer, Yoram Ben Porat, commented:

“This is an exciting appointment for Shekel Brainweigh, and we are looking forward to bringing Michael on board as we work towards commercialisation of the Retail Innovation Division. Michael has a wealth of knowledge of the Australian financial markets, in addition to his expertise as a board member on various ASX-listed companies.

“Michael has both impressive and comprehensive experience in Australia, and he is a perfect candidate as we continue to evolve and expand our presence in the region. It has been an active year with the recent opening of our first office in Sydney which provides an opportunity to showcase our autonomous retail solutions.

“On behalf of the Company, I would like to welcome Michael, and we look forward to the guidance and strategic advice he will provide.”

¹ As at 1 November 2019



Ends

Investor relations and media enquiries

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About Shekel Brainweigh

Shekel Brainweigh has for over 40 years been 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 Toshiba, Fujitsu, Diebold Nixdorf and others. Utilising its experience in weighing technology, Shekel Brainweigh is developing a suite of new products aimed at meeting the challenges that traditional retailers face today, such as store automation, operational efficiency including overstock and understock issues and enhancing the consumer experience.

Shekel's patented combination of weighing technology with Artificial Intelligence (AI) and Internet of Things (IoT) technology has led to the development of the "Product Aware Technology". Shekel Brainweigh is committed to continuing to innovate and expand into global markets.

To learn more about Shekel Brainweigh, visit <http://www.shekelbrainweigh.com/>