

## ASX Announcement

21 September 2020

### **Nir Leshem to become CEO of the Shekel Scales division**

Global weighing technology firm **Shekel Brainweigh Limited** (ASX: **SBW**) has announced the appointment of Nir Leshem as the Chief Executive Officer of the company's core business division, Shekel Scales, effective 21 September 2020.

Mr Leshem's appointment completes the management restructure, which saw Arik Schor appointed as Chairman and CEO of Shekel Brainweigh on 30 July 2020.

The Retail Innovation Division, housing the Company's R&D and new product function, will continue under the leadership of its Chief Executive Officer, Udi Wiesner.

The Board thanks Yedidia Yossef for his valuable contribution and leadership as CEO of Shekel Scales during 5.5 years and a transformative period for the business.

Arik Schor, Chairman and CEO of Shekel Brainweigh, commented: "Nir's leadership and business development achievements with leading engineering companies are outstanding. He is recognised for his strategic planning approach and consistency in delivering organisational growth. We believe Shekel Scales will greatly benefit from his experience in managing strategic partnerships in a company specialising in global regulatory activity."

Mr Leshem was most recently Chief Business Officer of Tracense Systems Israel. In this role he was responsible for commercialisation of new products and execution of the global go-to-market program.

Previously, Mr Leshem was at 3M, a multinational engineering conglomerate, as Director of Transportation Safety Division in the US. He was largely responsible for mergers, acquisitions and integrations and strategic and operational management of the business, working within budgets of US\$350-600 million.

Mr Schor further commented: "Shekel Scales is the well-established and profitable core business supplying global blue-chip customers in the healthcare and retail markets. Based on our success to date, particularly in the retail markets, we believe there are significant opportunities to continue to materially grow our market share as suppliers of accepted sensor technology."

Nir Leshem said, "The track record of commercialisation Shekel has achieved, powered by a 'genius-lab' in an extremely high-barrier market, is impressive. I see real potential to accelerate their growth and strategic positioning. I am thrilled to be joining Shekel Brainweigh and look forward to working with the Shekel Brainweigh team."

Authorised for release by the Board.

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## **Biography of Nir Leshem**

Mr Leshem is an accomplished executive with over 20 years of experience within the mechanical and industrial engineering, transportation safety, and public security segments. He holds a successful track record of increasing revenue, profit and business growth objectives within multi-national organisations in Israel and the US. Mr Leshem has extensive professional experience with operations that carry high responsibility of public safety, and managing strategic partnerships with high-ranking government officials and the US Homeland Security.

From 2015 to 2019 Mr Leshem was Director of Transportation Safety Division in 3M, where he was accountable for corporate and strategic development, by identifying new sources of revenues and earnings within the new product portfolio to the US markets.

Prior to this Mr Leshem was the Global Business Director of Public Security in the US, responsible for strategic planning and execution of market expansion.

Mr Leshem holds a Master of Business Administration (MBA) from Ono Academic College, Israel.

## **About Shekel Brainweigh (the Company)**

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 G.E Healthcare, 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 inventory 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 its "Product Aware Technology". Shekel Brainweigh is committed to continuing to innovate and expand into global markets. For more information, visit [www.shekelbrainweigh.com](http://www.shekelbrainweigh.com)