

ASX Announcement

20 January 2021

Shekel Brainweigh to target US market with second generation micro market cooler

Highlights

- **Shekel Brainweigh is working with its joint-product partners, Parlevel Systems and Imbera Cooling, to penetrate high-traffic areas in the US market with its second generation micro market cooler, branded “hubz”**
- **Parlevel Systems, which provides vending management systems, and Imbera cooling, a world leader in the commercial refrigeration industry, expect the first hubz smart coolers to be delivered by April 2021. The companies will co-operate in expanding to other regions of the world later this year.**
- **These go-to-market strategies will be funded by a portion of the A\$2.1 million funds raised through a placement to sophisticated and professional investors that was announced to the ASX on 18 January 2021**

Global weighing technology firm, Shekel Brainweigh Limited (ASX: SBW) is pleased to announce its go-to-market strategy for the recently-launched second generation smart micro market cooler.

The hubz is a smart, controlled-access micro market cooler which enables customers to easily browse and select multiple products out of a large and rich variety including fresh, healthy foods such as salads and sandwiches. The cooler can only be opened once a payment method has been presented, and easily detects exactly which products any customer selects, charging them as they close the hubz door. It can also meet increasing demand for any product at any time at any suitable location. This means the average revenue per sale increases, improving the ROI of the operator or retailer.

Hubz meets the crossing of two major markets trends – vending market shifting from traditional vending machines to smarter, connected, intelligent point of sale units; and micro markets shifting from open, trust-based operations to closed micro markets, mainly in order to decrease shrinkage, and requirements to improve sanitary and hygienic conditions since the pandemic.

Mr Arik Schor, Chairman and CEO of Shekel Brainweigh, commented: “Where previously we assembled and brought the first generation of our smart coolers to the market, now our partners, Parlevel Systems and Imbera cooling are expected to drive the sales and marketing of our new-generation cooler in the United States, leveraging their distribution capacity.”

“We are aiming to expand the model and drive sales and the marketing of hubz in European markets as well at later stage” he added.

A Research and market report published amid the pandemic found that the global market for smart vending machines estimated at US\$6.5 billion in the year 2020, is projected to reach a revised size of US\$17.1 billion by 2027. The Intelligent Vending Machines market in the US is estimated at US\$1.9 Billion in the year 2020.

Tnuva, the biggest food manufacturer in Israel, is one of the largest users of the company’s first-generation micro market cooler solution “Innovendi”.

Earlier in January 2021, Shekel Brainweigh's Innovendi was chosen by IoT Breakthrough as the IoT Connected Retail Innovation of the Year for 2021.

The success of this product is what has prompted Shekel Brainweigh to sign a Memorandum of Understanding with Parlevel Systems and Imbera for "hubz", its second generation cooler .

Both Innovendi and hubz have been awarded "MRS – Market Ready Solution" recognition by Intel, making Shekel Brainweigh a member of Intel's IoT Solutions Alliance, enjoying joint marketing and sales efforts with Intel.



Pictured: Second generation micro market cooler hubz was launched to the market in November 2020.

This announcement has been approved for release by the Board of Directors.
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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

For more information on hubz visit www.hubzstores.com

About Parlevel Systems

Based in San Antonio, Texas, Parlevel Systems delivers growth, savings, and control through the power of service and innovation.

Founded by successful vending and technology professionals, Parlevel provides operators around the world with the tools necessary to succeed and better serve their customers. Parlevel utilizes customer support technology and a dedicated customer success team to ensure efficient implementation, training, and systems adoption.

About Imbera

Imbera is a world leader in the commercial refrigeration industry.

Dedicated since 1941 to the design, development and manufacture of commercial refrigeration equipment, it is the only company with scope in the entire American continent that offers both the sale and the integral maintenance of commercial coolers. For more information, visit <https://www.imberacooling.com/global/imbera>