

A background image showing a bright sun rising over the horizon of the Earth as seen from space. The sun is positioned in the center, with its rays creating a starburst effect. The Earth's surface is visible below the horizon, showing clouds and landmasses. A yellow curved line, matching the one in the logo, is positioned below the sun.

RESULTS PRESENTATION FY18

FEBRUARY 2019

Disclaimer

This presentation has been prepared by **Shekel Brainweigh Ltd.** (“Shekel Brainweigh” or the “Company”) based on information available to it as at the date of this presentation. The information in this presentation is provided in summary form and does not contain all information necessary to make an investment decision.

This presentation does not constitute an offer, invitation, solicitation or recommendation with respect to the purchase or sale of any security in Shekel Brainweigh, nor does it constitute financial product advice or take into account any individual’s investment objectives, taxation situation, financial situation or needs. An investor must not act on the basis of any matter contained in this presentation but must make its own assessment of Shekel Brainweigh and conduct its own investigations. Before making an investment decision, investors should consider the appropriateness of the information having regard to their own objectives, financial situation and needs, and seek legal, taxation and financial advice appropriate to their jurisdiction and circumstances. Shekel Brainweigh is not licensed to provide financial product advice in respect of its securities or any other financial products. Cooling off rights do not apply to the acquisition of Shekel Brainweigh securities.

Although reasonable care has been taken to ensure that the facts stated in this presentation are accurate and that the opinions expressed are fair and reasonable, no representation or warranty, express or implied, is made as to the fairness, accuracy, completeness or correctness of the information, opinions and conclusions contained in this presentation. To the maximum extent permitted by law, none of Shekel Brainweigh its officers, directors, employees and agents, nor any other person, accepts any responsibility and liability for the content of this presentation including, without limitation, any liability arising from fault or negligence, for any loss arising from the use of or reliance on any of the information contained in this presentation or otherwise arising in connection with it.

The information presented in this presentation is subject to change without notice and Shekel Brainweigh does not have any responsibility or obligation to inform you of any matter arising or coming to their notice, after the date of this presentation, which may affect any matter referred to in this presentation.

The distribution of this presentation may be restricted by law and you should observe any such restrictions.

This presentation contains certain forward looking statements that are based on the Company’s management’s beliefs, assumptions and expectations and on information currently available to management. Such forward looking statements involve known and unknown risks, uncertainties, and other factors which may cause the actual results or performance of Shekel Brainweigh to be materially different from the results or performance expressed or implied by such forward looking statements. Such forward looking statements are based on numerous assumptions regarding the Company’s present and future business strategies and the political and economic environment in which Shekel Brainweigh will operate in the future, which are subject to change without notice. Past performance is not necessarily a guide to future performance and no representation or warranty is made as to the likelihood of achievement or reasonableness of any forward looking statements or other forecast. To the full extent permitted by law, Shekel Brainweigh and its directors, officers, employees, advisers, agents and intermediaries disclaim any obligation or undertaking to release any updates or revisions to information to reflect any change in any of the information contained in this presentation (including, but not limited to, any assumptions or expectations set out in the presentation).

2018 Financial Year Results

For financial year ending 31 December 2018

FY18 Overview

Operational

- In healthcare the Company developed and sold 9,327 precision weighing systems in FY18 to its long-standing client, GE Healthcare (up from 7,822 in FY17);
- Retail sales were strong with a total sale of 35,286 self-checkout units to Shekel's core customers (customers include Toshiba, Fujitsu & Diebold Nixdorf);
- First commercial order received for Shekel's fully autonomous vending machine – **Innovendi**. The order is for a total of 1,200 to be delivered over seven years to Israel's largest food manufacturer **Tnuva**.
- Signed a strategic joint development and marketing agreement with leading retail and shelf manufacturer **Madix**, to design and develop new joint products integrating Shekel's existing technology with Madix state-of-the-art retail store fixtures.

Financial

- Total group revenues \$18.7m (up from \$18.2m in FY17)
- Cost of revenues \$10.3m (down from \$10.5m in FY17)
- Gross profit at \$8.3m (up from \$7.7m in FY17)
- Research and development expenses \$2.5m to drive Shekel's Retail Innovation Solutions Suite (up from \$912,000 in FY17)
- EBIT or operating loss of \$520,000 (down from \$2.5m in FY17)
- Underlying profit (excluding one-off IPO expenses of \$950k, granted performance shares and granted option expenses of \$1.1M) \$1.2m (down from \$1.9m in FY17)

Outlook

- Strengthen strategic relationships and further involvement in the design, implementation and certification of Shekel's products;
- Continue product pilots for The Bay, The Promotional Bay, and Innovendi and pursue additional pilot opportunities in key markets;
- Focus on building the key partnerships we have in place to expand access to retailers and strengthen our strategic relationships;
- 2019 focus for Retail Innovation Solutions Suite is to collect real field data and building our own 'Big Data assets' – the Company's most important source of intellectual property.

Financial highlights

[US Dollar in thousands)	Year ended December 31, 2018	Year ended December 31, 2017
Revenues	18,657	18,221
Cost of revenues	10,349	10,486
Gross Profit	8,308	7,735
Research and development expenses	2,451	912
Selling and marketing expenses	2,427	2,056
General and administrative expenses	3,950	2,316
EBIT/ operating profit	(520)	2,451
Financial income	33	21
Financial expenses	737	246
Profit (loss) before tax on income	(1,224)	2,226
Tax on income	(325)	287
Profit (loss) for the year	(899)	1,939
Underlying profit (excluding one-off IPO expenses of \$950k, granted performance shares and granted option expenses of \$1.1M)	1,201	1,939

Operational highlights

Shekel Scales

- In **Healthcare**, the Company developed and sold 9,827 precision weighing systems in FY18 to its long-standing client, GE Healthcare (up from 7,822 in FY17).
- In **Retail**, the Company sold to its core customers a total of 35,286 shelf-checkout units in FY18, including:
 - 18,816 units to **Toshibas'** self-checkout systems (up from 12,891 in F717)
 - 12,461 units to **Fujitsu's** self-checkout systems (up from 4,822 in FY17)
 - 4,010 units to **Diebold Nixdorf's** self-checkout systems (up from 3,839 in FY17)
- The Company continues to grow its customer and distribution base and gained new clients in the following markets: Netherlands, Sweden, Poland and Uruguay.

Innovative Retail Solutions Suite

- Post year end, first commercial order received for Shekel's fully autonomous vending machine – **Innovendi**. The order is for a minimum of 1,200 to be delivered over seven years to Israel's largest food manufacturer **Tnuva**. The Company expects to see first revenues from this contract in FY19.
- Signed a strategic joint development and marketing agreement with leading retail and shelf manufacturer **Madix**, to design and develop new joint products integrating Shekel's existing technology with Madix state-of-the-art retail store fixtures.
- As part of ongoing commercialisation efforts for the Retail Innovation Solutions Suite, the Company is currently running pilots for the **Smart Shelf** with key retailers located in Israel, Germany and U.S. The Company is looking forward to updating the market on the status of these pilot programs throughout FY19.

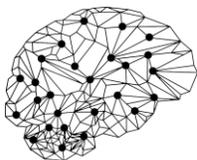
Who we are

Core Business

Weighing technology is the CORNERSTONE of the Shekel business.



Shekel develops, manufactures, sells and distributes **advanced weighing technology** for the retail, healthcare and industrial markets.



Shekel is combining Artificial Intelligence with its unique weighing technology to offer customers and partners autonomous retail solutions. These solutions address long-term inventory management challenges faced by retailers, by identifying the quantity and location of individual products on retail shelves in real time.



Shekel is aiming to be a global provider of data analytics using weighing technology for top retail and CPG (Consumer Packaged Goods) customers.

Corporate Overview

ASX Code	SBW	Board of Directors	
Share Price (as at 26 Feb)	\$0.29	Dave Sharma	Non-Executive Chairman
Market Capitalisation (as at 26 Feb)	\$40.3 million	Yoram Ben Porat	CEO and Executive Director
Net Cash ⁽¹⁾	A\$8.7 million	Beth Kaplan	Non-Executive Director
Enterprise Value	A\$49 million	Tzipi Avioz	Non-Executive External Director
		Isaac Raviv	Non-Executive External Director
Total shares on issue	139,000,000	Sophie Raven	Non-Executive Director

Major Shareholders	Holding	% IC
AXCEL PARTNERS VI LLC	51,718,791	37.21%
CONSEPTA (2006) LTD	35,221,200	25.34%
BEIT KESHET AGRICULTURAL COOPERATIVE SOCIETY	23,060,009	16.59%

¹ Pro forma AUD/USD 0.72 on USD cash balance of 6.3 million. Figures are rounded.

Leadership Team

Multidisciplinary team, Leaders in Business, Technology and Artificial Intelligence

Dave Sharma
Non-Executive
Chairman



Served as Australia's Ambassador to Israel from 2013 to 2017.

Yoram Ben Porat
CEO & Executive
Director



Mr. Ben Porat co-founded NUR Macroprinters in 1988, leading the company to its listing on NASDAQ and subsequent sale to Hewlett Packard for US\$117.5m.

Barak Nir
CFO



Mr. Nir has over 25 years' experience serving as Chairman, CEO and CFO for several international private and public companies.

Yedidia Yossef
Deputy CEO



Mr. Yossef has over 25 years' experience in telecommunications, including at Motorola, taking products from engineering & development through to international distribution.

Guy Moshe
CTO



Mr. Moshe has extensive expertise in autonomous retail, including overseeing the development of an algorithm for shopping charts to become instant checkouts.

Outlook

Strategic priorities in the next 24 months



Growth strategy for existing business line

- Strengthen strategic relationships and further involvement in the design, implementation and certification of a client product.
- Build business ecosystem in APAC including new OEM for Healthcare and Retail.
- Establish activities in the US and Australia to increase penetration.
- Leverage key partnerships to expand access to retailers.



Growth strategy for Retail Innovation Solutions Suite

- Continue product pilots for The Bay, The Promotional Bay, Goopi and Innovendi.
- Commercial discussions underway for further pilots.
- Use AI to generate insights from big data for comprehensive retail grocery chain solutions.
- Top tier first commercial strategic customer for new technologies.



Growth strategy channels

- Support existing worldwide distributors.
- Form new strategic alliances with go-to-market partners.
- Generate sales through relationships with leading international consulting firms.

THANK YOU



Danny Nadri

danny@shekelbrainweigh.com

PHONE: +61 434 680 391

Barak Nir

barak@shekelbrainweigh.com

PHONE: +972 50 538 6090