Shekel Brainweigh appoints highly experienced executive to lead its Retail Innovation Division

Highlights:

- **Mr. Udi Wiesner brings a 20-year track record leading traditional technology businesses to disrupt markets by implementing innovative solutions.**

- **The appointment will accelerate the development of the technology and the market entry of Shekel's Retail Innovation Division that is focused on disrupting and digitally transforming the traditional retail industry through the deployment of new smart weighing and shelf management solutions.**

- **On top of its long established and profitable scales business, the new Retail Innovation Division will leverage Shekel's core technology leadership and leading market position to drive new revenue streams.**

- **Progress already made with first commitment to order 1,200 Shekel autonomous vending machines, Innovendi, from Israel's largest food manufacturers – with delivery of initial machines commenced.**

Advanced weighing technology company **Shekel Brainweigh Limited ("Shekel" or the "Company")** is pleased to announce the appointment of Mr. Udi Wiesner as General Manager ("GM") of its new independent Retail Innovation Division, commencing 1 July 2019.

With over 20 years of senior executive experience in the technology space, and specifically within Internet of Things (IoT) and big data analytics, Mr. Wiesner's appointment will accelerate the market entry of Shekel's Retail Innovation Division that is focused on disrupting the traditional retail industry through the deployment of new smart weighing and shelf management solutions.

Shekel's core weighing technology, Shekel Scales, is used in the retail industry in commercial Point of Sale (POS) equipment. The high transaction volumes and relatively low margins make the industry highly receptive to new technology solutions, which is where Shekel identified an opportunity to leverage its market position and technology base. Shekel established the separate Retail Innovation Division to develop its Product Aware Technology and lead innovation in autonomous retail through digitising the industry. The division focuses on addressing the global demand for retail automation, including the fast growing field of autonomous stores which simplify the consumer shopping experience and lower retailer costs.

The Retail Innovation Division is a separate standalone Business unit, whilst leveraging on the 40 years' expertise of the weighing business which has a long standing track record of growing revenues and profitable operations selling digital scales technologies to the retail and healthcare industries.

Since its establishment, the Retail Innovation Division has developed breakthrough products, *Innovendi* vending machines and *Smart Shelves*, enabling instant recognition of when a product is removed or replaced on a retail shelf, which is critical for autonomous store functions such as "grab

and go". In February, Shekel signed its first commercial order for 1,200 of its fully autonomous Innovendi vending machines, to be delivered over the next 7 years to Israel's largest dairy manufacturer and a subsidiary of Bright Food, China's second largest food manufacturer.

Mr Wiesner brings to Shekel a wealth of business and technology leadership spanning both public and private sectors. He commenced his career in the Israeli Air Force where he led the development of best-in-class technologies for Israeli aircrafts. This was followed by executive roles at some of the largest companies in Israel where he drove technological advancements, including as GM of leading IoT software division of Afcon Control & Automation Ltd and as GM of Israel operations of global electronics payments leader, multinational firm VeriFone Holdings. Mr. Wiesner also has the experience as a member of Board of Directors in public traded companies

In his new role at Shekel, Mr. Wiesner will work closely with the Company's go to market partners such as Intel, Deloitte and Madix, a large US retail shelf manufacturer, to grow the division's presence in the US, Europe and Australia. He will also assist the Company with building its 'Big Data' assets collecting insights on customer behavior and retailers' operations, an important input into Shekel's future product development pipeline.

Commenting on the appointment, Shekel Brainweigh CEO, Yoram Ben Porat, said:

"We are extremely pleased that Udi will be joining the team here at Shekel. His vast management experience and tech knowledge will be an asset to the Company going forward as we develop and commercialise new innovative technologies and solutions for our customers.

"Shekel is leveraging on the expertise from our core digital scales business, whilst accelerating the development of new technologies for retail innovation.

"Our experience in high quality precision weighing products and established relationships in the retail sector means we are uniquely positioned to capitalise on the global trend towards retail automation. As part of our overall strategy, we are collaborating with tier one industry partners, such as Intel, to advance retail innovations, whilst running pilots of our technology with global retailers.

"Coming from a technology background, Udi's interest in joining Shekel is a validation of the work we are doing on product innovations and the opportunity in front of us in the retail automation space."

Mr. Wiesner added:

"I am absolutely delighted to be joining Shekel and leading the new Shekel Retail Innovation Division. Traditional retail is being disrupted by new technologies, and I am excited to be involved in a company that is bringing cutting-edge products and technologies to the market while leveraging its experience, market presence and deep understanding of the retail market. I am looking forward to working with our talented team and lead the division forward."

Ends

Investor relations and media enquiries

FTI Consulting
Level 47, Central Park
152-158 St Georges Terrace
Perth WA 6000
+61 (0) 8 9321 8533
Elodie Castagna
Elodie.Castagna@fticonsulting.com
www.fticonsulting.com

Key Products of the Retail Innovation Division

Innovendi – an unattended automated vending machine, allowing self-service of products with absolute accuracy , based on Shekel's 4D weighing technology. Innovendi is easy to operate - present an id or credit card to unlock the door, open it and grab items (even put one back), close the door, pay and go! The technology also provides access to consumer market data and information on inventory levels and transactions communicated in real-time to the vendor, allowing for automated re-stocking and optimization plans to be put in place.

The Bay – a set of five retail standard shelves or racks converted into smart shelves by attaching Shekel's ultra-thin IoT load sensors. The product can be used as end cap/gondola shelving placed at the end of grocery store aisles to present special promotions, manage product mix and arrangement and produce replenishment recommendations. The Bay can replace any other shelving racks in the store and be moved to create effective customer traffic flow.

The Promotional Bay – a set of Gondola shelves easily converted to Smart IoT Sensors Shelves. The Promotional Bay consists of various product displays located at the end of store aisles and provides accurate real-time data for retailers and CPG vendors in promotion campaign roll outs, inventory levels and consumer behaviour.

About Shekel Brainweigh

Shekel Brainweigh has for over 40 years been a global leader in developing scale and weighing technology. The company provides weighing technologies 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 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 the "Product Aware Surface 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/