A background image showing a view of Earth from space, with a bright sun rising over the horizon, creating a lens flare effect. A yellow curved line is positioned above the sun.

ASX Small & Mid-Cap Conference

5th SEPTEMBER 2019

Shekel's Business Overview

Market leader in advanced weighing technology with profitable core business



Market leader in the retail and healthcare industries

Selling to blue-chip customers

Recurring revenues and profitable operations

Developing weighing technology to power retail automation

R&D and commercialisation of new products

Newly appointed GM to lead the division

Corporate Overview

Substantial Shareholders¹

- Axcel Partners VI LLC: 37%
- Conseptia (2006) LTD: 25%
- Agricultural Cooperative Society LTD: 16%

Corporate Overview

- **ASX Code:** SBW
- **Listed:** Nov 2018
- **Shares issued:** 139 million
- **Share price:** \$0.12¹
- **Market Cap:** A\$18 million¹

Leadership Team with strong executional track record with listed companies



Dave Sharma
Non-Executive Chairman
Mr. Sharma served as **Australia's Ambassador to Israel** from 2013 to 2017.



Yoram Ben Porat
CEO & Executive Director
Co-founded NUR Macroprinters leading its listing on **NASDAQ** and subsequent sale to Hewlett Packard for US\$117.5m.



Barak Nir
Chief Financial Officer
Mr. Nir has over 25 years' experience serving as Chairman, CEO and CFO for several **international public companies**.



Yedidia Yossef
Deputy CEO
Over 25 years' experience in telecommunications, including at **Motorola**, taking products from development to international distribution.



Guy Moshe
Chief Technology Officer
Mr. Moshe brings expertise in **autonomous retail**, including overseeing the development of an algorithm for shopping carts to become instant checkouts.



Udi Wiesner
General Manager, Retail Innovation Division
Mr. Wiesner brings 20 years in technology leadership including as GM of the Israeli branch of **US multinational firm VeriFone**.

H1 19 Financial Highlights

Overall Group Highlights

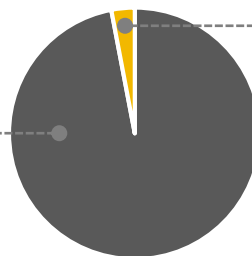
- Sales \$8.4m
- Loss \$2.0m
- Cash \$5.1m

Shekel Scales

Revenue driven primarily by long established and profitable division

- Sales \$8.4m
- EBIT contribution \$843K
- R&D \$763K

Sales Contribution



All figures in US dollars

Retail Innovation Division

New division to serve as future additional revenue stream

- Sales \$0* (Total Sales of \$103K)
- EBIT contribution (\$2.5m)
- R&D \$1.7m

* Due to accounting rules, the revenue from Innovendi is classified as reduction to the R&D expense

Cogs	\$166K
Net Loss	\$63K

Shekel Scales – Strong Core Division

Core Products – Retail



Retail

Shekel's core technology is widely recognised as best in class for its **accuracy** (2.5% error) and **speed** (10 times faster than competition).

Shekel as OEM¹ provides the **weighing technology** integrated into self-checkout systems supplied by:



TOSHIBA



FUJITSU



**DIEBOLD
NIXDORF**



DATALOGIC™

Revenue model: one off payment.

Core Products – Healthcare



Healthcare

OEM

Shekel was among the first companies to have its precision weighing systems integrated into incubators and warmers for premature babies.



GE Healthcare



Revenue model: one off payment.

Healthweigh®

Shekel offers a wide range of healthcare & fitness scales under its **Healthweigh®** brand, featuring unique designs.

Healthweigh®
Physician Scales



Healthweigh®
Special Needs Scales



Healthweigh®
Baby & Neonatal Scales



Retail Innovation Division – New Division

Traditional Retail is moving to Retail Automation

- Traditional retail is being disrupted by new technologies.
- New trend of moving from hypermarkets to urban micro markets.
- US\$3.4 billion invested in 2018 on retail enhancement².
- Significant growth expected in self-checkout market (surpass US\$6.5 billion by 2024)³.

² The International Data Corporation (IDC), September 2018

³ PR Newswire, June 2018

The Shekel Solution

Product Aware Technology

4D Recognition: ONE weighing platform,
MULTIPLE product recognition



Accurately identifies the quantity and location of individual products on the shelf in real-time with complete weight precision

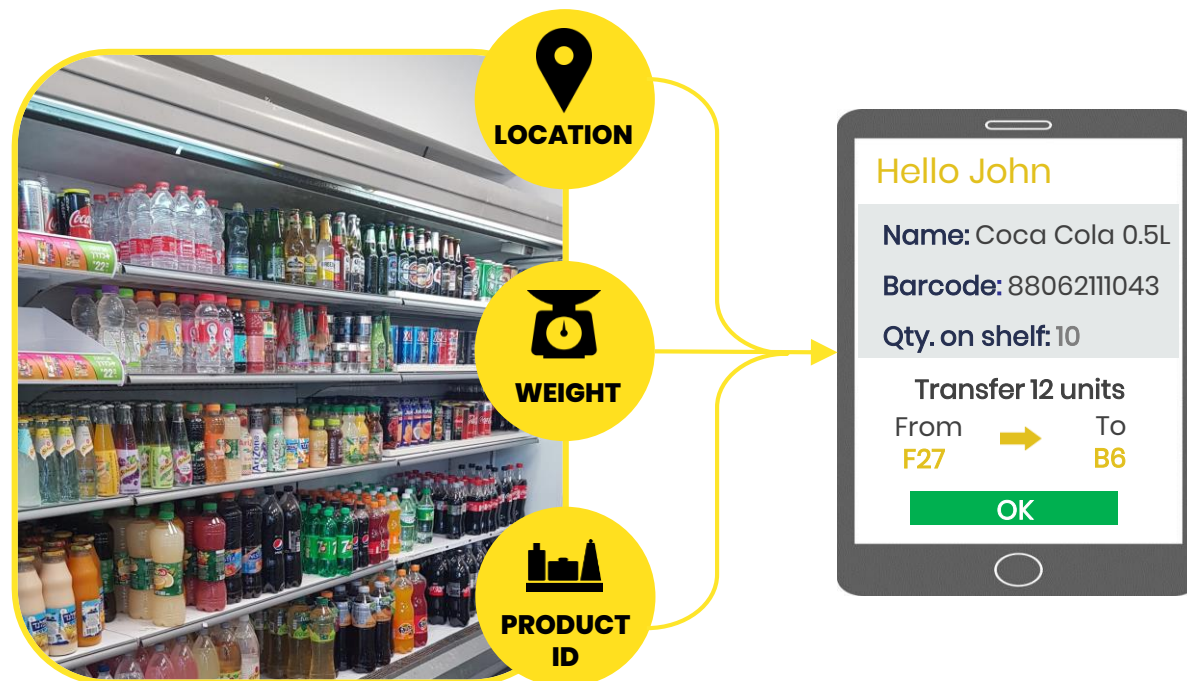


Provides instant recognition when a product is added or removed from a retail shelf



Unlocks on-shelf activity into valuable retail insights

Real Time Packed Goods Recognition



Scalable Product Line Roadmap

Product Aware Shelf Kit



Product Aware Bay



Innovendi

SOTER

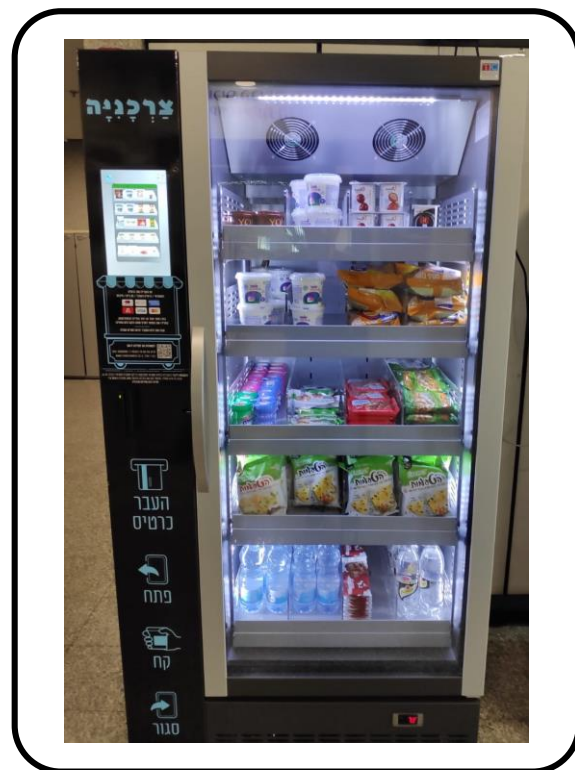
Micro Market Capsule



Innovendi

Innovative self-service **vending machine** solution

Benefits for retailers and CPGs: allows for products to be sold at any location anytime



Traction:

- First commercial order for a minimum of **1,200 machines** received from a subsidiary of **Tnuva**, Israel's largest dairy manufacturer, and subsidiary of Bright Food, China's second largest food manufacturer.

Major developments H1 19

- ✓ Continued strong profitable operation of Shekel Scales.
- ✓ Commercialisation of Innovendi with commencement of deliveries for 1,200 machines.
- ✓ Building the Retail Innovation Division and appointment of experienced CEO.
- ✓ Major cooperation with Edgify and development of new solution (Soter).
- ✓ Collaboration with Intel to advance IoT retail technologies.
- ✓ Commencing operations in Australia with Sydney office.

THANK YOU



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