SHEKEL

Scale-Up Checkout

6TH DECADE OF RELENTLESS INNOVATION

Leveraging a powerful fusion of five decades of second-to-none weighing expertise with cutting-edge AI-powered algorithms to drive the digital transformation of traditional retail, healthcare & industrial venue's daily tasks & challenges

1970's

01 1971: Founded as Electronics Beit-Keshet, pioneering in electronics assembly.

02 1971: First electronic board production for Motorola, Scitex, and Israel Aerospace Industries.

03 1971: Establishing a foundation in precision electronics.

04 1977: Rebranded as "Shekel Electronic Scales".

05 1977: Transitioning from analog to digital scales – driving higher precision and accuracy.

06 1979: Acquiring weighing scale technology from Azben Co.

1980's

01 1980: Breakthrough Internationally to 30 countries with inaugural retail scale products.

02 1982: Revolutionized point-of-sale technology by developing direct communication between retail scale and electronic cash register.

03 1983: Expanded into healthcare with our innovative first baby scales.

04 1984/1986: Breakthrough the industrial market indicators and launched the first incubator scale for premature babies (Air shilds). Sign exclusive local distribution agreement with Datalogic barcode scanners.

05 1987: Released cilo and coin counting scales.

06 1988: Acquired "Moznei Haaretz" to strengthen the industrial market presence.

1990's

01 1990: Gaining retail local market share with tailored weighing solutions.

02 1990: Launched the pioneering self-checkout system for Optimal Robotics.

03 1992: Establishing our in-house load cell factory, Beket.

04 1995: Expanded incubators sales to Draeger and the first scanner scale for Spectra-Physics.

05 1998: Positioning Shekel as a global leader in weighing systems with the invention of Shekel's multi-bit Sigma Delta technology

2000's

01 2000: Enhanced travel efficiency by installing our advanced baggage scales at Ben Gurion International Airport.

02 2005: Pioneered medical scales with USB communication, integrating healthcare with digital technology.

03 2006: Introduced the chiropractor analyzer, featuring advanced location and motion algorithms.

04 2007: Expanding incubator scales sales to GE Healthcare.

05 2008: Rebranded as Shekel Scales Ltd, reinforcing our commitment to precision in weighing technologies.

06 2008: Launched the "Healthweigh"medical product line, featuring advanced "motion trap" algorithms for accurate, rapid-response measurements.

2010's

01 2012: Expanded global manufacturing footprint with a new assembly factory in China.

02 2012: Launched Shekel's full medical product lineup with award-winning design, advanced algorithms, and real-time data connectivity.

03 2014: Entered the global retail market with advanced weighing solutions for major companies like Data Logic, Wincor Nixdorf, Fujitsu, and IBM.

04 2015: Innovated retail by introducing "smart shelves" technology.

05 2017: Advanced our technology with recognition algorithms and cloud-based monitoring for diverse applications.

06 2018: IPO in the Australian Stock Exchange

07 2018: Earned North American certification for pioneering AWI scale technology.

2020's

01 2020: Innovative Retail Worldwide

02 2020: Celebrated 50 years "scale up" retail solutions combining fast weighing and advanced product recognition technologies.

03 2021: Penetrating the Smart Cart market with CUST2MATE

04 2022: Establish the first fully Autonomous Stores with Atos & Legardere

05 2024: Penetrating the vending and food service markets with Innovendi Elite product

Doing Magic With **GRAVITY**

Competitive Advantage Statement

Expertise

Over 50 years of experience in advanced weighing technology & systems for retail, medical, and industrial sectors

Innovation

We continuously evolve our technology, combining advanced AI & ML to offer reliable E2E product recognition

Alliances

Our component-based business model integrates smoothly with blue-chip clients across checkout verticals (POS, smart carts, coolers, autonomous)

Scalability & Simplicity

We deliver scalable solutions that integrate seamlessly into product infrastructure, improving retail efficiency while remaining cost-effective and reliable

TECHNOLOGY LEADERSHIP WITH AI SCALES.
DRIVING GROWTH THOROUH STRATEGIC PARTNERSHIPS

SHEKEL — RETAIL ACTIVITY AT A GLANCE

Gravity EMPOWERED

Market Solution

WEIGHT　　　　**RECOGNITION**　　　　**DATA**

Est. 1971

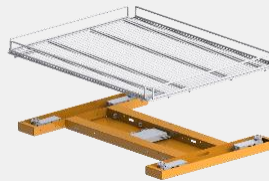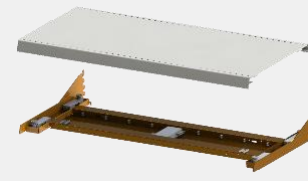| 1990's: 25+ YEARS OF MARKET DOMINATION	2018: WEIGHT + AI = AUTOMATED SKU RECOGNITION	2023: REAL-TIME SHELF INSIGHTS

Shekel Product

Scale-up POS	Scale-up Scanner	Scale-up cooler	Scale-up bay	Scale-up cart	Shekel Cloud
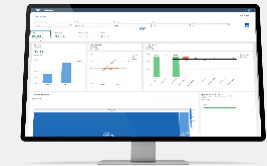
Key Customers

TOSHIBA / FUJITSU	DATALOGIC / ZEBRA TECHNOLOGIES	Imbera / minusforty (a Due North brand)	Atos / GK	CUST2MATE / wanzl	U·S·T / HITACHI

GRANTED PATENTS: 11 (USA, EUROPE, AUSTRALIA, ISRAEL, CHINA)　　　　**PENDING PATENTS: 21 (USA, CANADA, EUROPE, AUSTRALIA, ISRAEL, JAPAN, CHINA, WORLD)**

Doing Magic With Gravity

Self Checkout

Self-Checkout requires combined speed, convenience, and security, allowing customers to shop easily while retailers can be confident in every transaction.

We have done it best for decades, and now we can do it even better!

Discover how Shekel's Security 4 Trade enhances your checkout experience today.

Doing Magic With **GRAVITY**

Global Market Domination

Shekel's Self-Checkout Kit enables a fast, secure, and user-friendly shopping experience.

With the industry's fastest stabilization time for weighing platforms and exceptional security scale performance, Shekel has been a leading force in the self-checkout weighing solutions market for decades and dominates the world market with more than 35 %market share.

- **Enhanced Security:** Weight AI technology ensures always accurate transaction verification

- **Real-Time Response:** Less than 0.5 second stabilization time allows a fast SCO experience

- **Scalable Design:** Fits seamlessly into various retail formats and store sizes.

- **Quick & Convenient:** Minimizes wait times for a faster shopping experience.

Target Customers and Their Needs

Retailers

- Grocery stores

- Supermarkets

- Convenience stores

- Specialty retail outlets

Key Needs

- **Operational Efficiency:** Reducing queues and checkout times enhances the shopping experience.

- **Labor Cost Reduction:** Minimizing the reliance on staffed checkout counters.

- **Improved Customer Satisfaction:** Meeting consumer demand for faster, self-service options.

- **Accurate Analytics:** Gaining insights into purchase behaviors to improve inventory management and marketing strategies.

Doing Magic With **GRAVITY**

Target Customers and Their Needs

End Consumers

- Time-conscious shoppers

- Tech-savvy individuals

- Urban professionals

Key Needs

- **Convenience:** A quick and hassle-free checkout experience.

- **Autonomy:** Control over the shopping and payment process.

- **Transparency:** Clear item pricing and the ability to review purchases before finalizing.

- **Digital Integration:** Compatibility with mobile wallets and loyalty programs.

Unique Value Propositions

Retailers

- **Enhanced Efficiency:** The self-checkout system streamlines operations by allowing multiple customers to process transactions simultaneously.
- **Customizable Features:** Options to integrate loyalty programs, personalized promotions, and digital receipts.
- **Cost Savings:** A significant reduction in operational costs through minimized staffing requirements.
- **Real-Time Insights:** Data analytics tools to monitor sales trends and customer behaviors.

End Consumers

- **Seamless Interaction:** Intuitive interfaces ensure ease of use for all customers.
- **Faster Service:** Drastically reduces waiting times compared to traditional checkout lines.
- **Secure Transactions:** Robust systems ensure safe and reliable payment processes.
- **Environmentally Friendly:** Encourages paperless receipts and supports reusable shopping bags.

Self Checkout - Summary

Shekel's Self-Checkout solution empowers retailers and customers, fostering efficiency, convenience, and satisfaction.

By integrating advanced technology with user-friendly design, it redefines the retail experience, ensuring a competitive edge in the modern market.

Proven to reduce checkout times by 50% and operational costs by 25%, with 80% of users expressing high satisfaction.

"Shekel's Self-Checkout: Empowering Retail with Efficiency and Innovation!"

Doing Magic With **GRAVITY**

Thank You

Contact Us: +972-4-6629118 | www.shekel.ai

"Trust Shekel to drive your retail transformation with cutting-edge weighing technology."

Doing Magic With **GRAVITY**