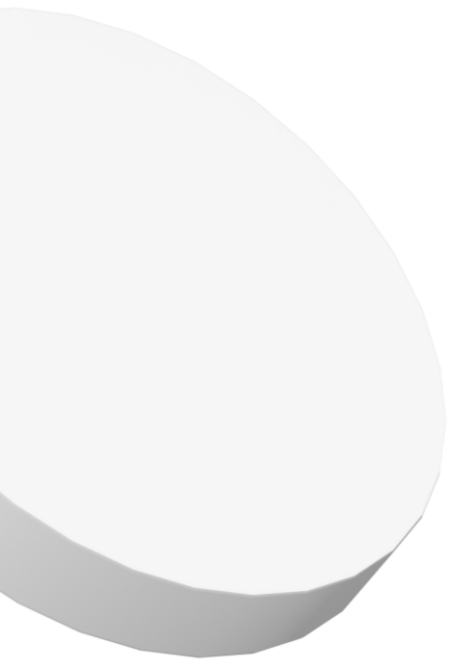




# Scale-Up Cart



# 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 shields), sign exclusive local distribution agreement with Datalogic barcode scanners.
- 05: 1987: Released cilo and coin counting scales.
- 06: 1988: Acquired "Moznel 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 "squatch" 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 Altos & Legardere
- 05: 2024: Penetrating the vending and food service markets with Innovendi Elite product

# 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 THOROUGH STRATEGIC PARTNERSHIPS**

# SHEKEL RETAIL ACTIVITY AT A GLANCE



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

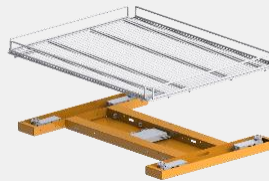
Shekel Product



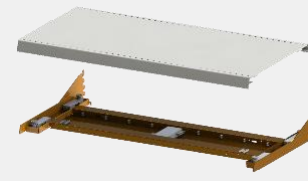
Scale-up POS



Scale-up Scanner



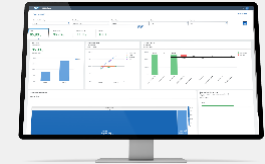
Scale-up cooler



Scale-up bay



Scale-up cart



Shekel Cloud

Key Customers



GRANTED PATENTS: 11 (USA, EUROPE, AUSTRALIA, ISRAEL, CHINA)

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

Doing Magic With Gravity

# Strategic Partnerships

## Retail

## Medical

## Industry

Customers

TOSHIBA

COMAX  
CLOUD. SMART E.R.P

StrongPoint

ZEBRA  
TECHNOLOGIES

SHUFERSAL

ITAB

Diebold Nixdorf

one

FUJITSU

GE

ATOM

מנבי  
שירותי בריאות

משרד  
הבריאות  
הרפואה

לאומית

מאוחדת

כללית  
100 שנה

NETAFIM  
GROW MORE WITH LESS

RAFAEL

KETER

Nestlé

תת

Strauss

סנס

TNUVA

RAICOL  
CRYSTALS

ראיאל

Tosaf

TAMBOUR

## Coolers

## Carts

## Bay

Customers

Imbera

ethik  
Cloud energy control & smart machines

CAFFO

ScobieMcIntosh

CUST2MATE

U -  
S T

7

minusforty

PlanogramIS  
— INTELLIGENT STATIONS —

SOEHNLE  
PROFESSIONAL

AtoS

VISIONVAL

אטומטיים

NAYAXvend

TRUGGE

HITACHI

# Smart Cart

Shekel's Scale-Up Cart kit transforms (almost) any regular shopping cart into a self-checkout station Wheels!

Featuring a certified Legal for Trade (for USA) scale with a capacity of up to 50kg and AI-powered shrinkage control, this kit is arguably the most cost-effective self-checkout solution retailers may find.

The Cart integrates easily with Scan & Go and camera-based Smart Cart apps.





# Transform Shopping Cart into SCO on Wheels

The Shekel Smart Cart Kit revolutionizes the self-shopping experience with Legal for Trade (for USA) weight tracking of up to 50 kg and advanced security features.

When paired with a scan-and-go or camera-based Smart Cart application, it creates a cost-effective self-checkout solution that boosts customer convenience and retailer confidence, ensuring a seamless and enjoyable shopping journey.

# Shekel's Smart Cart Kit Highlights

- **Easy to assemble:** A pre-calibrated kit built to be clicked between basket & chassis
- **Increased Security:** WeightAI-based tracking to minimizes theft & shrinkage
- **Real-Time Data:** Shoppers always see bill status for enhanced confidence.
- **Shopping efficiency:** Legal 4 Trade weighing eliminates queuing in departmental scales.
- **Line-Free Shopping:** Smart carts eliminate traditional checkouts



# Target Customers and Their Needs

## Retailers

- Grocery chains
- Supermarkets
- Department stores
- Specialty retail stores

## Key Needs

- **Efficiency in Operations:** Retailers need tools that streamline checkout processes to reduce queues and improve customer satisfaction.
- **Enhanced Customer Experience:** Providing a smooth, self-service option to meet consumer expectations for convenience.
- **Data-Driven Insights:** The ability to gather and analyze purchasing behaviors to optimize inventory and promotions.
- **Cost Reduction:** Minimizing overhead costs associated with staffing and manual operations.



# Target Customers and Their Needs

## End Consumers

- Tech-savvy shoppers
- Busy professionals
- Families seeking convenience

## Key Needs

- **Speed and Convenience:** Quick checkout without waiting in long lines.
- **Personalized Shopping:** Tailored recommendations and promotions.
- **Ease of Use:** A user-friendly interface that simplifies the shopping journey.
- **Transparency:** Clear and accurate pricing for all items in the cart.



# Unique Value Propositions

## For Retailers

- **Streamlined Operations:** The Smart Cart integrates directly with the store's systems, enabling real-time inventory updates and reducing manual labor.
- **Increased Revenue Opportunities:** Upselling through in-cart notifications and personalized promotions.
- **Accurate Data Analytics:** Detailed insights into consumer behavior and purchasing patterns.
- **Cost Savings:** Reduced dependency on traditional checkout counters and staff.

## For End Consumers

- **Frictionless Shopping Experience:** The Smart Cart eliminates the need for scanning items manually, enabling a seamless checkout process.
- **Integrated Technology:** AI-powered weight sensors ensure accuracy, while a digital interface provides itemized billing and recommendations.
- **Convenience:** Built-in navigation to help locate products within the store.
- **Sustainability:** Reduces waste by encouraging paperless receipts and eco-friendly shopping habits

# Smart Cart - Summary

Shekel's Smart Cart is more than a product; it solves modern retail challenges, bridging the gap between technological innovation and consumer convenience.

By addressing the distinct needs of retailers and shoppers, the Smart Cart sets a new standard for efficiency, satisfaction, and profitability in the retail sector.

Retailers and end consumers seek efficiency, convenience, and data-driven solutions.

**"Shekel's Smart Cart: Redefining Retail Efficiency and Convenience!"**





Contact Us: +972-4-6629118 | [www.shekel.ai](http://www.shekel.ai)

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

