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FIRST COMMERCIAL ORDER RECEIVED FOR INNOVENDI

Shekel Brainweigh Retail Innovation Division has received its first commercial order from Tnuva for its autonomous vending machine. Shekel's autonomous vending machine is sold under the product name "Innovendi".

Tnuva is the largest food manufacturer in Israel and is owned by Chinese conglomerate Bright Food Group, China's second largest food manufacturing company. Under the conditions of the contract, 100 units will be delivered to a subsidiary of Tnuva immediately following a successful pilot trial. The total agreement is for the sale of a minimum of 1,200 machines over a period of 7 years and a minimum of 100 machines per year in these years.

Shekel will provide Tnuva with the relevant hardware and software, charging an upfront cost for the Innovendi hardware and an ongoing subscription fee for Shekel's software. This is the first commercial order of Innovendi and the first operational use of Shekel's Product Aware Surface Technology. The initial units of Innovendi will be distributed across Israel. The Company anticipates that through Tnuva, as well as the Company's own sales force in China – Innovendi, and importantly Shekel's other products, can be introduced into China particularly by Tnuva's holding company, Bright Food Group.

Innovendi delivers clear benefits to Consumer Packaged Goods (CPG) vendors and vending machine operators. There is marginal cost of deployment. Maintenance is easy as minimal human intervention is required. There is 24/7 availability of products. 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 plans to be put in place.

The vending machine industry is growing rapidly, and Shekel's Innovendi is a standout product combining traditional vending machines with Shekel's Product Aware Surface Technology. Smarter and connected autonomous vending machines allow Tnuva and other CPG companies to sell products 24/7 without the need for human intervention and to maximize sales via automated re-stocking plans.

Innovendi was developed and designed by Shekel to incorporate its Product Aware Surface Technology into a fully autonomous vending machine. Innovendi utilizes Shekel's weighing technology to automate the entire vending machine process, from product selection to payment. The global market for 'smart vending' machines is predicted to grow by 15% per annum and exceed 15 billion USD by 2025.

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