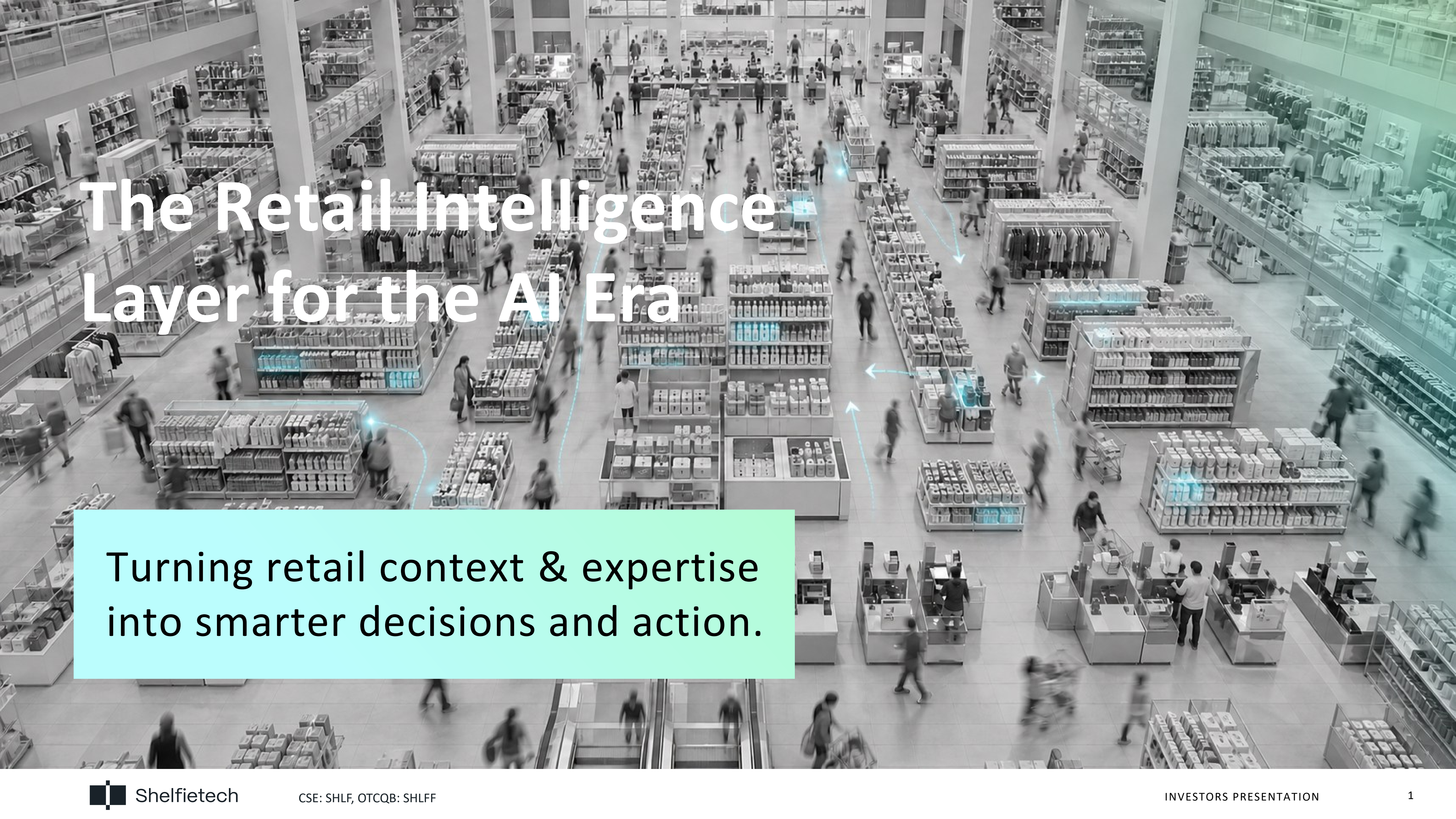




The Retail Intelligence Layer for the AI Era

Turning retail context & expertise into smarter decisions and action.

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Summary of Key Investor Risks

ShelfieTech has developed a promising retail execution intelligence platform with existing customers, recurring SaaS revenue, and a strategic opportunity to expand into retail data monetization. Investors should consider the following key risks before making an investment decision.

1. Early Scale and Revenue Concentration Risk - still at an early stage of commercial scale. Current revenue base remains small and may be vulnerable to customer churn, delayed renewals, pricing pressure, or slower-than-expected upselling.
2. Geographic Expansion Risk - Commercial validation is currently concentrated in Israel. Expansion into North America and Europe will require investment in sales, partnerships, integrations, customer success, and local credibility. Given long retail technology sales cycles and complex system integrations, ShelfieTech may face delays, higher customer acquisition costs, and slower-than-expected revenue growth.
3. Execution Risk in Moving from SaaS to Data Monetization - Much of ShelfieTech's upside depends on successfully evolving from a SaaS execution platform into a retail data monetization business. This opportunity remains largely prospective and will require sufficient retailer data, clear usage rights, effective anonymization, and commercially valuable data products. If this transition is not achieved, ShelfieTech may remain a smaller retail SaaS company rather than a higher-value data platform.
4. Data Privacy, Ownership and Compliance Risk - The data monetization model creates legal, commercial, and reputational risks. Retailers may resist external use of sensitive sales, pricing, inventory, loyalty, or customer data, even if anonymized. ShelfieTech will need clear contractual rights, strong data governance, privacy compliance, cybersecurity protections, and robust controls. Any misuse, breach, or regulatory issue could damage trust and limit data monetization.
5. Competitive Risk - operates in a competitive market with powerful incumbents such as SAP, Oracle, Snowflake, Tableau, Zebra, UKG, RetailNext, and Trax. These companies have stronger brands, deeper enterprise relationships, larger sales teams, and greater resources. They may develop similar AI execution tools, bundle competing features, or use pricing power to limit ShelfieTech's ability to win larger customers.
6. Technology and Integration Risk - value depends on unifying fragmented retail data and converting it into actionable insights, task generation, execution verification, and continuous learning. This requires reliable integration, data normalization, AI/ML performance, user adoption, and operational accuracy. Legacy systems, poor data quality, implementation issues, inaccurate recommendations, or weak ROI could limit customer expansion and retention.
7. Market Sizing and Valuation Risk - The addressable market is large, driven by a claimed \$400 billion to \$550 billion data monetization opportunity. Investors may view this as overstated; the achievable valuation multiple may be materially lower than the company's strategic upside case.
8. Financing and Dilution Risk - the current cap table appears clean, with 24 million shares and no options, warrants or RSUs. However, international expansion, AI development, enterprise sales, and data product commercialization are likely to require additional capital. Future financings may dilute existing shareholders, particularly if capital markets are weak or if the company does not achieve near-term commercial milestones.

Overall Risk Assessment

ShelfieTech offers a credible platform with initial market validation, recurring revenue, and a potentially attractive data monetization strategy.

The principal investment risk is whether ShelfieTech can successfully scale beyond its current Israeli customer base and convert its SaaS platform into a defensible, high-value retail data business.

Investors should focus due diligence on customer retention, ARR quality, data rights, integration costs, competitive differentiation, North American/EU go-to-market execution, and the realism of the data monetization revenue model.

ShelfieTech Company Snapshot

#1

Leading
Team

Proven Retail Leadership

Retail, technology, and growth experts with decades of experience, including building and scaling companies across global markets.

AI

Native

AI-Powered Retail Intelligence

Unifies retail data, applies retail-specific knowledge and business context, and turns insights into prioritized actions.



Scalable
Platform

Expanding Platform Value

Recurring platform revenue with growth opportunities across stores, modules, and retail decision workflows.

+50

Top-Tier
Clients

Proven Platform in Action

Active across dozens of retail chains in Israel, with consistent usage - including ACE, ZER4U, GOLF&CO, Isracard, and more.

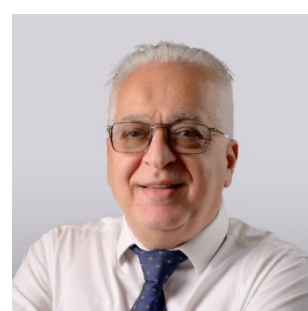
\$

Recurring Revenue
& Growth

\$1M+ ARR

Existing recurring revenue provides a commercial foundation for further expansion.

Team built to execute at scale



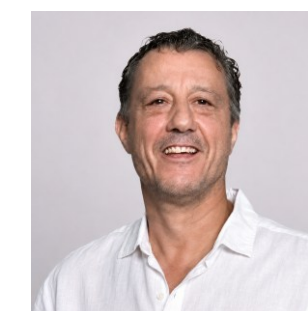
Bentsur Joseph
CEO & Chairman

Serial entrepreneur with a proven track record in building and scaling companies. Founder and former CEO and Chairman of A2Z Cust2mate Solutions Corp (NASDAQ: AZ). Previously served as Chairman of the international Elad Hotels chain and as CEO of DIG Ltd., a public company traded on the Tel Aviv Stock Exchange, which manufactures and markets electrical components across Israel.



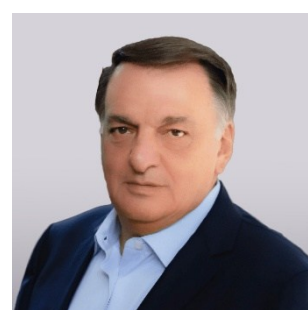
Gal Ezrach Gindin
COO

Operations executive with a strong background in high-tech transactions, capital markets, and public offerings. Leads cross-functional execution, organizational scaling, and the transition from technology development to a fully operational company. Previously served as a lawyer at Shibolet & Co.



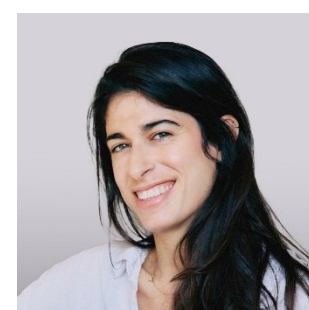
Itzik Atias
CTO

Technology leader with extensive experience in Retail Tech, AI, and platform development. Leads the platform architecture, turning advanced research into robust, stable, and scalable systems.



Alan Rootenberg
CFO

Finance executive with 35+ years of experience in corporate finance and capital markets. CPA with deep public company experience across NASDAQ, TSX, TSXV and CSE.



Meytal Joseph
CBO

Business development and growth executive with experience leading AI products from concept to commercial success. Translates AI capabilities into market opportunities, strategic partnerships, and measurable revenue growth.



Ran Timor
CMO

B2B growth leader with 20+ years of experience positioning complex technologies and turning them into demand and revenue. Drives category narrative, go-to-market strategy, brand equity, and commercial messaging across startups and enterprise environments.

The Business and The Market



THE CHALLENGE

Retail Is Getting More AI. But Less Alignment.

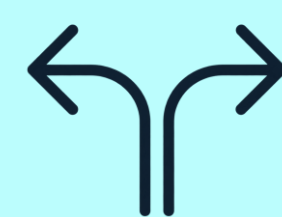
Every system optimizes its own objective. No system sees the whole business.



Local AI
Everywhere

Each system optimizes its own KPI

Pricing, inventory, loyalty and workforce AI pursue different objectives.



Conflicting
Recommendations

More recommendations. Less clarity.

Individually logical recommendations can conflict and delay action.



Execution
Failure

Misalignment creates lost value.

Stockouts, excess inventory and missed sales opportunities.

\$ 82B

lost annually to out-of-stocks in the **US alone**

More AI needs one trusted retail context.

Retail Intelligence Is Becoming a Multi-Billion-Dollar Global Market

TAM: \$410 to \$560B
Global market opportunity

SaaS REVENUE
\$10B

Retail Analytics & Operational Intelligence

DATA MONETIZATION
\$400-550B

Retailer-sourced data assets

Sources: Grand View Research (Data Broker Market), eMarketer, Statista, adtech market estimates

Not a Concept.

A Proven Platform. 3 Years. Dozens of Retailers.

Already running at scale across Israel:



"Covers 99% of our analytics needs and keeps expanding ."

Yossi Cohen, CEO | ZER4U

"Immense value — lower costs, faster response, better efficiency." Shimon Hadad, VP Business | Isracard

Why Now

Three shifts are creating a new opportunity in retail intelligence.

1

AI Is Becoming Universal

Every retail system is adding AI, making intelligence more accessible but **increasingly fragmented**.

2

Retail Needs One Business Context

Disconnected AI recommendations need shared data, priorities and rules to drive **coordinated decisions**.

3

Retail Intelligence Becomes the Asset

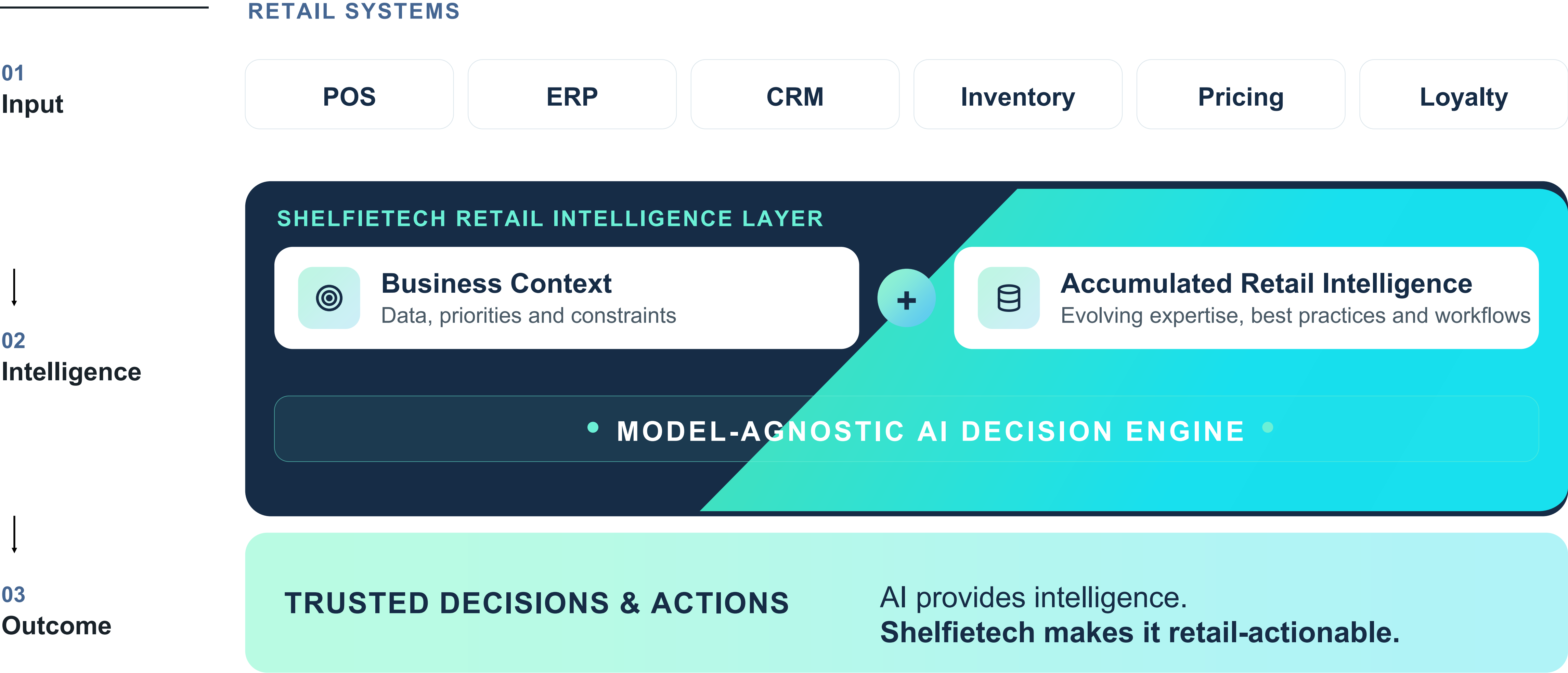
Accumulated retail knowledge, validated decision frameworks and workflows create value beyond **any individual AI model**.

**AI makes software easier to build.
Retail intelligence must be earned.**

Our Offering, & Technology



One Retail Context. Better Decisions Across the Business.

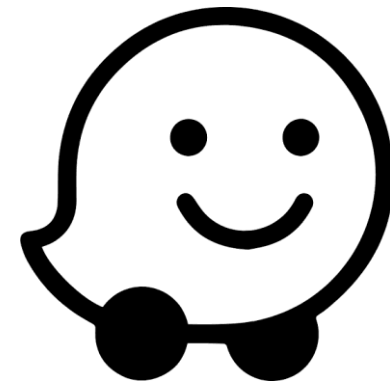


The Waze of Retail Intelligence

From understanding your business to benefiting from the experience of retail.

WAZE NEEDS

- Full road network
 - Current road conditions
 - Clear destination
-
- **Accumulated driver intelligence**



RETAIL AI NEEDS

- Full business picture
 - Current operating constraints
 - Clear business priority
-
- **Accumulated retail intelligence**

The map enables navigation. Accumulated intelligence makes it smarter.

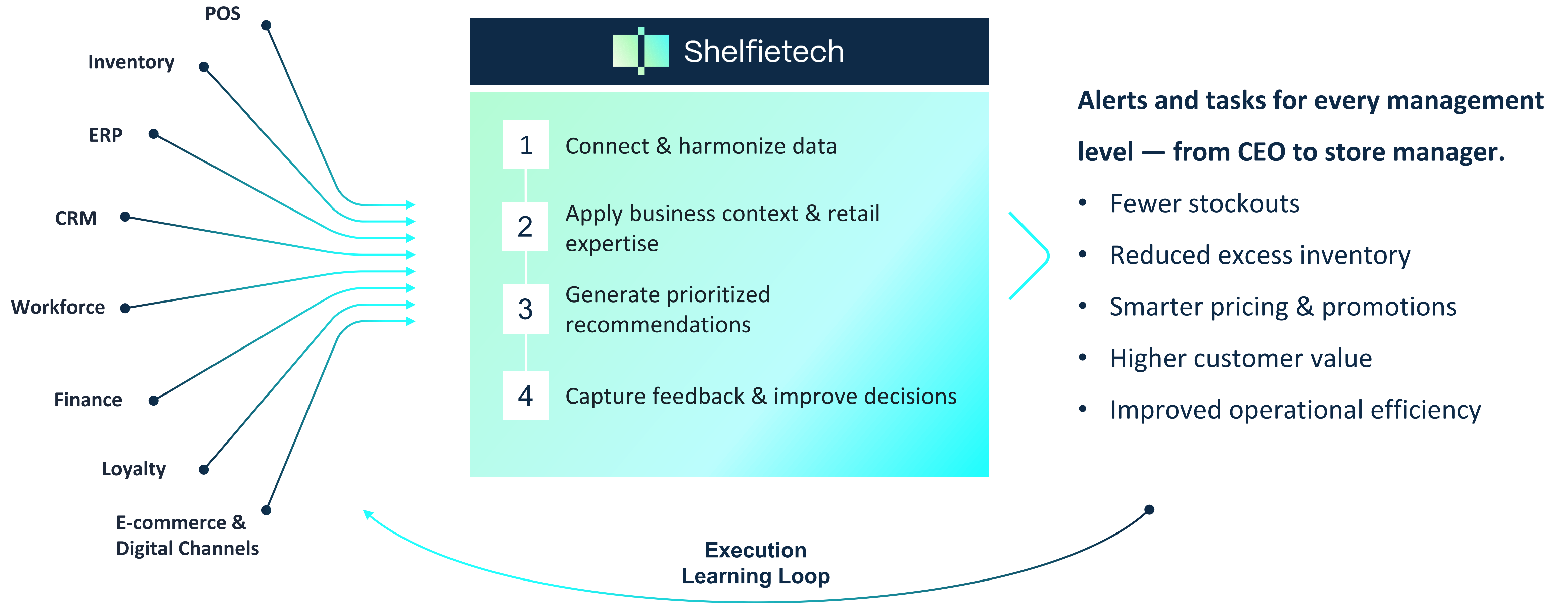
Shelfietech combines each retailer's business context with accumulated retail expertise.

Turning Retail Intelligence into Business Action

RAW DATA SOURCES

RETAIL INTELLIGENCE ENGINE

BUSINESS OUTCOMES



A Retail Intelligence Layer Built for Business-Wide Decisions

Combining retailer-specific context, accumulated expertise and operational execution.

Solution category	Primary focus
ShelfieTech Retail intelligence layer	Retail-wide context, domain intelligence and decision workflows
Point Solutions Trax / RetailNext	Store, shelf and shopper analytics and execution
Functional Systems Zebra Reflexis / UKG	Workforce and operational task management
Enterprise & Data Platforms SAP / Oracle / Snowflake / Tableau	Broad business applications, analytics and AI infrastructure
General AI / Custom Build Claude, GPT, in-house	Flexible AI capabilities requiring domain configuration and implementation

SHELFIE TECH COMBINES

Business Context

The retailer's own data, priorities, business rules and operating constraints

Accumulated Retail Intelligence

Retail expertise, best practices, decision frameworks and reusable workflows

Operational Execution

Recommendations connected to prioritized actions and operational processes

ShelfieTech combines retailer-specific context with accumulated retail expertise and execution workflows.

From Proven Retail Platform to Scalable Retail Intelligence

Our roadmap from an established SaaS business to AI-powered decisions, execution and new data opportunities.



Projected ARR

Growth from platform adoption, new customers and expanded capabilities. Data opportunities are additional upside.



Isracard ישראכרט

Leading Israeli credit card company — 45+ years in market.

Traded on the Tel Aviv Stock Exchange,
~NIS 3B market cap

Discounting and clearing services
to leading credit brands

Serves approximately **100,000**
businesses nationwide

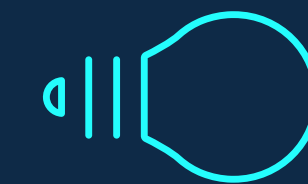
“The system brings immense value to shoppers and to loyalty management — lowering costs, reducing response times, and significantly improving efficiency.

Shimon Hadad, VP Business Division



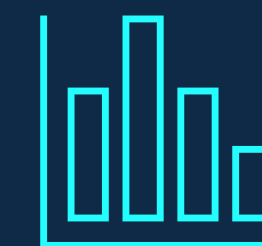
The Challenge

Optimize customer loyalty management and unlock value from massive transactional big-data assets.



The Solution

AI-driven loyalty program with seamless point accumulation, redemption management, and a dedicated benefits portal.



The Outcome

Deeper expansion within the existing customer base and new partner revenue streams unlocked through data analysis.

ZER4U



Israel's leading chain in flowers and gifts.

Nationwide flowers and gifts chain.

26 fully owned branches with real **operational scale**.

Fast delivery and omnichannel model.

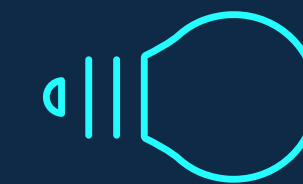
"It covers 99% of our analytics needs and keeps expanding."

Yossi Cohen, CEO



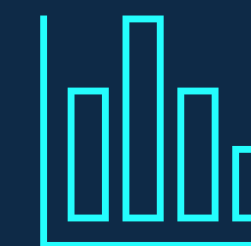
The Challenge

Managing inventory across a large number of branches and item types, with a high need for accurate, real-time identification of changing demand patterns.



The Solution

A smart transfer model based on sales, inventory, demand, and branch behavior data, designed to predict shortages and organize controlled, actionable recommendations.



The Outcome

Higher profitability, improved inventory control, expanded control over sales points, faster decision-making, and fewer operational errors in the management process.

Multiple Revenue Streams. One Retail Intelligence Platform.

Recurring SaaS revenue today, with opportunities to expand platform value and develop new data-driven revenue streams.

Revenue Layer		What It Delivers	
Core SaaS Subscriptions	>	Recurring revenue from the deployed retail platform	CURRENT BUSINESS
Intelligence & Execution Expansion	>	Greater value per retailer through broader workflows and AI-powered capabilities	EXPANSION OPPORTUNITIES
Benchmarks & Data Products	>	Market-level insights built on permitted, aggregated retail data	
APIs & Partner Offerings	>	Additional opportunities for suppliers, brands and ecosystem partners	

WIN-WIN

New revenue for retailers. New intelligence products for the market.
Retailers share in the value generated from their data through a revenue-sharing model.

The Company and Financials



Proforma – Net Assets



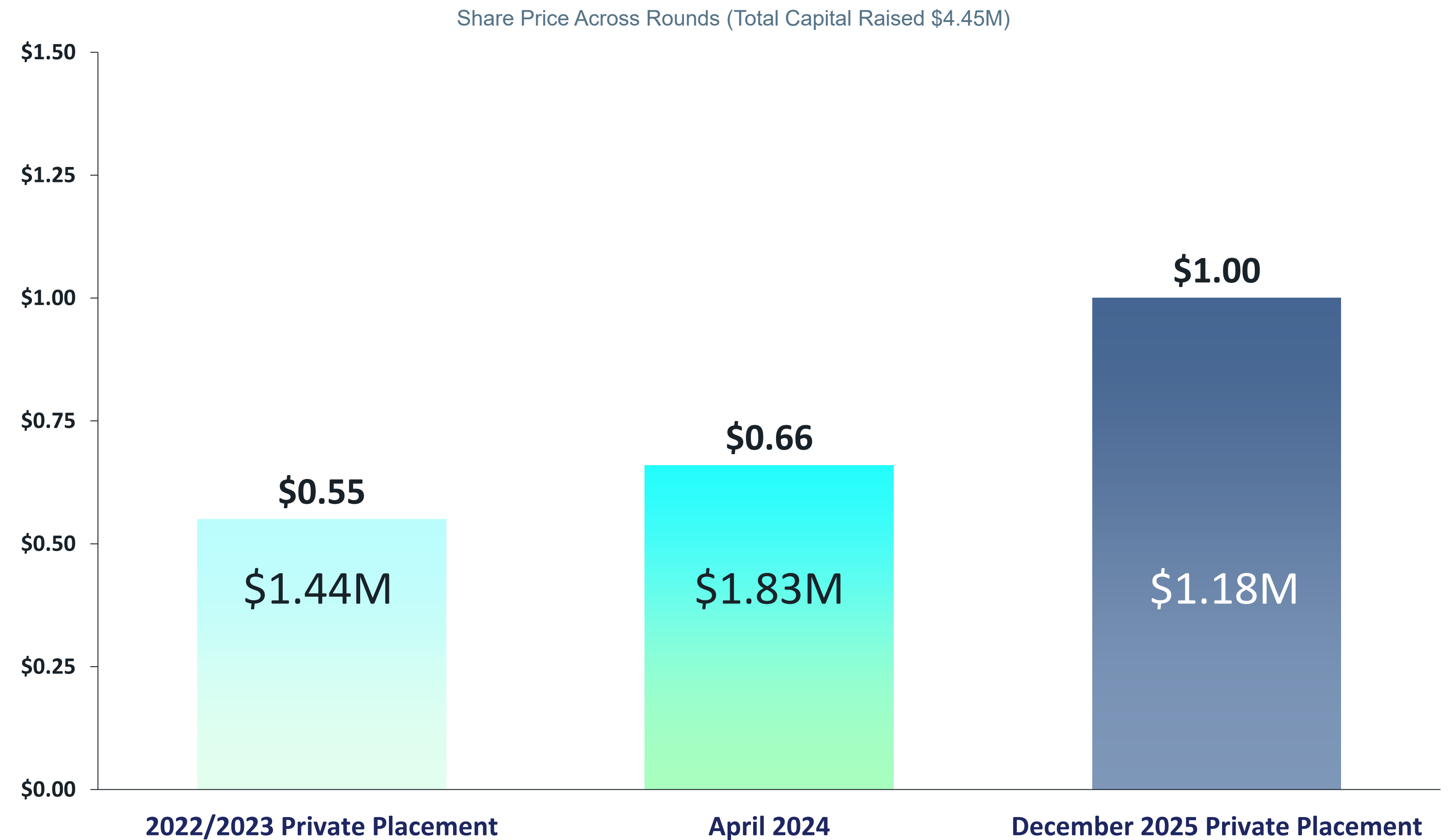
As of December 31, 2025 (USD)	Total
ASSETS	
Cash	1,882,305
Restricted deposit	9,869
Accounts receivable	191,762
Other receivables	293,360
Total Current Assets	2,377,296
Fixed assets	56,684
Total non-current assets	56,684
Total Assets	2,433,980
LIABILITIES & EQUITY	
Accounts payable	608,041
Bank loans	164,629
Related parties payable	100,802
Accrued expenses	164,737
Total Current Liabilities	1,038,209
Total Liabilities	1,038,209
Net Assets	1,395,772

ShelfieTech – Capital Raises & Share Price

24M
Shares

Nil
Options

Nil
Warrants



In the AI era, understanding the business is as important as understanding the data.

Business context is what turns AI from a powerful tool into a business advantage.





Thank You