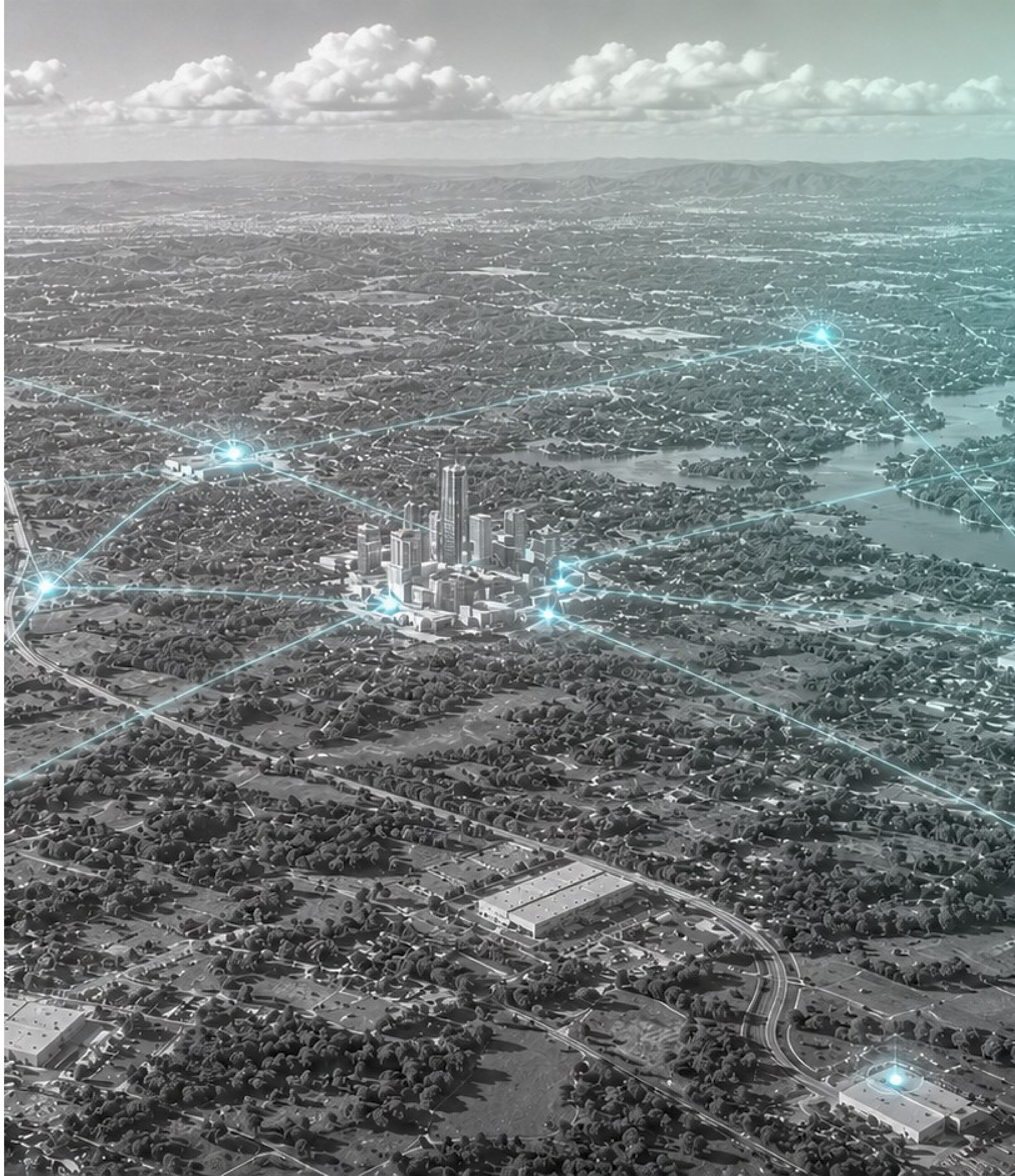
Shelfietech

“Turning fragmented retail data into business actions that boost performance, maximize customer value, and grow profitability.”

Aug 2026



Disclaimer

This presentation (the “Presentation”) has been prepared by Shelfie-Tech Ltd.. (“Shelfie” or the “Company”) for informational purposes only. It does not constitute an offer to sell or a solicitation of an offer to buy any securities in any jurisdiction. This Presentation is not, and under no circumstances is to be construed as, a prospectus, offering memorandum, advertisement, or a public offering of securities. Any offer or sale of securities will only be made in accordance with applicable securities laws and pursuant to formal offering documents delivered to qualified investors.

Certain information contained in this Presentation constitutes “forward-looking statements” within the meaning of applicable securities laws. Forward-looking statements can be identified by terms such as “anticipate,” “believe,” “could,” “estimate,” “expect,” “intend,” “may,” “plan,” “project,” “seek,” “should,” “will,” or similar expressions. These statements may include, but are not limited to, information concerning the Company’s future financial and operating performance, business plans, product commercialization, expansion into new markets (including North America), expected regulatory approvals, potential mergers and acquisitions, use of proceeds from potential financings, and other strategic objectives.

Forward-looking statements are based on assumptions and estimates made by management in light of information available at the time and are subject to known and unknown risks, uncertainties, and other factors that may cause actual results, performance, or achievements to differ materially from those expressed or implied. These risks include, but are not limited to: market conditions; consumer demand; regulatory changes; production and supply chain risks; retention of key personnel; competition; access to capital; and other risks disclosed in the Company’s public filings available on sedarplus.ca under the issuer profile of Shelfie Tech Ltd. Any discussion of potential use of funds is for illustrative purposes only and does not represent a commitment or guarantee of future results or outcomes.

This presentation contains future-oriented financial information and financial outlook information (collectively, “FOFI”) as defined under Canadian securities laws, prepared by management of the Company about the Company’s reasonably estimated prospective results of operations, revenue, cash flows, and components thereof, all of which are subject to the same assumptions, risk factors, limitations, and qualifications as set forth in the above paragraphs. Readers are cautioned that FOFI are not guarantees of future performance, and should not be considered as such, since actual results may differ materially from those expressed in FOFI. The Company and its management believe that FOFI has been prepared on a reasonable basis, reflecting management’s best estimates and judgments. FOFI contained in this presentation were made as of the date of this presentation and is provided for the purpose of describing management of the Company’s belief of the anticipated effects of the offering on the Company’s business operations. The Company disclaims any intention or obligation to update or revise any FOFI contained in this presentation, whether as a result of new information, future events or otherwise, unless required pursuant to applicable law. Readers are cautioned that the FOFI contained in this document should not be used for purposes other than for which it is disclosed herein.

No representation or warranty, express or implied, is made as to the accuracy or completeness of the information contained herein. The Company disclaims any obligation to update or revise any forward-looking statements, whether as a result of new information, future events, or otherwise, except as required by law. Readers are cautioned not to place undue reliance on forward-looking statements and are encouraged to consult their own professional advisors.

This Presentation also includes market and industry data from third-party sources, which the Company believes to be reliable, as well as internal estimates and forecasts. While the Company believes such data to be accurate, it has not independently verified it and makes no representation as to its accuracy or completeness. To the extent that any such data is based on assumptions, Shelfie makes no assurance that those assumptions will prove accurate.

Cautionary Note to United States Investors

The securities of the Company have not been, nor will they be, registered under the United States Securities Act of 1933, as amended, and may not be offered or sold within the United States or to, or for the account or benefit of, U.S. persons absent U.S. registration or an applicable exemption from the U.S. registration requirements. This Presentation does not constitute an offer for sale of securities for sale, nor a solicitation for offers to buy any securities in the United States

Nothing in this Presentation should be construed as legal, financial, accounting, tax, or investment advice. The Company is a reporting issuer in Canada and its common shares trade on the Canadian Securities Exchange under the symbol “SHLF”.

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.

Retail is Drowning in Data and Starving for Execution.

Distilling complex retail data into **clear execution that drives results**

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 such as A2Z, Elad Hotels, DIG Ltd., and more.

AI Native

Intelligent AI-Based Execution

Unifies data from organizational information sources such as POS, ERP, CRM, and eCommerce, identifies anomalies, prioritizes tasks, and learns continuously.

2X Revenue Streams

Dual Revenue Model

SaaS today, high-value data monetization tomorrow.

+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

With minimal capital investment, the company indicates strong demand, high efficiency, and a clear expansion model.

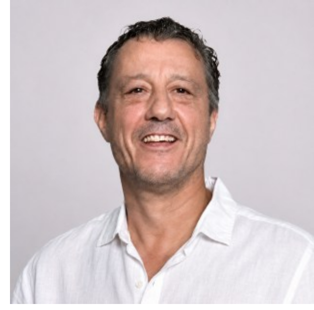
Team built to execute at scale

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. and currently also serves as COO of A2Z Cust2mate Solutions Corp (NASDAQ: AZ).



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. Also currently serves as CFO of A2Z Cust2mate Solutions Corp (NASDAQ: AZ).

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. Previously served as Director of Business Development at A2Z Cust2mate Solutions Corp (NASDAQ: AZ).

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.

From Shelf Execution to Retail Intelligence

1

Built from the shelf.

2

Expanded to the entire retailer.

3

Scaled through market-level data monetization.

Shelf Execution → Retailer-Wide Intelligence → Market-Level Monetization

From execution platform to global retail data business.

The Business and The Market

The Challenge

Retail is Drowning in Data and Starving for Direction.

Data Silos

Sales, inventory, and loyalty data sit in isolated systems
that never talk to each other.

Paralysis by Analysis

Traditional BI tools visualize what's wrong but never show teams how to fix it.

Execution Failure

Teams act too little, too late, and smaller retailers feel it most.

$ 82B lost annually to out-of-stocks in the **US alone** –
and most of it isn't a detection problem. It's an **execution failure**.

$ 400-550B Unutilized BIG data **revenue potential**

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 have made retail execution intelligence possible — and urgent.

1

AI is finally production-ready

Real-time ML at retail scale and cost, closed-loop execution is now feasible **outside enterprise giants**.

2

Retail margins are collapsing

Inflation, labor, and channel fragmentation have squeezed mid-market chains. Dashboards aren't enough - **they need action**.

3

Retail data is a new asset class

FMCG suppliers, benchmarking platforms, and AI labs now pay **real dollars** for the operational data retailers already generate.

The dashboard era is over.

The Only Platform That Closes the Loop and Monetizes the Data

		Point Solutions		Functional Systems		Infrastructure Platforms
Capability	**ShelfieTech**	**Trax**	**RetailNext**	**Zebra Reflexis**	**UKG (Kronos)**	**SAP / Oracle/ Snowflake / Tableau**
Multi-source data integration	Yes	Partial	Partial	Partial	No	Yes
AI-prioritized task queues	Yes	No	No	Yes	Yes	No
Closed-loop execution verification	Yes	No	No	Yes	Partial	No
Cross-retailer market intelligence	Yes	Partial	Partial	No	No	No
Data monetization to CPG brands	Yes	Partial	No	No	No	No

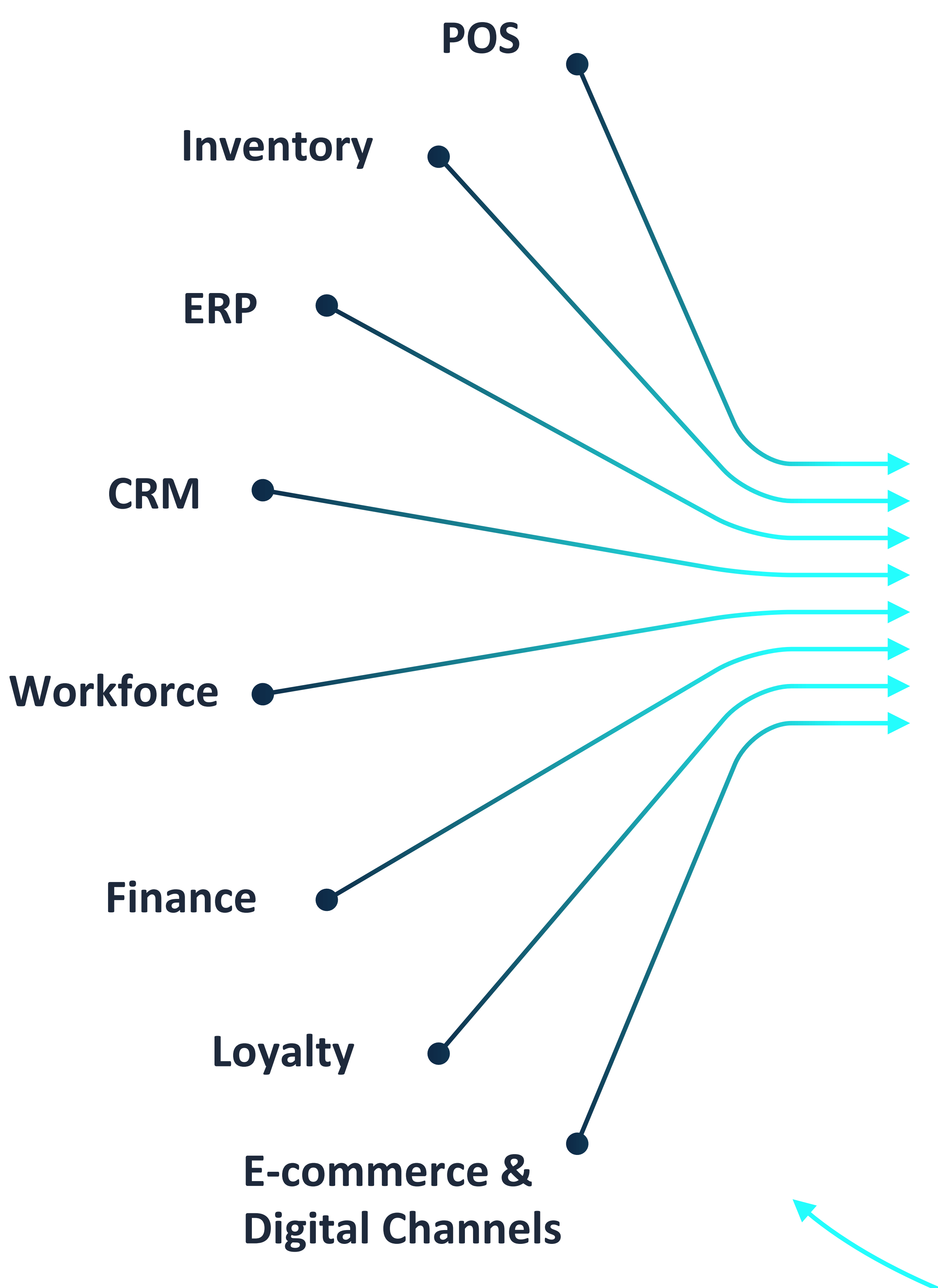
Yes Partial No

- Based on current competitive research, ShelfieTech appears uniquely positioned across both market intelligence and data monetization.
- https://www.grandviewresearch.com/industry-analysis/data-broker-market-report

Our Offering, & Technology

A New Category: Retail Execution Intelligence

RAW DATA SOURCES — **EXECUTION INTELLIGENCE LAYER** — **ACTIONABLE OUTPUTS**



Shelfietech

1. Global data integration and unification
2. AI & ML-based retail algorithm processing
3. Action recommendations based on business priority
4. Continuous learning of business, market, and execution quality

Alerts and tasks for every management level — from CEO to store manager.

- Profitability improvement
- Smart and efficient inventory management
- Pricing optimization
- Customer management and customer value maximization

Execution Learning Loop

Why ShelfieTech

Built for **Retail**	Retail Execution **Intelligence**	Built to **Scale**
Fast deployment & integration	Built on years of retail operational expertise	Proven leadership team
Retail-native workflows	Continuous learning loops	Strategic partners & integrations
Embedded execution workflows	Smarter with every interaction	Cross-network intelligence layer

Easy to deploy. Hard to replicate.
Harder to replace.

From Proven Platform to Global Big Data Business

Our roadmap from a deployed retail platform to AI execution and global BIG data monetization

1 2023–2024 **Infrastructure**

Built, Proven

Active since 2023. Dozens of active retail chains in Israel.

2 2024-2026 **Sales**

Balanced with Recurring SaaS Revenue

Growing subscription revenue with a lean operating model and minimal support burden.

3 2026-2027 **Expansion**

Expanding the customer base in Israel and globally

Expand into North American and EU mid-market chains. Grow ARR per customer.

4 2027-2028 **Building Data Scale**

Reaching Critical Mass of Big Data

Creating the foundation for future market intelligence.

5 2029+ **Big Data Monetization**

Big Data Monetization

Benchmarks, data products, API products, and retail media products based on cross-market Big Data, accumulated in the system.

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.

BIG Data Monetization Revenue Model

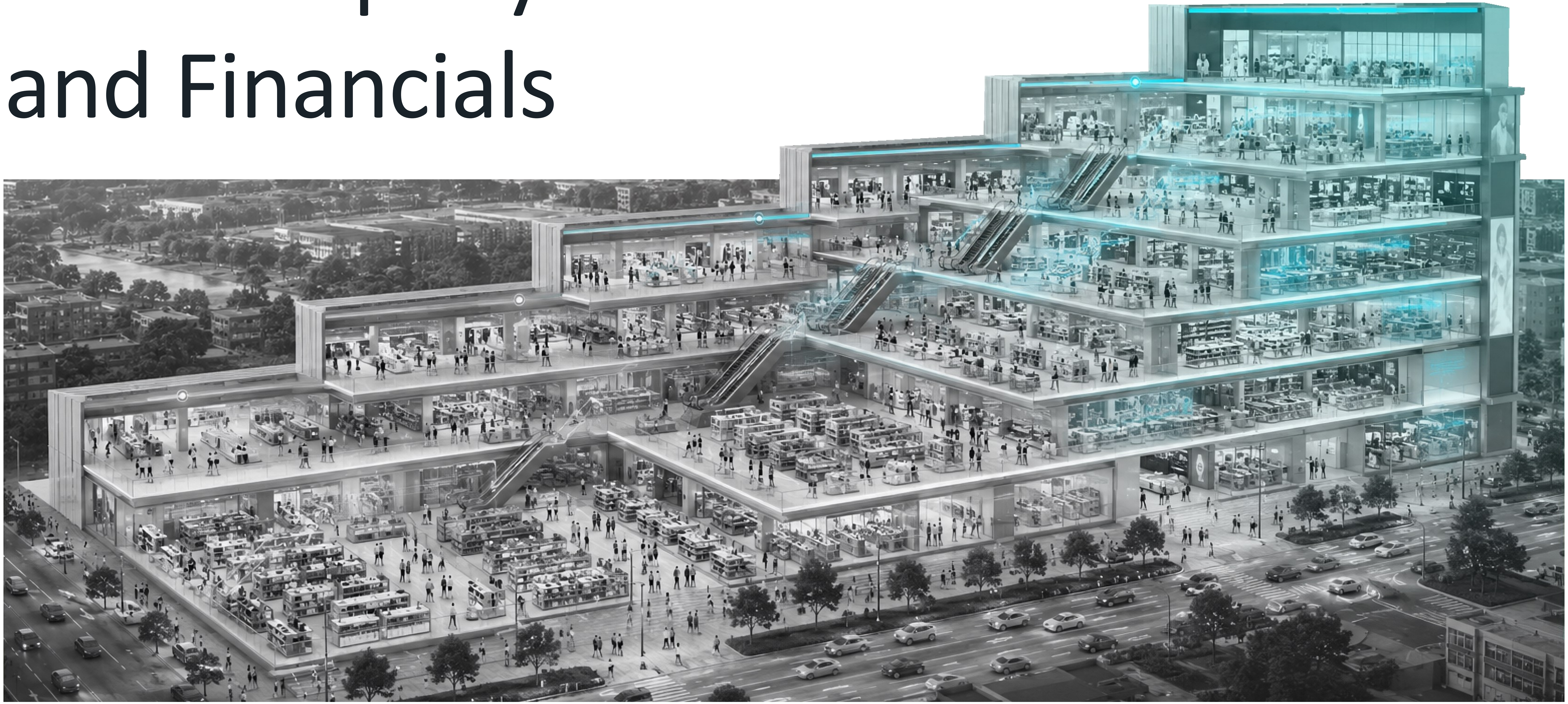
ShelfieTech helps retailers monetize their BIG data while giving smaller chains access to market-level insights once available only to retail giants.

Revenue Layer	What It Delivers
Market Benchmarks	Compare performance against broader market patterns
Data Products	Pricing, promotion, inventory, and demand insights
API Access	Direct data flow into brand and supplier systems
Retail Media Intelligence	Better targeting, measurement, and campaign optimization

WIN-WIN

New revenue for retailers through a rev-share model.
Enterprise-grade intelligence for every chain.

The Company and Financials



Proforma – Net Assets

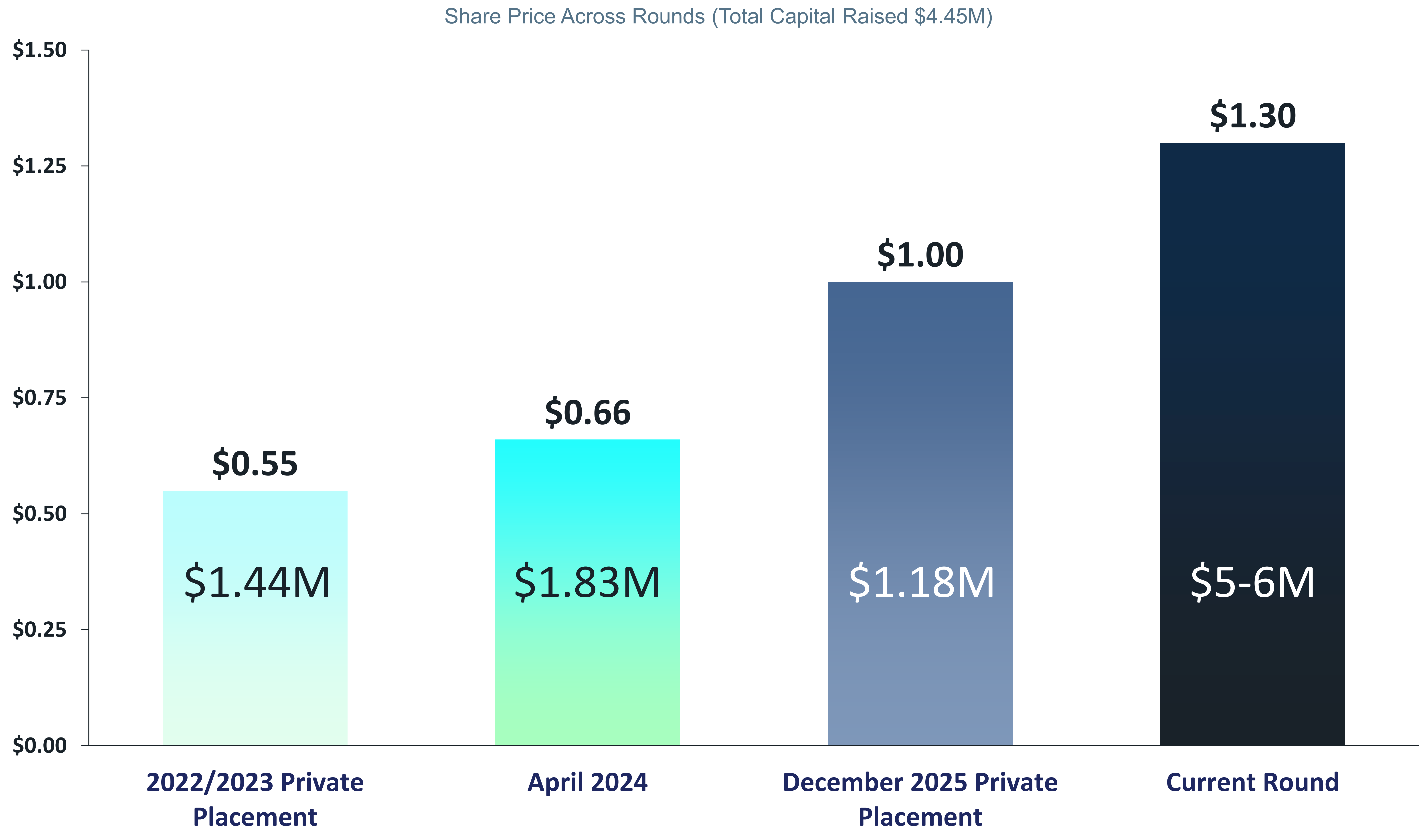
As of December 31, 2025 (USD)	Total
ASSETS	
Cash	1,882,305
Restricted deposit	9,869
Accounts receivable	191,762
Other receivables	293,360
Total Current Assets	**2,377,296**
Fixed assets	56,684
Total non-current assets	**56,684**
Total Assets	**2,433,980**
LIABILITIES & EQUITY	
Accounts payable	608,041
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



Current Financing Terms

Sale price: USD 1.30 per share

Sale lock-up: The shares sold are locked for a period of 4 months and one day for investors who are not U.S. citizens.

Allocation mechanism

- The investor transfers the investment funds to the company's account.
- The company undertakes not to use the funds until the share allocation is completed through DRS.
- After the allocation, the investor receives DRS approval.
- The DRS can be deposited with the investor's broker.

Use of proceeds

- The company intends to use the proceeds for:
- Expanding marketing and sales activities in Israel and globally.
- Growing the customer base and commercial expansion.
- Continued product development.
- Developing monetization capabilities for the data accumulated in the system.

ShelfieTech helps retailers turn data into real business actions, improving business performance and creating a new revenue stream.

From an execution platform to a global data company.

Shelfietech

Thank You