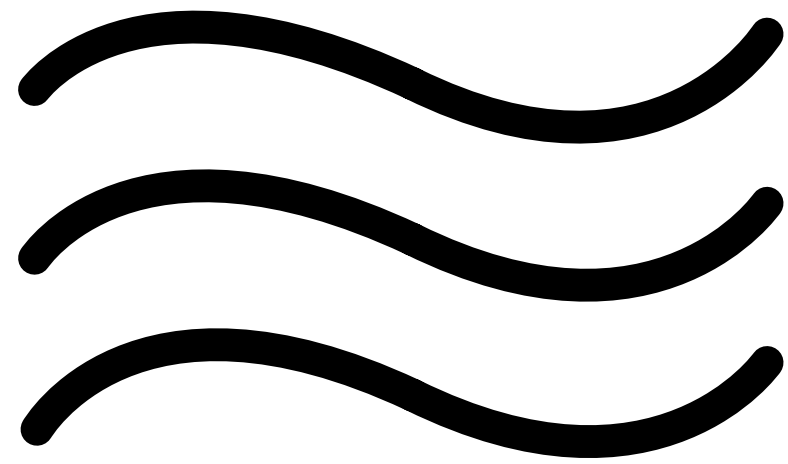




Investor Meeting

August 2023



Breakthrough Ultrasound For Non-Invasive
Skin Tightening



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Investor meeting August 2023

Presenters:

- Shimon Eckhouse, Co-Founder and Chairman
- Lou Scafuri, CEO
- Assaf Korner, CFO



Q2 2023 in Numbers

**Q2/23 \$12.4M
Revenues
+53% YoY Growth**

**H1/23 \$22.8M
Revenues
+67% YoY Growth**

**Q2/23 \$3.3M
Recurring Revenues
+100% YoY Growth**

\$25.3M Cash
As of June 30, 2023

**75% GM
Non-GAAP**

**Over 155,000
Treatment
(inception to date)**

Current Market Conditions

- Global market conditions remain favorable despite macroeconomic and political concerns
- Market demand continues to grow in the noninvasive skin tightening segment however expensive invasive plastic surgery procedures appear to be slowing
- Sofwave's ROI offers significant competitive advantage is even more pronounced in high interest rate environment since many customers choose to pay cash for purchases <\$100K
- Sofwave product has high creditability and brand awareness globally evidenced by the overwhelming global KOL interest and support by major physician peer group interest at major industry events the AMWC (Taiwan) and IMCAS Asia (Bangkok)

Trends

- People are seeking “natural-looking” results when seeking treatment
- Patients are more educated and asking for certain branded procedures driving physicians to expect consumer brand awareness programs from suppliers
- Sofwave is being positioned as a “premium” brand in major markets such as the US, Taiwan, Canada and Brazil

Positioned for Continued Growth

Addressing a \$2.3B Total Addressable Market (TAM)

Investment in **clinical studies** leads to successful **expansion of FDA cleared**, non-invasive, eyebrow, chin, and neck “lift” and cellulite improvement as well as future body indications



In-house digital team with focused efforts to grow **digital presence and brand awareness** has led to >105K website visits per month and >516K social media followers



KOLs as early adopters = fast sales conversion and brand advocacy:

- **Peer to peer influencers (FOMO)**
- Sofwave emerging as de facto **skin tightening standard** by global thought leaders



Continued expansion of direct sales team in US to **increasing market coverage across customer segments**

- Market expansion in EMEA and APAC through growing distribution network and additional regulatory clearances





Gigi Leung, HK Singer and Actress



2023: Major Strategic Accomplishments to Date

- FDA Clearance for Precise Applicator
- FDA Clearance for Sofwave Smart™ IoT (wireless) Module
- Regulatory Approval in Mexico
- Opened a new subsidiary in the UK
- Second US patent approval
- US and APAC Telemarketing Campaign and Social Growth to drive 155K treatments
- Completed two large scale multi-center studies
 - Reduction of Acne Scars
 - Arm Lift



Solid Recognition by Industry Expands across Digital Channels

2023 Industry Awards



Best Non-Invasive Cellulite Treatment



Best in Skincare: Sofwave - Ultrasound Treatment



Best Latest in Ultrasound



Best Game Changer



Safety in Beauty Innovation and Pioneering Award



Best Professional-Grade Treatments



Future of Beauty Award for Treatments

Brand Awareness Rapidly Expanding

516K Followers across all channels



252,763 followers
110K engagements
522K Accounts Reached
5M video views



173,739 followers
1M page engagements
10M Accounts Reached



62,727 followers,
77,348 engagements
888,835 video views



4.4M Total video views
20,722 subscribers
26K watch time (hours)
1.2M total impressions



6,254 followers,
28K engagements
63,610 video views

New Campaign: Got Lift?

Consumer campaign featuring KOLS and patients has engagement from over 30K accounts on Instagram (2 weeks performance)



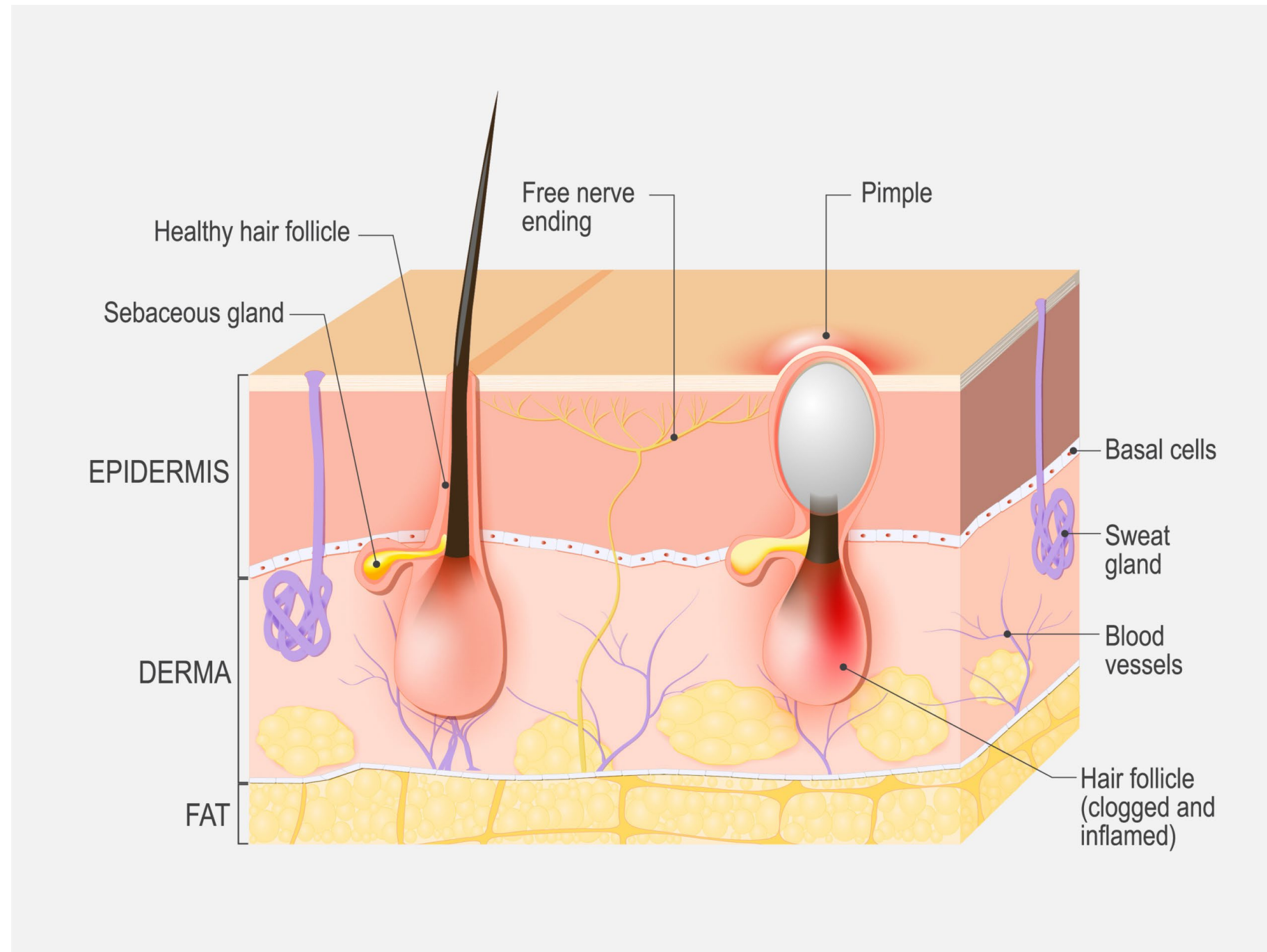
Global Channels Continue to Grow: Sofwave Partners in 36 Countries



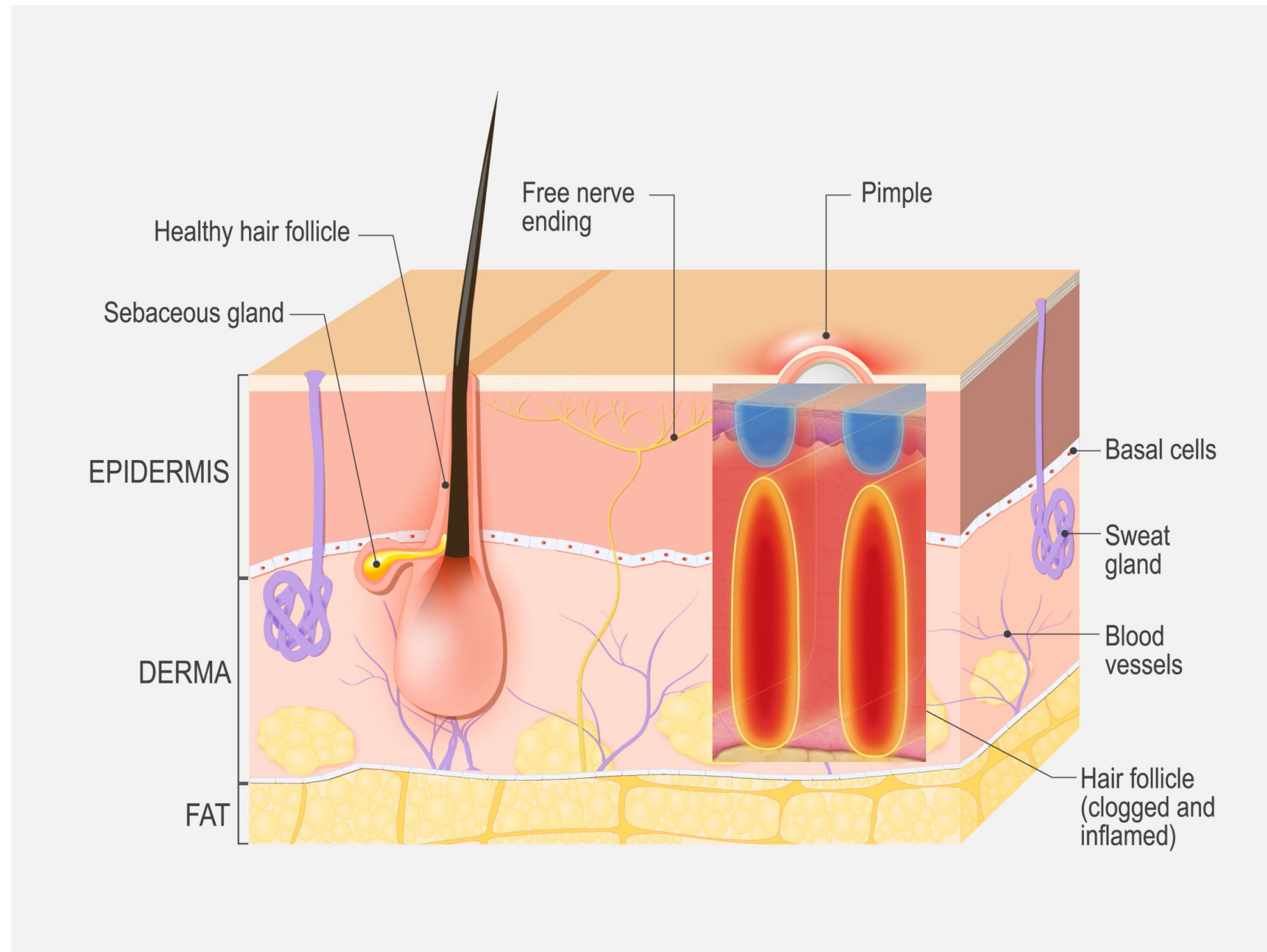


Creating New Clinic Revenue Streams by Investing in Clinical Studies and FDA Clearances

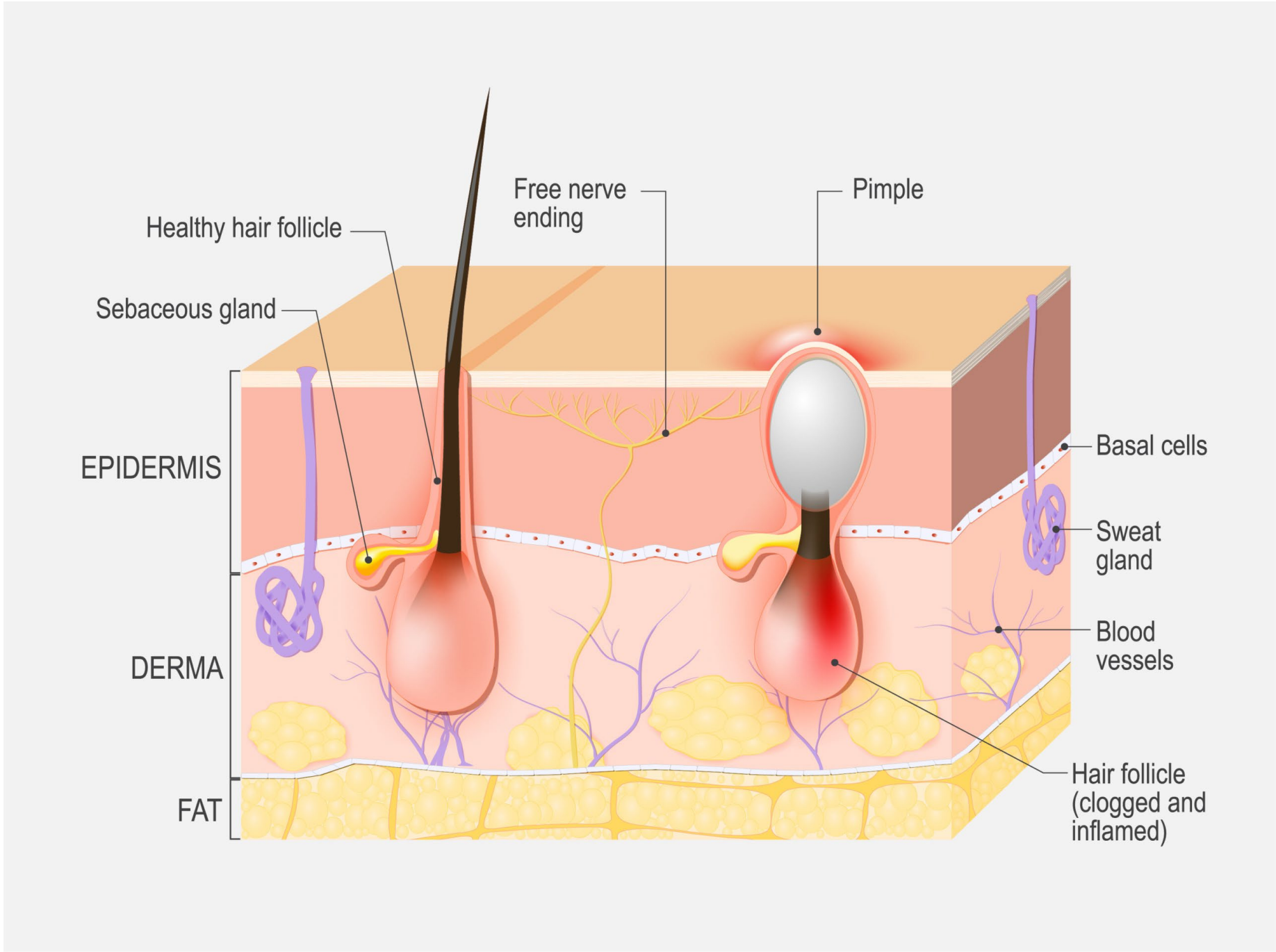
Acne – Over Ten Billion \$ Market



Acne – Over Ten Billion \$ Market



SofWave's SUPERB™ Technology effective on active acne



Baseline

3 months FU



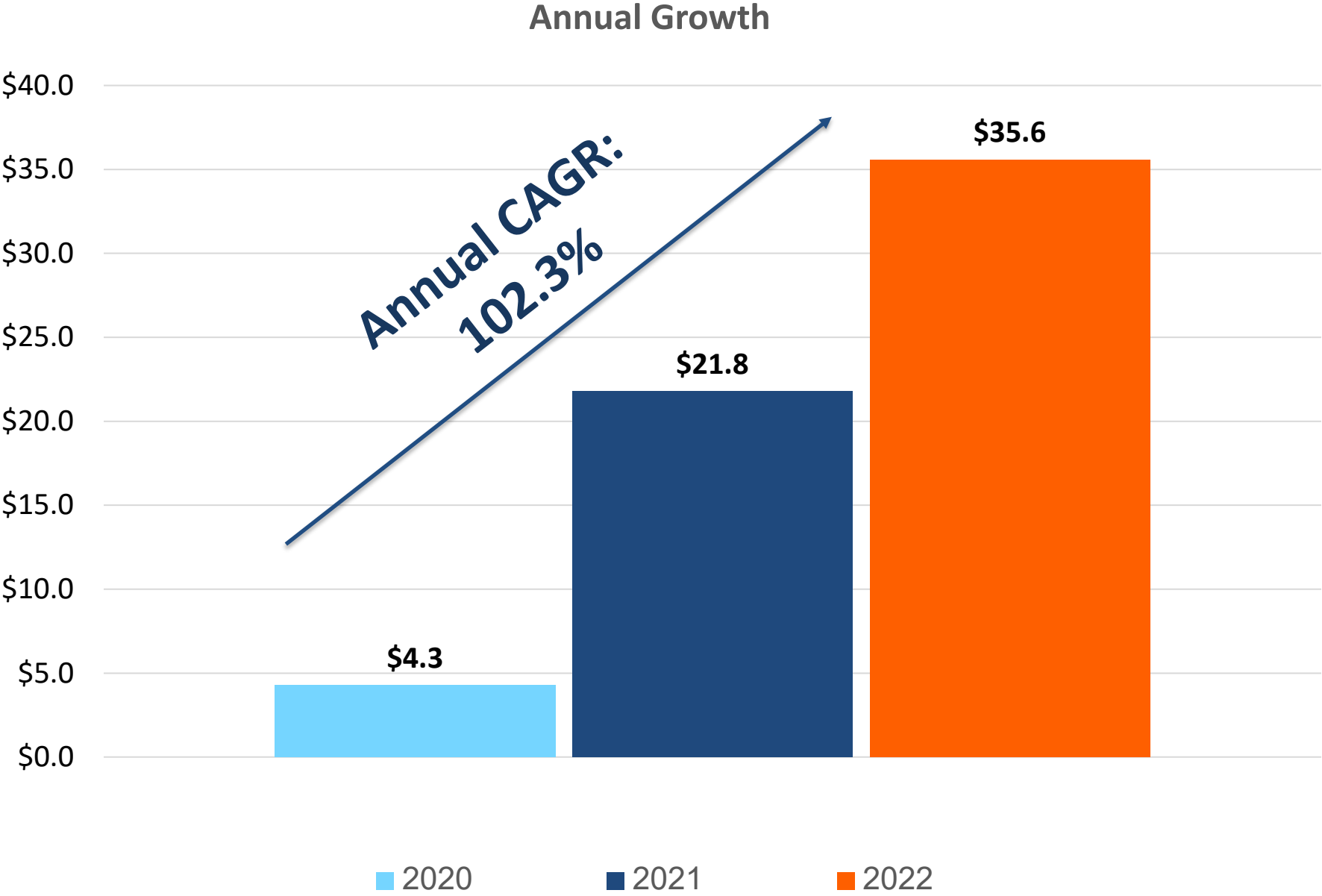
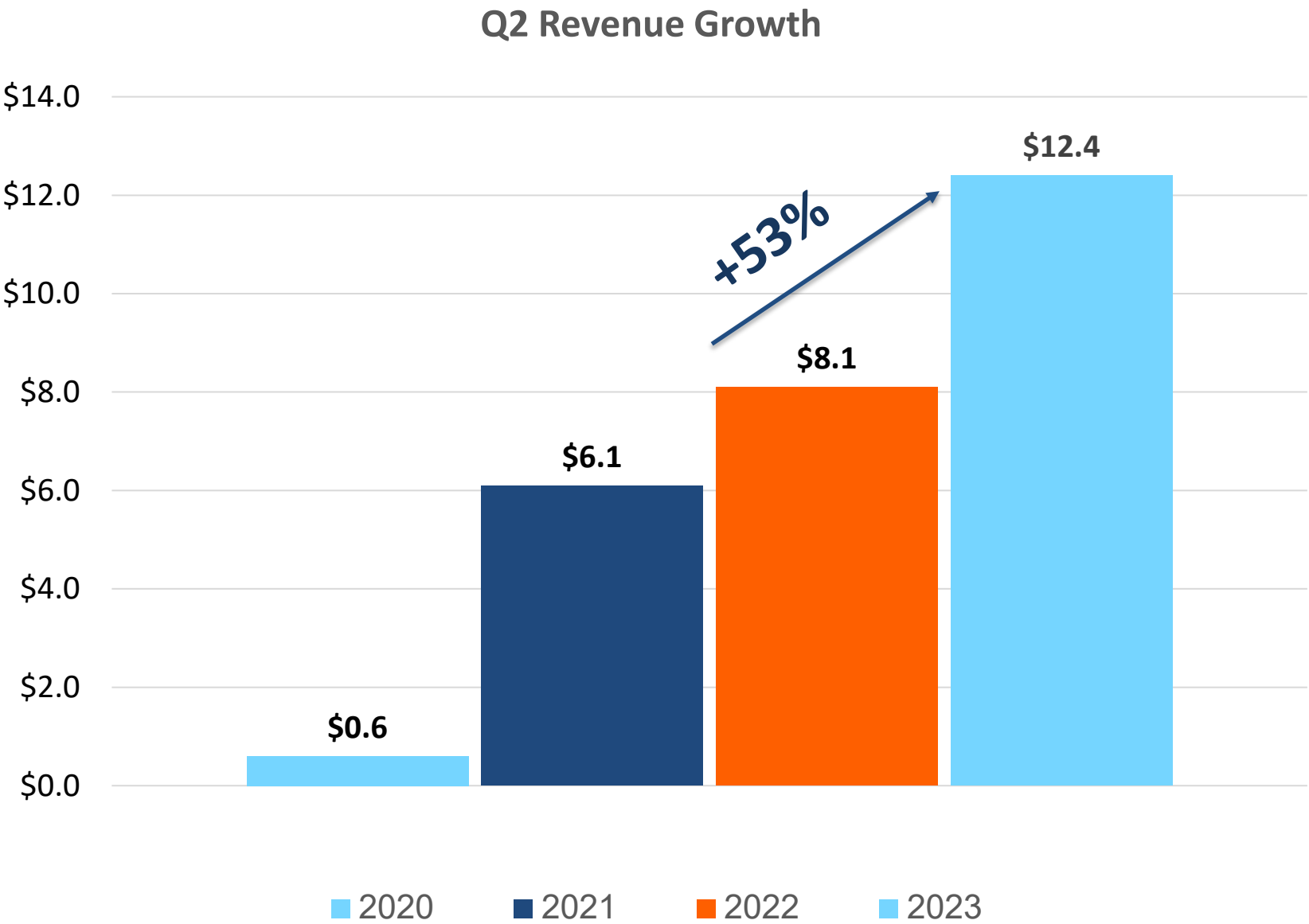
Baseline

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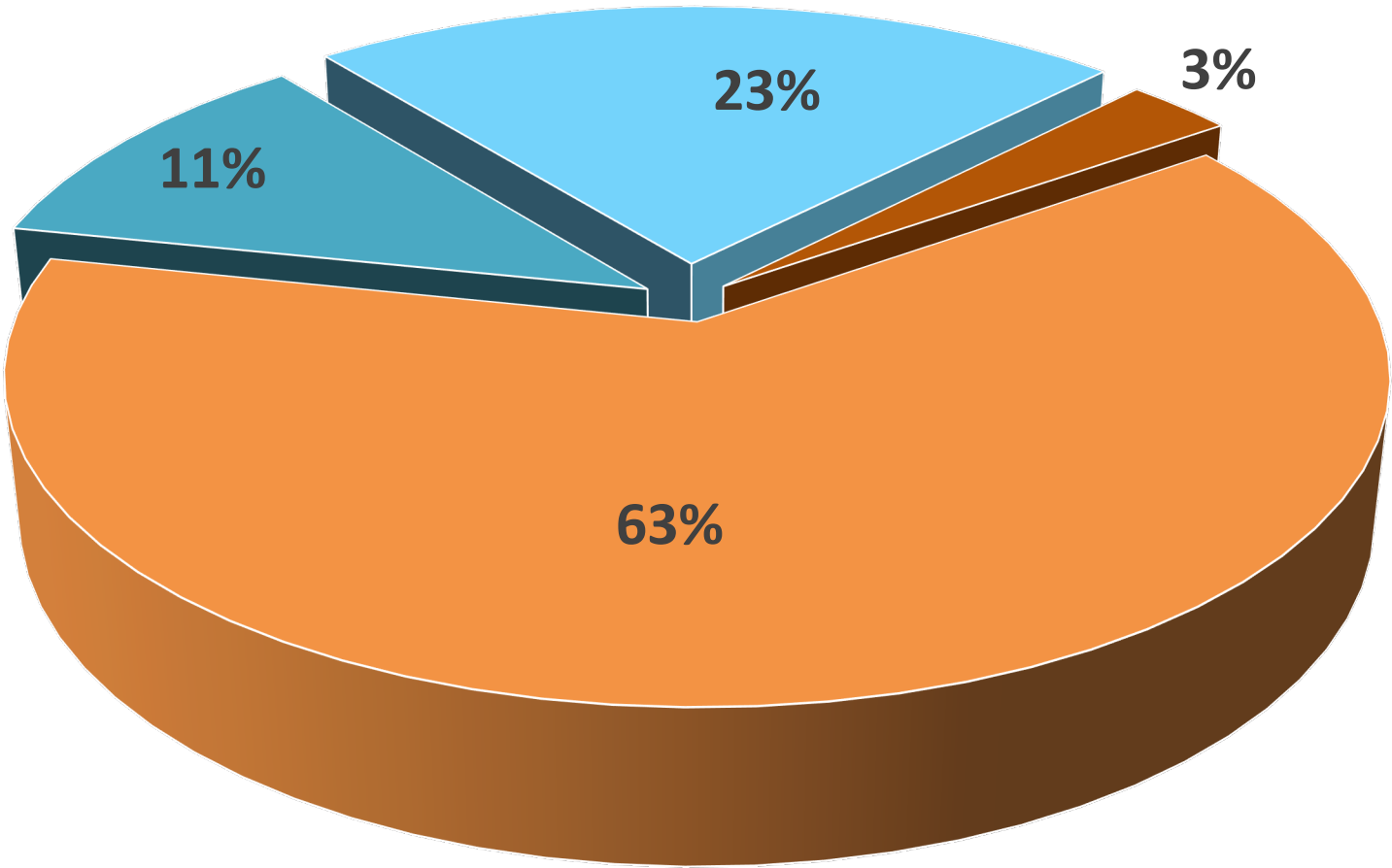
Financial Highlights

Revenue Growth



Continued strong YoY revenue increase with 53% growth in Q2/2023 and 66% in H1/2023

Q2/2023 Geographical Split



North America EMEA APAC LATAM

New regulatory approvals in Brazil and Mexico increase Latin America portion of global revenues

Financial Highlights Q2 2023 – P&L (\$'K)

	For the 3 months ended June 30,		Stock Based Compensation		Excluding Stock Based Compensation	
	2023	2022	2023	2022	2023	2022
Revenues	12,380	8,065	-	-	12,380	8,065
COGS	3,141	2,094	41	53	3,100	2,041
Gross Profit	9,239	5,971	41	53	9,280	6,024
	74.6%	74.0%			75.0%	74.7%
R&D expenses	3,130	3,067	214	417	2,916	2,650
S&M expenses	7,398	5,640	84	445	7,314	5,195
G&A expenses	1,587	2,044	304	440	1,283	1,604
Operating Loss	(2,876)	(4,780)	643	1,355	(2,233)	(3,425)

- GAAP and Non-GAAP Operating loss continues to narrow and decreased by 40% and by 35% YoY
- S&M and R&D expenses continue to decrease as % of revenues
- G&A expenses decrease YoY and as % of revenues

Financial Highlights H1 2023 – P&L (\$'K)

	For the 6 months ended June 30,		Stock Based Compensation		Excluding Stock Based Compensation	
	2023	2022	2023	2022	2023	2022
Revenues	22,787	13,651	-	-	22,787	13,651
COGS	5,877	3,581	83	134	5,794	3,447
Gross Profit	16,910	10,070	83	134	16,993	10,204
	74.2%	73.7%			74.6%	74.7%
R&D expenses	6,114	5,761	400	787	5,714	4,974
S&M expenses	14,129	9,482	328	922	13,801	8,560
G&A expenses	3,283	3,872	565	887	2,718	2,985
Operating Loss	(6,616)	(9,045)	1,376	2,730	(5,240)	(6,315)

- GAAP and Non-GAAP Operating loss continues to narrow and decreased by 27% and by 17% YoY
- S&M and R&D expenses continue to decrease as % of revenues
- G&A expenses decrease YoY and as % of revenues

Financial Highlights – BS (\$'K)

	June 30, 2023	Dec 31, 2022
Cash and Cash Equivalents	25,307	32,005
Trade Receivables	6,038	4,502
Other Receivables	1,884	1,396
Inventory	4,659	4,026
Total Current Assets	37,888	41,929
Total Non-Current Assets	3,779	4,148
Total Assets	41,667	46,077
Total current liabilities	13,604	12,408
Total non-current liabilities	1,016	1,330
Shareholders' equity	27,047	32,339
Total liabilities and shareholders' equity	41,667	46,077

Strong cash position with \$25.3M as of June 30, 2023

Continuous major investment in inventory including raw materials to address the ongoing global supply chain challenges

Investment Highlights

Softwave is delivering the next-generation patented energy based non-invasive aesthetic skin treatments disrupting an industry with outdated solutions

Significant recurring revenue; over 20% of total revenue; over 150,000 treatments completed

Rapid industry adoption achieving +66% growth in H1 2023

Significant brand awareness growing social media following to over half a million followers

Broad range of FDA clearances for lifting, laxity and wrinkle treatment on face and neck, cellulite

Growing regulatory clearances including recent approvals in Taiwan, Brazil and Mexico and widespread acceptance by global KOLs



Q&A