



*Breakthrough Ultrasound Technology
For Non-invasive Skin Tightening*



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SofWave

Innovative Technology serving an unmet need

Developed devices based on patent protected high intensity low divergence, multiple ultrasound beam technology for non-invasive skin tightening

Clinical Validation

Completed first product development including pre-clinical research and clinical trials in the US and Europe with leading aesthetic doctors. FDA and CE mark cleared.

Extensive KOL and Distribution Network

Solid KOL support. Initial direct sales force with strong traction in the US. Major distributor signed up for European and APAC markets.

Fast growing market

In 2021, Global Medical Aesthetic market sales are expected to grow 19% to \$13B

Proven track record

Experienced proven talent recruited to the leadership team.

Disruptive Product

Demonstrated combination of excellent clinical efficacy and safety with minimal down-time to patients.

Superior Business Model

Fast, easy procedure that can be delegated to non-physician staff.

Lead Investors

Shimon Eckhouse, XT Hi-Tech and Lynav - Idan Ofer & Udi Angel, Gandyr Nadlan-Judith Yovel Racanati

2016

Concept and prototype development, animal trials

2017

Prototype and human trials in Europe

2018

US multisite clinical trial and FDA submission

2019

FDA clearance, round B financing and launch of second clinical trials

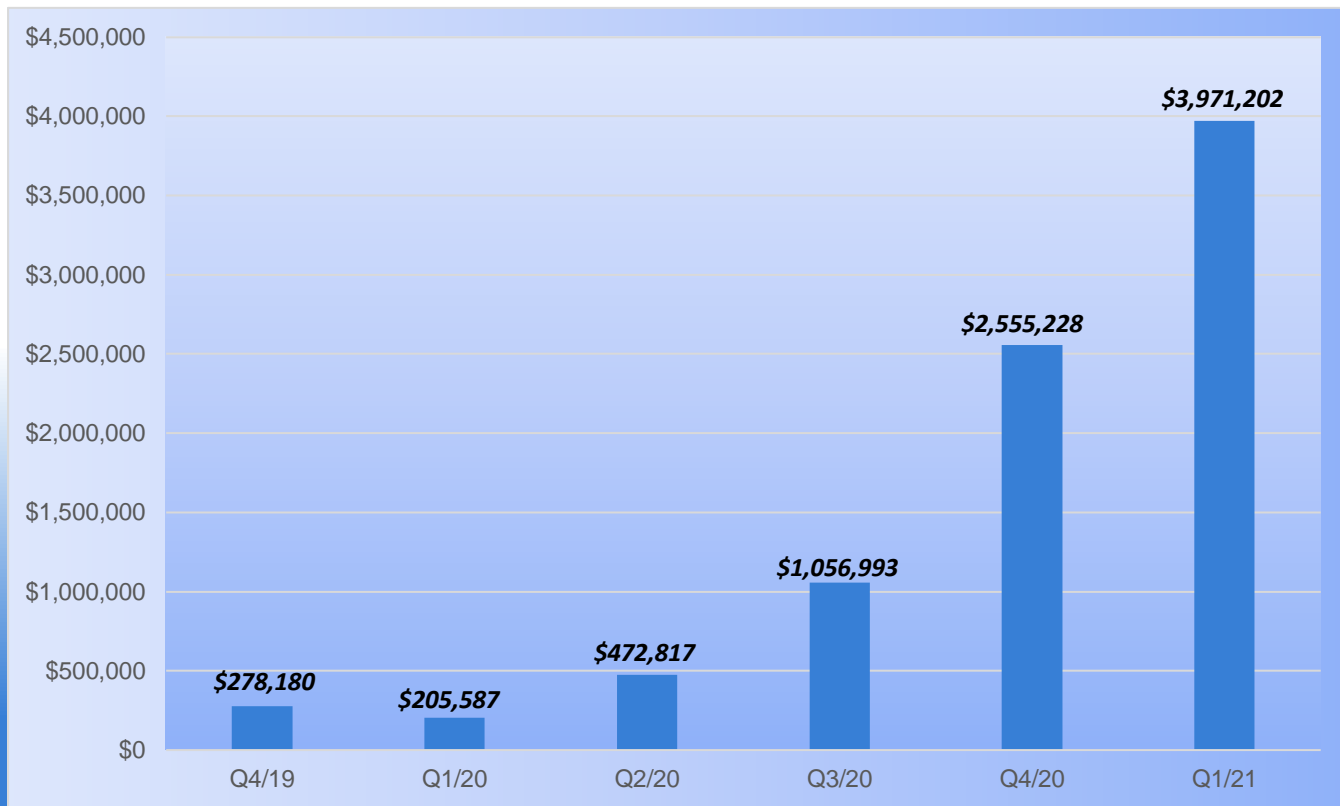
2020

Initial US and ROW sales, CE mark

2021

Establishment of US direct sales force and distribution channels in APAC and EMEA

SofWave Quarterly Revenue Growth*



Team With A Track Record

Commercial aesthetic medical device expertise



Shimon Eckhouse

Active CHAIRMAN

Inventor of IPL

30 years of aesthetic medical device experience



Louis Scafuri

CEO

20 years of aesthetic medical device experience



Ariel Sverdlik

CTO

Innovator with **20 years** of R&D experience in medical and aesthetic devices using ultrasound



Genady Naschon

COO

Over 13 years of aesthetic device experience



Lina Omari

CDO

Digital marketing expert with **10 years** experience in product development, marketing methodologies & operations.



Ruthie Amir, MD

CMO

Board certified physician
15 years of aesthetic medical device experience



Michael (Miki) Eden

CFO

Over 20 years of management experience in overall financial & commercial strategy, fund raising M&A transactions, investor relations, and governance

Sofwave Leadership Team Track Record in Medical Aesthetics

- Shimon Eckhouse, co-founder and chairman
 - Founder of Lumenis, took it public on Nasdaq, reached a valuation of >\$1B
 - Founder of Syneron, took it public on Nasdaq, reached a valuation of >\$1B
 - Inventor and entrepreneur in the medical aesthetic device sector, inventor on IPL, RF, vacuum and ultrasound devices. Author of 63 registered US patents, >40 in aesthetic medical technologies
 - Created global market leaders in aesthetics- led numerous acquisitions and mergers at Lumenis and Syneron Candela and earlier stage companies
 - One of the most well known scientists and business person in the medical aesthetic field. Connected to KOL's, sales people and distributors in medical aesthetics
- Louis Scafuri, CEO
 - President and COO of Marquet, sold to GE medical for \$880M
 - President and COO of Lumenis
 - CEO of Syneron/Candela
 - Founder and CEO of ZALEA, web and social media based digital company focused on aesthetic procedures
 - Play key role in creating global market leaders in aesthetics- led numerous acquisitions and mergers at Lumenis and Syneron Candela
 - Exceptional track record of establishing and growing channel to market capabilities. Significant global network of KOL's, sales people and distributors in medical aesthetics

The Challenge

The clinical impact of aging



Young Skin



60%

Reduction in collagen levels by age 60

20's

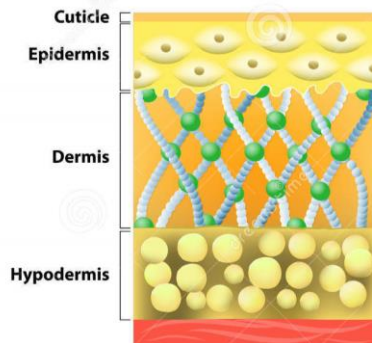
Elastin production stops



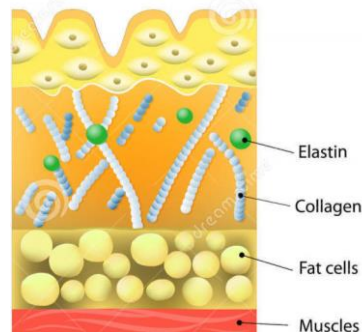
Older Skin

- *Sagging skin, loss of volume*
- *Wrinkles mid face, around mouth*
- *Excess fat under chin and neck, large folds on chin neck area*

YOUNGER SKIN

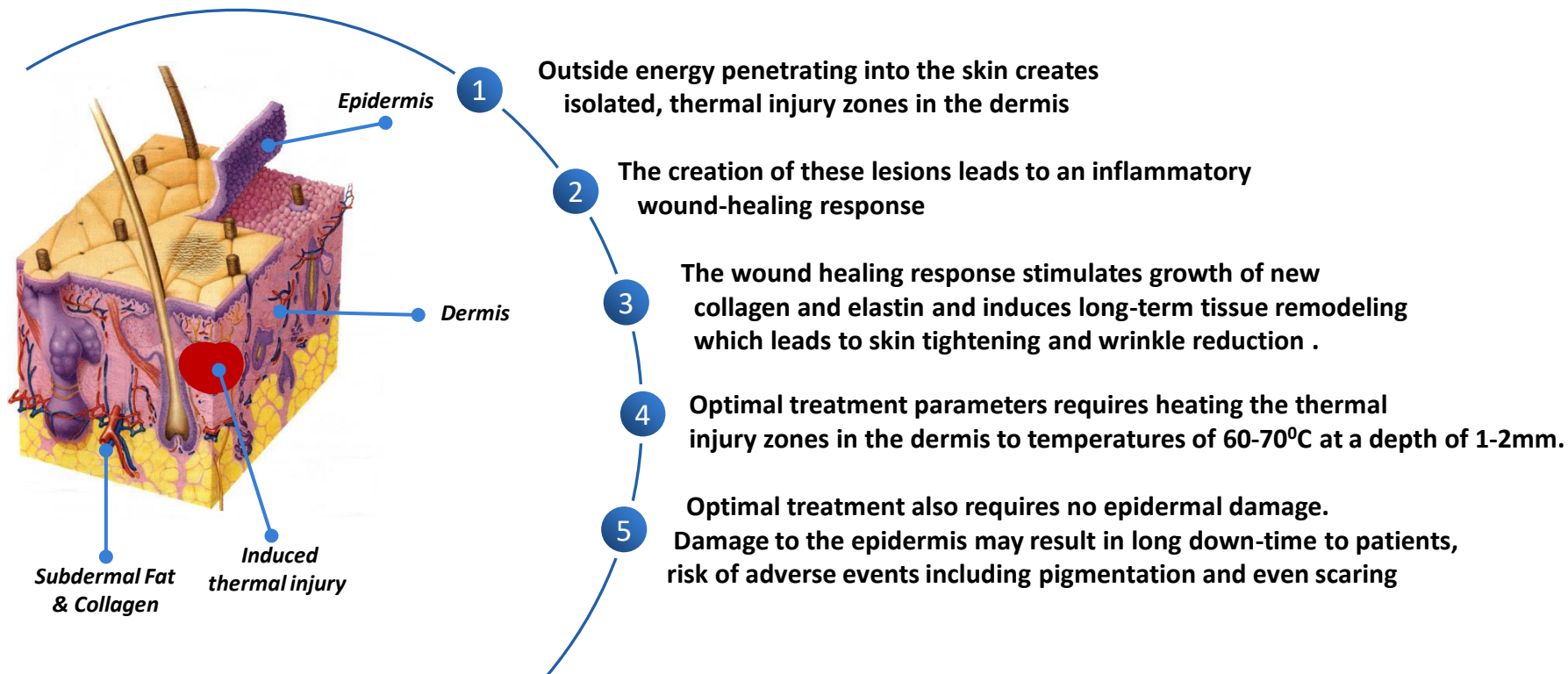


AGING SKIN



Mechanism of Action

Thermal injury in the dermis induces the generation of new collagen and elastin



Current Solutions:

Sub-optimal performance

- Significant epidermal damage with long healing periods and patient down time
- Multiple sessions for efficacy
- Lack of real-time treatment feedback
- Complex equipment, untreatable areas, cumbersome treatment
- Highly professional practitioners required

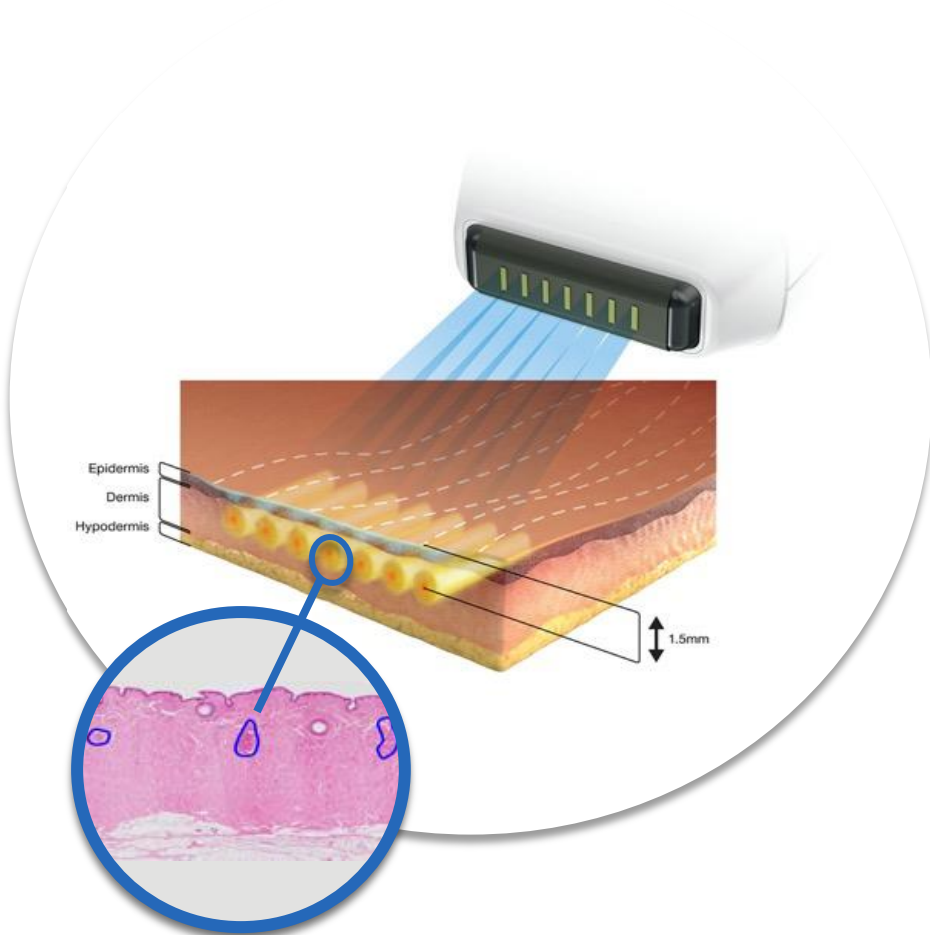


Our solution: SUPERB™

Synchronous Parallel Ultrasound Beams

- Completely noninvasive: 7 synchronous high-frequency ultrasound beams
- SofWave SUPERB™ creates multiple unique geometric 3D cylindrically shaped thermal injury zones
- Volumetric and directional thermal coagulation, parallel to the surface of the skin
- Unique vector lines of tightening along the direction of facial wrinkles and in parallel to the natural vectors of skin tightening

*No damage to underlying structures –
nerves, bones, blood vessels or facial fat*



SUPERB compared to existing technologies

Companies:

Solta, Lumenis, Sisram
(Alma), Cynosure, Candela

InMode, Sisram,
Lumenis, Candela,
Lutronic, Cutera

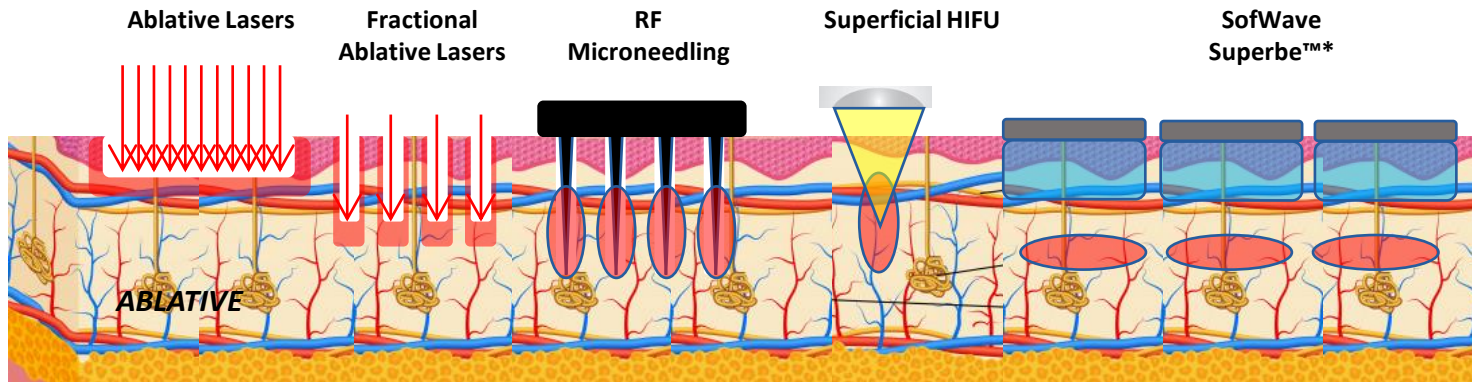
Mertz(Ulthera)
, Hironic

SofWave

ABLATIVE

Dermis Temperature
60 to 70°C

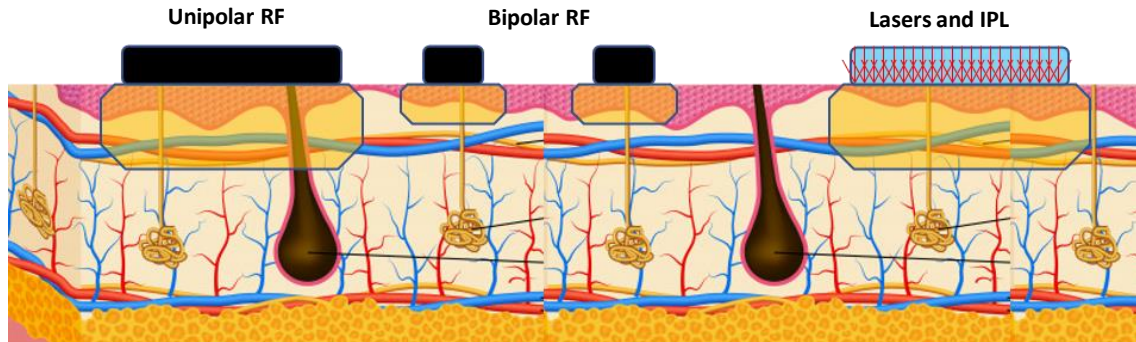
Epidermal
Cooling



NON-ABLATIVE

Dermis Temperature 40
to 50°C

**Note that for clearance the U/S transducers
are shown next to each other along their long
axes*



Differentiated and Superior

	Non-ablative laser-based technologies, incl. IPL, RF	Ablative laser-based technologies,	Needle with RF-based technologies	HIFU-based technologies	Sofwave SUPERB™
Competitors	InMode, Solta, Alma, Cynosure, Lumenis	Solta, Alma, Cynosure, Lumenis, Candela)	InMode, Alma, Lumenis, Candela)	Merz	
Damage to Epidermis	No	Yes	Yes	No	No
Efficacy	Low	Good	Medium	Good	Good
Number of treatments	3-6	1-2	3	1-2	1-2
Down-time	Minimal	Long	Long	Minimal	Minimal
Doctors learning curve	Short	Long	Long	Medium	Short
Side effects	Minimum to Medium	Many	Many	Medium	Minimal
Comfort for patient	Medium to Good	Low	Low	Low	Good
Treatment Time (Minutes)	30	40-60	40-60	40-90	30-45

2021 to 2023 Global aesthetic market and skin tightening market*

Industry has returned to pre-Covid levels.

>\$13B

Revenue forecast
of the 2021 global
aesthetic market

- ***Skin tightening and body shaping revenue expected growth in 2021 to \$1.8B***
- ***2023 market expected to grow to \$2.3B a CAGR of 14.9%***



Total Worldwide Sales of Aesthetic Products (\$MMs):

Category	2021	2022	2023	CAGR
Energy-Based Aesthetic Device	1550	1654	1765	6.70%
Energy-Based Skin Tightening and Body Shaping	1750	2011	2310	14.90%
Energy-Based Women's Health	250	300	360	20%
Cosmetic Neurotoxins	2800	3153	3550	12.60%
Dermal Fillers	3200	3546	3929	10.80%
Liposuction	61	62	64	2.40%
Breast Implants	950	1021	1098	7.50%
Physician-Dispensed Topicals	1800	1957	2127	8.70%
Emerging Therapies	750	902	1084	20.20%
Totals	13111	14605	16286	11.00%

Source: Medical Insight 2021

Strong IP

18 global patents pending



Ultrasound Transducer And System

Structure of the ultrasonic transducer with specific attention to skin treatments device and methods



Device and Methods for Other Body Areas

Structure of applicator(s) specifically designed for other body area treatments and relevant parameters

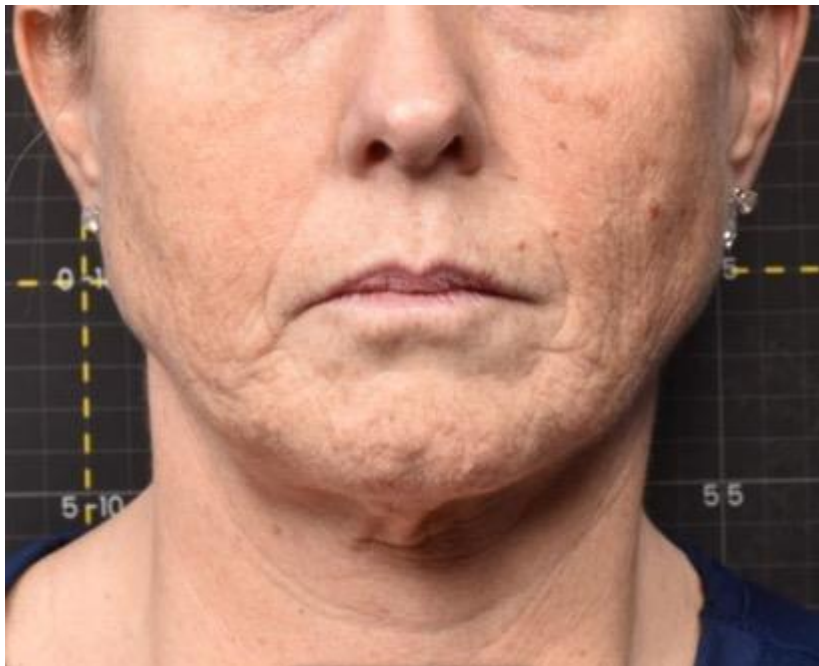


Global Phase

Applications underway in key geographies

2 Week Follow Up Results

Single treatment-Post Market Study



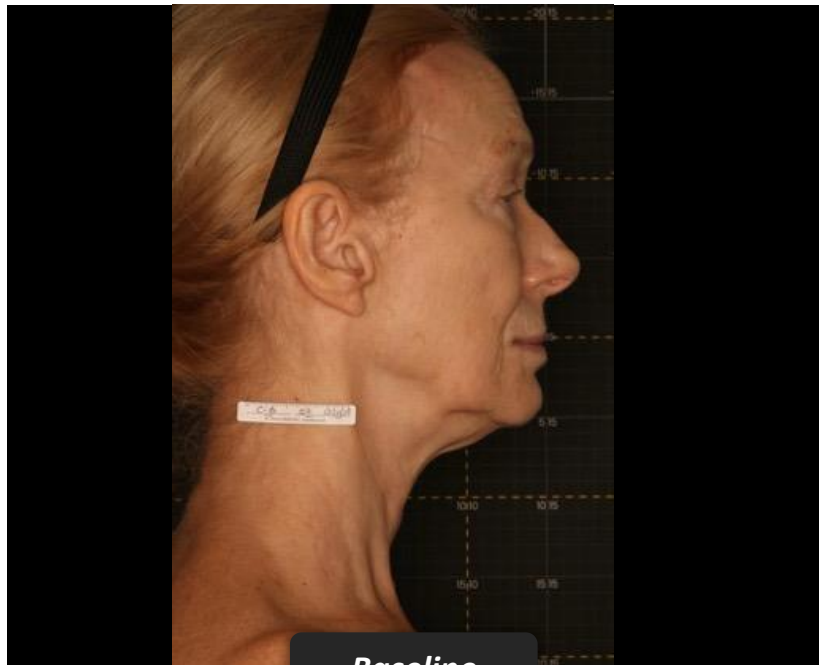
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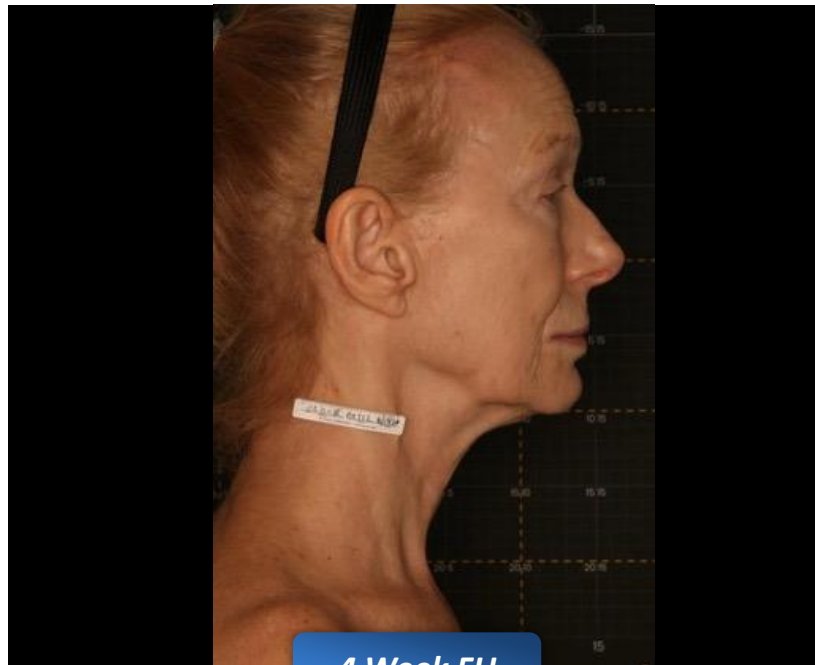
2 Week FU

4 Week Follow Up Results

Single treatment-Post Market Study



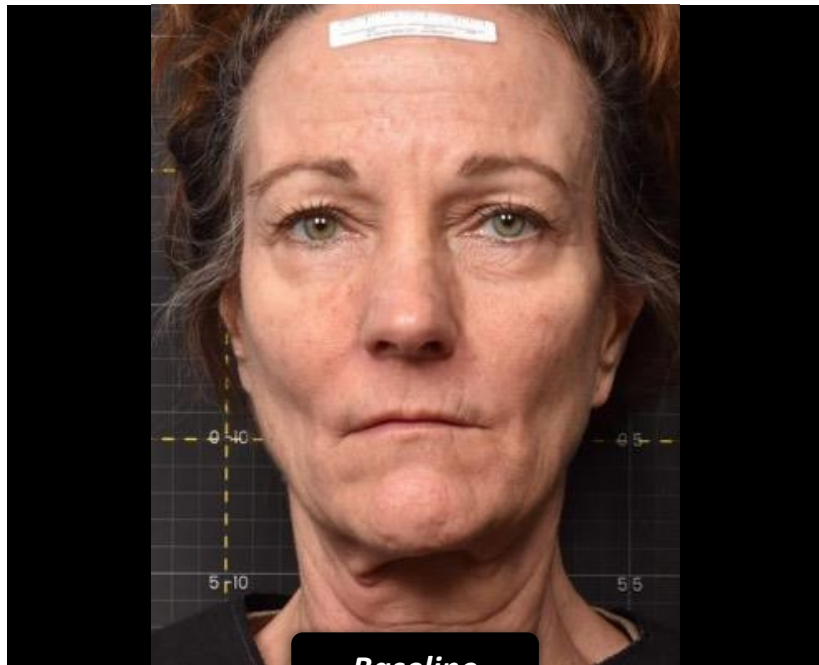
Baseline



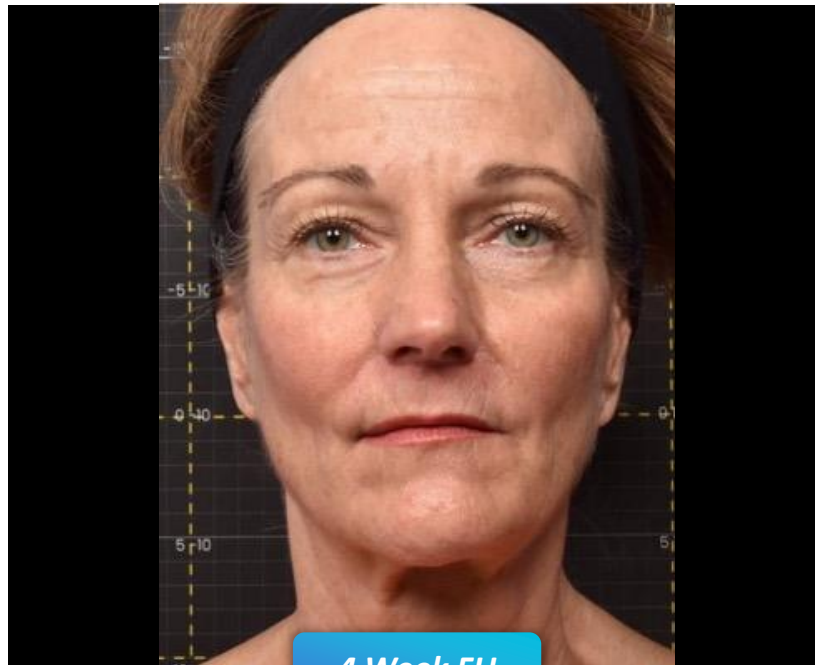
4 Week FU

4 Week Follow Up Results

Single treatment-Post Market Study



Baseline



4 Week FU

4 Week Follow Up Results

Single treatment-Post Market Study



4 Week Follow Up Results

Single treatment-Post Market Study

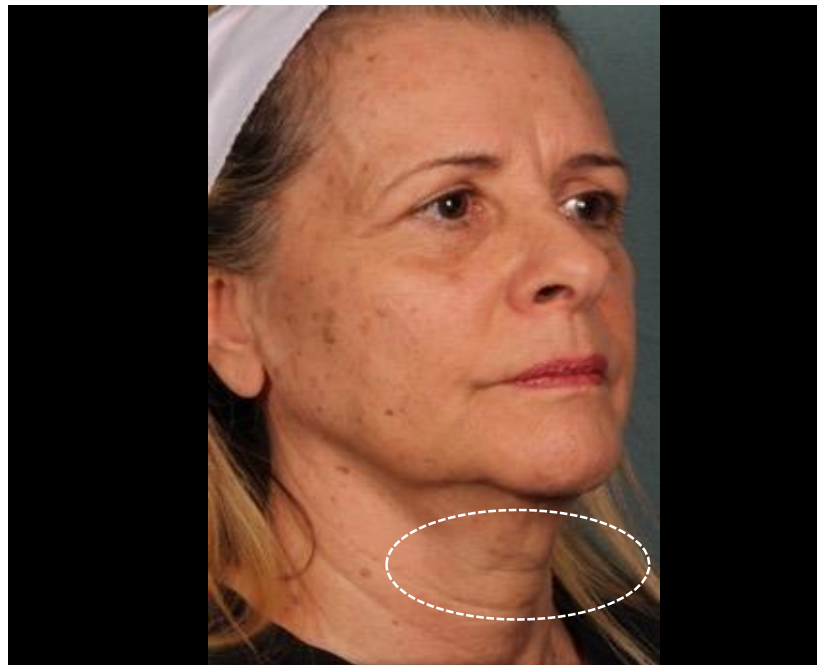


3 Month Follow Up Results

Single treatment-FDA Trial



Baseline



3 Month FU

Changes:
*Brow elevation, Decrease in
submental laxity*

Eye Brow Lift, 3 Month Follow Up, Single Treatment

*Similar surgical procedure cost ~\$7,000 with significant down-time**



Baseline



3 Month FU

Typical *Surgical Lift* Result from: <https://www.realself.com/surgical/brow-lift>

Before Surgery



After Surgery

Physician's Business Model

A fast, highly effective single, non-invasive treatment *with minimal to no down-time*



30-45

Minutes for face and neck treatment



ALL

Patients; Skin types



HIGH

Patient satisfaction

Quotes from two of our KOL's

Dr Bary DiBernardo, Facial Plastic Surgeon, NJ

“So if its taking you thirty to forty minutes, say you do one an hour and **you are making \$2,500** an hour. And you are not doing it, someone else is. **That's a tremendous ROI** “

Dr Jason Pozner, Facial Plastic Surgeon, Boca Raton, Florida

“Any skin type, no bruising, no redness. Beautiful”

Quote of Prof Eyal Gur, Chairman of Plastic Surgery, Ichilov Medical Center, Tel-Aviv

"התוצאות של הטיפול ב-Sofwave -הן מעל למוכר. לאחר אילחוש הטיפול נמשך כ- 30-40 דקות. הוא כמעט לא מורגש ואפשר לחזור לשגרה באופן מיידי. תוך שבועיים המטופלים מתחילים לראות שינוי במראה ולקבל מחמאות. שיא האפקט מגיע תוך כ- 10-12 שבועות – העור נראה חלק ומתוח יותר, המטופלות מרגישות מעולה." -פרופ' אייל גור

"להתראות מתיחת פנים, שלום Sofwave פריצת הדרך שחיכינו לה"

Physician Value-Creation

A rewarding business opportunity



Efficacy superior to alternatives, Great patient satisfaction



Per procedure revenue to physician \$2,000-\$3,000



Treatments can be completely delegated



Lower variable cost per patient with no disposable transducers (only pulse consumables) and shorter treatment time



Faster, 4-6 month practice ROI vs > 1 Year for alternatives



Softwave Near Term Growth Drivers

- Expanding Global market and extensions of distribution channel
 - Grow Direct sales force in the US and increase market coverage
 - Sign up distributors in: Korea, Taiwan, China, Brazil and Latin America
- Additional Applications and regulatory clearances
 - “Lifting” indications by FDA- Eyebrow lift and Neck lift
 - Body application: Cellulite, Abdominal Shaping, Arms, Buttocks, Decolletage
- Increased utilization by growing installed base (more treatments)
 - Social and digital platform expansion to B2C to drive procedure demand

Expanding global market share, revenue growth and Strong GM

Building the foundation to capture

~4%

*market share
by 2023*

2023E total
addressable market

~\$2.3B*

*Estimated 2023
Revenue
>\$90M, >80% GM*

Summary

- **Highly differentiated technology platform with a strong pipeline, answering a large unmet need for non-invasive skin tightening served by sub-optimal solutions in a \$1.8B market growing at 15% annually**
- **Strong efficacy and safety profile validated in extensive clinical trials and solid global KOL support**
- **High patient satisfaction – fast and comfortable treatment with minimal to zero down-time**
- **Attractive physician business model, great ROI, fast procedure, can be delegated to staff**
- **Very fast growth Q1/21 revenue ~\$4M almost equal to 2020 revenue (2020 first revenue year)**
- **Experienced team with a track record of aesthetic medical device commercial success and high investor value creation**