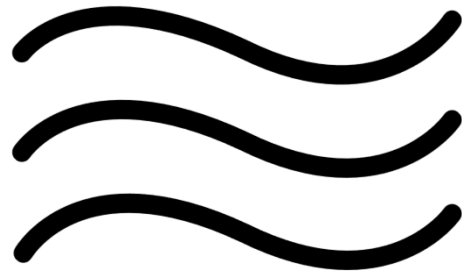




Investor Meeting

March 2023



Breakthrough Ultrasound For Non-invasive
Skin Tightening



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Investor meeting March 2023

Presenters:

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



2022 in Numbers

\$35.6M
Revenues (2022)
+63% YoY
Growth

\$13.8M Revenues
Q4/22
+55% YoY Growth

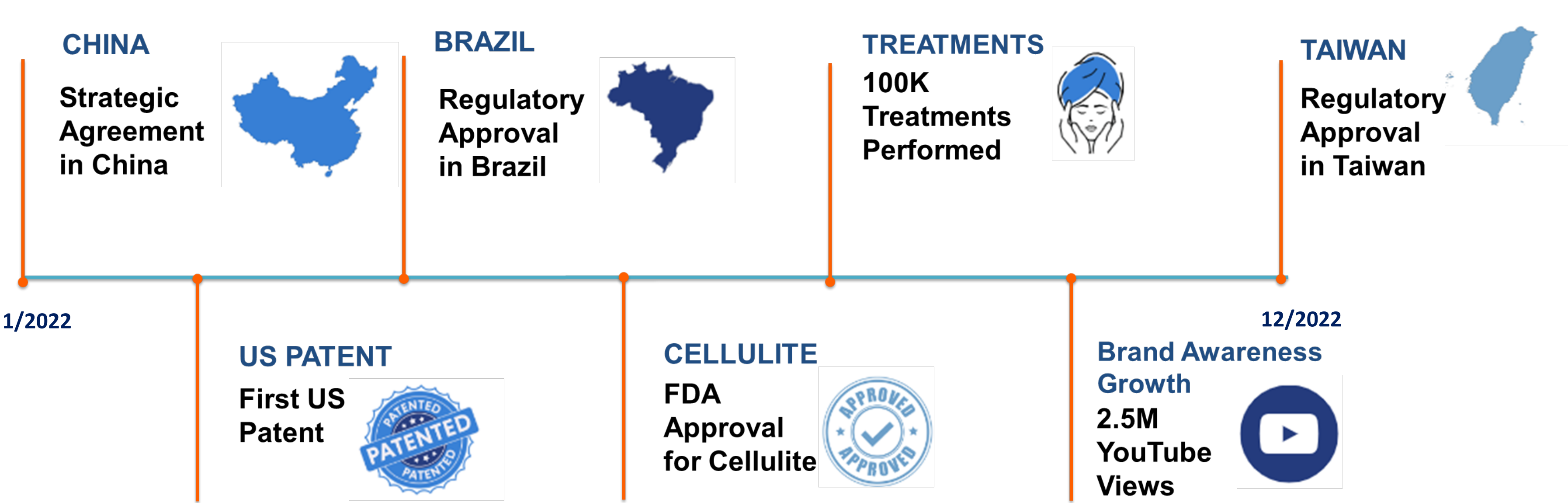
\$7.2M Recurring
Revenues (2022)
+177% YoY
Growth

74.6% GM
Non-GAAP
(12 months)

~\$32M Cash
As of December 31, 2022

Over 100,000
Treatment
(inception to date)

2022 – A Year of Major Milestones



Current Market Conditions

Market Conditions:

- Global market conditions remain favorable despite macro concerns; market demand continues to grow in noninvasive skin tightening segment
- Sofwave ROI competitive advantage is even more pronounced in high interest rate environment since many customers choose to pay cash for purchases <\$100K
- Currency impact across several countries: Japan and Korea - is being closely monitored
- 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 and Company featured events IMCAS (Paris); ASDS (US); and AmSpa (US)

Trends

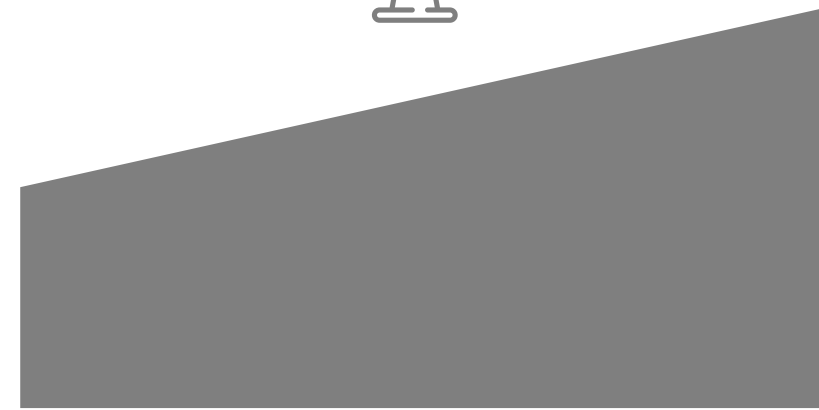
- Influencers drive consumer demand particularly among younger patients seeking treatments
- Physicians expect consumer brand awareness
- Multiple treatments are being requested by patients
- Procedure pricing is increasing in certain markets- positioned as “premium” brand

Positioned For Accelerated Growth

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



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

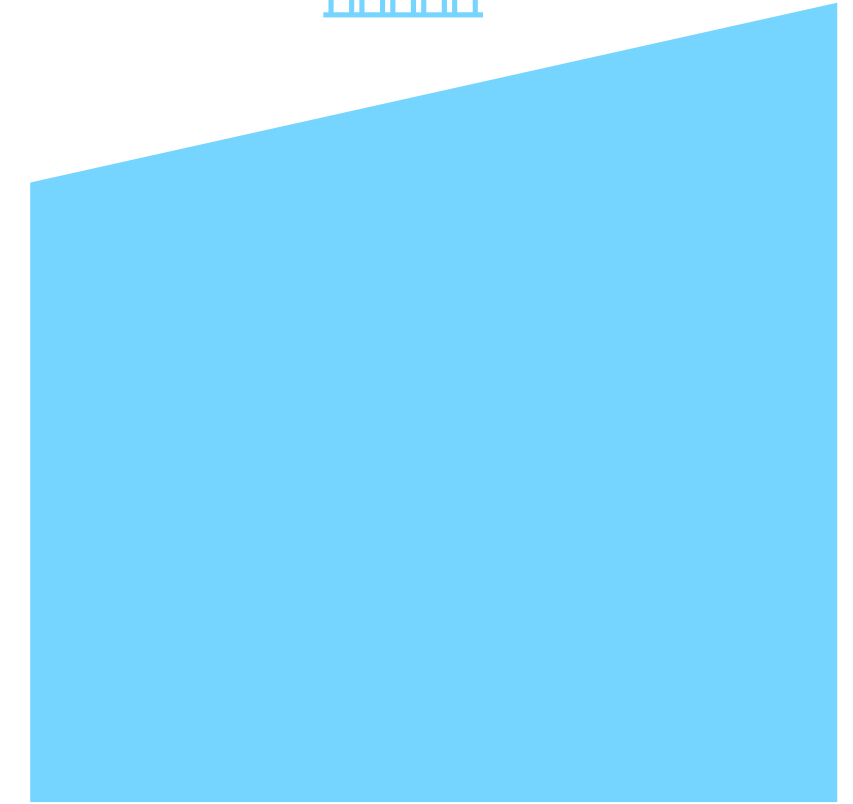


Effort to grow **digital presence** has led to >75K website visits per month and >450K social media followers



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

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



Rapidly expanding direct sales effort in US is **increasing market coverage**:

- Non-core Medispa sales are flourishing – through increased sales coverage
- Market expansion in EMEA and APAC through growing distribution network and additional regulatory clearances

Rapidly Expanding Brand Awareness

Online reach
40 Million

Social media reach
25 Million

Social Media Metrics - 2022



256K followers, 23K engagements,
3.6M impressions, 381K video views



128K followers, 838K engagements,
19M impressions, 2M video views



2.5M Total video views , 10K subscribers,
13K watch time (hours), and 666K impressions



5K followers, 34.5K engagements,
280K impressions, 45K video views



15.7K followers, 29K engagements,
258K video views

414,283 Total Followers

Expanding Brand Awareness: Industry Awards



'22 Winner
Safety In Beauty

"Innovation and
Pioneering"



'22 Winner
NewBeauty

"Best Latest
Ultrasound"



'22 Winner
Cosmopolitan

"Best Game
Changer
Treatment"



'22 Winner
Shape

"Achieving
Healthiest
Complexion"



'21 Winer
Elle

"Future of Beauty
Best in In-Office
Treatment"



Financial Highlights

Financial Highlights 2022 – P&L (\$'K)

	For the 12 months ended December 31,		Stock Based Compensation		Excluding Stock Based Compensation	
	2022	2021	2022	2021	2022	2021
Revenues	35,630	21,839	-	-	36,630	21,839
COGS	9,298	5,603	252	-	9,046	5,603
Gross Profit	26,332	16,236	252	-	26,584	16,236
	73.9%	74.3%			74.6%	74.3%
R&D expenses	12,442	8,236	1,586	1,170	10,856	7,066
S&M expenses	22,801	10,194	1,919	1,543	20,882	8,651
G&A expenses	8,433	6,808	1,378	2,322	7,055	4,486
Other Income	(4)	(135)	-	-	(4)	(135)
Operating Loss	(17,338)	(8,867)	5,135	5,035	(12,205)	(3,832)

GM continues to improve with the increase of recurring revenues

Operating expenses increase according to the plan to continue and invest IPO proceeds in R&D and S&M

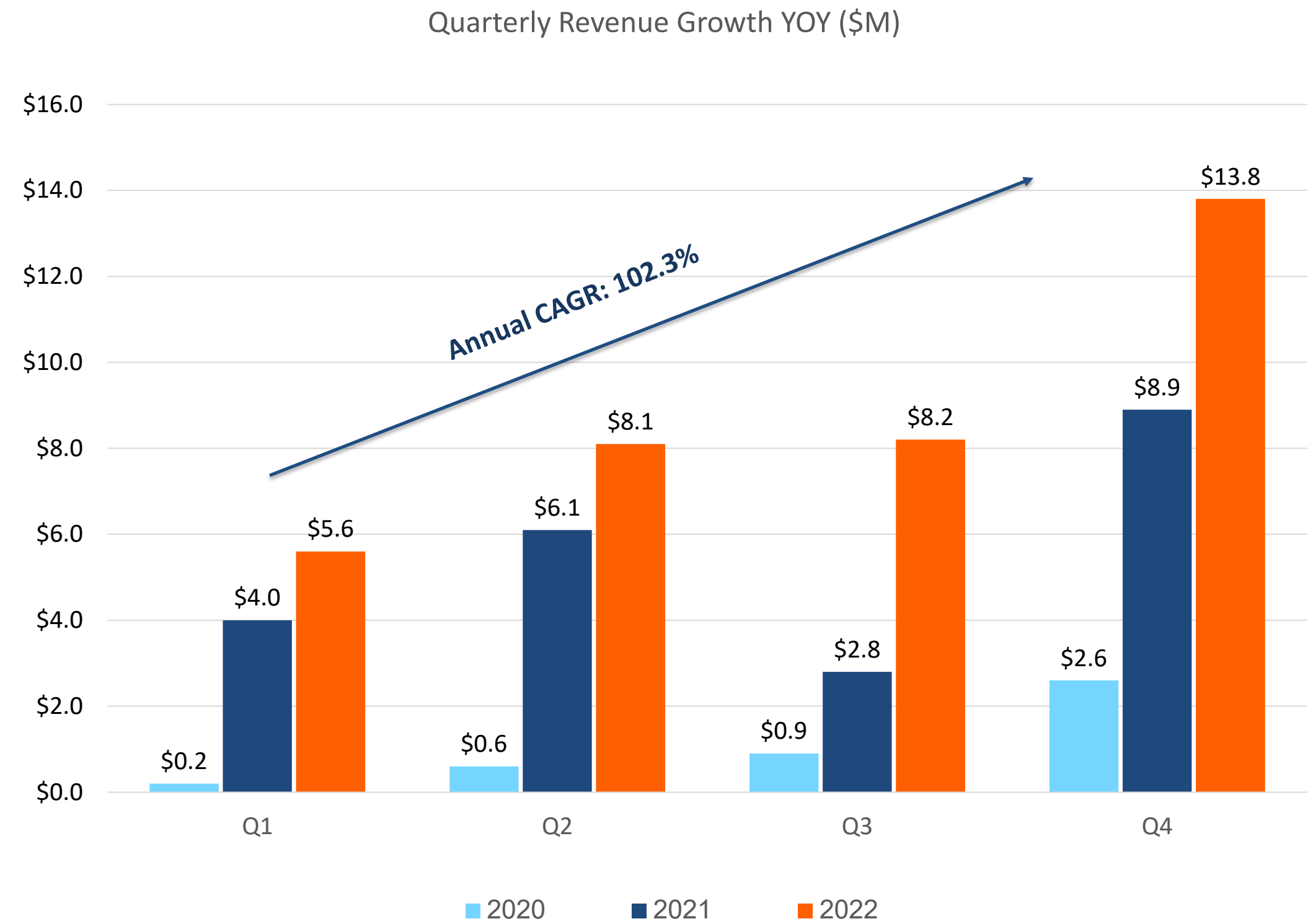
Financial Highlights – BS (\$'K)

	Dec 31, 2022	Dec 31, 2021
Cash and Cash Equivalents	32,005	46,209
Trade Receivables	4,591	6,319
Other Receivables	1,307	2,579
Inventory	4,026	2,018
Total Current Assets	41,929	57,125
Total Non-Current Assets	4,148	3,644
Total Assets	46,077	60,769
Total current liabilities	12,408	11,895
Total non-current liabilities	1,330	2,172
Shareholders' equity	32,339	46,702
Total liabilities and shareholders' equity	46,077	60,769

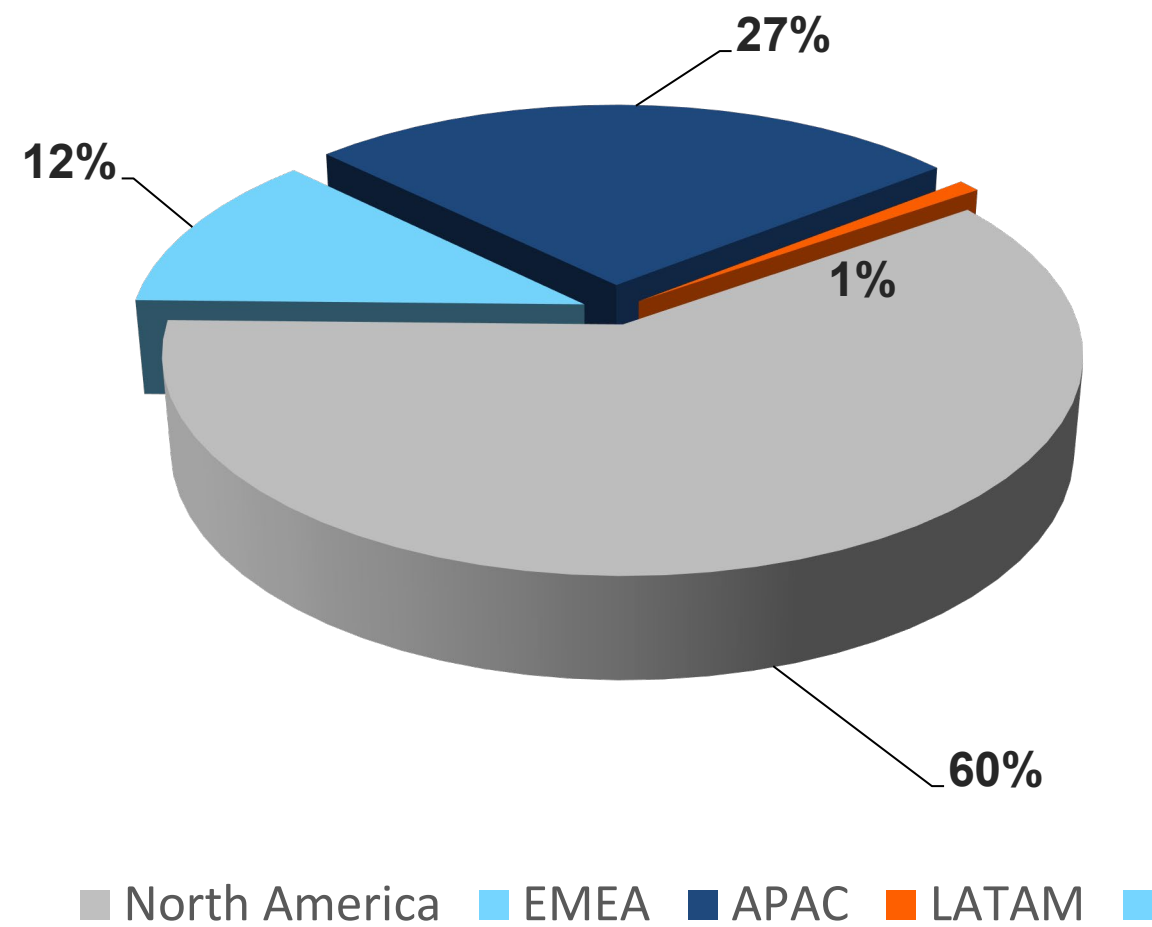
Strong cash position with \$32M as of December 31, 2022

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

Quarterly Revenue Growth



Continued strong YoY revenue increase with 63% growth in 2022



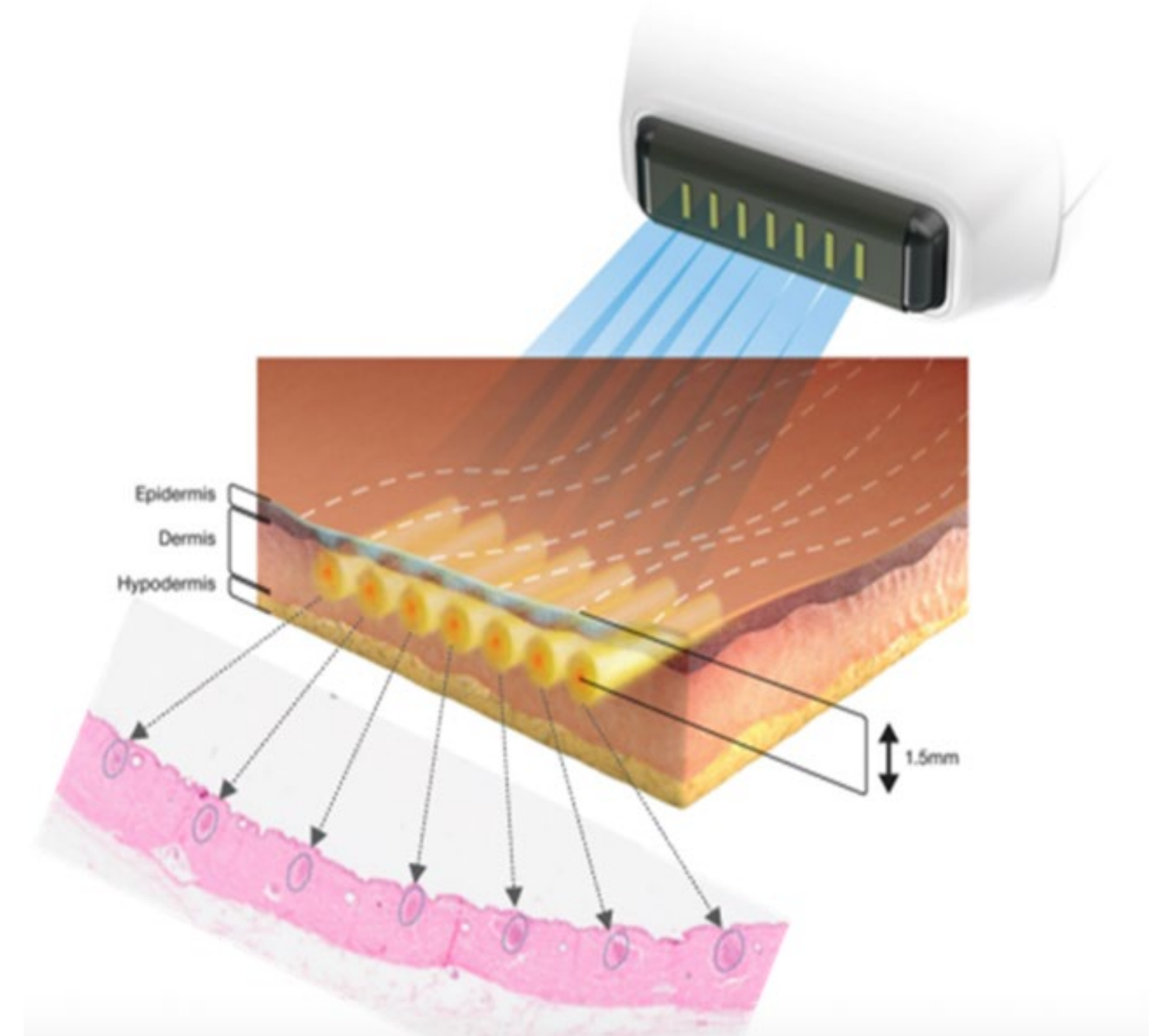


Clinical & Pipeline Update

Smart Science: Unique Patented Technology and Mode of Action vs. the Competition

- **Why is it better?**

- **Excellent safety and comfort** due to proprietary transducer array cooling technology and **full** epidermal protection. Practically Zero Down-time
- **Excellent efficiency** due to a unique array of volumetric, cylindrical-shaped thermal zones parallel to the skin surface.
- **Significantly larger coagulation zone volume and skin area coverage** than any other energy-based method
- The only ablative technology that tightens the skin in the “**right direction**”, **parallel to the skin surface**
 - **Excellent effectiveness**
 - **Excellent safety**
 - **Shorter treatment times**
 - **Better patient comfort**
 - ***No bleeding, Evaporation or Stabbing of the Skin***



Extending Our Product Line Beyond Face and Neck

Modular, add-on handpieces designed for additional applications used to:

Treat loose skin on
body: arms, hands,
legs, knees

Acne scars

Cellulite

New body platform



SofWave in APAC: Single treatment results on Asian patients, Neck Lift



Courtesy of Dr. Rungsima, Thailand

Single treatment 11 months follow up



Eye brow lifting single treatment

Courtesy of David McDaniel MD
6 months follow up

Courtesy of Annie Buinewicz, MD
8 weeks follow up



Before



After



Before



After

The Power of Safe and Effective **Skin Tightening** – Single treatment eyes



Baseline

1 month post

Treating Loose Skin on Arms, Single Treatment Results

Pre-treatment



6-week post-treatment



SofWave Technology: Skin tightening on the hands

Pre treatment



6 weeks post TX



Single treatment 6 weeks follow up

Pre treatment



6 weeks post TX





Baseline



*Pre Tx.2
(5 weeks after)*

Courtesy of Dr. Munavalli

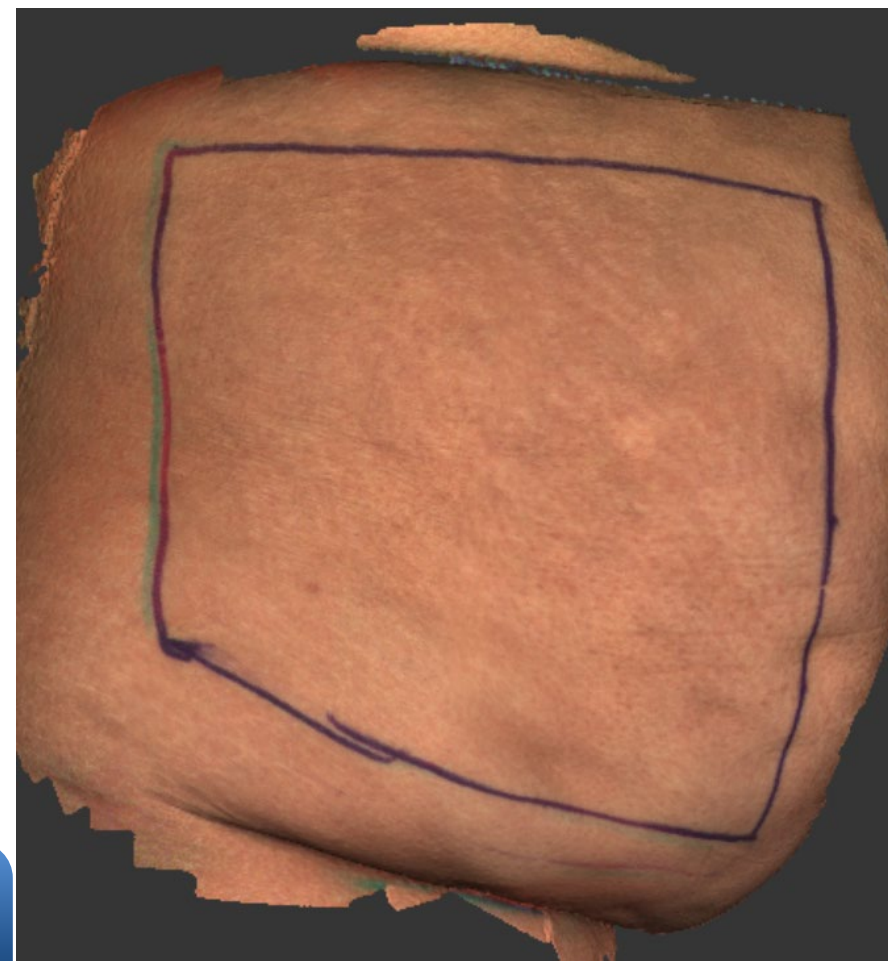


Baseline

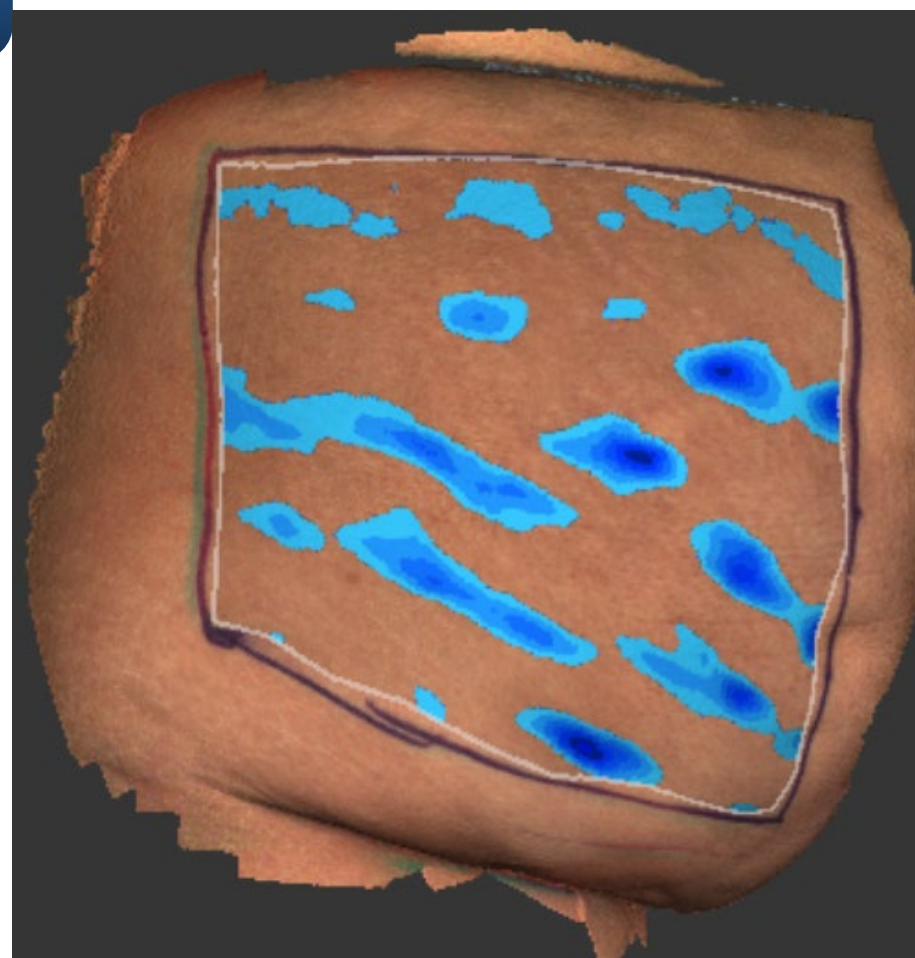
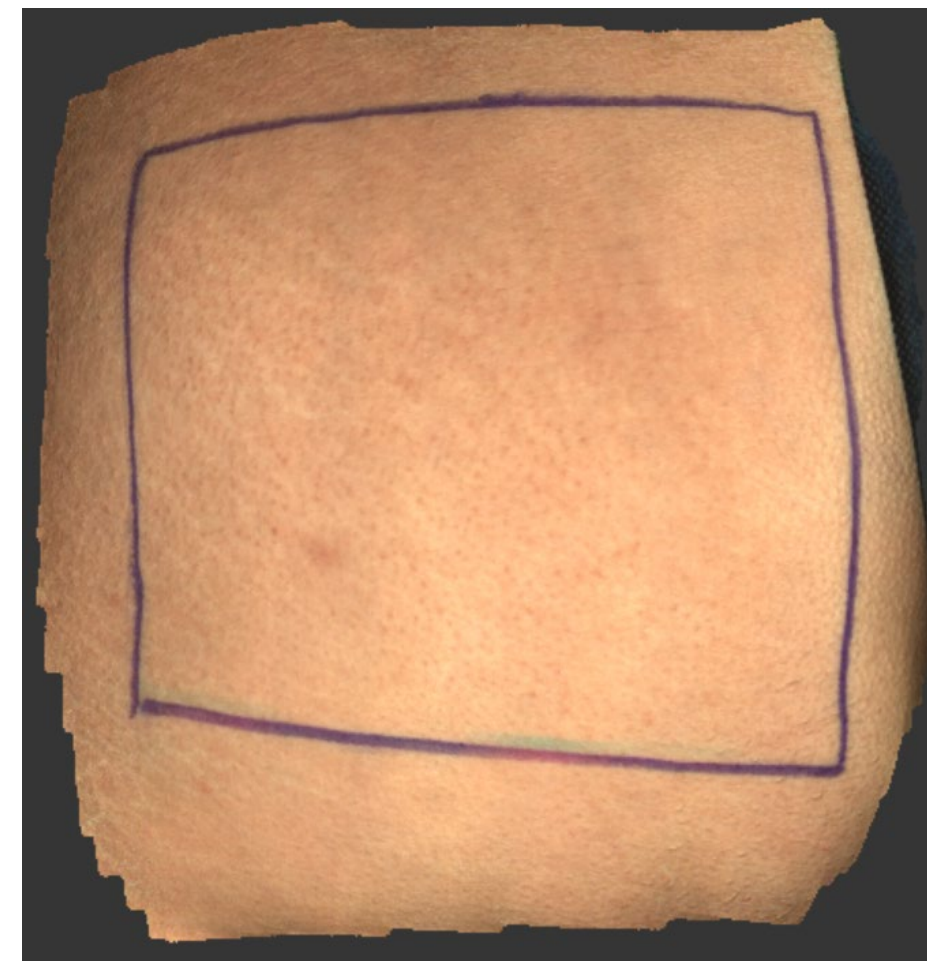
*Pre Tx.2
(7 weeks after)*

Courtesy of Dr. Kilmer

Baseline
Feb – 8 - 2022

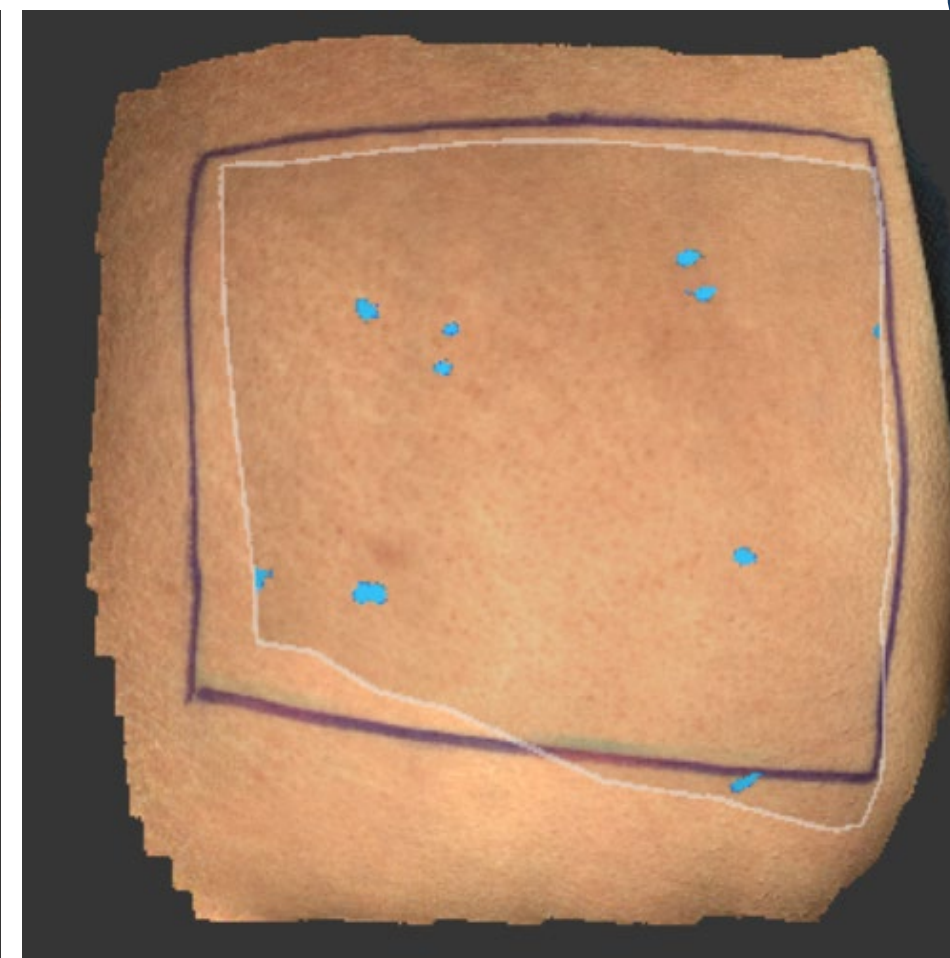


3 Months FU
June-4-2022



Whole Treated Area
Dimple

Cellulite
1.86 #



Whole Treated Area
Dimple

Cellulite
0.34 #

Investment Highlights

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

Significant recurring revenue; over 20% of total revenue; over 100,000 treatments completed

Rapid industry adoption achieving +63% growth in 2022

Significant brand awareness growing social media following to over 450,000 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