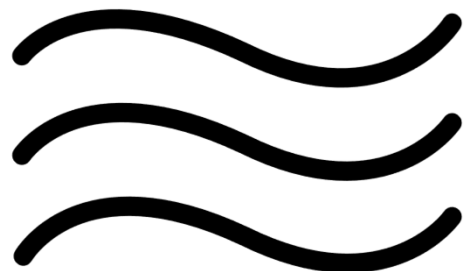




Investor Meeting

May 2023



Breakthrough Ultrasound For Non-invasive
Skin Tightening



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Investor meeting May 2023

Presenters:

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



Q1 2023 in Numbers

\$10.4M
Revenues
+86% YoY
Growth

\$2.2M Recurring
Revenues
+74% YoY Growth

74.1% GM
Non-GAAP

~\$29M Cash
As of March 31, 2023

2 Additional FDA
Clearances

Over 125,000
Treatment
(inception to date)

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
- 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 such as the American Society of Laser Science and Medicine (ASLMS) and AMWC (Monaco)

Trends

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

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 >470K 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



2023: Major Strategic Accomplishments to Date

- FDA Clearance for Precise Applicator
- FDA Clearance for Sofwave Smart™ IoT Module
- Regulatory Approval in Mexico
- Opened a new subsidiary in the UK
- US and APAC Telemarketing Campaign and Social Growth to drive 125K treatments

FDA Approval for the Precise Applicator

- Main goal - allowing the user treatment flexibility and easier access to smaller and more curved areas
- Similar technological characteristics and similar indications for use as the current “Lift” applicator
- **Same mode of action as the ‘Lift’ applicator**
- Treatment areas can be:
 - Around the eyes (Peri Orbital)
 - Around the mouth (Peri Oral)
 - Forehead
 - Along the jawline



FDA Approval for Sofwave Smart™ IoT (Internet of Things)

- Sofwave Smart adds WiFi connectivity to Sofwave devices
- Wi-Fi connectivity will allow (in the first stage):
 - Remote software upgrades
 - Automatic pulses purchasing process (without the need to insert a 16-digit code)
 - Uploading logs to Sofwave cloud
 - Uploading Sofwave systems data to Sofwave cloud (e.g., pulses per treatment, energy levels, treatment areas, etc.)
 - Business intelligence – an opportunity to learn about the usage of Sofwave systems in the field

Brand Awareness Rapidly Expanding

ONLINE
47 placements,
1,655,648,431 UMVs

SOCIAL
112 placements,
reaching an audience
of 26,294,520

BROADCAST
19 placements,
20,259,087 viewers

User Generated
Content
7,461

Online Reach
47 million

Social Media Reach
28.8 million

Volume of
Mentions
1900/month

Regional Influencer
Campaigns with
Celebrities



Major Industry Awards



Best Game
Changer



Best
Latest in
Ultrasound



Best Non-Invasive
Cellulite Treatment



Best in
Skincare:
Sofwave -
Ultrasound
Treatment



Safety in Beauty
Innovation and
Pioneering Award



Best Professional-Grade
Treatments



Future of Beauty Award for
Treatments

Major Tradeshow Presence Expands: ASLMS Highlights (American Society for Laser Medicine and Surgery)

- Over 15 podium presentations on Sofwave
- KOL support extended to peer to peer selling
- Tech Connect Segment on Skin Tightening by top KOLs with clear endorsement for Sofwave as treatment of choice
- Competitors clearly noticed our momentum – opportunity to recruit key HR



Sofwave™ Around the World



UAE



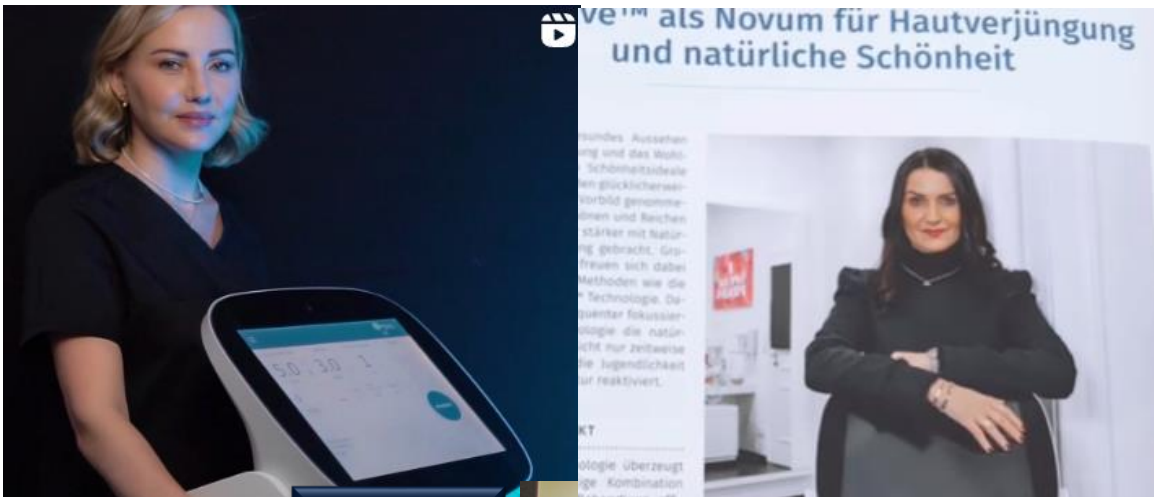
Philippines



Taiwan



UK



Germany



SPAIN



Taiwan

ראים תוצאות. נקודה

מדובר בחלום שמתגשם: נדרש רק טיפול אחד או שניים במכשיר החדשני - Sofwave (סופווייב) טיפול בטווח לשימוש, ללא תופעות לוואי וללא זמן החלמה - והעור מרע, מתחדש ומתמלא חיים. המומחית לרפואת עור ד"ר להבית אקרון: "מדובר בטכנולוגיה מנצחת"

חוש טעם חזות Sofwave

ISRAEL

טכנולוגיה מרעית חדשה: ד"ר רחל לוי, מומחית לרפואת עור, מדגימה את התוצאות של טיפול סופווייב. התוצאות מראות עור חלק יותר, מלא חיים, וחסר קמטים. טיפול סופווייב הוא טיפול חדשני, ללא תופעות לוואי, וללא זמן החלמה. הוא מתבצע במרפאות עור, ובמסגרת טיפול מוקדם.

אין עונת טכנולוגיה חדשה: ד"ר אורנה גורן, מומחית לרפואת עור, מדגימה את התוצאות של טיפול סופווייב. התוצאות מראות עור חלק יותר, מלא חיים, וחסר קמטים. טיפול סופווייב הוא טיפול חדשני, ללא תופעות לוואי, וללא זמן החלמה. הוא מתבצע במרפאות עור, ובמסגרת טיפול מוקדם.



Tatler

Power & Purpose

Asia's Most Influential PH

Dr. V. D. D.

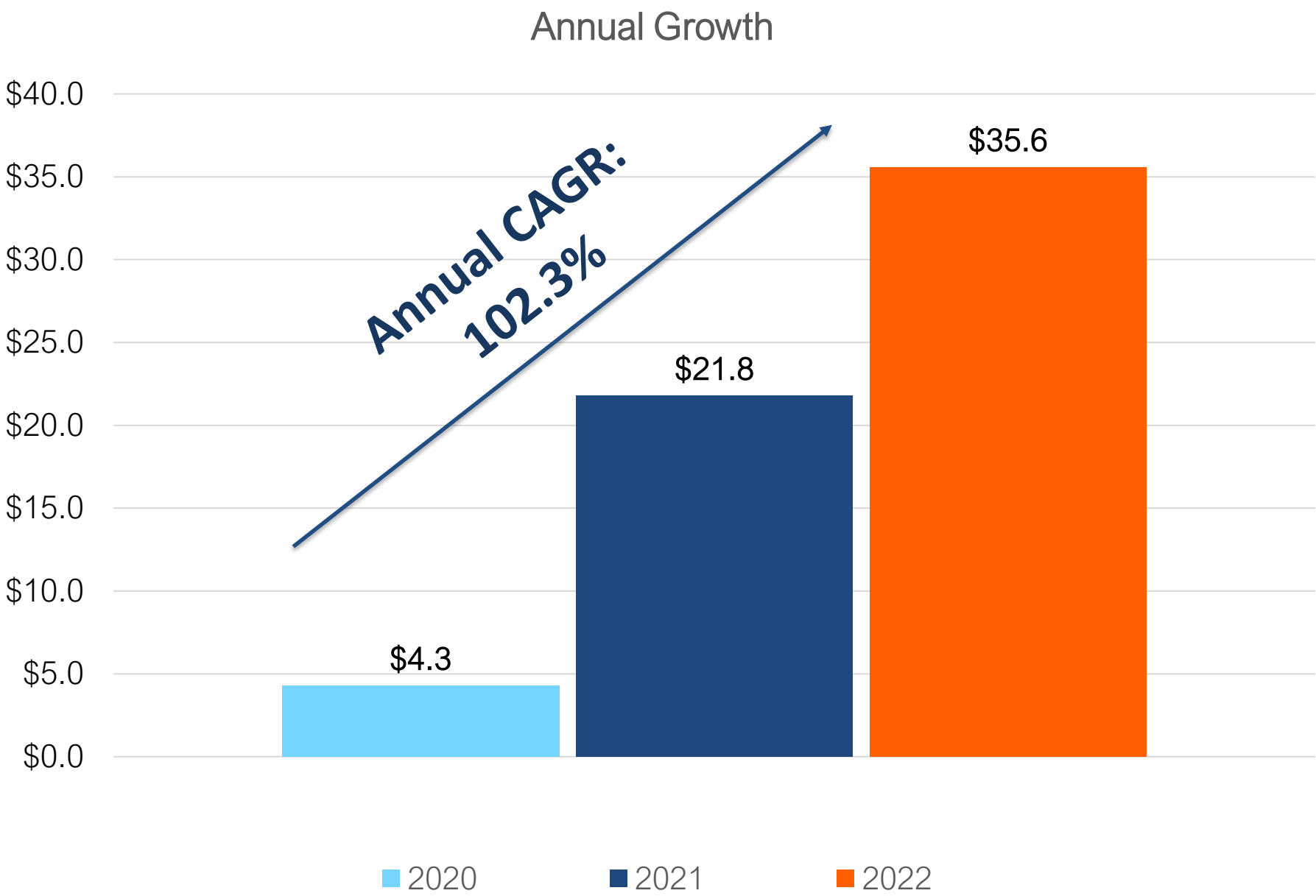
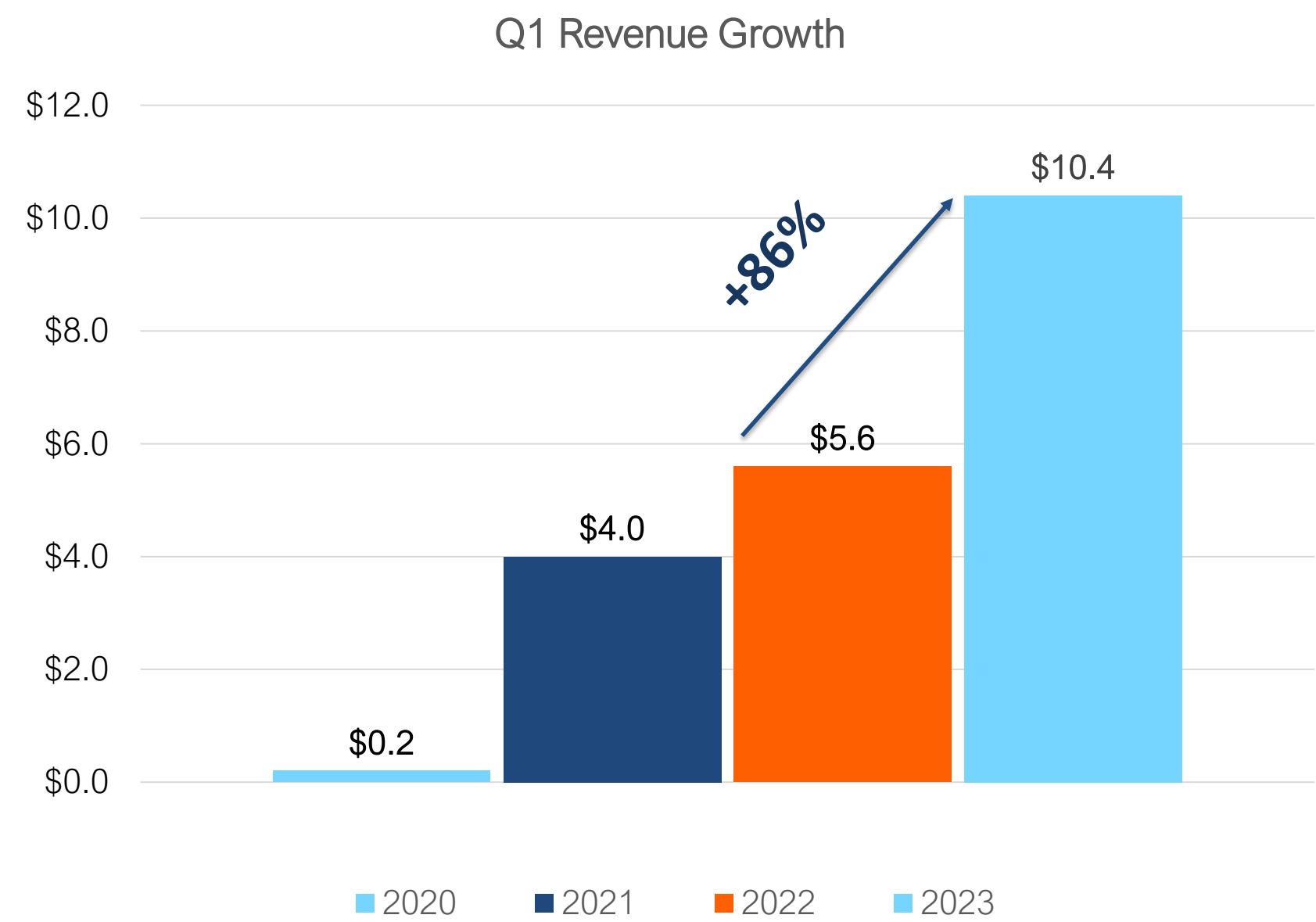
Global Channels Continue to Grow: Sofwave Partners in 36 Countries





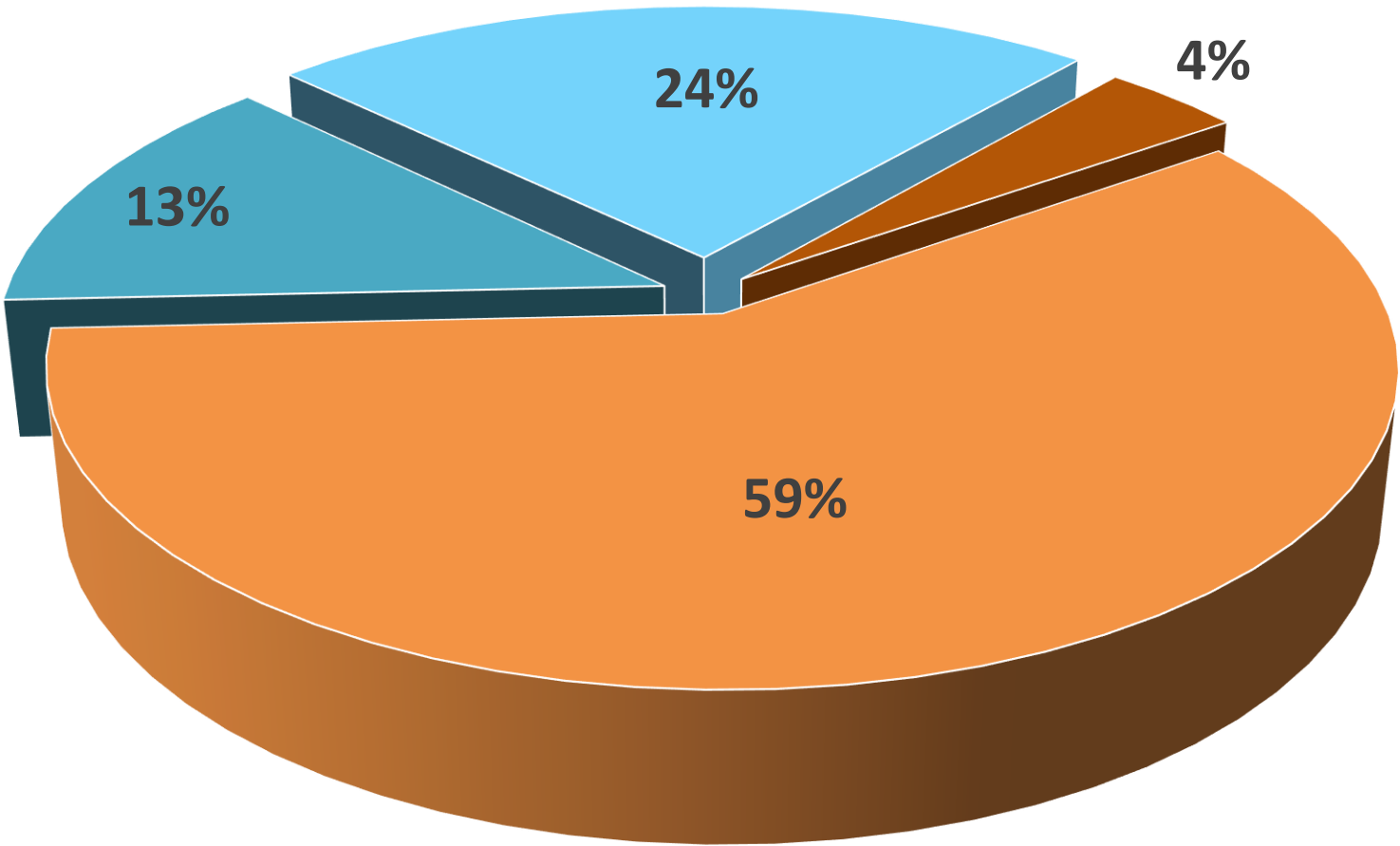
Financial Highlights

Revenue Growth



Continued strong YoY revenue increase with
86% growth in Q1/2023

Geographical Split



North America EMEA APAC LATAM

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

Financial Highlights Q1 2023 – P&L (\$'K)

	For the 3 months ended March 31,		Stock Based Compensation		Excluding Stock Based Compensation	
	2023	2022	2023	2022	2023	2022
Revenues	10,407	5,586	-	-	10,407	5,586
COGS	2,736	1,487	42	81	2,694	1,406
Gross Profit	7,671	4,099	42	81	7,713	4,180
	73.7%	73.4%			74.1%	74.8%
R&D expenses	2,984	2,694	186	370	2,798	2,324
S&M expenses	6,731	3,842	244	477	6,487	3,365
G&A expenses	1,696	1,828	260	446	1,436	1,382
Operating Loss	(3,740)	(4,265)	732	1,374	(3,008)	(2,891)

- S&M and R&D expenses increase according to the plan to continue and invest IPO proceeds
- G&A expenses remained at similar levels YoY

Financial Highlights – BS (\$'K)

	March 31, 2023	Dec 31, 2022
Cash and Cash Equivalents	28,992	32,005
Trade Receivables	5,165	4,591
Other Receivables	1,828	1,307
Inventory	4,774	4,026
Total Current Assets	40,759	41,929
Total Non-Current Assets	3,963	4,148
Total Assets	44,722	46,077
Total current liabilities	14,308	12,408
Total non-current liabilities	1,180	1,330
Shareholders' equity	29,234	32,339
Total liabilities and shareholders' equity	44,722	46,077

Strong cash position with \$29M as of March 31, 2023

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

Investment Highlights

Sofwave 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 125,000 treatments completed

Rapid industry adoption achieving +86% growth in Q1 2023

Significant brand awareness growing social media following to over 470,000 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