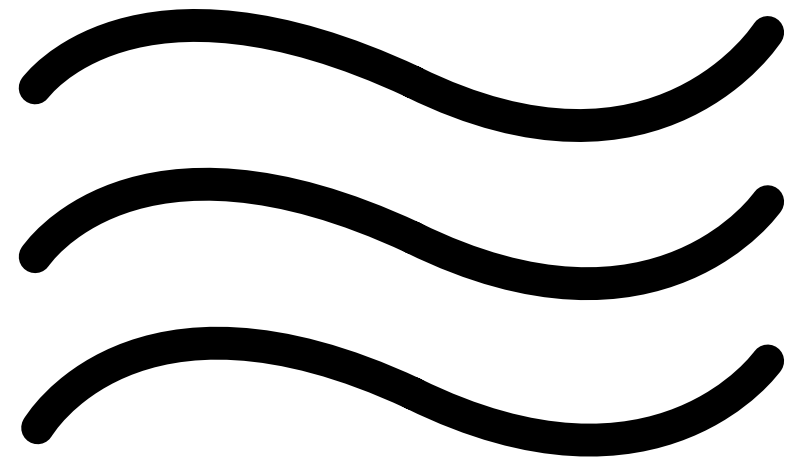




Q2 2025 Summary

August 2025



Softwave - The Aesthetic Device
Regeneration Company



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Investor meeting August 2025

Presenters:

Dr. Shimon Eckhouse, Co-Founder and Chairman

Lou Scafuri, CEO

Assaf Korner, CFO



Q2 2025 in Numbers

- Q2/25 \$21M Revenues
+43% YoY Growth
- Q2/25 \$9.2M Recurring Revenues
+53% YoY Growth
- 75.5% GM
- Q2/25 IFRS first ever Net income of \$1.5M
- H1/25 \$37.7M Revenues
+35% YoY Growth
- H1/25 IFRS Net income of \$0.4M
- ~\$24M Cash
As of June 30, 2025
(inc. short term deposits)
- ~600,000^(*) Treatments
(since commercialization)

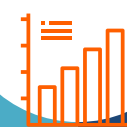


Market Conditions and Trends

Q2 2025

Market Landscape & Macro Trends

- Global geopolitical and economic uncertainties: Consumer confidence and capital purchases remain impacted by macroeconomic conditions
- Tariffs impacting competitors pricing and competitiveness
- US Market: Core physicians more resilient; Medspa growth challenged by access to capital
- Growing adoption of GLP-1 are driving demand for lifting, laxity and toning treatments



Q3 and Beyond: Boldly Looking Ahead

Anticipate continued solid momentum despite uncertain market conditions:

- ✓ Geopolitical
- ✓ High Interest rates
- ✓ Tariffs

Rising demand for energy-based volumization treatments as filler usage declines and GLP-1 usage increases. Natural appearance is “in”

Q2 2025 Overview

Emerging Market Leadership

Quarterly Performance – Key Highlights

Exceptional Q2 Results YoY



More high points than low points; Momentum continued- Strong finish

>Brand Awareness & >Pulse Sales



Reached record-high levels ~600,000 treatments to date

Product and ROI Positioning



Superior to competitive offerings and our value proposition is emerging as best in class

Rising Market Demand



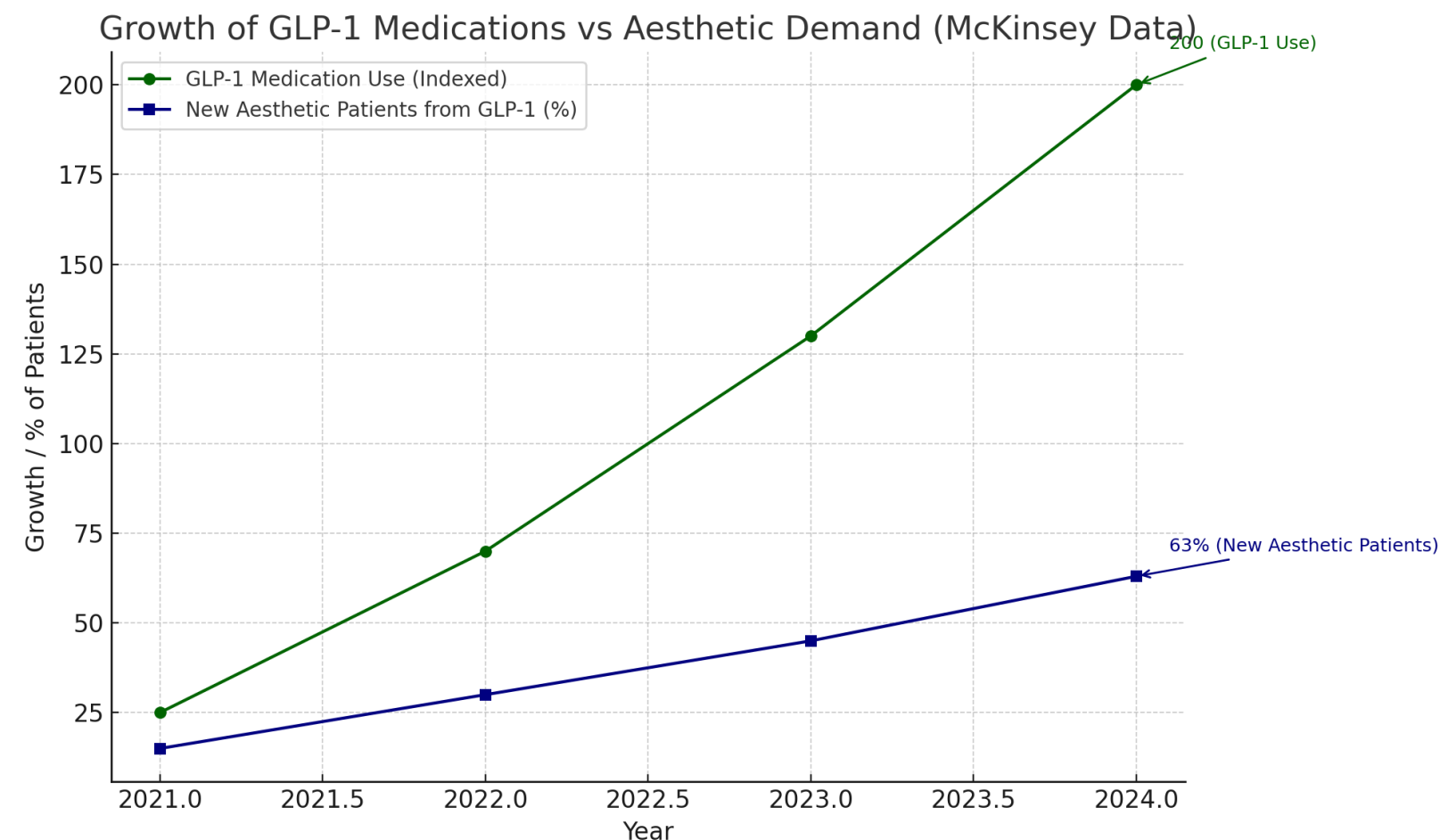
Growth in tightening, lifting, and toning driven by the prevalence of GLP-1.
Increased traction with Plastic Surgeons

The GLP-1 Aesthetic Patient – New Demand for Tightening & Toning

McKinsey US Medical Aesthetics Providers Survey — December 2024 (n = 174)

McKinsey article titled “GLP-1s are boosting demand for medical aesthetics” (published May 15, 2025) findings include:

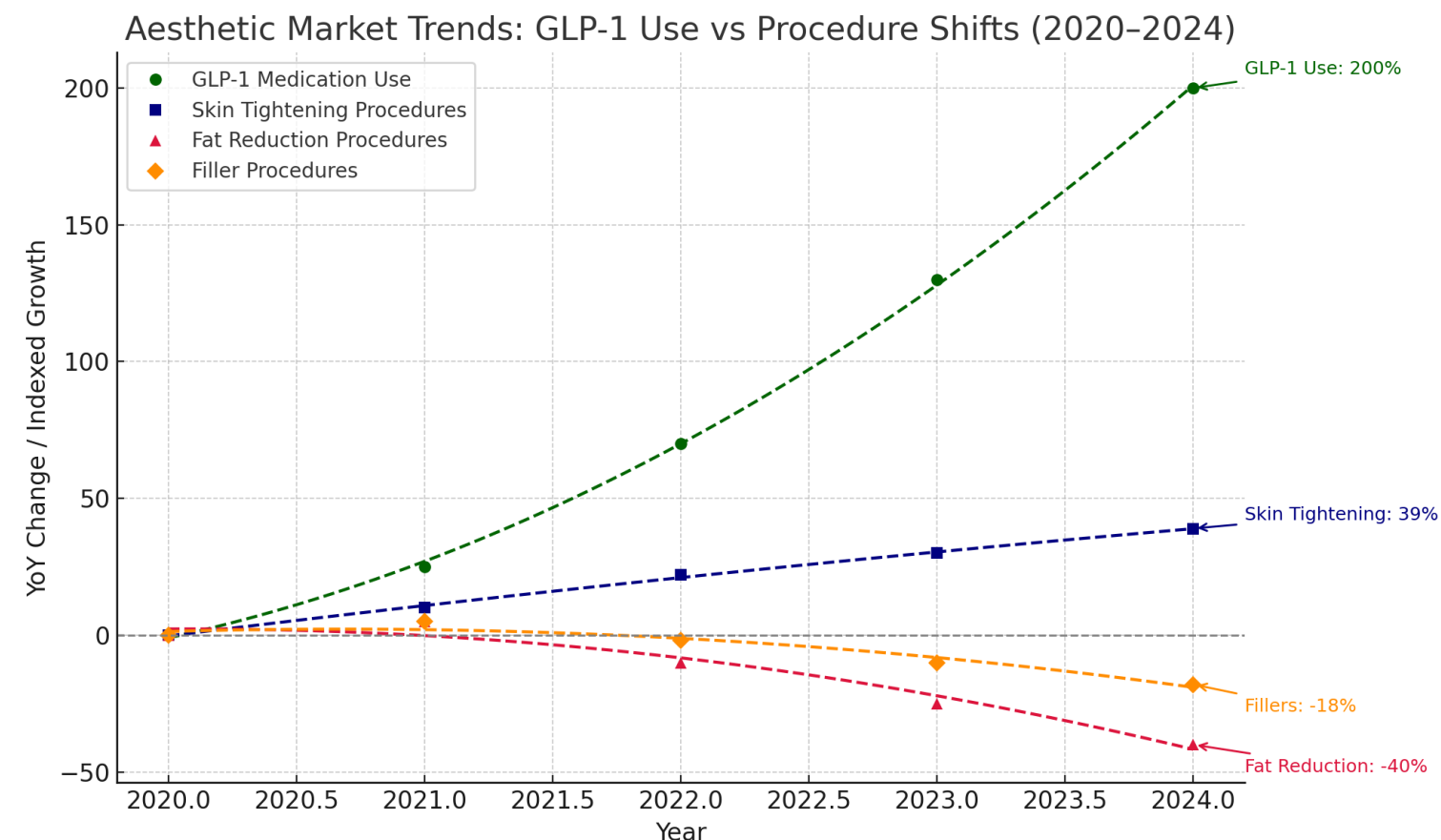
- 63% of GLP-1 patients seeking facial aesthetic procedures were new to medical aesthetics services
- 61% of these patients had lost between 11–30% of their body weight, leading to concerns around skin laxity facial volume loss and muscle loss



Market Realignment – GLP-1 Impact & Category Shift

Noninvasive Skin Tightening Treatments are in High Demand

- GLP-1 medications have changed the body contouring landscape
 - Noninvasive energy based fat reduction procedures fell ~40% YoY in 2024
 - Demand for Skin tightening grew ~39% (ISAPS 2024)
 - Filler usage is off by -18%
- Clinics now seek noninvasive, no downtime tightening, lifting and toning devices that offer consistent natural looking outcomes, delegable, and generate high-margin and predictable ROI



Market Realities & What Providers Need

Providers seek Competitive Advantage

- Clinics now **compete fiercely** for patients.
- **Patients seek better results (innovation)**
- New technology with better outcome = **competitive edge**
- Delegable treatments = **higher throughput**
- National branding = **lower patient acquisition cost**

The Rising Star: Sofwave

Noninvasive Lifting, Tightening & Toning



Sofwave is ideally positioned with skin lifting, tightening, and muscle toning solutions



Practice Development Programs which deliver proven results are essential to our offering and enhance providers' ROI



Consistent superior patient outcomes



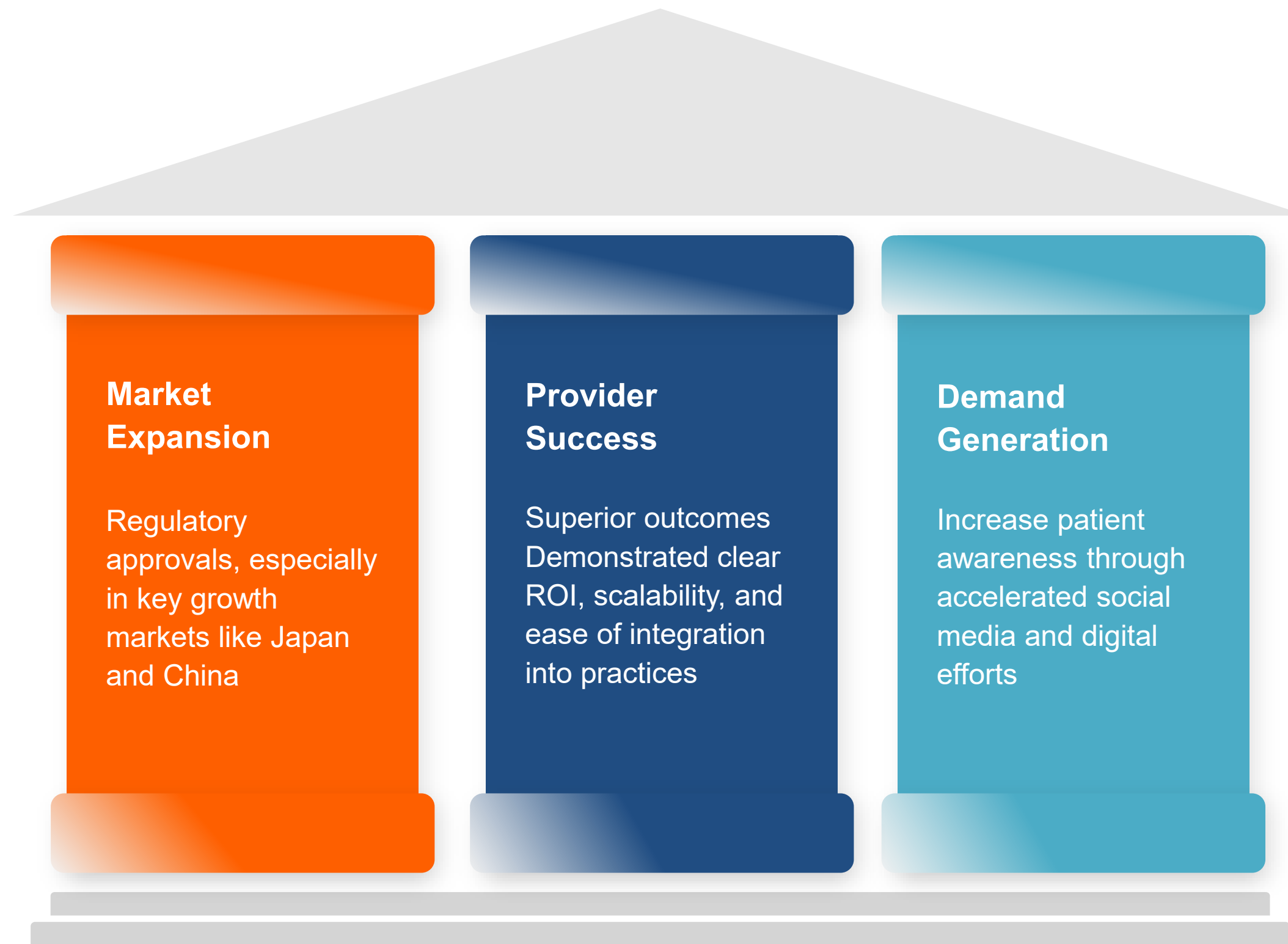
High brand awareness is a critical factor in buying decision: providers want help in patient acquisition and device utilization



Premium procedure price integrity is important: supported by Sofwave's Minimal Advertised Pricing policy

How Sofwave is Taking Market Share

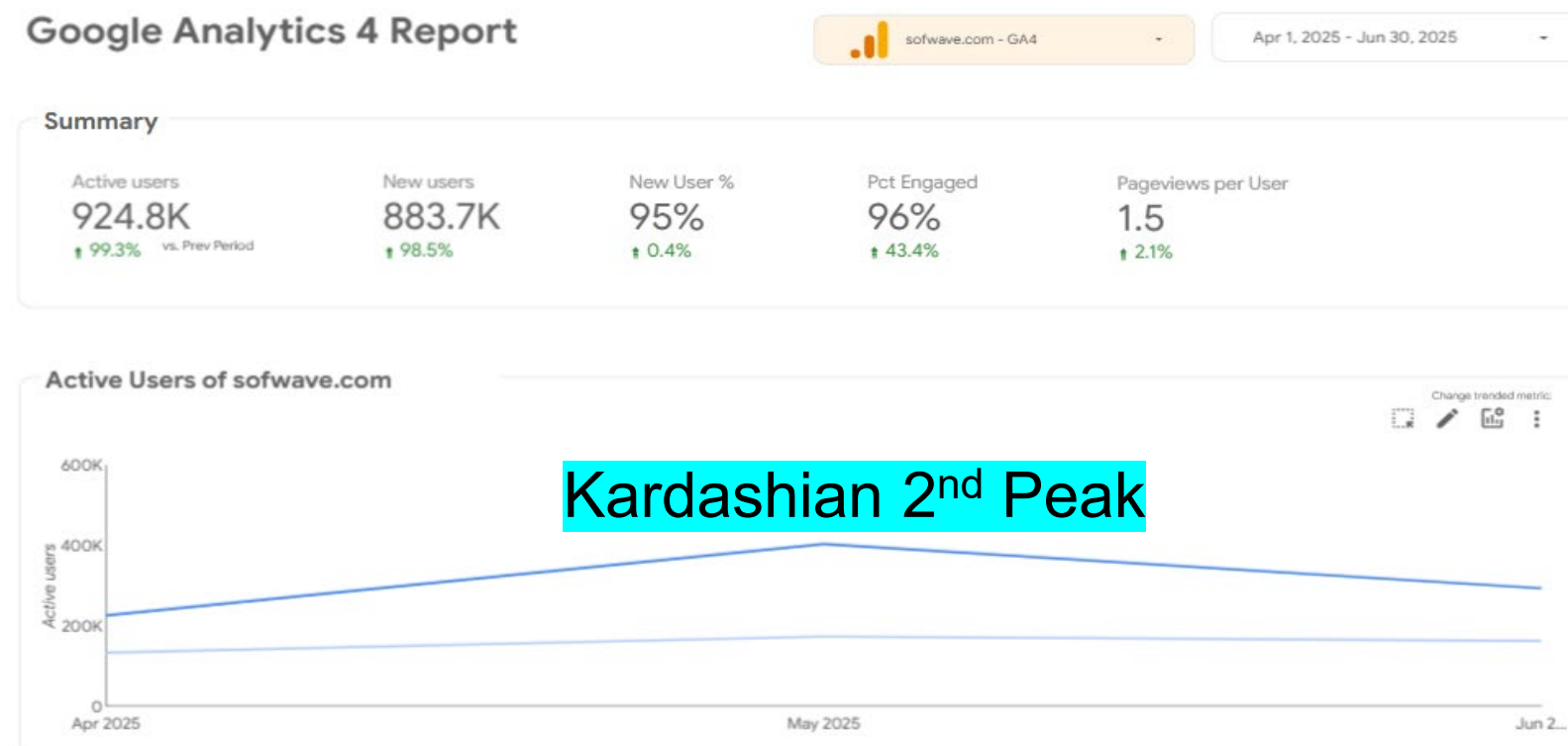
3 Strategic Pillars of Scaling Phase



Q2 2025: Dramatic Increase Global Brand Awareness

Accelerate Brand Awareness on both B2C and B2B to drive procedure demand

- Sofwave's brand has gained significant traction in the celebrity sphere, primarily due to the positive response it received from Kardashian and other influencers
- 308K Avg. Monthly Users on Sofwave.com up 99% YoY
- GLP-1 Reach increased to 34% "Share of Voice" in Q2 across Instagram, TikTok, Facebook and Threads within the GLP-1 and post-weight loss conversation
 - SoV is percentage of social conversation in the aesthetics category that mentions Sofwave and/or Pure Impact compared to competitors (on keywords like "GLP-1," "weight loss," "skin laxity," and "muscle tone")
 - Total of 40K Monthly GLP-1 searches coming from position 0 or 1 in Google search results



Q2 2025: “Kardashian Effect” Accelerating Brand Visibility Growth

Showcasing Kardashian posts rapidly accelerated brand awareness and engagement organically

Total Reach:
3,271,438

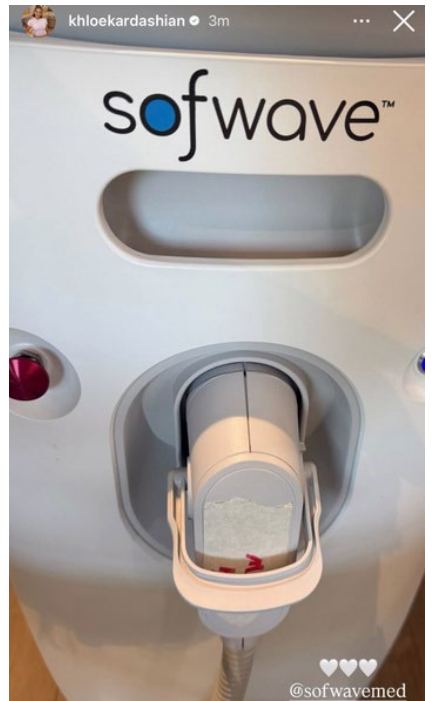
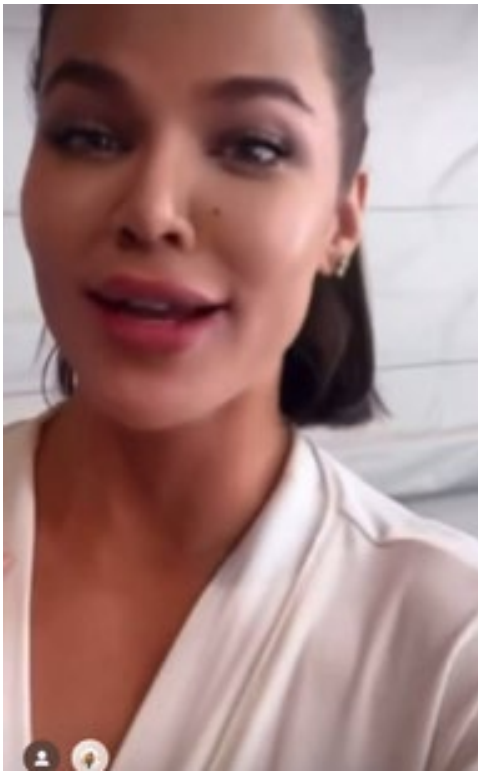
Follower Growth:
16,047

External Link Taps:
5,938

Engagements:
14,003

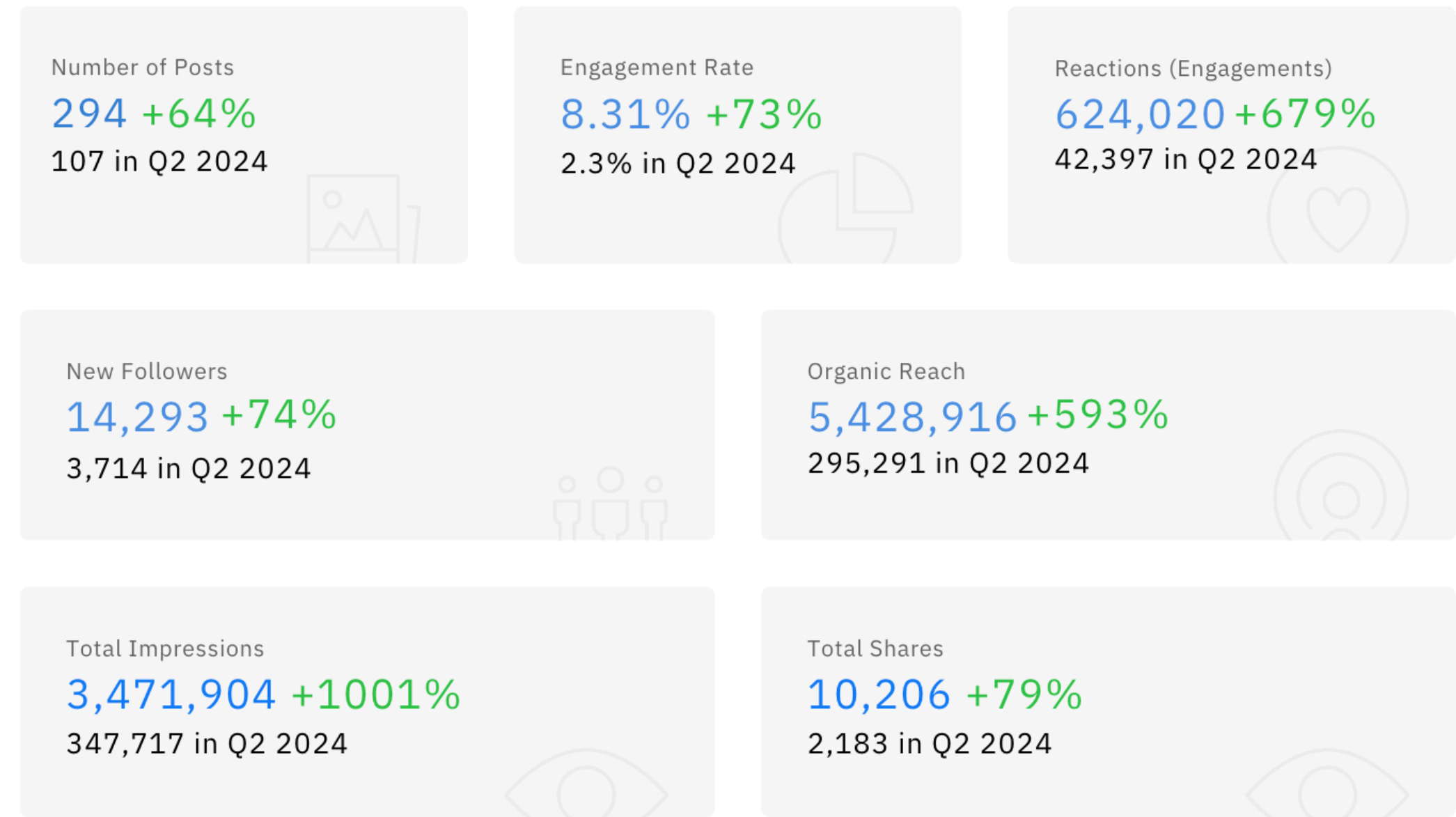
Digital Articles Generated
42

Profile Mentions:
24,169



Accelerating Brand Visibility Growth

Q2 2025 Social Metrics: Compared to Q2 2025



DASH SOCIAL



Followers: 292,993
Engagements: 72,814

37%
112%



Followers: 473,826
Reactions: 489,191

24%
42%



Followers: 132,893
Video Views: 712,504
Mentions: 4,927

57%
947%
41%



Followers: 11,217
Engagements: 57,158

34%
63%



Followers: 98,728
Video Views: 712,504

37%
256%



Q2 2025: MAKING WAVES: “National Got Lift Day”

Social Community Foundation well in place

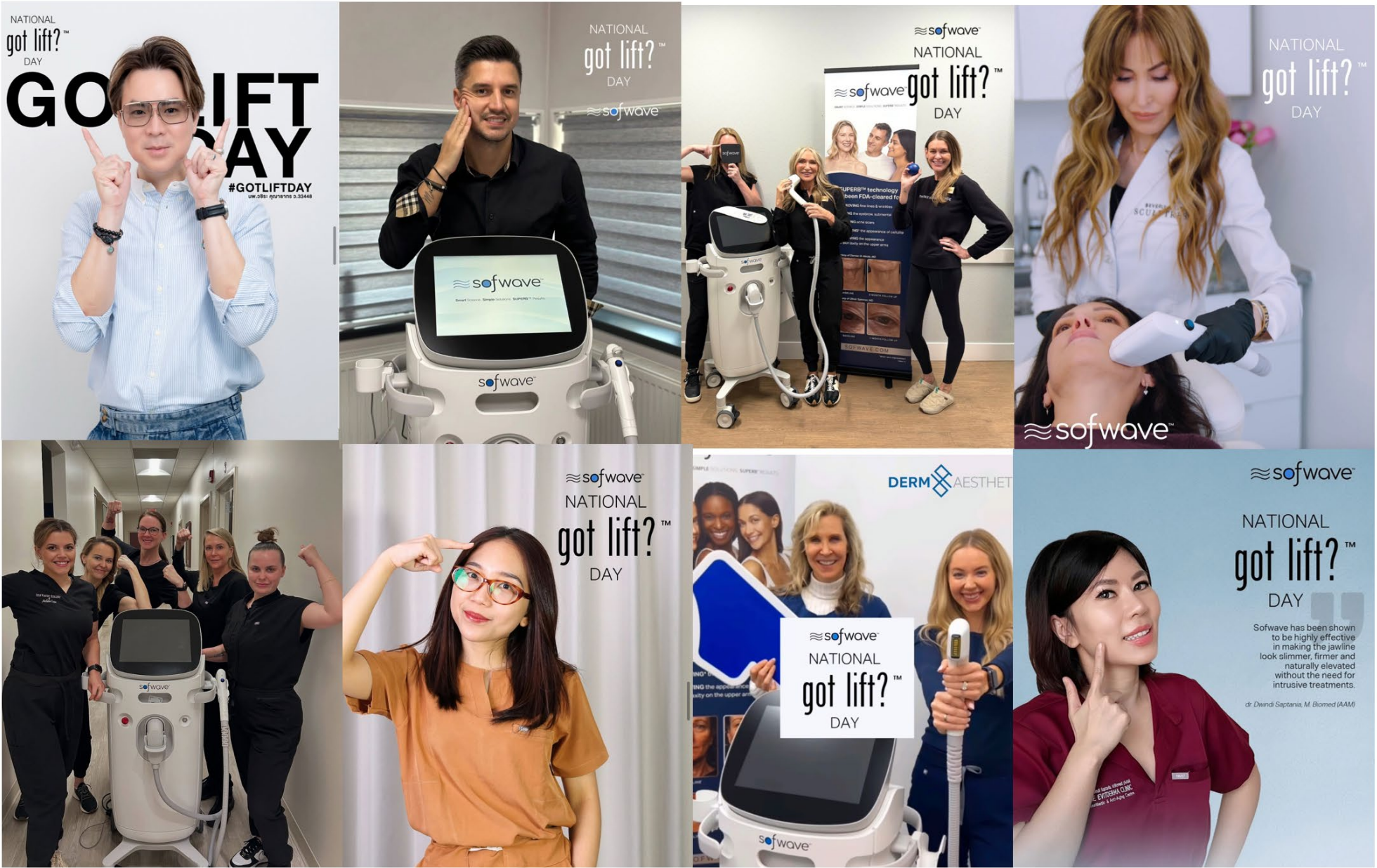
2.8M Impressions +48%

2.1M Global Social Reach +40%

65K Social Media Interactions +62%

1,317 User Generated Content +53%

CTR of 8.4% +60%





GLP-1 Treatment and Pure Impact, A Unique Opportunity for Sofwave

Dr. Shimon Eckhouse

GLP 1 and muscle loss

- GLP-1 receptor agonists are highly effective for weight loss
- But ~25–40% of total weight lost is lean muscle mass
 - Muscle loss has a significant aesthetic effect
 - Impacts physical function and strength
 - Has a negative impact on long-term weight maintenance
 - Muscle mass is important for glucose metabolism and mobility

EMS a Non-invasive muscle rebuilding tool

- EMS activates muscles via electrical impulses
- Induces hypertrophy and improves muscle tone without exercise
- Targets fast-twitch fibers often lost in aging and weight loss

1 Month Follow-up Results – Ovio360

Four 30 Minute Sessions



Pure Impact and LiftHD Skin Tightening



Baseline



1 Month Post 4 Pure Impact 1 LiftHD



1 Month Post 2nd LiftHD



Baseline



1 Month Post 4 Pure Impact 1 LiftHD

Q3 2025 Launch of Pure Impact VIP™

4th Generation Plyometric Technology for faster results and improved outcome

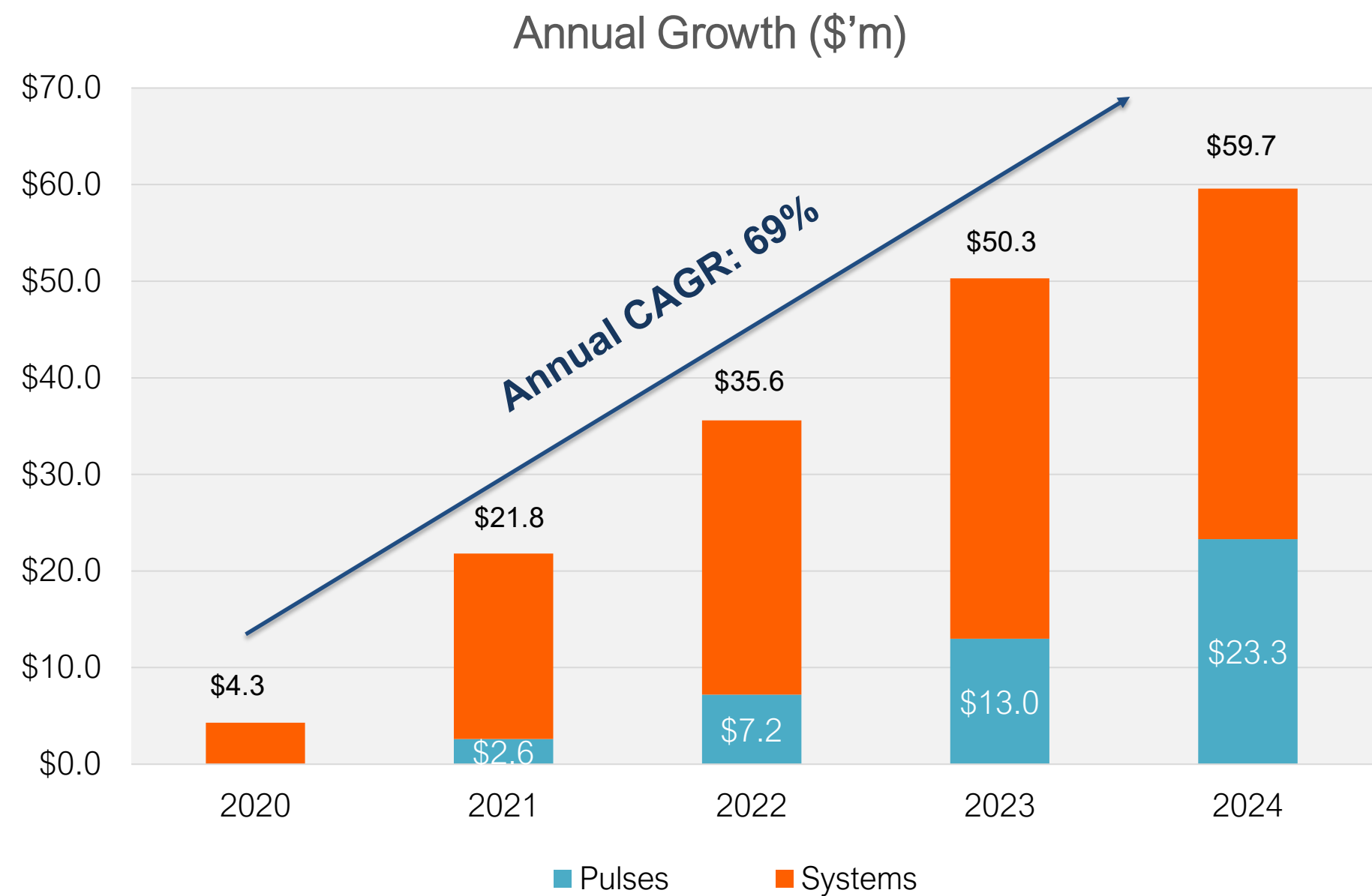
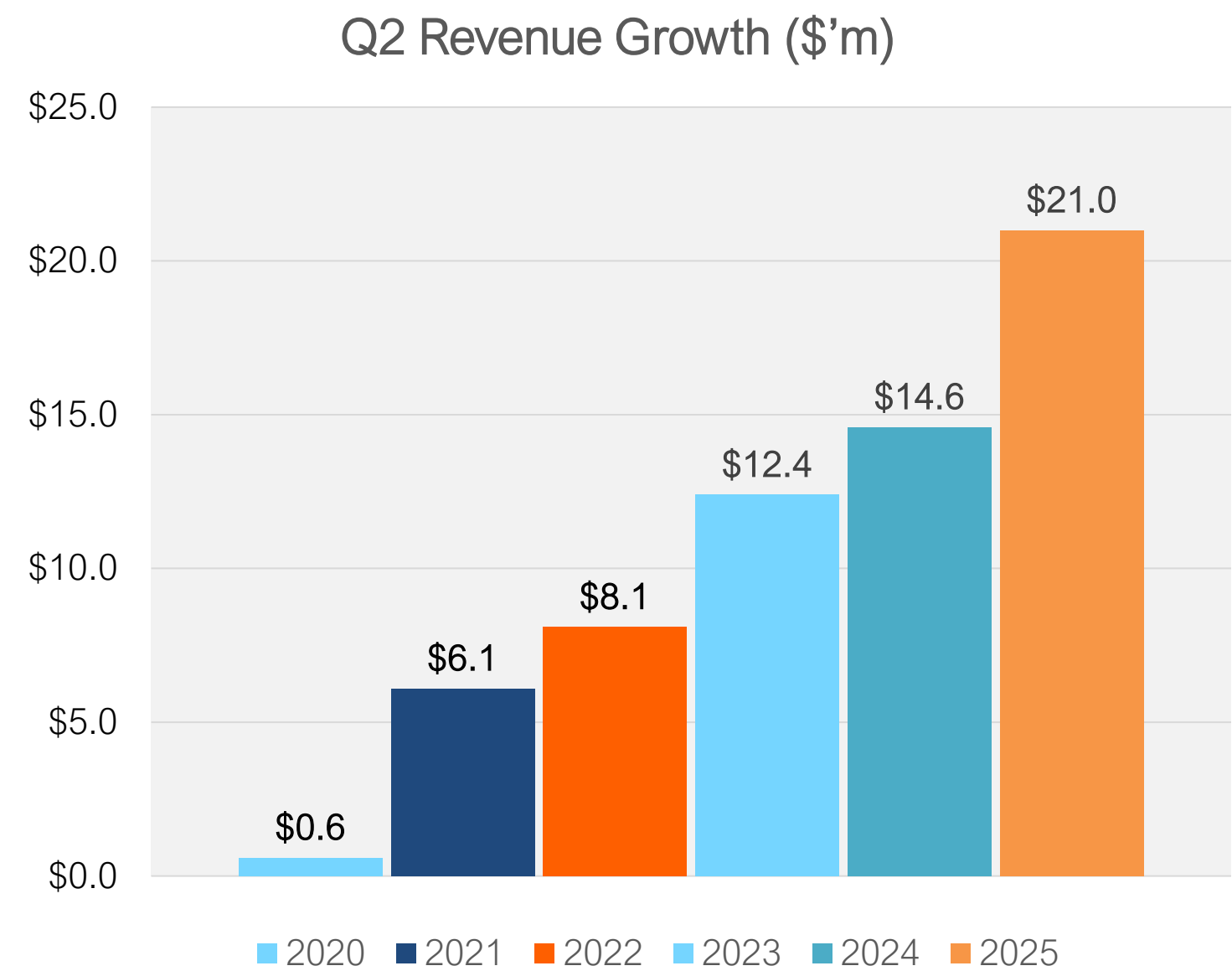
- **Simultaneous Treatment = Maximum Efficiency**
 - Enables providers to treat *skin laxity* and *muscle tone* at the same time
 - Reduces chair time and increases revenue per session
- **6-Channel Capability for Rapid, Effective Body Treatments**
 - Treat up to six zones in one 30-minute session — abdomen, arms, thighs, and more
 - Delivers versatile, high-throughput body contouring and toning
- **Enhanced Patient Outcomes**
 - Dual-modality approach yields superior aesthetic results
 - Especially appealing to post-weight loss GLP-1 patients with skin laxity and poor muscle tone
- **Practice Enthusiasm & Sales Team Momentum**
 - Sparks excitement across sales and clinical teams
 - Drives new placements and upgrades across the installed base
 - Leverages Sofwave's brand visibility and national marketing reach





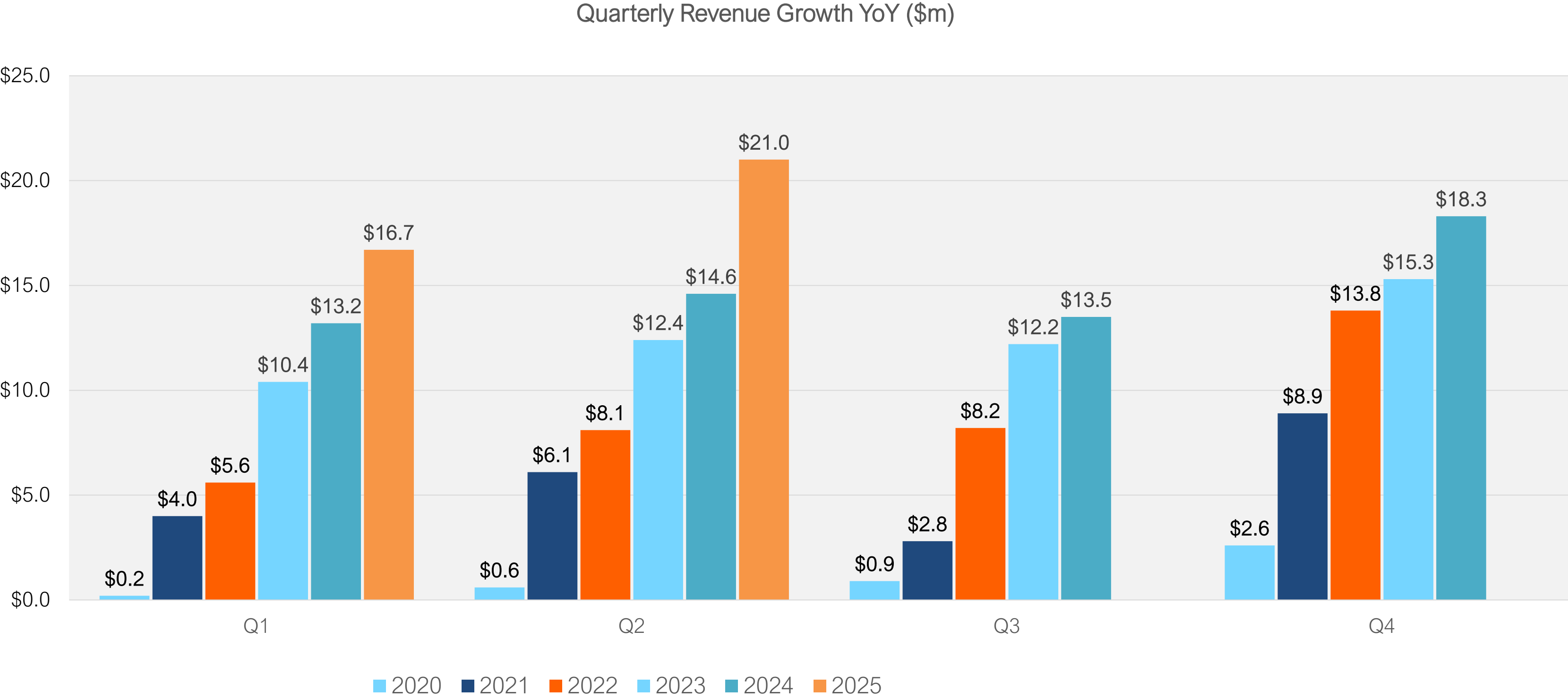
Financial Highlights

Revenue Growth



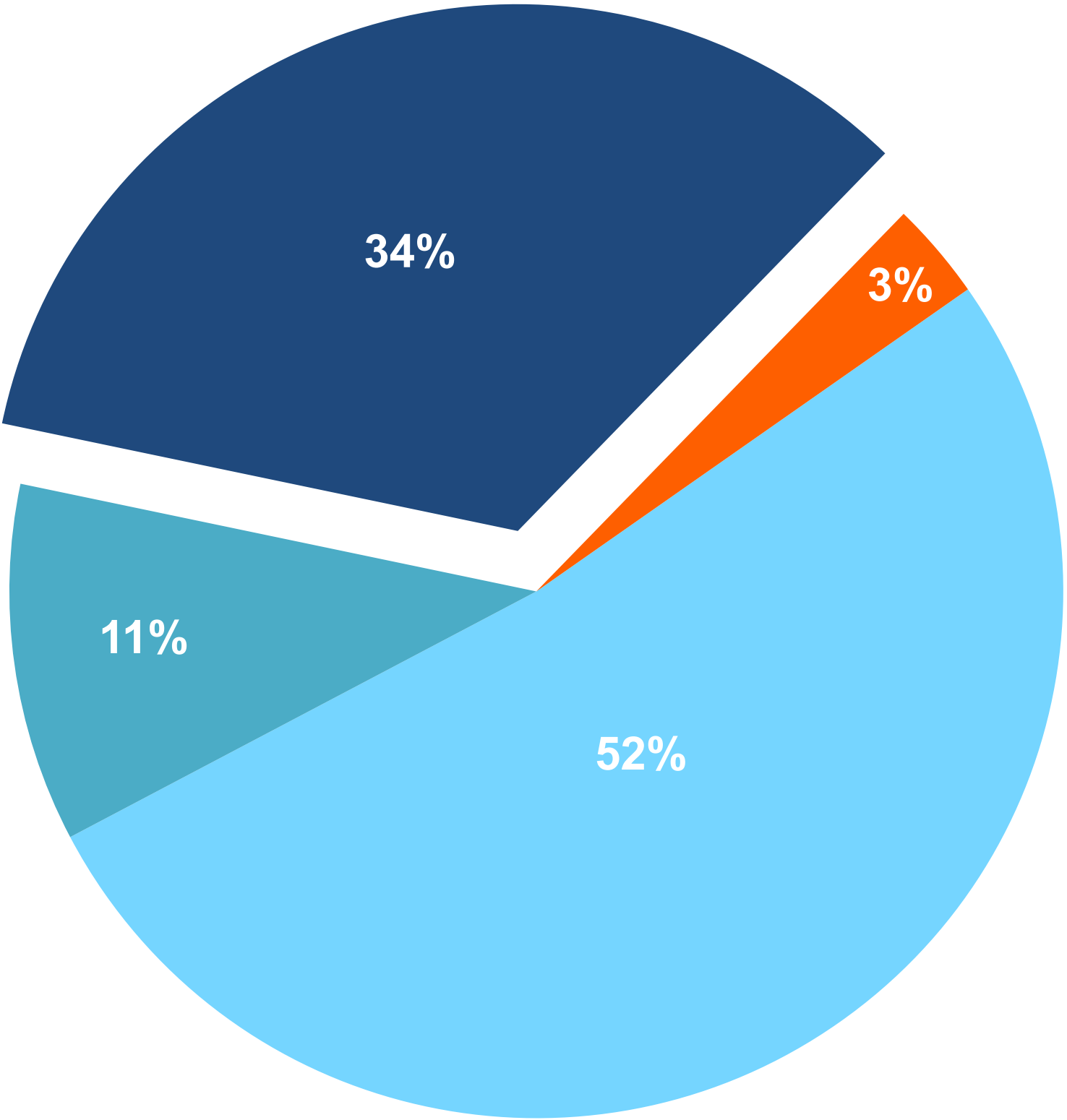
- Continued strong YoY revenue increase with +43% in Q2.25 vs. Q2.24
- Q2/25 Pulse revenues increased to \$9.2M (+53% YoY)
- Q2/25 Capital equipment revenues increased to \$11.8M (+37% YoY)

Quarterly Revenue Growth

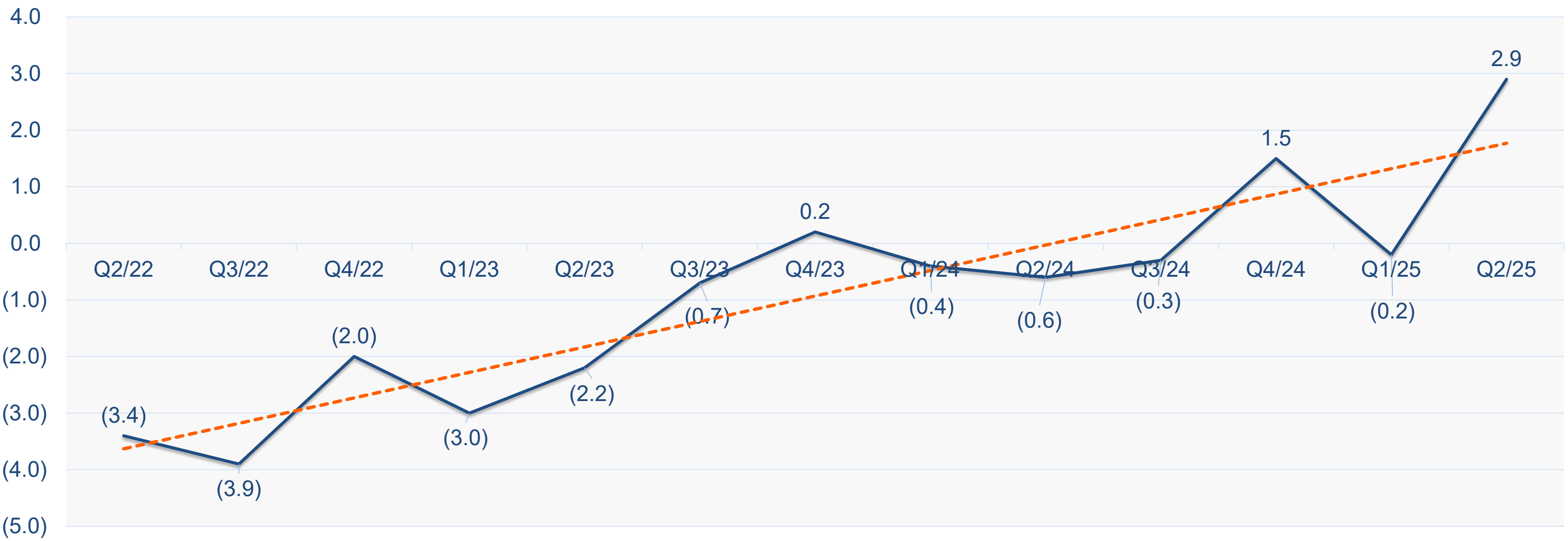


Q2 2025 Geographical Split

- North America
- EMEA
- APAC
- LATAM



Non-IFRS Quarterly Operating Loss/Income (\$M)



Non-IFRS excluding Stock Based Compensation and onetime litigation expenses

Financial Highlights Q2 2025 – P&L (\$'K)

	For the 3 months ended June 30,		Stock Based Compensation		Excluding Stock Based Compensation	
	2025	2024	2025	2024	2025	2024
Revenues	20,990	14,642	-	-	20,990	14,642
COGS	5,136	3,494	5	17	5,131	3,477
Gross Profit	15,854	11,148	5	17	15,859	11,165
	75.5%	76.1%			75.6%	76.3%
R&D expenses	2,822	2,687	136	134	2,686	2,553
S&M expenses	9,059	8,036	374	227	8,685	7,809
G&A expenses	1,794	1,638	193	280	1,601	1,358
Operating Income (loss)	2,179	(1,213)	708	658	2,887	(555)

All operating expenses decreased sustainably as percentage of revenues

Operating income ~14% on a Non-IFRS basis

First quarter ever of IFRS net income of \$1.5M

Financial Highlights H1 2025 – P&L (\$'K)

	For the 6 months ended June 30,		Stock Based Compensation		Excluding Stock Based Compensation	
	2025	2024	2025	2024	2025	2024
Revenues	37,661	27,826	-	-	37,661	27,826
COGS	9,085	6,764	13	39	9,072	6,725
Gross Profit	28,576	21,062	13	39	28,589	21,101
	75.9%	75.7%			75.9%	75.8%
R&D expenses	5,911	5,335	301	282	5,610	5,053
S&M expenses	17,870	14,565	748	299	17,122	14,266
G&A expenses	3,572	3,332	403	550	3,169	2,782
Operating Loss	1,223	(2,170)	1,465	1,170	2,688	(1,000)

All operating expenses decreased sustainably as percentage of revenues

Operating income ~7% on a Non-IFRS basis

IFRS net income in the first half of 2025 of \$0.4M

Financial Highlights – BS (\$'K)

	June 30, 2025	Dec. 31, 2024
Cash and Cash Equivalents (*)	24,015	21,616
Trade Receivables	7,780	8,668
Other Receivables	2,677	2,641
Inventory	5,914	5,880
Total Current Assets	40,386	38,805
Total Non-Current Assets	4,489	4,224
Total Assets	44,875	43,029
Total current liabilities	17,386	17,502
Total non-current liabilities	939	1,001
Shareholders' equity	26,550	24,526
Total liabilities and shareholders' equity	44,875	43,029

Strong cash position with \$24M(*)
as of June 30, 2025

Generated \$3.6M cash in Q2/25
and \$2.4M in H1/25

(*) including \$520K short term bank deposit



Investment Highlights

- ✓ Sofwave is delivering the next-generation patented energy based non-invasive aesthetic skin treatments disrupting an industry with outdated solutions
- ✓ Rapid industry adoption achieving +43% YoY revenue growth in Q2/25, scalable, lean infrastructure in-place to support continued high growth and profitability
- ✓ Broad range of FDA clearances for lifting, laxity and wrinkle treatment on face and neck, cellulite, acne scars, arm laxity and muscle toning
- ✓ Significant recurring revenue; over 40% of total revenue; ~600,000 treatments completed
- ✓ Significant brand awareness growing social media following to over 1,000,000 followers



Q&A