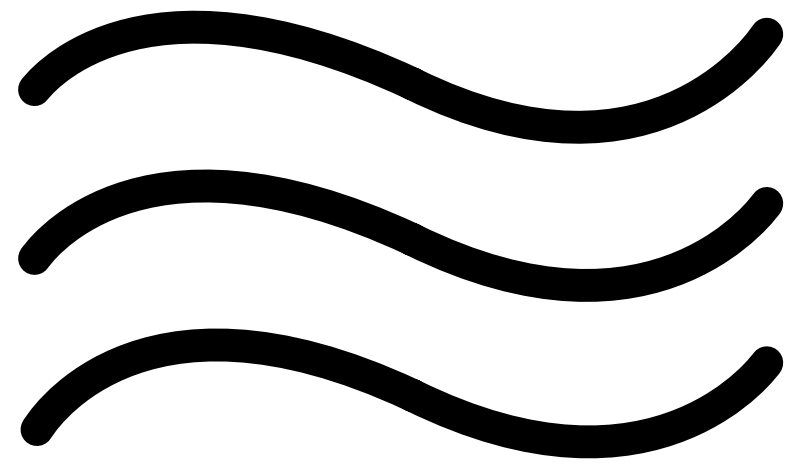




Investor Meeting

March 2024



Breakthrough Ultrasound For Non-Invasive
Skin Tightening



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Investor meeting March 2024

Presenters:

- Dr. Shimon Eckhouse, Co-Founder and Chairman
- Lou Scafuri, CEO
- Assaf Korner, CFO
- Dr. Lehavit Akerman



2023 in Numbers

\$50.3M
Revenues (2023)
+41% YoY
Growth

First Ever
Quarterly
Operating Profit^(*)

\$13M Recurring
Revenues (2023)
+81% YoY Growth

74.8% GM
Non-GAAP
(2023)

~\$24.4M Cash
As of December 31, 2023

Over 225,000
Treatment
(inception to date)

(*) Exc. SBC

Major Strategic Accomplishments in 2023

A year of Solid Execution

Record Revenue growth; Narrowed cash burn; Solid balance sheet

- FDA Clearance for reduction of Acne Scars
- FDA Clearance for Precise Applicator
- FDA Clearance for Sofwave Smart: IoT (wireless) Module
- FDA Clearance for skin laxity on upper arm
- FDA Clearance for Pure Impact EMS module
- Regulatory Approval in Mexico
- Opened a new subsidiary in the UK
- Second US patent approval
- Brand Awareness activities and practice adoption driving procedure growth >225K treatments;
 - >6M YouTube views
 - 770K Followers across all channels
 - Engagement rate >4%



Q4 2023 and YTD Summary

- We had a very successful year of growth and utilization
- Our product and technology is well-recognized by top core plastic surgeons and dermatologist KOL's as disruptive and innovative
- We are the emerging market leader in skin lifting and tightening
- Our focus on the core customer had traction *plus* customers paid cash or self-financed
- We have global strength: Our channel to market capability extends to 35+ markets
- Our Brand Awareness with both B2B and B2C is accelerating
- Our execution has been solid: scalable, lean infrastructure in-place to support continued high growth and profitability

Market Conditions and Trends

- Globally, the core market remained solid; core doctors (dermatologists and plastic surgeons) demonstrate continued strong interest in new technology
- Market slowdown is seen among non-core (general practitioner, spas) and new providers in Q4 due to the impact of inflation/high-interest rates on the global economy
- Patients are seeking “natural-looking” results when seeking treatment
- Procedure price point is driving non-invasive procedure growth in plastic surgery segment
- GLP-1 Agonists (new weight loss injection) are generating aesthetic procedure demand:
 - GLP-1 Agonists are **everywhere** and driving demand for tightening, lifting, laxity improvement and muscle toning

Positioned for Continued Growth

Addressing a \$2.3B Total Addressable Market (TAM): GLP-1 Agonists Accelerating Faster Growth of Market

Foundational investment in **clinical studies** led to successful broad **expansion of FDA clearances to 8**



In-house digital team with focused efforts to grow **digital presence and brand awareness** driving procedure growth



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

- **Peer to peer influencers (FOMO)**
- Core Physicians influence market acceptance



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

- Market expansion in EMEA, APAC and LA
- Added Practice Development Specialists to **drive utilization and pulse sales**

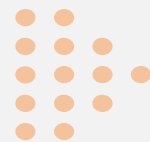


Driving Procedure and System Growth through Brand Awareness

225,000 Treatments to date

Sofwave “frictionless” Business Model:

- Customer Acquires Device
- Each treatment utilizes pulses of energy
- Digital Download of Treatment Pulses on demand offer significant advantage

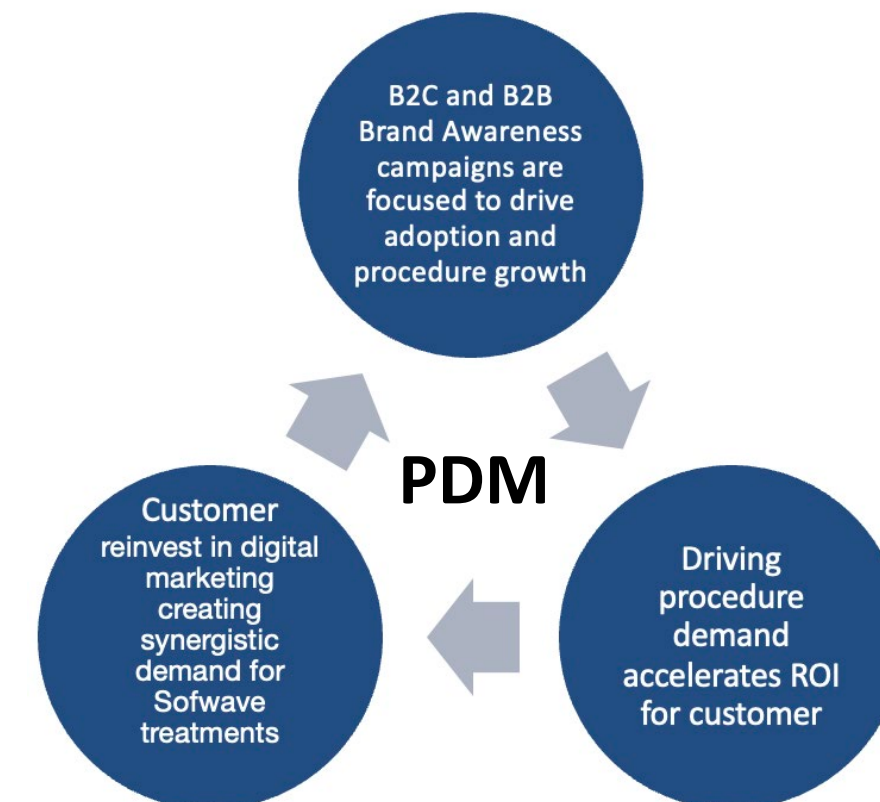


Driving Procedure Growth through Increasing Utilization

Practice Development Specialist increase account coverage

Added PDM's in US; EMEA and APAC

- Primary responsibility is to **drive pulse sales revenue** growth through driving utilization in the assigned territory.
 - Increase effective territory **penetration and coverage** to drive sales and increase the provider's ability to attract and convert patients for Sofwave treatment
 - Providing training, presentations and demonstrations to the customer on application and use of the company's products to help provider **sell current patients** on Sofwave
 - Educating and supporting the customer with marketing strategies and digital tools to **drive new patients** to the provider for Sofwave treatment



Brand Awareness 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

Driving Brand Awareness through Social Media Growth

800,000 followers and still growing!



340,000 followers
+320K engagements
8M video views



311,002 followers
1.88M engagements
20.3M Reached



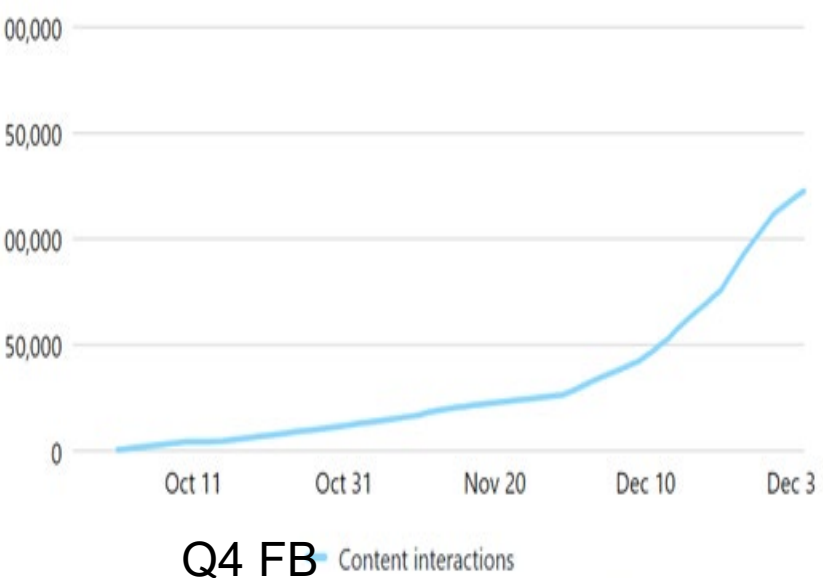
82,469 followers, 121,788
engagements
1,623,734 video views



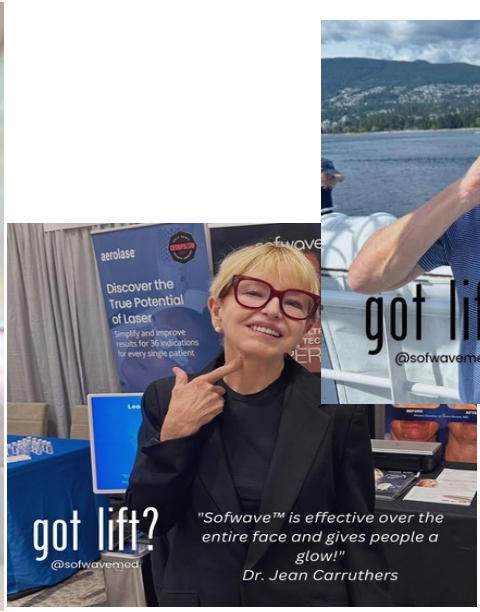
5.5M Total video views
42,642 subscribers
1.4M total impressions



6,884 followers,
33.5K engagements 84,741
video views



Novel "Got Lift" Brand Awareness Campaign Hitting a New Record
10M accounts reached since launch and content interactions have increased by +160%



Brand Awareness Rapidly Expanding in Media

200+ Placements ONLINE and Print
Secured over 2 Billion impressions

9,761
User Generated Content

64 million
Online Reach

35 million
Social Media Reach

1800/month
Volume of Mentions

NEW
Award
Coming
Soon!



Sofwave Expands to 36 Countries



Sofwave™ Treatments Around
the World



Softwave Plus Pure Impact

Steady Product Newness

Indications, applications and applicators

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

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

Acne scars

WIFI-Enabled
Sofwave Smart

Cellulite
New body platform



Pure Impact™ by Sofwave™ A Novel Component in our Body Platform Evolution



Sofwave Body Platform – SUPERB™ Ultrasound Based Solutions:

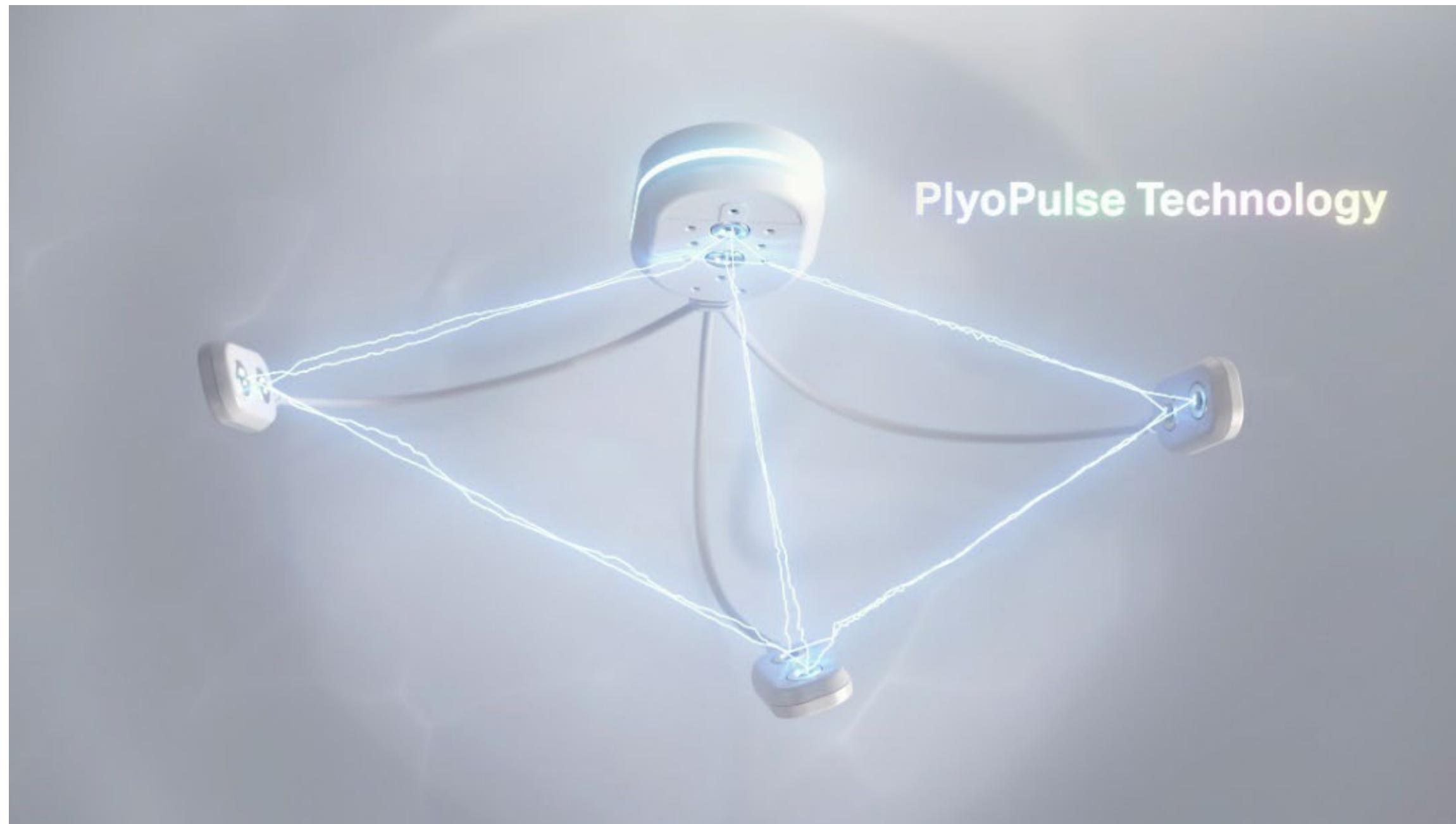
Skin Laxity: FDA clearance to treat skin laxity on upper arms



Softwave plus Pure Impact™: Next Generation Righten, Tone, Laxity and Lifting



The wireless, “End Point”, 4 electrode concept – Stimulation can be done on any electrode pair



Pure Impact™ Superiority

- A sleek, easy-to-handle tabletop add-on module, enhancing space efficiency and maintaining a cost-effective investment.
- Multiple synchronized electrodes to deliver more effective, faster and superior muscle strengthening and toning results.
- Stimulate multiple muscle groups and body areas simultaneously.
- Seamless 30-minute operation with a unique experience for both practitioners and patients.

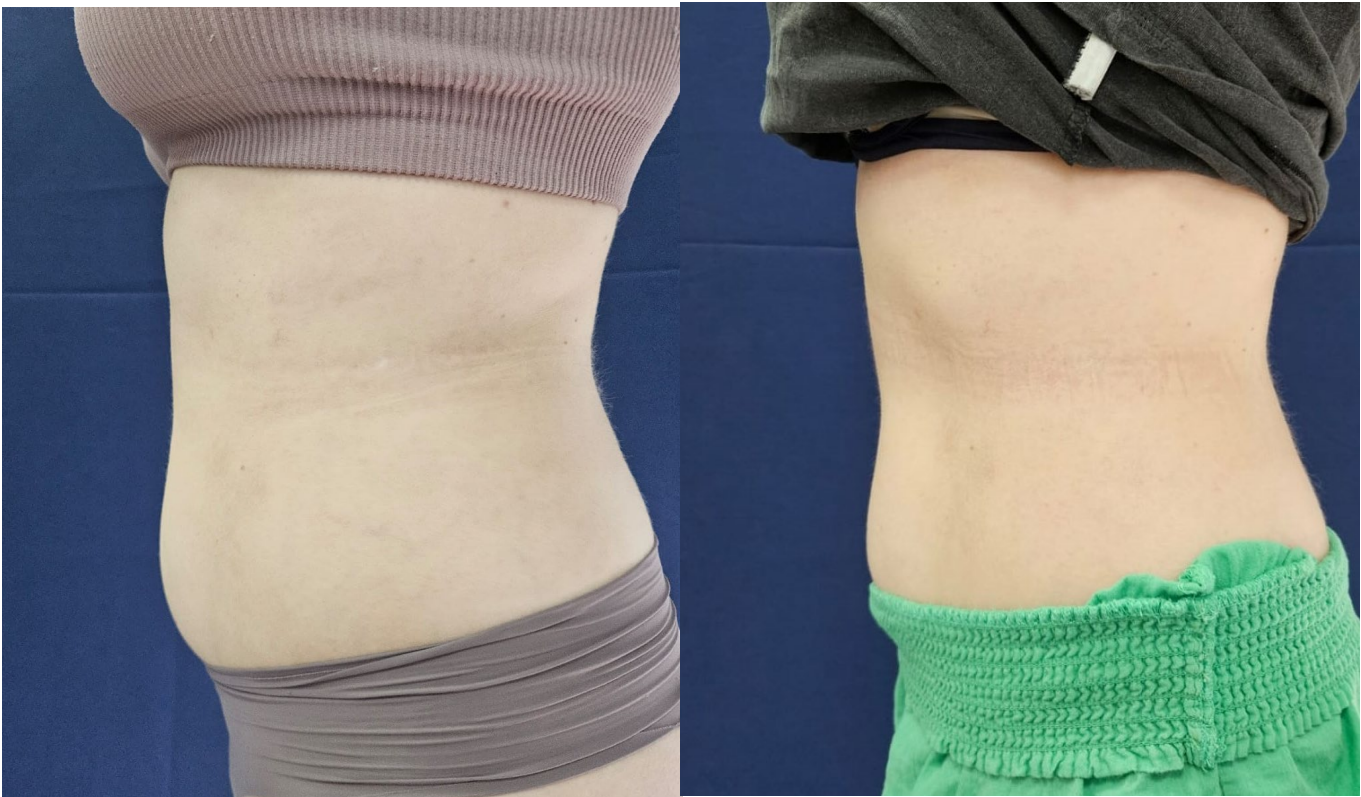


Pure Impact – Muscle Toning and Shaping on the Sofwave Platform



Pre_Tx.1

Pre Tx.4



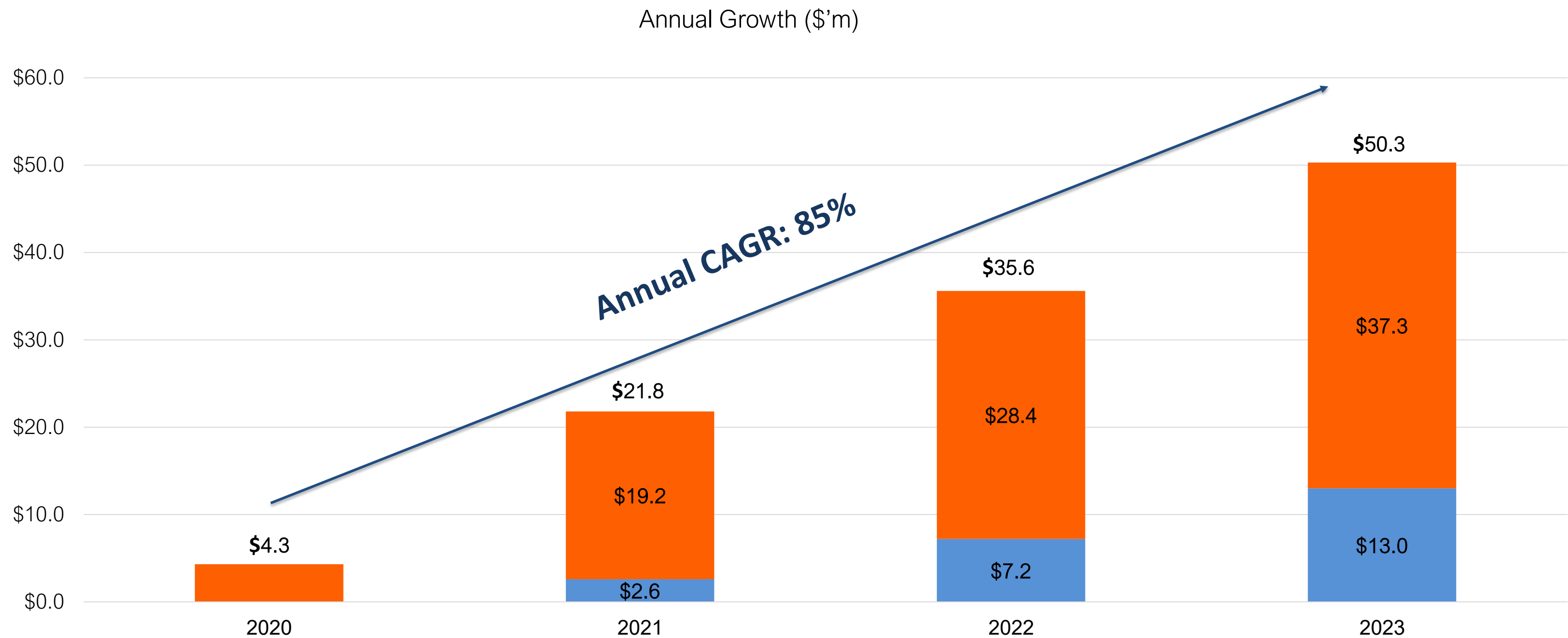
Pre_Tx.1

Post_Tx.4



Financial Highlights

Revenue Growth

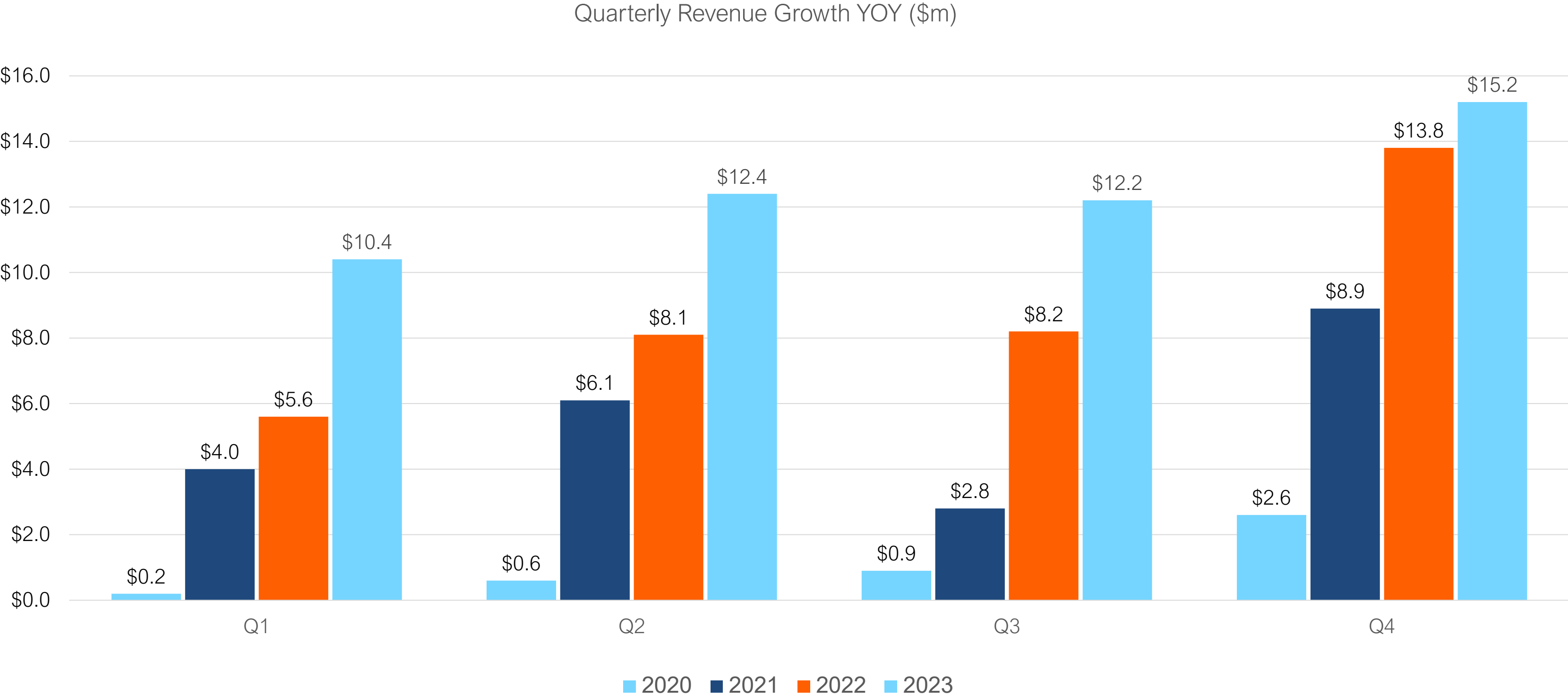


Continued strong YoY revenue increase with 41% growth in 2023 vs. 2022

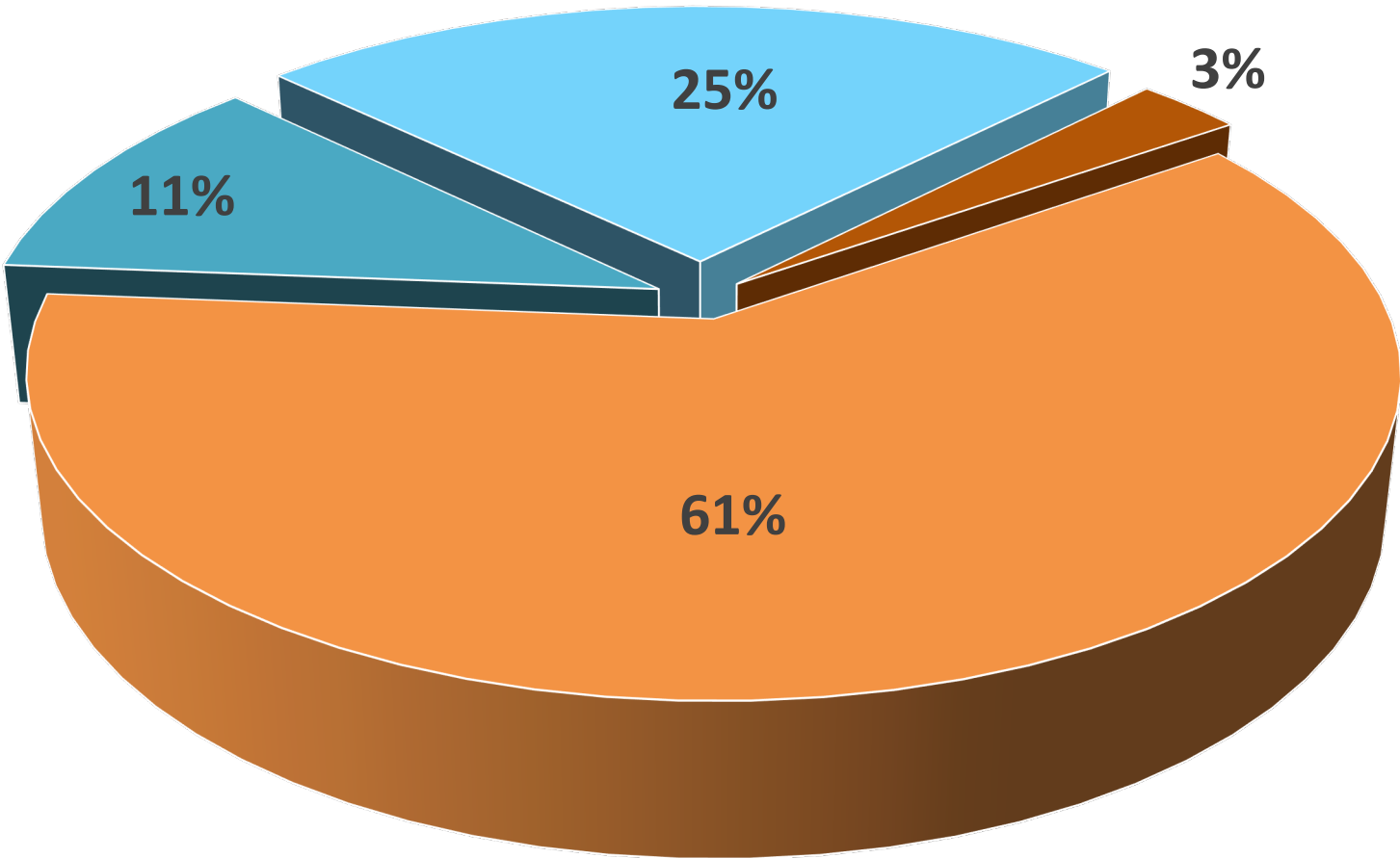
■ Pulses ■ Systems

Over 25% of revenue are from pulse sales

Quarterly Revenue Growth



2023 Geographical Split



North America EMEA APAC LATAM

New regulatory approvals in Taiwan as well as in Brazil and Mexico, increase APAC and Latin America portion of global revenues

Financial Highlights Q4 2023 – P&L (\$'K)

	For the 3 months ended December 31,		Stock Based Compensation		Excluding Stock Based Compensation	
	2023	2022	2023	2022	2023	2022
Revenues	15,303	13,779	-	-	15,303	13,779
COGS	3,652	3,552	29	61	3,623	3,491
Gross Profit	11,651	10,227	29	61	11,680	10,288
	76.1%	74.2%			76.3%	74.7%
R&D expenses	2,788	3,422	126	392	2,662	3,030
S&M expenses	7,544	7,508	51	487	7,493	7,021
G&A expenses	1,482	2,459	204	211	1,278	2,248
Operating Profit (Loss)	(163)	(3,162)	410	1,151	247	(2,011)

First quarter of operating profit on Non-GAAP basis

GAAP Operating loss continues to narrow substantially and decreased by 95% YoY

S&M expenses continue to decrease as % of revenues to only 49%

G&A and R&D expenses decrease YoY and as % of revenues

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

	For the 12 months ended December 31,		Stock Based Compensation		Excluding Stock Based Compensation	
	2023	2022	2023	2022	2023	2022
Revenues	50,316	35,630	-	-	50,316	35,630
COGS	12,835	9,298	144	252	12,691	9,046
Gross Profit	37,481	26,332	144	252	37,625	26,584
	74.5%	73.9%			74.8%	74.6%
R&D expenses	11,429	12,442	580	1,586	10,849	10,856
S&M expenses	27,842	22,801	510	1,924	27,332	20,877
G&A expenses	6,200	8,431	1,035	1,378	5,165	7,053
Other Income	-	(4)	-	-	-	(4)
Operating Loss	(7,990)	(17,338)	2,269	5,140	(5,721)	(12,198)

GAAP and Non-GAAP Operating loss continues to narrow substantially and decreased by 54% and by 53% YoY

S&M expenses continue to decrease as % of revenues from 59% to 54%

G&A and R&D expenses decrease YoY and as % of revenues

Financial Highlights – BS (\$'K)

	Dec. 31, 2023	Dec. 31, 2022
Cash and Cash Equivalents	24,422	32,005
Trade Receivables	7,824	4,502
Other Receivables	2,588	1,396
Inventory	4,936	4,026
Total Current Assets	39,770	41,929
Total Non-Current Assets	3,766	4,148
Total Assets	43,536	46,077
Total current liabilities	16,419	12,408
Total non-current liabilities	774	1,330
Shareholders' equity	26,343	32,339
Total liabilities and shareholders' equity	43,536	46,077

Cash breakeven in Q4/23

Strong cash position with \$24.4M as of December 31, 2023

Cash burn in 2023 reduced to \$7.6M vs. \$14.2M in 2022

Investment Highlights

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

Significant recurring revenue; over 25% of total revenue; over 225,000 treatments completed

Rapid industry adoption achieving +41% growth in 2023, scalable, lean infrastructure in-place to support continued high growth and profitability

Significant brand awareness growing social media following to over 800,000 followers

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

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



Q&A