

Investors Fact Sheet

A2Z Smart Technologies Corp. (Nasdaq: AZ Germany - FRA / BER : A3CSQ9)

Company Overview

A2Z Cust2Mate is the global leader of smart-cart based solutions that power the “connected store”.

Leading developer and provider of smart shopping cart solutions with thousands of carts deployed and ordered.

Our solution maximizes shopper’s engagement, optimizes store operations through automation and data-driven actionable insights by bringing the online experience to the physical store.

Global expansion and revenue ramp-up in progress with marquee international retailers as customers.

With additional revenue stream opportunities from Big Data, AI, Retail Media and Third Party Apps.



Cust2Mate Smart Cart: Providing Benefits to Retailers



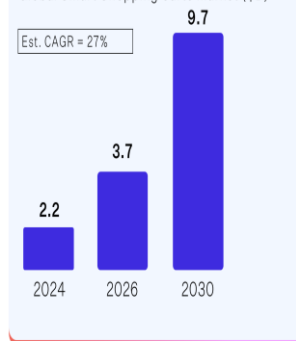
A Secure & Engaging Data-driven Smart cart platform

Built to **solve 5 main pain points** of grocery retailers:

- Increase revenue and profit
- Improve customer satisfaction & loyalty
- Reduce shrinkage
- Enhance in-store operational efficiency
- Receive unique data insights

Large and Fast-Growing Addressable Market

Global Smart Shopping Carts Market (\$B)



Source: Global Smart Shopping Cart Market, June 2024, 360i Research.

- Transactions processed by frictionless checkout 2025 = \$390B [Juniper Research]
- Global self checkout market 2027 = \$8B (CAGR of ~15%) [Grand View Research]
- Over 60 million carts in the world available for retrofitting [Research and Media]
- USA retail shrinkage in 2021 = \$94.5B (growing fast) [nrf]
- Global retail media market = \$140B (CAGR of ~20%) [eMarketer]

Significant Global Market Traction

- Thousands of carts, deployed and ordered from leading retail players in 4 continents with more than 3,000 stores in aggregate.
- Signed framework agreements for tens of thousands of carts



MONOPRIX



MIGROS

franprix



Cust2Mate Smart Cart: Providing Benefits to Shoppers

- **Pick and Go** – frictionless, effortless shopping
- **Eliminate checkout lines** - no more standing in line
- Payment on the cart
- **Loyalty membership** benefits readily available
- **Download shopping lists**, purchase history and more
- **Weigh produce** and loose items on the cart
- Rich product information including allergen warnings, ingredients, nutritional value
- **Product search and locate**
- Personalized offers, discounts and promotions
- Tailored context driven and location-based advertising
- **Coupons** – automatically and instantly saving money

State-of-the-Art Smart Cart Platform

Designed to transform any traditional shopping cart into a smart cart

- Clip-on device, installed locally & retrofits any cart
- Carts can be taken out of the store
- Large 13.3" touchscreen with friendly user interface
- Media and commercials—digital real estate
- Five layers of product identification and security
- On-cart payment
- Integrates with store systems (PoS, loyalty, catalog, etc.)
- Advanced retail media and digital value-added services platform
- 360 System—real-time, backend system for store staff, remote cart fleet

Cust2Mate Smart Carts Bring Results

- Serving thousands of shoppers every day and scaling fast
- Stores can be retrofitted in one day
- 75% returning customers (shoppers)
- Average basket size... up to 60% bigger than regular carts and SCO
- Up to five cashier lines removed
- Average items in cart—43
- Shoppers satisfied with 4.3 out of 5 rating

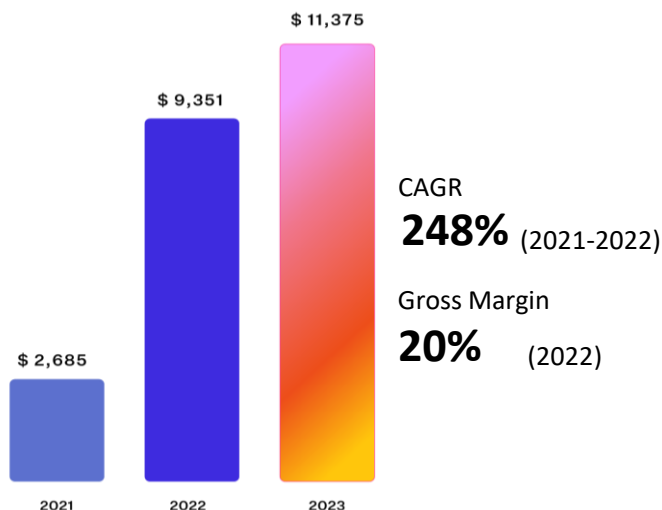
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Financial Highlights

A2Z Annual Revenue (\$K)



Highly Attractive Economic Model

Subscription Model

- Minimal upfront payment with multiyear subscription agreement.
- Monthly subscription fee includes SW updates, SW & HW support and maintenance.

Retail Media

Leverage unique data collected by the A2Z Cust2Mate smart cart system (e.g. shopping history, purchase trends and instore location) to provide tailored, targeted and personalized advertising.

Big Data

Monetize real-time data collection and analytics, using advanced AI and machine learning algorithms, to provide retailers with actionable business insights to increase revenue, drive cost and labor efficiencies, and personalize the customer shopping experience.

Revenue Share

Receive revenue share from retail media, coupons, payments, third part apps installed on the smart cart platform, and other incremental value generated by the A2Z Cust2Mate smart cart solution.

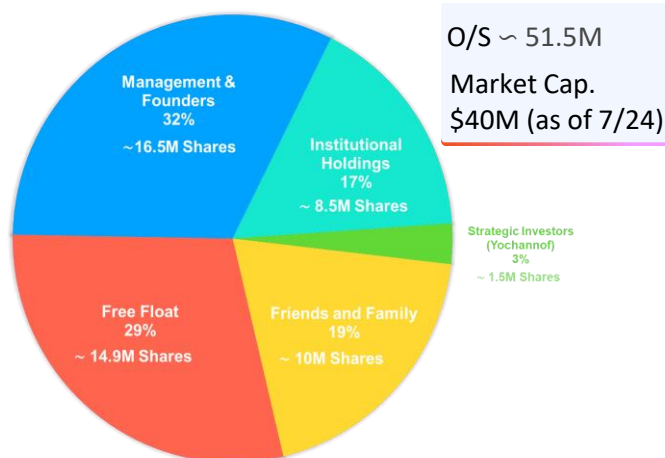
Key Strategic Elements

- Product redesign to ease and accelerate penetration—redesigned and reengineered for significant cost reduction to drive pricing down
- Aggressive global go-to-market—local direct sales teams with inside sales methodology; channel partners with local operations capabilities; customer success team; rebranding; digital marketing; local and account-based marketing (ABM) activities; PR and AR
- Business development to complement offering and reach:
 - With digital e-commerce / retail media platform players
 - With technology players for specific technological elements
 - With value-added service and content players

Benchmark Comparable Valuations

In 2021,
Instacart purchased Caper,
a smart-cart company
with no sales, for **\$350M**

Share Structure



Investment Opportunity

- **Huge Potential** as a Large addressable market of tens of millions of shopping carts worldwide.
- **Best in class** platform with early mover advantage.
- **Proven Technology** - Orders and delivery already underway to leading retailers.
- **A2Z's platform is the ultimate instore delivery system.**
- Leading retailers such as Walmart, Carrefour, Lidl Swartz among others have identified retail medias as the new frontier in retail.
- **Big Data, AI & Retail Media** (Smart Targeted Advertising) capability.

The foregoing compilation relates to A2Z Smart Technologies Corp. and contains forward-looking statements, which are made pursuant to the safe harbor provisions of the Private Securities Litigation Reform Act of 1995. The forward-looking statements involve risks and uncertainties that could cause actual results to differ materially from the forward-looking statements. When used in this document, the words "anticipate," "believe," "estimate," "expect," and similar expressions as they relate to Enthusiast Gaming Holdings, Inc. or its management, are intended to identify such forward-looking statements. A2Z Smart Technologies Corp.'s actual results, performance or achievements could differ materially from the results expressed in, or implied by, these forward-looking statements. For more detailed information the reader is referred to A2Z Smart Technologies Corp.'s annual reports and other related documents filed with the Securities Exchange Commission. This does not constitute an offer to buy or sell securities by the Company and is meant purely for informational purposes.