

A2Z Cust2Mate Solutions Corp Investor. Presentation

Forward Looking Statement & Risk Factors

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Important factors that could cause our actual results and financial condition to differ materially from those indicated in the forward-looking statements include, among others, those indicated in our **filings with the U.S. Securities and Exchange Commission (the “SEC”)**, including our annual report for the year ended December 31, 2023, **and subsequent reports on Form 6-K**, and the following:

- **Market Volatility:** The value of investments in A2Z may fluctuate due to market conditions, including economic downturns, industry trends, and geopolitical events. Investors should be prepared for potential volatility in the stock price and the possibility of losses.
- **Competitive Landscape:** A2Z operates in a highly competitive market with numerous players offering similar products and services. Intense competition may impact the company's market share, pricing power, and profitability. Failure to effectively differentiate itself or respond to competitive pressures could negatively affect A2Z's financial performance.
- **Technology and Innovation:** A2Z's success relies on its ability to develop and maintain innovative technologies, products, and services. Rapid technological advancements, changing consumer preferences, or failure to adapt to emerging trends may render A2Z's offerings less attractive or obsolete, potentially impacting its competitive position and financial results.
- **Regulatory and Legal Compliance:** A2Z operates in a regulated environment and must comply with various laws, regulations, and industry standards. Non-compliance with these requirements, including data protection, privacy, and intellectual property laws, could lead to legal actions, fines, reputational damage, or disruption of business operations.
- **Dependence on Key Customers:** A2Z's revenue may be concentrated among a few key customers, making the company vulnerable to the loss of any significant customer relationship. Changes in customer preferences, business decisions, or financial instability of key customers could adversely impact A2Z's financial performance.
- **Supply Chain and Manufacturing Risks:** A2Z relies on third-party suppliers for components and manufacturing processes. Disruptions in the supply chain, such as delays, quality issues, or inability to secure necessary materials, could impact product availability, delivery schedules, and customer satisfaction.
- **Intellectual Property Protection:** A2Z's success depends on its ability to protect its intellectual property rights, including patents, trademarks, and trade secrets. Unauthorized use or infringement by competitors could harm A2Z's market position and competitiveness.
- **Financial Performance and Capital Requirements:** A2Z's financial performance may fluctuate due to various factors, including changes in market demand, pricing pressures, operating costs, and macroeconomic conditions. Additionally, the company may require additional capital to fund research and development, expansion plans, or other strategic initiatives, which could dilute existing shareholders' interests.
- **Cybersecurity and Data Privacy:** A2Z collects and processes sensitive customer data, making it susceptible to cyber threats, data breaches, or unauthorized access. Failure to adequately protect customer information or comply with data protection regulations could result in financial losses, reputational damage, or legal liabilities.
- **Macroeconomic Factors:** A2Z's financial performance may be influenced by macroeconomic factors, such as inflation, interest rates, currency exchange rates, and global economic conditions. Economic downturns or adverse economic events could impact consumer spending, business investments, and demand for A2Z's products and services.

The Company files annual and other reports with the SEC. You may obtain these documents for free by visiting EDGAR on the SEC's website at www.sec.gov.

Overview

- ✔ A2Z is a **global leader** of **advanced proven-in-use smart-cart** based solutions that power the **"connected store"**.
- ✔ A2Z's Cust2Mate smart-cart **streamlines** the in-store shopping experience by scanning purchased products and enabling in-cart payment. Shoppers can simply "pick & go", and bypass long cashier checkout lines.
- ✔ A2Z Cust2Mate smart-carts resolve the main pain-points of the brick-and-mortar grocery retail industry & bring the online experience to the physical store.
- ✔ A2Z Cust2Mate solution **maximizes shoppers' engagement**, reduces theft, increases revenues to the retailer, optimizes store operations and provides data-driven actionable insights.
- ✔ A2Z already **has thousands of carts deployed and ordered**, with proven value delivered to retailers and shoppers.
- ✔ Led by a strong global team with hundreds of years of accumulated global retail and operations experience.

Select Customers



MIGROS



franprix 🍎



Carrefour

MONOPRIX



מרגישים שזה בית



Leadership



Bentsur Joseph

Chairman, A2Z and Cust2Mate

- Serial entrepreneur with a strong track record in building and expanding successful corporations
- Former Chairman of Elad Hotels (Tshuva Group, one of Israel's largest conglomerates)
- Director at MARLAZ, a public holding company in industrial, real estate, communication, and hi-tech sectors
- Operations Manager at Comfy Interactive Movies, a leading publicly traded edutainment company



Gadi Graus

CEO, A2Z and Cust2Mate

- Dynamic leader with 30+ years of multidisciplinary business expertise and global impact
- Extensive corporate and commercial experience, including international and cross-border practices
- Successfully supported Hi-Tech, industrial, and manufacturing firms from startup to multinational levels
- Advised Israeli and international private and public companies across diverse industries



Elkana Porag

CTO

- Over 30 years of experience in technology and strategy consulting
- Held tech strategy, architecture, and CTO leadership roles in global organizations, Fortune 500 companies, and startups
- Renowned for delivering results, strong interpersonal skills, and navigating organizational dynamics effectively
- Expertise in innovating technologies and transforming them into competitive business advantages



Alan Rootenberg

CFO, Director

- Chartered Professional Accountant with extensive CFO experience in publicly traded companies on TSX, TSX Venture Exchange, OTCBB, and CSE
- Expertise spans mineral exploration, mining, technology, and cannabis industries
- Holds a Bachelor of Commerce from the University of the Witwatersrand, Johannesburg, South Africa
- Earned CPA designation in Ontario, Canada

Smart-Cart 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
- ✓ Queue Management
- ✓ 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



And Many Benefits To Retailers

The Cust2Mate smart shopping cart was built to solve the main pain points of grocery retailers

- ✓ Increase revenue and profit
- ✓ Improve customer satisfaction & loyalty
- ✓ Influence shopper's decision at the point-of-purchase
- ✓ Engage with shoppers on a personalized level throughout their shopping visit
- ✓ Reduce theft
- ✓ Enhance in-store operational efficiency, and redeploy labor
- ✓ Bring the online experience to the physical store
- ✓ Deliver unique data insights

Our smart carts bring results*

- ✓ Serving thousands of shoppers every day, and scaling fast
- ✓ A store can be retrofitted in 1 day
- ✓ **75%** returning customers (shoppers)
- ✓ Smart Carts lead to an increase of **over 15%** in purchases per client
- ✓ Almost all cashier lines can be removed
- ✓ Average items in the cart - **43**
- ✓ Shoppers satisfied with **4.3 out of 5** rating

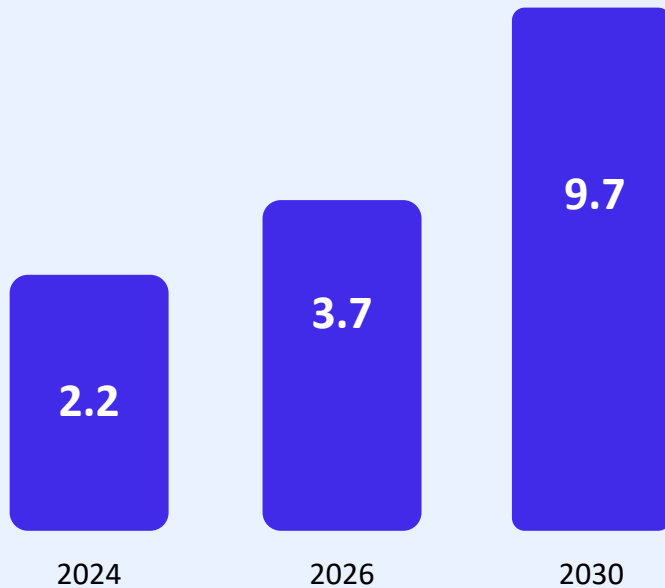
* Based on commercial customer measured results



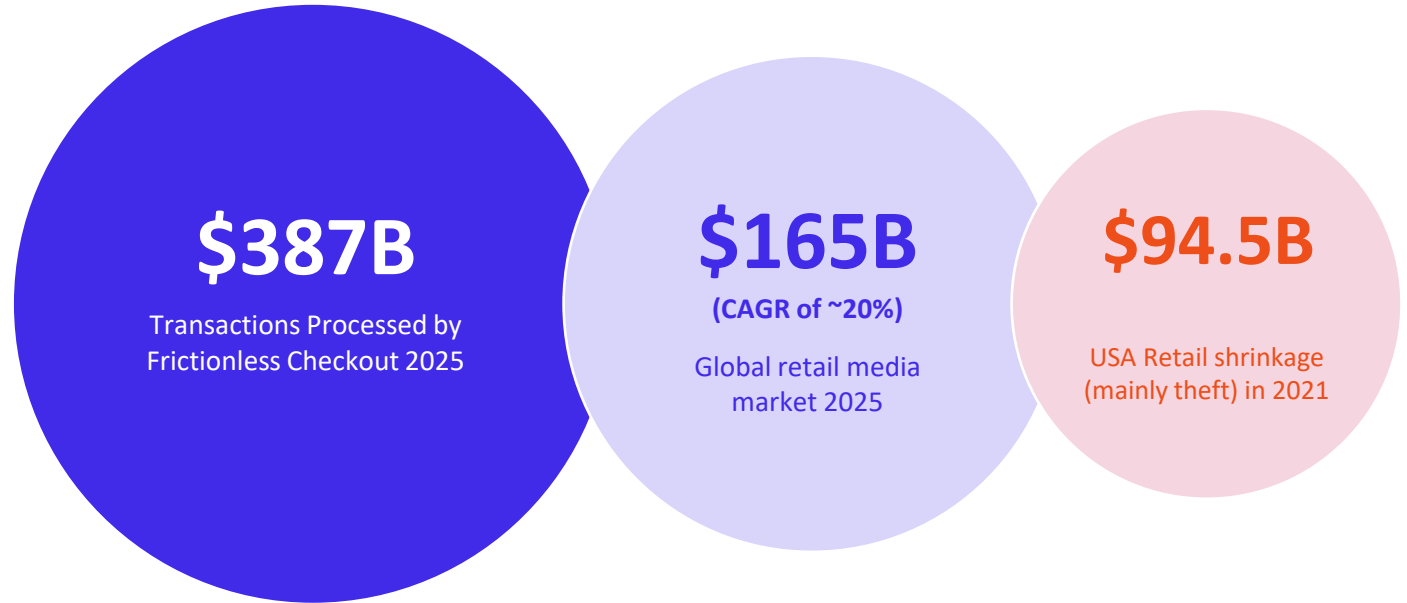
Large, Fast-Growing Addressable Market

Global Smart Shopping Carts Market (\$B)

Est. CAGR = 27%



Sources: Global Smart Shopping Cart Market. June 2024, 360i Research. | Transactions Processed by Frictionless Checkout 2025 = \$387B. June 2020, Juniper Research, Digital Retail Technologies: Adoption, Implementation & Strategy 2020-2025 | USA Retail Shrinkage (2021) = \$94.5B. June 2022, NRF, National Retail Security Survey 2022 | Global Retail Media Market 2025 = \$165B (CAGR ~20%). December 2024, eMarketer & Insider Intelligence, Retail Media Ad Spending Forecast 2024 | U.S. Supermarkets & Grocery Stores Market Size (2004–2029). IBISWorld | Top 50 Retailers by Store Count. 2022, Supermarket News | Over 60,000 Supermarkets in the U.S. IBISWorld.



European Grocery Retail Stats

- ✓ Over **300** grocery chains with at least **50** stores
- ✓ Over **300,000** Stores in total

USA Grocery Retail Stats

- ✓ Over **100** grocery chains with at least **50** stores
- ✓ Over **60,000** Stores in total

200-300 shopping carts per Supermarket & 700-800 per Hypermarket

Business Model



01 Outright Purchase / Subscription

01

- Outright purchase of the smart carts and payment of a monthly maintenance fee.
- Minimal upfront payment with multiyear subscription agreement. Monthly subscription fee includes SW updates, SW & HW support and maintenance.

02

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

03

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.

04

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.

Manufacturing & Financing



Manufacturing

- Manufacturing is outsourced to Tier 1 Turn-Key contract manufacturers.
- Provides economies of scale, expertise and flexibility.
- A framework agreement is in place with Tier-1 contract manufacturer Flex
- Transition to production of smart cart kits will streamline the production process and logistics.
- Looking to lower per unit manufacturing costs and increase margin as unit sales increase.



Financing

- We expect to fund the manufacturing of our smart carts at scale, against orders; working with Asset Based Financing lenders.
- Up-front payment + lending are expected to provide the needed funds for the production.
- Loan repayments will be made from the monthly recurring revenues.



Listed Competitors

No competition in modular Smart Panel; Caper and Dash Cart exclusively provide full-cart solutions



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



In mid 2020 Amazon launched their smart cart – Dash Cart

Recently announced a shift of focus from “pay and go” technology to their Smart Carts



	Cust²Mate	Caper	Dash Cart technology by amazon
Significant Revenues from Sale of Carts	✓	✗	✗
Retrofits Existing Carts	✓	✗	✗
Detachable Control Panel	✓	✗	✗
Data Collection, Data Analytics & Retail Media (Smart Targeted Advertisement)	✓	✓	✓
Independent Smart Cart Solution Provider	✓	✗	✗
Light Weight Maneuverable	✓	✗	✗
Extra Large 13.3”Screen	✓	✗	✗
Security Scale	✓	✓	✗
Credit Card PinPad	✓	✓	✗
Computer Vision + AI	✓	✓	✓

Highlights

Cust2Mate is designed to transform any traditional shopping cart into a smart cart



Carts deployed in multiple retailers in 4 continents.



Backlog of thousands of carts and an additional tens of thousands in framework agreements.



Transition to SaaS model: Minimal upfront payment with multiyear subscription agreement. Monthly subscription fee includes SW updates, SW & HW support and maintenance.



Carts to be mass manufactured by Tier 1 Turn-Key contract manufacturers, providing economies of scale, expertise and flexibility.



Seeking to fund manufacturing at scale by Asset Based Financing lenders against orders.



Additional Revenue Stream Opportunities

- Retail Media
- Big Data Analytics
- Third Party applications



Investment Highlights

Why to invest in A2Z Cust2Mate?

- ✓ 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.

Quotes from Industry leaders



"The shopping journey isn't linear, making omnichannel connections vital," wrote Rich Lehrfeld, SVP at Walmart Connect. "We explore new media experiences to help marketers address needs across the funnel and enhance the customer journey."

Source: How Walmart Connect is Putting Walmart's Purpose in Motion. April 2024, Walmart Corporate



"AI-driven smart carts revolutionize shopping by allowing customers to skip checkout lines, potentially transforming supermarkets facing competition," said John Harmon, Senior Analyst at Coresight Research.

Source: Forbes, 2024, www.forbes.com

Capitalization

Cap Table (as of January 19, 2025)

Common Shares Outstanding	29,590,297
Warrants (WAEP: \$2.46)	4,928,329
Stock Options (WAEP: \$1.95)	1,761,337
RSUs (Employee Stock Grants)	110,667

Fully Diluted Shares Outstanding 36,390,630

→ Approximately \$18.4M raised in financings with insiders & existing investors post September 30, 2024

→ Management & Insider Holdings: approximately 20% of Common Shares Outstanding

→ Management interests aligned with shareholders

Balance Sheet (\$ in millions) (as of September 30, 2024)

Pro Forma Cash and Cash Equivalents	\$21.7 ⁽¹⁾
Total Liabilities	\$10.7 ⁽²⁾
Pro Forma Shareholders' Equity	\$17.9 ⁽¹⁾

→ Low debt and strong cash position

→ Access to ABL to finance continued commercial rollout

→ Well positioned for continued growth in 2025

(1) As adjusted for approximately \$18.4M financings with insiders & existing investors post September 30, 2024 (PRs dated: December 13, 2024, October 11, 2024, October 2, 2024)

(2) Includes approximately \$764k in non-current and non-cash warrant liability

Contact us

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