

A2Z Cust2Mate Acquisition of Hedia

Building an integrated in-store retail media business

Forward-Looking Statements

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Forward-looking statements in this presentation also include statements regarding the anticipated benefits of the Company’s acquisition of Hedia, any estimates of Hedia’s future contribution to the Company’s revenues, EBITDA or other financial results, the integration of Hedia’s advertising sales and campaign execution capabilities with the Company’s platform, anticipated cross-selling opportunities, monetization of in-store media inventory, development of integrated retail media offerings, and expansion into additional geographic markets.

These forward-looking statements are based on management’s current expectations and assumptions regarding successful integration of the businesses, retention of advertiser and retailer relationships and key personnel, advertiser demand, and the availability of relevant media inventory and data rights. Actual results could differ materially because of integration difficulties or delays, higher-than-expected transaction or integration costs, loss or reduction of advertiser or retailer business, changes in advertising budgets, competition, delays in smart cart deployment, limitations on access to or use of retailer and shopper data, and regulatory or contractual restrictions. Existing relationships with advertisers, including global brands, do not assure future advertising commitments or access to additional markets. There can be no assurance that the anticipated benefits of the acquisition will be realized, within the expected timeframe or otherwise, or that Hedia’s historical financial performance will be indicative of its future results or contribution to the Company.

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, 2025, and as supplemented by subsequent reports on Form 6-K.

IMPORTANT NOTICE

Forward-Looking Statements (Cont.)

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A2Z Acquires Hedia - a Retail Media Business

A2Z adds an established, profitable retail media business with commercial scale.

100%

Percentage of Hedia acquired

\$20M

FY25 revenue*

\$2.3M

Estimated annual FY25 EBITDA contribution**

What A2Z acquired

- Established advertising sales organization
- Retail media and shopper marketing offerings
- Campaign planning, management and execution capabilities
- Digital and physical in-store media expertise
- Complementary retail media inventory

* Hedia's historical revenue

** Based on Hedia historical financial results; A2Z estimate.

Connecting A2Z's Platform with Retail Media Commercial Scale

The acquisition connects A2Z Cust2Mate's digital in-store platform with an established retail media commercial engine.

A2Z Cust2Mate

Digital layer for the physical store

- Connected in-store commerce platform
- A digital, personalized in-store media inventory
- Shopper journey data and intelligence
- Measurement and attribution capabilities
- Retailer footprint and relationships

Provides the digital touchpoint, data and inventory



Hedia

Commercial and operating engine

- Advertiser sales and monetization
- Campaign planning and execution
- Shopper marketing expertise
- Digital and physical in-store media
- Execution and service capabilities at scale

Expected to add commercial reach, industry expertise, execution and scale

Hedia's Advertiser Network Includes Numerous Global Brands

Hedia's network brings A2Z's in-store media to a broader universe of customers, while A2Z's data, attribution and Smart Cart capabilities expand Hedia's portfolio of offerings.

The logo for Procter & Gamble (P&G) in blue italicized serif font.The logo for Kimberly-Clark, featuring a blue asterisk icon followed by the brand name in blue sans-serif font.The Unilever logo, consisting of a blue crest icon above the word "Unilever" in blue script font.The logo for Estée Lauder in black serif font.The logo for L'Oréal in black serif font.The logo for Clinique, with the word "CLINIQUE" in black serif font between two horizontal lines.The Carlsberg logo, featuring the brand name in green script font with a small crown icon above the 'g'.The Colgate logo, with the brand name in white italicized serif font on a red rectangular background.The Nike logo, featuring the word "NIKE" in black sans-serif font with a black swoosh underneath.The Henkel logo, with the brand name in red sans-serif font inside a red oval border.

One Campaign. Multiple In-Store Touchpoints.

A2Z and Hedia bring together digital and physical media across the shopping journey, creating broader opportunities for brands and retailers to engage shoppers in store.

Smart Carts



Digital Screens



Video Rails



Displays



Digital Endcap



A Commercial & Operational Foundation for International Retail Media Expansion

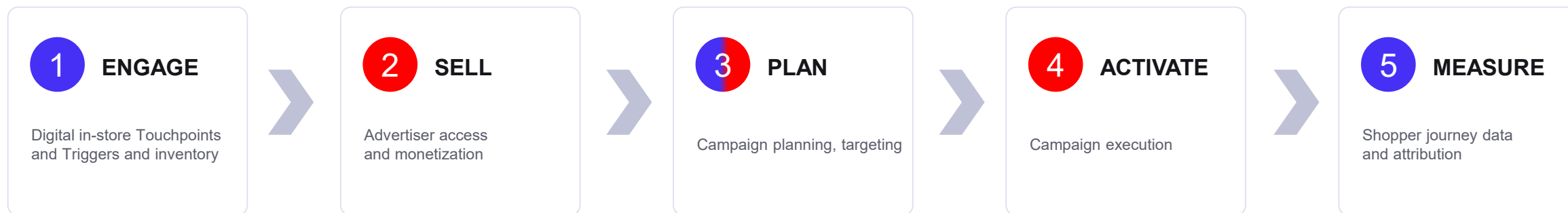
Hedia adds retail media know-how and commercial infrastructure that can be leveraged as A2Z expands the business into new markets.

- Support retail media sales
- Strengthen direct sales and partners enablement
- Expand existing relationships with global brands
- Establish a repeatable retail media operating model
- Create end-to-end in-store retail media campaigns

IN SUMMARY

An End-to-End In-Store Retail Media Business

A broader in-store retail media model spanning the digital touchpoints, commercial engine, activation and measurement.



The combined business is expected to:

- Accelerate development of A2Z's retail media platform
- Expand retail media sales, campaign planning and execution capabilities
- Monetize A2Z's in-store media inventory through Hedia's advertiser network
- Allow for the creation of integrated offerings across smart carts, digital screens, Electronic Shelf Labels and in-store activations
- Create a scalable commercial and operating platform to support expansion into additional markets

What changes

A2Z moves closer to the full retail media value chain, from the digital store touchpoint and media inventory to advertiser sales, activation and measurement.

Connected store + retail media

Thank You

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