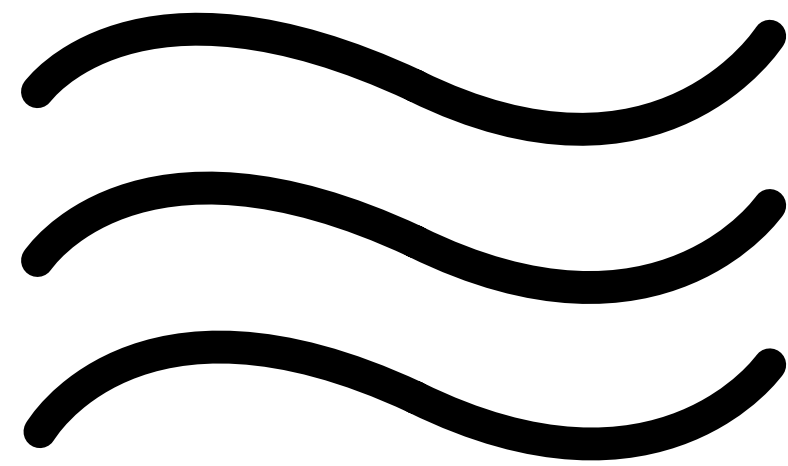




Q3 2024 Summary

November 2024



Sofwave - The Aesthetic Device
Regeneration Company



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Investor meeting November 2024

Presenters:

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



Q3 2024 in Numbers

\$13.5M Revenues
+10.5% YoY Growth

\$5.4M Recurring Revenues
+72% YoY Growth

1-9/24 \$41.3M Revenues
+18% YoY Growth

~\$21.2M Cash
As of Sep. 30, 2024

75.3% GM
Non-GAAP

Over 385,000(*) Treatment
(inception to date)

Q3 2024 Overview

- Solid Quarter of growth and utilization
- Our products and ROI are superior to competitive offerings and our value proposition is emerging as best in class
- Our focus on the core physicians had traction *plus* many customers paid cash or self-financed
- Expanded global launch Arm Lift Clearance and Sofwave plus Pure Impact to major KOL's is timely due to demand created by GLP-1 weight loss drugs
- Our execution has been solid: scalable, lean infrastructure in-place to support continued high growth and profitability

Market Conditions and Trends

Q3 2024

- Geopolitical uncertainty and US Presidential Election (behind us) weighed on multiple aspects of the economy
- Market slowdown in non-core (general practitioner, spas and new providers) due to the impact of inflation/high-interest rates on the global economy: limited access to capital
- The core market remained solid; core doctors (dermatologists and plastic surgeons) demonstrated continued strong interest in new technology. Our 9 FDA clearances are most meaningful here
- Lower procedure price point and nonsurgical alternatives are driving non-invasive procedure growth in the plastic surgery segment
- Usage of GLP-1 Agonists and driving patient demand for noninvasive tightening, lifting, laxity and toning treatments

Positioned for Continued Growth

GLP-1 agonists accelerating faster growth of market for lifting, tightening and toning treatments

Foundational investment in **clinical studies** led to successful broad expansion of FDA clearances to 9

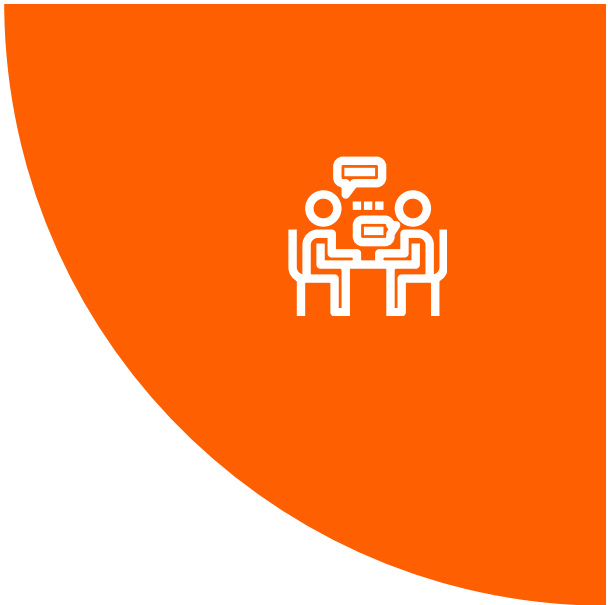


In-house digital team with focused efforts to grow **digital presence and brand awareness** driving procedure growth



Innovators and KOLs as early adopters

- Peer to peer influencers
- Core Physicians influence market acceptance



Direct sales team in US to increase market coverage

- Added Practice Development Specialists to drive utilization and support user's best practices
- Continued expansion in global markets



9 FDA Clearances

14
CLINICAL
STUDIES

18
RESEARCH
STUDIES

600+
STUDIED
SUBJECTS

1000+
STUDY
TREATMENTS

Courtesy of Jason Pozner, MD



BASELINE

4-MONTH FOLLOW UP

Courtesy of Shauna Kranendonk, MD



BASELINE

4-MONTH FOLLOW UP



BASELINE

5-WEEKS FOLLOW UP

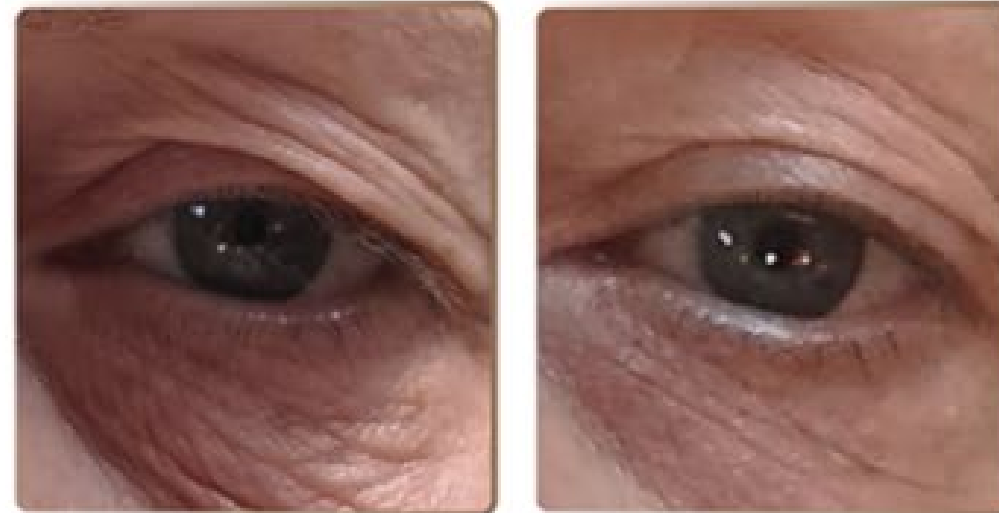
Courtesy of Damian D. Meola, MD



BASELINE

3-MONTH FOLLOW UP

Courtesy of Oliver Spencer, MD



BASELINE

1-MONTH FOLLOW UP

Courtesy of Amy Taub, MD



BASELINE

3-MONTH FOLLOW UP

Today's Market Environment

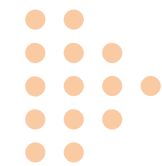
Only Disruptive Products with Superior ROI Standout

- **Providers compete for patients**
 - Patients are always looking for the latest and most effective treatments-even in tough economies
 - New aesthetic devices are important for clinics that want to maintain a competitive edge. As the market becomes increasingly crowded, clinics that offer the latest technology are more likely to stand out
 - The new weight loss drugs are driving demand for skin tightening and muscle toning treatments that offer superior results and benefits
 - Undercapitalized new providers and certain Medspa's are likely compete with "me too" products and will drop prices
- **Treatments that are safe, delegable have consistent outcome PLUS provide a higher profit margins are favored**
 - Competitive technologies such as microneedling, RF are seen as generic and are experiencing both treatment price and margin erosion
- **Providers demand brand awareness to offset cost of patient acquisition and retention**
 - Costs of attracting new patients and retaining current patients are growing for providers

Driving Procedure Growth will Further Drive Customer ROI

Exponential Rise in Procedure Demand

Brand Awareness Efforts
to B2C and B2B
Driving Procedure
Demand



US Dermatologist
Sofwave procedures
increased 43% YoY

1 Created with win/win partnership with our customers



2 Sofwave reinvests significant % of every revenue \$ to create brand awareness and drive success

4 Positive patient outcomes retains patients and leads to patient loyalty

3 Increased Awareness creates patient demand and drive utilization

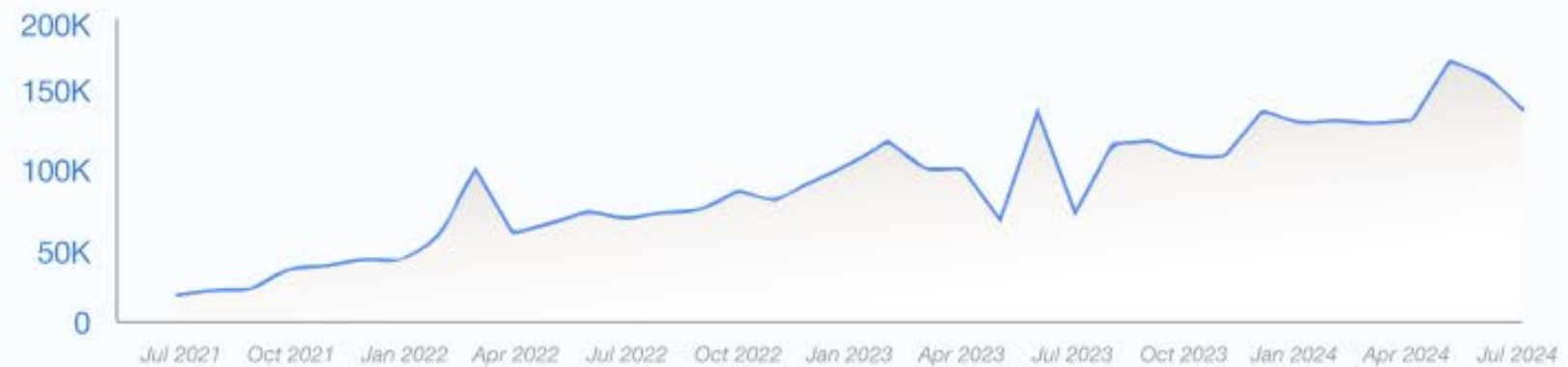
Sofwave's Digital Presence & Marketing Success

Strong Website Performance

≈ **164K** Monthly Visitors

Our website attracts a robust audience, demonstrating strong brand interest and online visibility.

Active Users of www.sofwave.com



The Brand to Watch

≈ **942K** Followers on Social

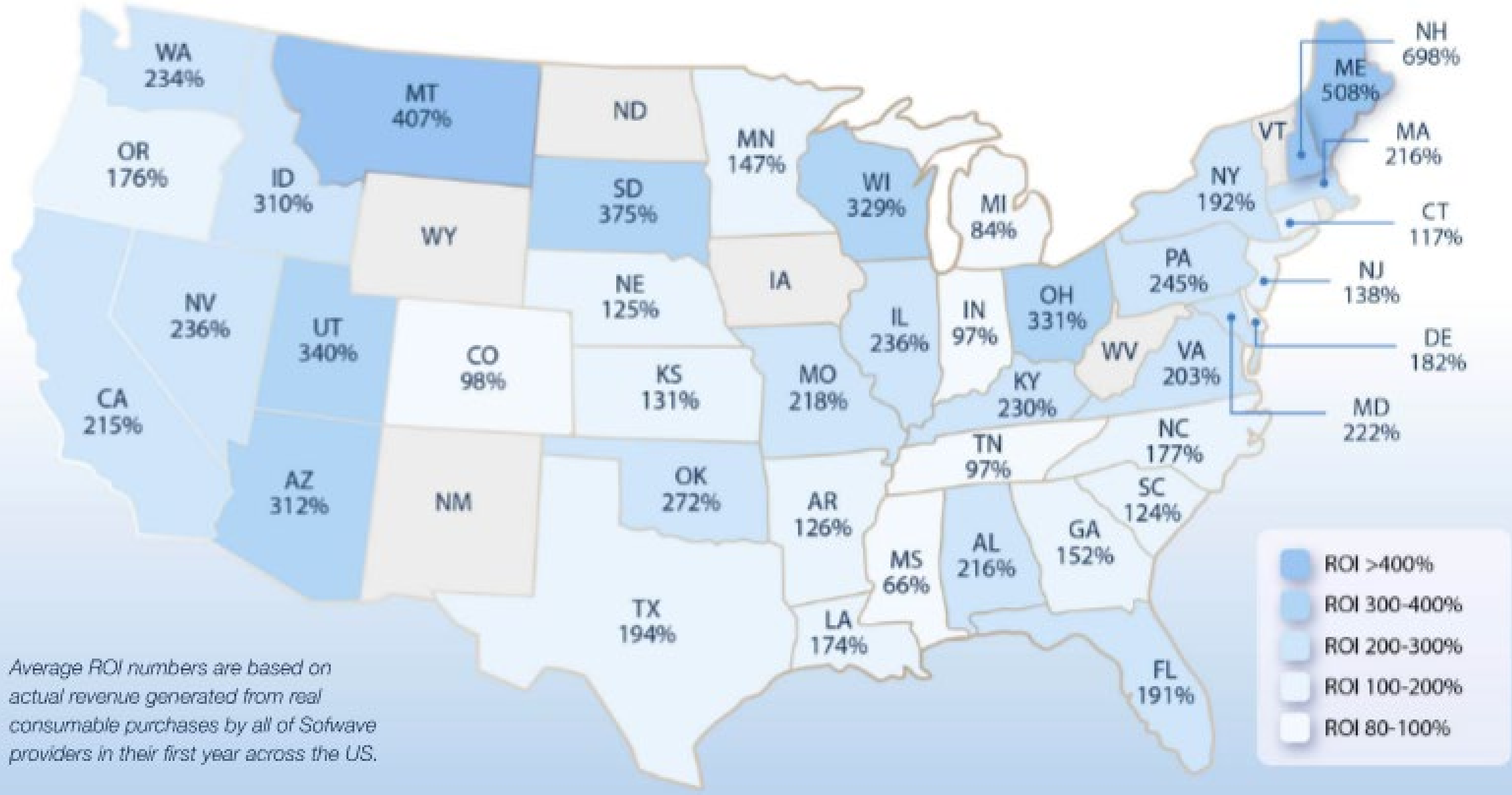
≈ **577M** Media Impressions

≈ **66M** Social Media Reach

≈ **1.4M** Social Interactions



How Quickly Sofwave Delivers ROI Across the US



Average ROI numbers are based on actual revenue generated from real consumable purchases by all of Sofwave providers in their first year across the US.

Over **\$49M** in Patient Revenue From the Top 100 U.S. Users in Their First Year

Sofwave ROI Calculator Disclaimer

Sofwave Medical Ltd. ("Sofwave") offers the "ROI Calculator" to help prospective customers estimate potential revenue and other business benefits from using Sofwave's FDA-cleared skin treatment technology.

The estimates provided by the ROI Calculator are meant to assist you in deciding whether to use the Sofwave technology in your clinic. Please note that these estimates are not guarantees of revenue or business benefits. Various factors can influence your actual revenue, which may differ from the estimates. By using the ROI Calculator, you acknowledge that you have read, understood, and agreed to this disclaimer.

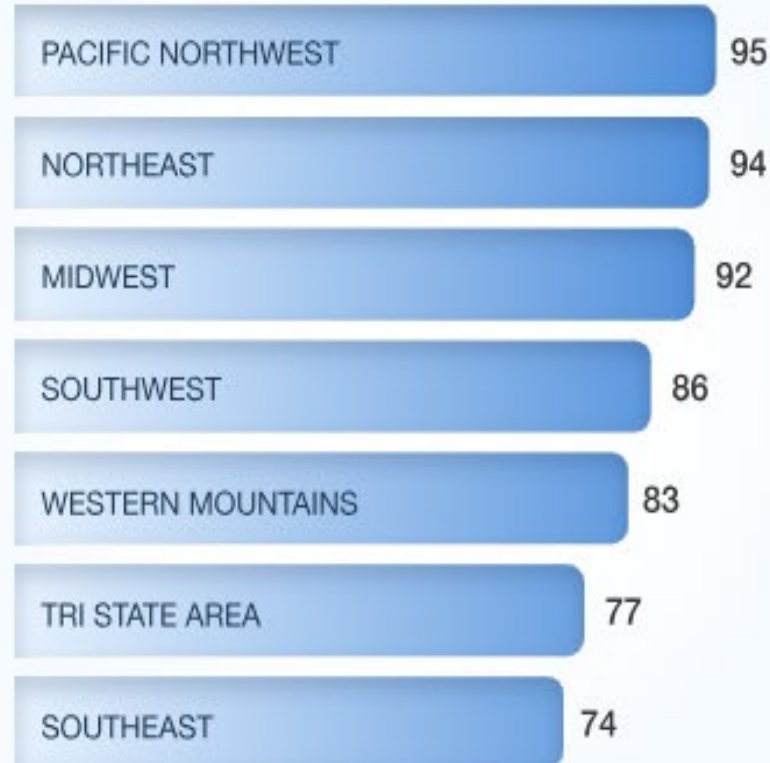
Sofwave provides the ROI Calculator "as is" and with all faults, disclaiming all warranties and conditions, whether express, implied, or statutory. This includes, but is not limited to, implied warranties or conditions of merchantability, fitness for a particular purpose, title, quiet enjoyment, or non-infringement.

Sofwave shall not be liable for any damages, including but not limited to consequential, incidental, direct, indirect, special, punitive, or exemplary damages arising from or related to the use or inability to use the ROI Calculator. This applies regardless of the legal theory, whether based on contract, tort, negligence, strict liability, or otherwise, even if Sofwave has been advised of the possibility of such damages. This exclusion of damages remains effective even if any remedy fails its essential purpose. To the fullest extent permitted by law, you release Sofwave from any and all liability arising from or related to the ROI Calculator tool or its use.

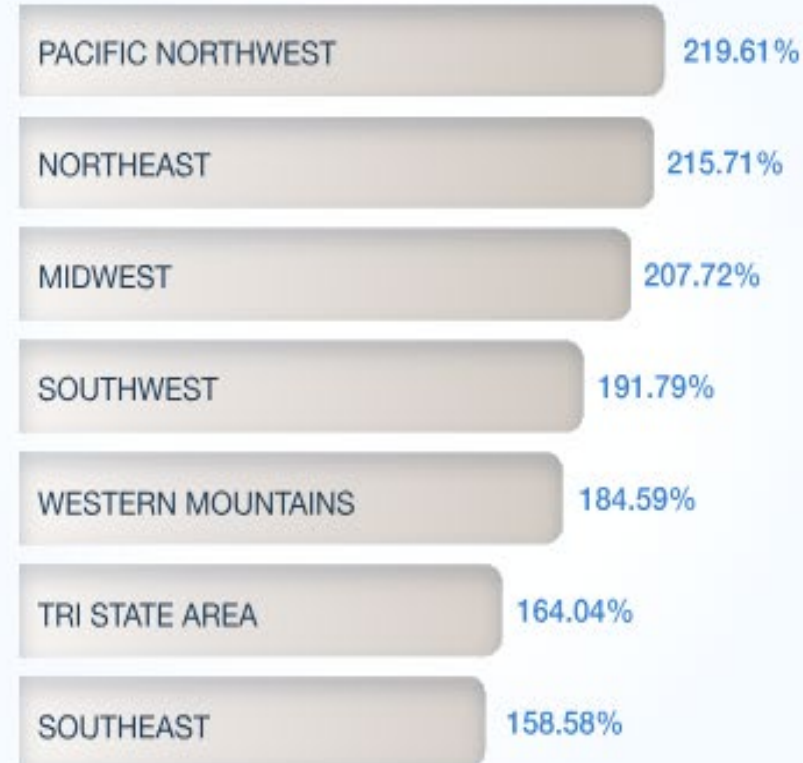
All intellectual property rights (including copyrights and trademarks) in and to the ROI Calculator are owned solely and exclusively by Sofwave.

Sofwave 2024 Performance Highlights

Number of Treatments



ROI



Pulses Cost vs. Net Revenue



Estimated revenues are based on actual consumable purchases and prices by Sofwave providers in 2024 (until the end of Q3), calculated as an average per provider using a treatment price of \$2,500, 200 pulses per treatment.

Sofwave Awards



Sofwave Partnership: Outstanding Value Proposition

≡ EDUCATION

PRACTICE DEVELOPMENT MANAGERS

Focused on success of practices' business.

SOFWAVE SMART™

Connectivity platform enables automated functionality for practices

BRAND AWARENESS

Global DTC advertising campaigns attract patients

PRACTICE ENHANCEMENT PROGRAMS

With multi promotional options designed to fit practice needs.

≡ GROWTH

EXCEPTIONAL LOYALTY PROGRAMS

Offering Advantages And Savings To Practices And Their Patients.

PROVEN ROI SUCCESS

≡ PROTECTION

MINIMUM ADVERTISED PRICE (US and select markets)

Pricing policy maintains brand and pricing integrity.

LOW COST OF OWNERSHIP WARRANTY PROGRAMS:
PREMIUM CARE



≡ PROVEN TECHNOLOGY



15+ CLINICAL STUDIES

600+ STUDIED SUBJECTS

385K+ TREATMENTS PERFORMED

Adding Top Talent to the Global Sales Team



Miguel Pardos – Chief Commercial Officer

An aesthetic energy-based medical device global leader with more than 25 years of experience in the building global channel to market capability



Larry Laber – EVP North America Sales

An aesthetic energy-based medical device sales veteran with more than 20 years of experience in leading sales teams in North America

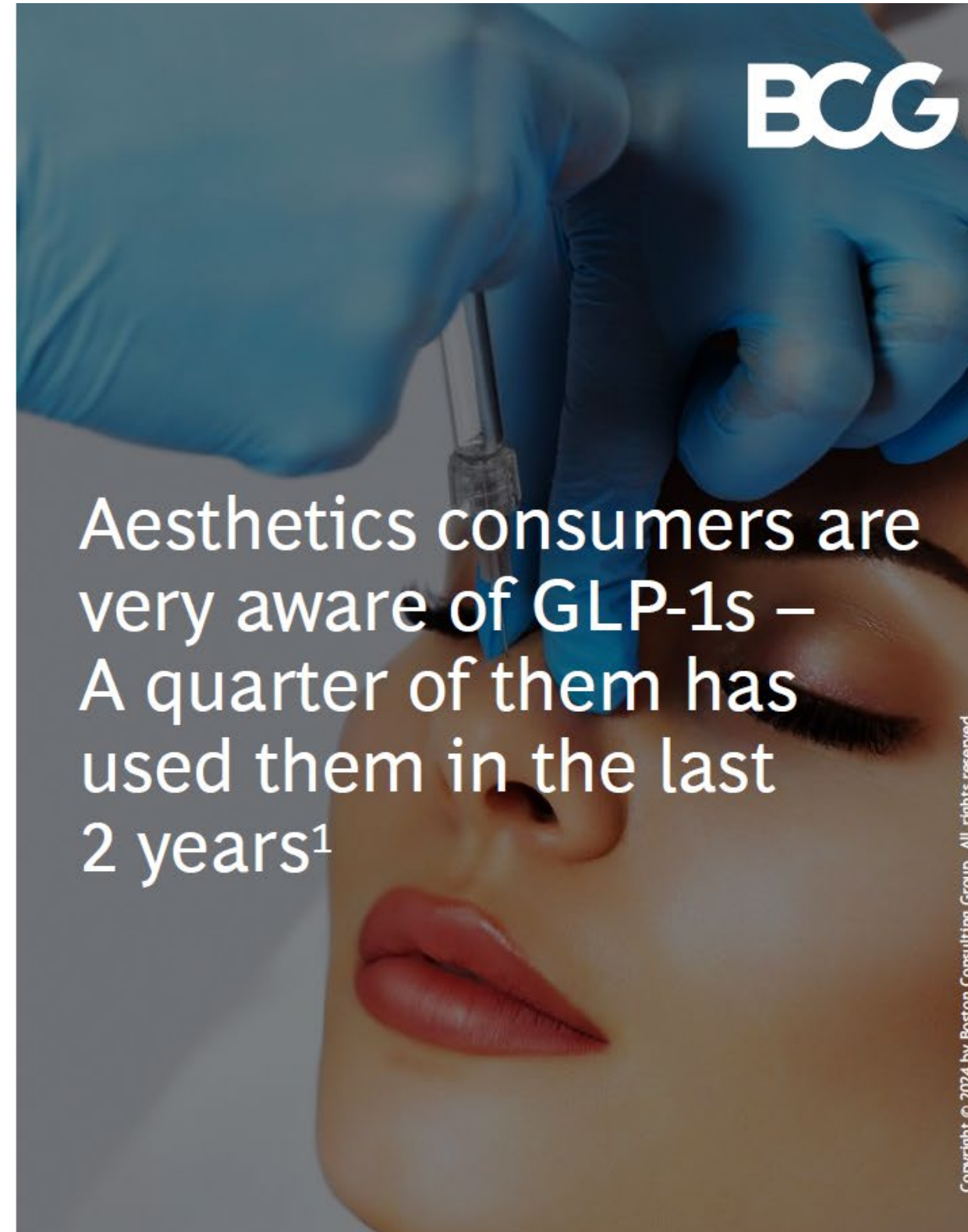
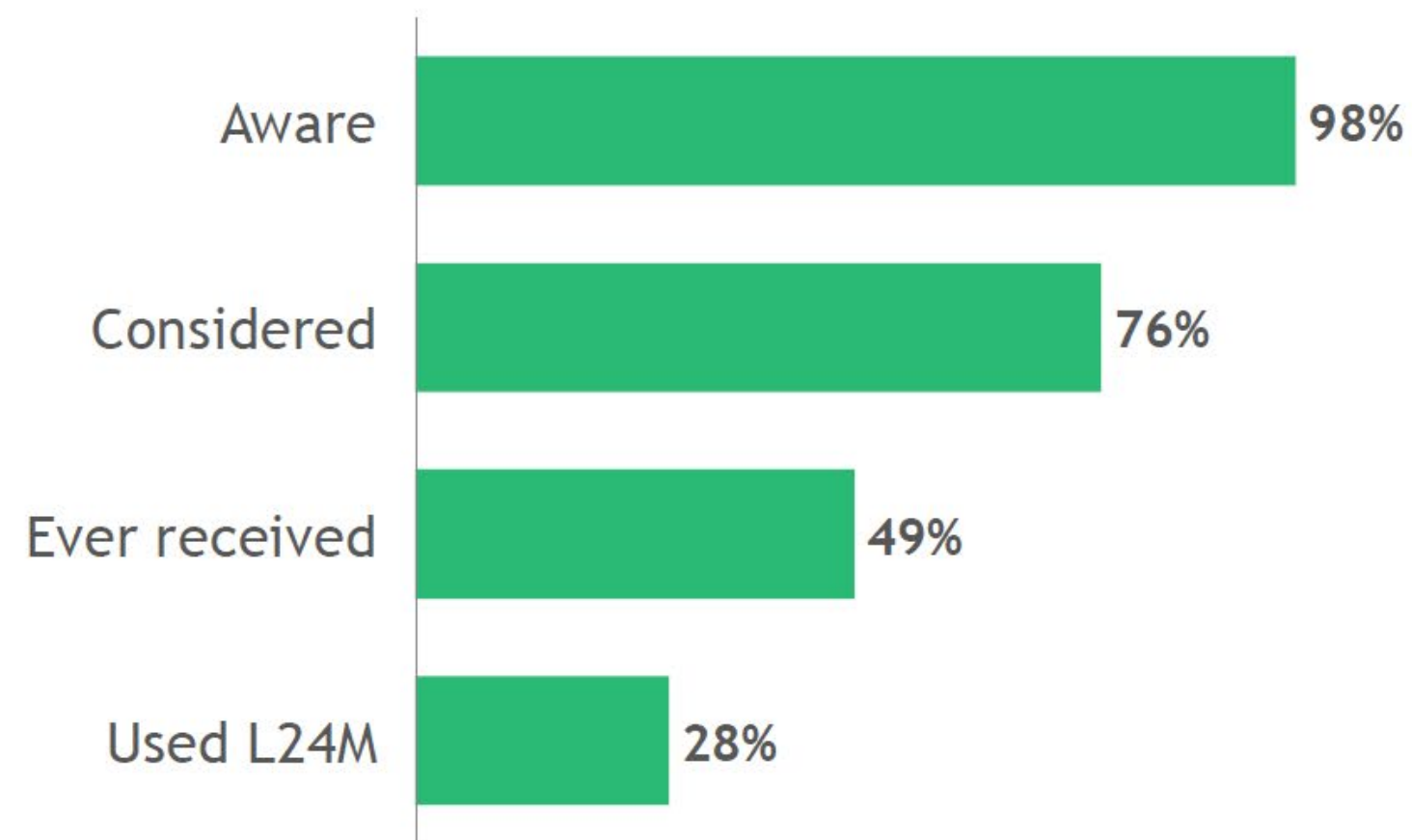


GLP-1 Effect on Aesthetic Treatment Demand

Aesthetic Consumer Awareness and Usage of GLP-1 Dramatically Beyond Anything We Have Ever Seen Before

GLP-1 agonists in Medical Aesthetics

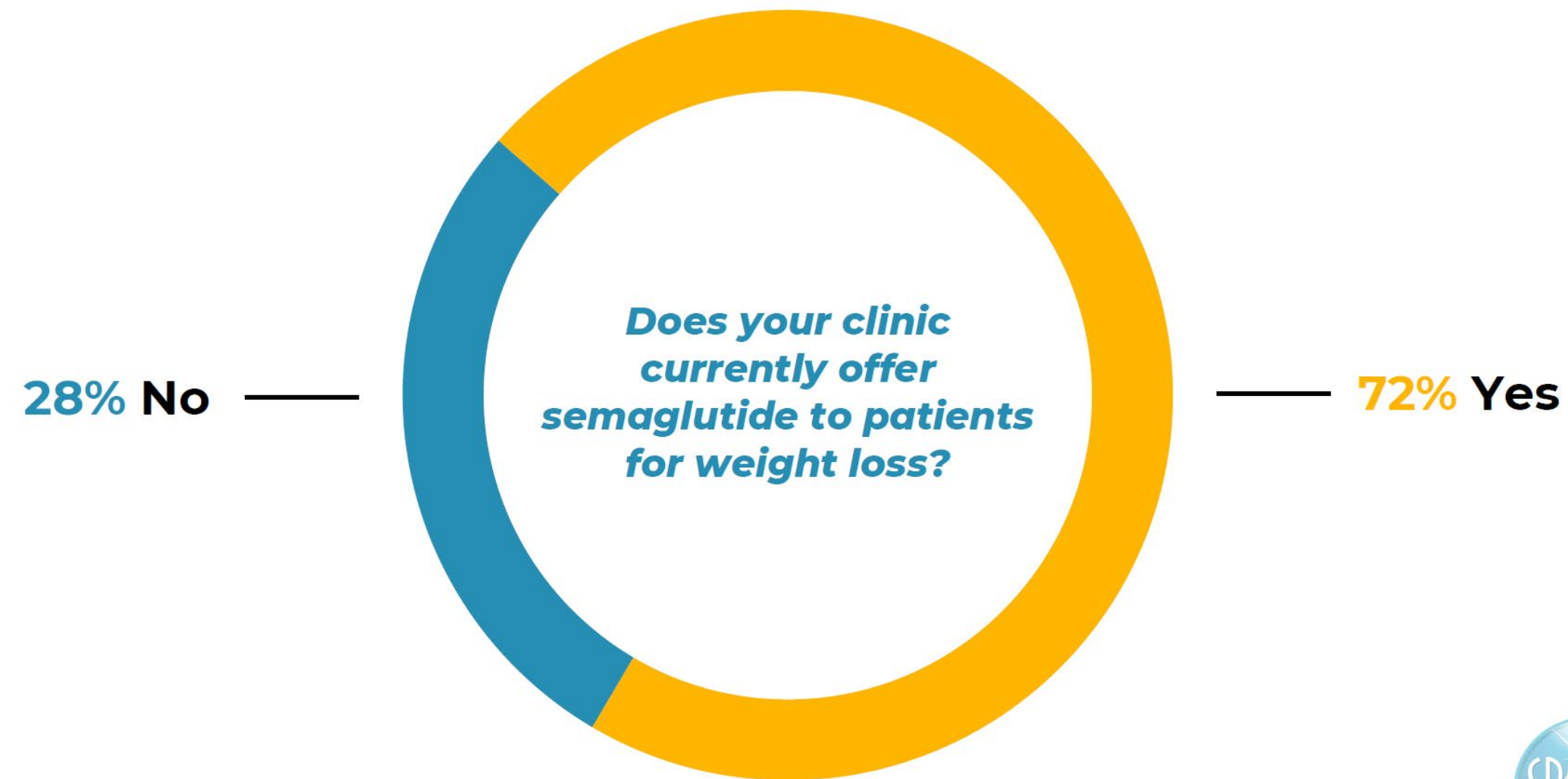
% Medical Aesthetics consumers exposed to GPL-1 treatment



Used L24M: US 35%; UK 32%; and China 21%
Source: BCG filler consumer survey in US, UK and China, Sept 2024 (N=1509);

Medical Aesthetic Clinics Perspective: Offering Weight Loss to Patients is Now a Significant Part of our Business

SEMAGLUTIDE - SURVEY SPARK DATA: 722 CLINICS

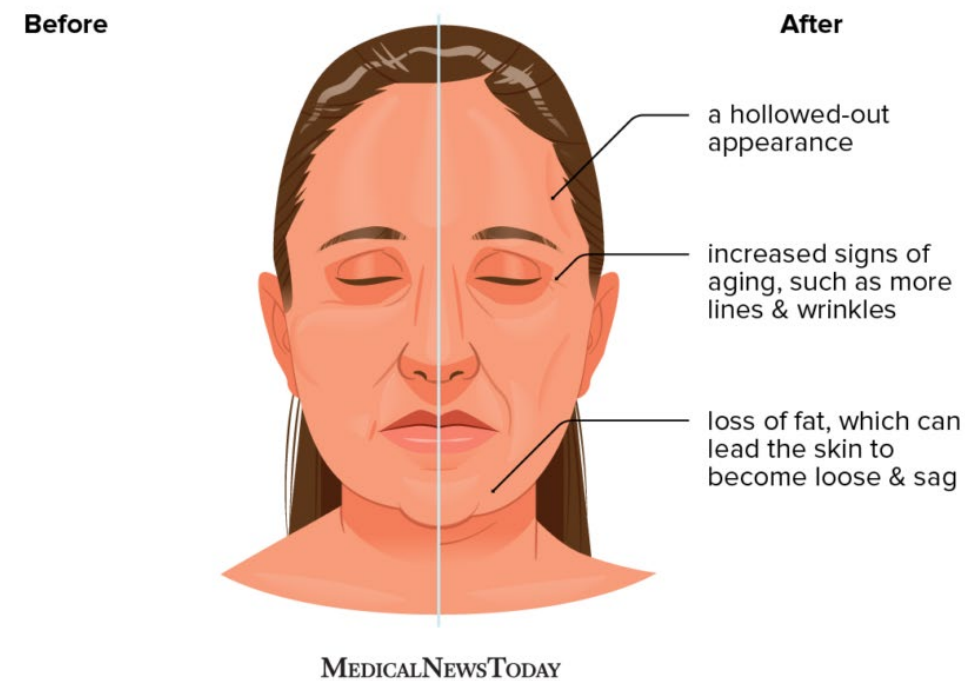


- Data based on a survey of Spark MA marketing, a leading MA market research organization
- **Almost 75% of MA clinics in the US offer GLP 1 treatments for weight loss**



A High Degree of Patient Awareness on the Unwanted Side Effect of Very Aggressive Weight Loss

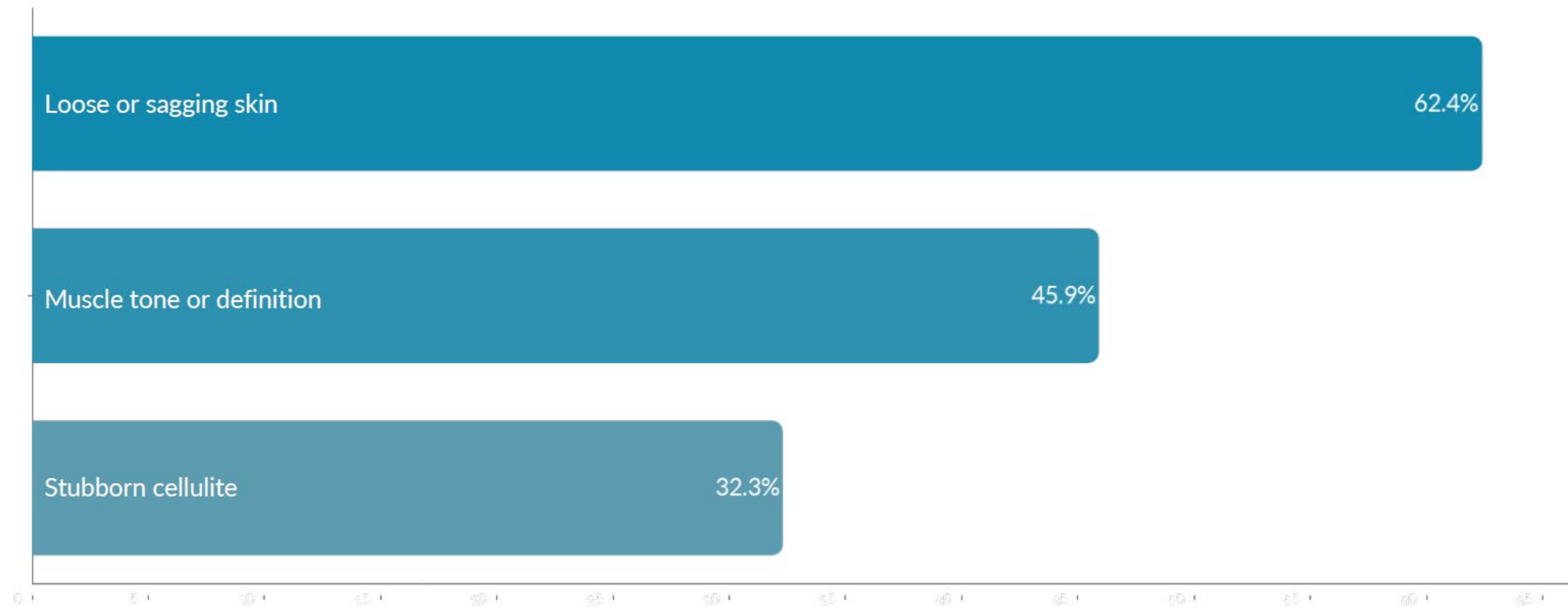
How does Ozempic affect the face



[https://www.today.com/health/ozempic-face-rcna67737\](https://www.today.com/health/ozempic-face-rcna67737)

New Beauty Questionnaire Results of 4,000 “Beauty Pass” Members Regarding their Planned Treatments Following GLP 1 Weight Loss

What body concern would you most like to treat or improve as you work towards your goal weight?



Loose or sagging skin >62%

Muscle toning >45%

Stubborn cellulite >32%

SofWave SUPERB™ and SofWave Pure Impact™ : A Comprehensive Solution for Weight Loss Patients



Single Tx, Courtesy of
Lehavit Akerman MD



Single Tx, Courtesy of
Lehavit Akerman MD

Before and After – 6 Treatments Pure Impact

Courtesy of Gregory
Mueller MD,
Beverly Hills Ca

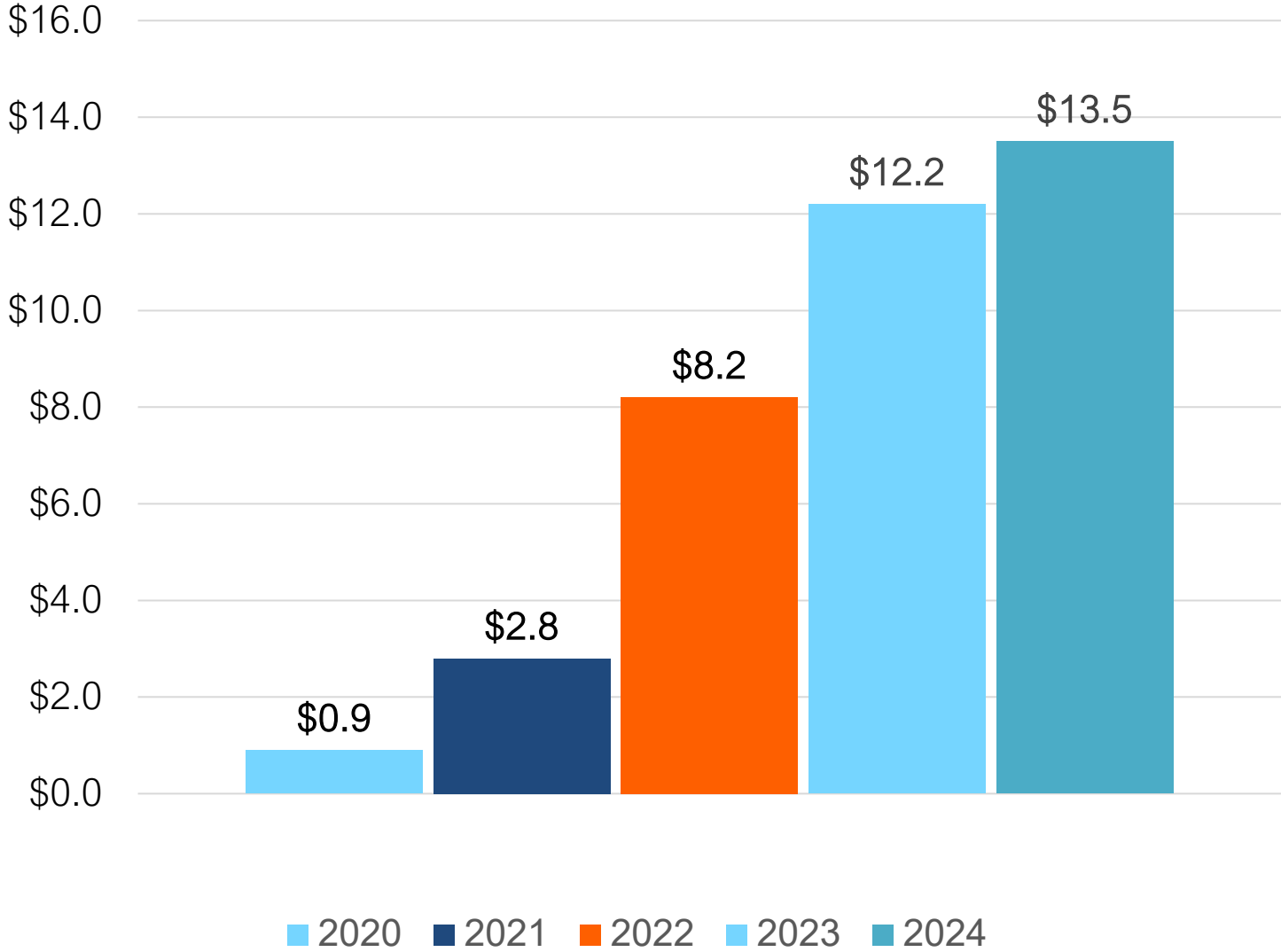




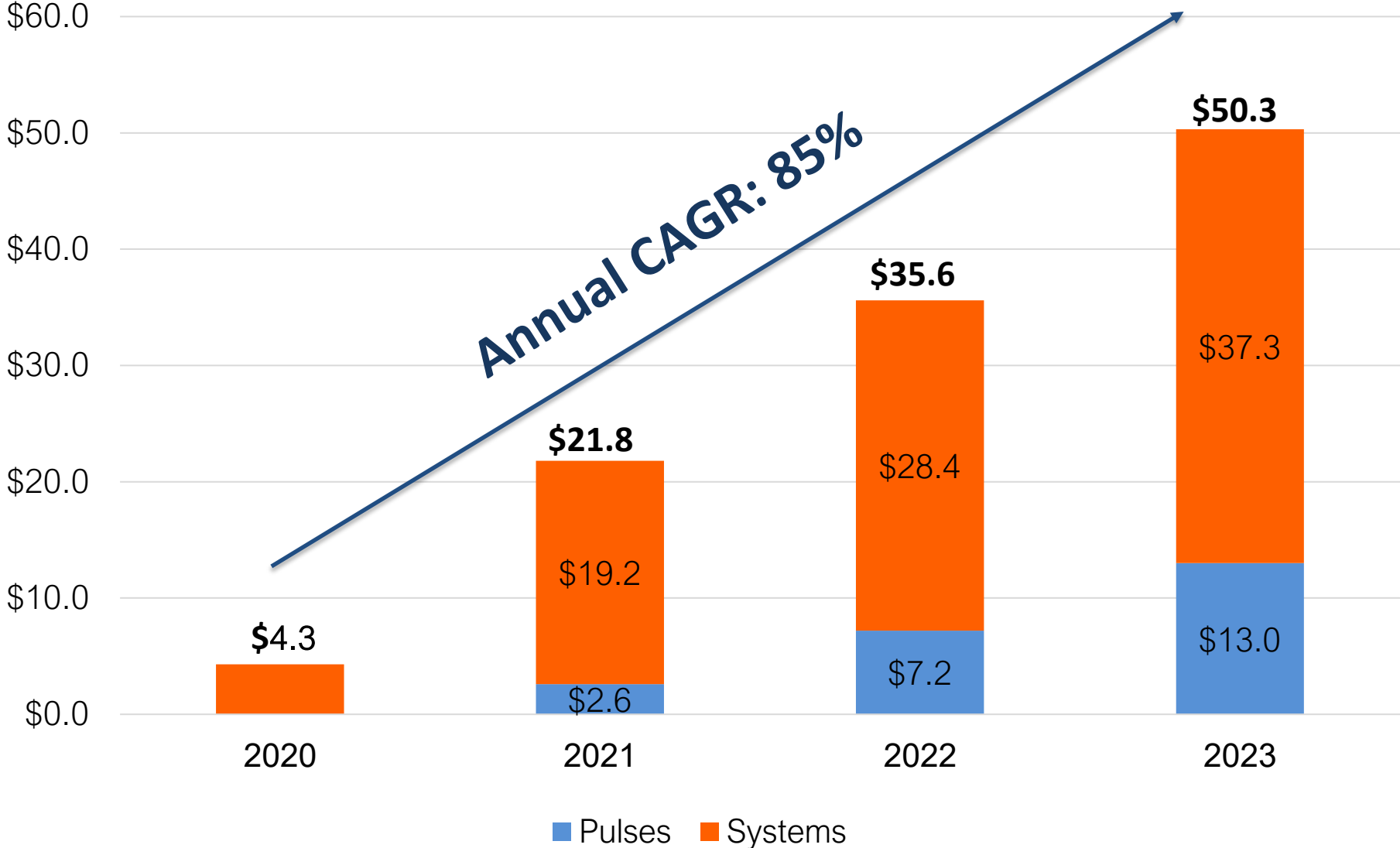
Financial Highlights

Revenue Growth

Q3 Revenue Growth (\$'m)



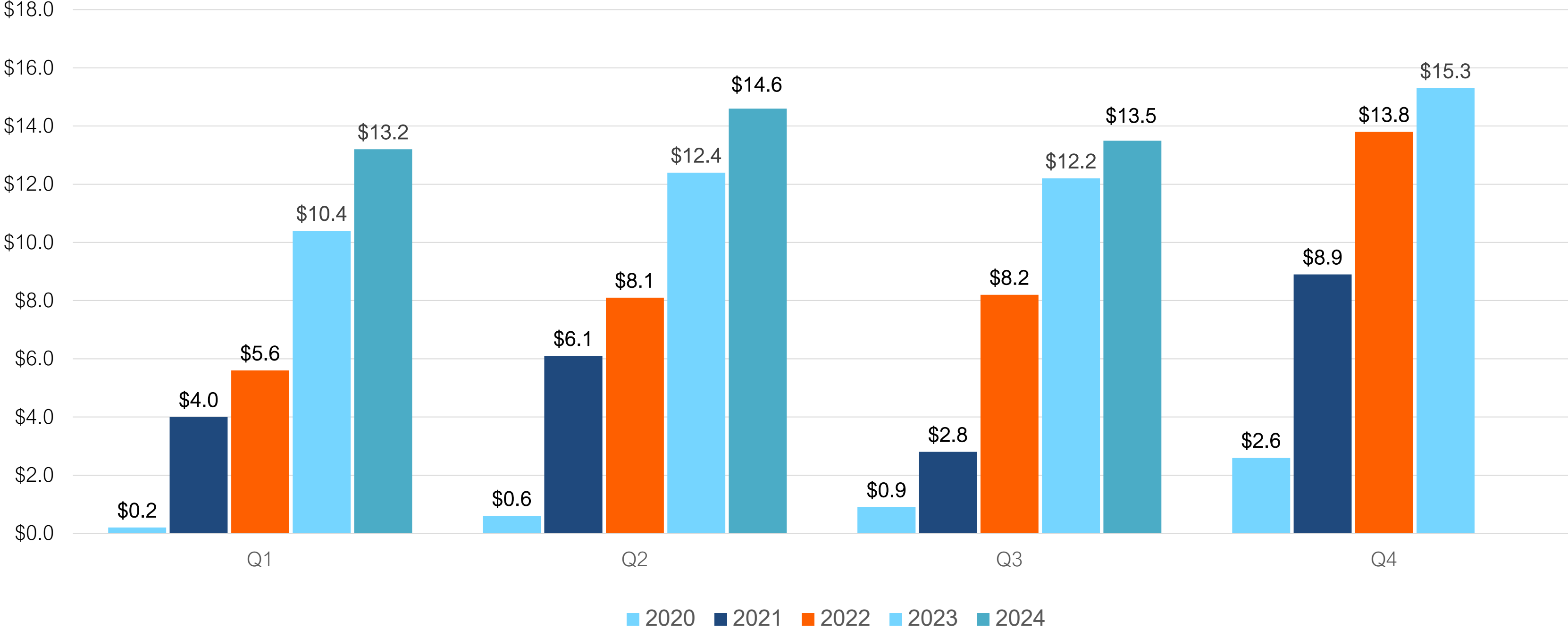
Annual Growth (\$'m)



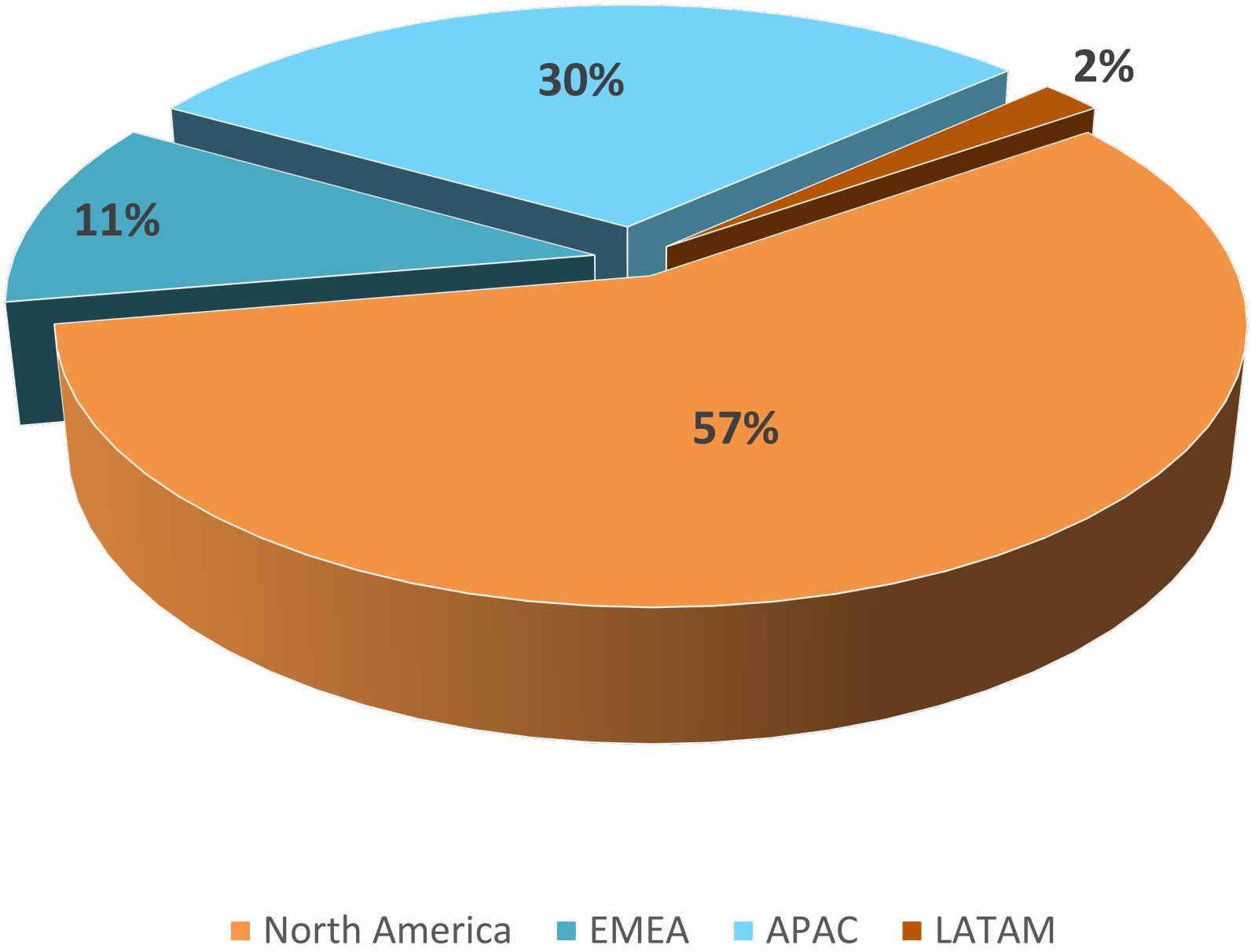
Continued strong YoY revenue increase with 10% in Q3.24 vs. Q3.23 and 18% growth in 1-9/24 vs. 1-9/23

Quarterly Revenue Growth

Quarterly Revenue Growth YoY (\$m)



Q3 2024 Geographical Split



Financial Highlights Q3 2024 – P&L (\$'K)

	For the 3 months ended September 30,		Stock Based Compensation		Excluding Stock Based Compensation	
	2024	2023	2024	2023	2024	2023
Revenues	13,507	12,226	-	-	13,507	12,226
COGS	3,351	3,306	14	32	3,337	3,274
Gross Profit	10,156	8,920	14	32	10,170	8,952
	75.2%	73.0%			75.3%	73.2%
R&D expenses	2,693	2,526	210	54	2,483	2,472
S&M expenses	6,994	6,169	51	131	6,943	6,038
G&A expenses	1,783	1,435	256	267	1,527	1,168
Operating Loss	(1,314)	(1,210)	531	484	(783)	(726)

GM% continues to improve together with the growth in pulse sales

G&A expenses for Q3/24 include \$0.5M legal expenses related to trademark litigation in the US

Operating loss exc. trademark litigation expenses decreased by 62% on a Non-IFRS basis

Financial Highlights 1-9/2024 – P&L (\$'K)

	For the 9 months ended September 30,		Stock Based Compensation		Excluding Stock Based Compensation	
	2024	2023	2024	2023	2024	2023
Revenues	41,333	35,013	-	-	41,333	35,013
COGS	10,115	9,183	52	115	10,063	9,068
Gross Profit	31,218	25,830	52	115	31,270	25,945
	75.5%	73.8%			75.7%	74.1%
R&D expenses	8,028	8,640	492	454	7,536	8,186
S&M expenses	21,559	20,298	350	459	21,209	19,839
G&A expenses	5,115	4,718	806	831	4,309	3,887
Operating Loss	(3,484)	(7,826)	1,700	1,859	(1,784)	(5,967)

GM% continues to improve together with the growth in pulse sales

S&M, R&D and G&A expenses continue to decrease as % of revenues

G&A expenses for 1-9/24 include \$0.5M legal expenses related to trademark litigation in the US

Both IFRS and Non-IFRS Operating loss continue to narrow substantially and decreased YoY by 55% and by 70% respectively

Operating loss exc. trademark litigation expenses decreased by 79% on a Non-IFRS basis

Financial Highlights – BS (\$'K)

	September 30, 2024	Dec. 31, 2023
Cash and Cash Equivalents	21,249	24,422
Trade Receivables	6,009	7,824
Other Receivables	2,588	2,588
Inventory	5,400	4,936
Total Current Assets	35,246	39,770
Total Non-Current Assets	4,214	3,766
Total Assets	39,460	43,536
Total current liabilities	14,532	16,419
Total non-current liabilities	661	774
Shareholders' equity	24,267	26,343
Total liabilities and shareholders' equity	39,460	43,536

Strong cash position with \$21.2M as of Sept. 30, 2024

Generated \$0.2M cash in Q3/24 vs. use of \$1.0M in Q3/23

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 30% of total revenue; over 385,000 treatments completed

Rapid industry adoption achieving +18% growth in 1-9/24, scalable, lean infrastructure in-place to support continued high growth and profitability

Significant brand awareness growing social media following to over 900,000 followers

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



Q&A