

BrainsWay®

A new era in brain disorder treatment

Corporate Presentation

April 2019



CONFIDENTIAL

Disclaimer

THIS PRESENTATION AND THE ACCOMPANYING ORAL COMMENTARY CONTAIN FORWARD-LOOKING STATEMENTS THAT INVOLVE SUBSTANTIAL RISKS AND UNCERTAINTIES. ALL STATEMENTS, OTHER THAN STATEMENTS OF HISTORICAL FACTS, CONTAINED IN THIS PRESENTATION, INCLUDING STATEMENTS REGARDING OUR STRATEGY, FUTURE OPERATIONS, FUTURE FINANCIAL POSITION, FUTURE REVENUE, PROJECTED COSTS, PROSPECTS, PLANS AND OBJECTIVES OF MANAGEMENT, ARE FORWARD-LOOKING STATEMENTS AND CONSTITUTE FORWARD-LOOKING INFORMATION, AS DEFINED IN THE ISRAELI SECURITIES LAW, 5728-1968. THE WORDS "ANTICIPATE," "BELIEVE," "ESTIMATE," "EXPECT," "INTEND," "MAY," "PLAN," "PREDICT," "PROJECT," "TARGET," "POTENTIAL," "WILL," "WOULD," "COULD," "SHOULD," "CONTINUE" AND SIMILAR EXPRESSIONS ARE INTENDED TO IDENTIFY FORWARD-LOOKING STATEMENTS, ALTHOUGH NOT ALL FORWARD-LOOKING STATEMENTS CONTAIN THESE IDENTIFYING WORDS. WE MAY NOT ACTUALLY ACHIEVE THE PLANS, INTENTIONS OR EXPECTATIONS DISCLOSED IN OUR FORWARD-LOOKING STATEMENTS, AND YOU SHOULD NOT PLACE UNDUE RELIANCE ON OUR FORWARD-LOOKING STATEMENTS. ACTUAL RESULTS OR EVENTS COULD DIFFER MATERIALLY FROM THE PLANS, INTENTIONS AND EXPECTATIONS DISCLOSED IN THE FORWARD-LOOKING STATEMENTS WE MAKE. WE DO NOT ASSUME ANY OBLIGATION TO UPDATE ANY FORWARD-LOOKING STATEMENTS, WHETHER AS A RESULT OF NEW INFORMATION, FUTURE EVENTS OR OTHERWISE, EXCEPT AS REQUIRED BY LAW. ALL NUMBERS AND FIGURES CONTAINED HEREIN ARE APPROXIMATE.

THE COMPANY HAS FILED WITH THE U.S. SECURITIES AND EXCHANGE COMMISSION (THE "SEC") A REGISTRATION STATEMENT (INCLUDING A PROSPECTUS) FOR THE OFFERING OF SECURITIES TO WHICH THIS PRESENTATION RELATES, BUT SUCH REGISTRATION STATEMENT HAS NOT BEEN DECLARED EFFECTIVE BY THE SEC. SALES OF THE SECURITIES OFFERED PURSUANT TO THE REGISTRATION STATEMENT MAY NOT BE MADE OR OFFERS FOR SUCH SECURITIES ACCEPTED PRIOR TO THE REGISTRATION STATEMENT BECOMING EFFECTIVE. BEFORE YOU INVEST, YOU SHOULD READ THE PROSPECTUS CONTAINED IN THAT REGISTRATION STATEMENT, INCLUDING THE RISK FACTORS SET FORTH THEREIN, AND THE DOCUMENTS INCORPORATED BY REFERENCE OR FILED AS EXHIBITS TO THE REGISTRATION STATEMENT FOR MORE COMPLETE INFORMATION ABOUT THE COMPANY AND THIS OFFERING. YOU MAY ACCESS THESE DOCUMENTS FOR FREE BY VISITING EDGAR ON THE SEC WEBSITE AT WWW.SEC.GOV. ALTERNATIVELY, COPIES OF THE PRELIMINARY PROSPECTUS MAY BE OBTAINED FROM CANTOR FITZGERALD & CO., ATTENTION: CAPITAL MARKETS, 499 PARK AVENUE, 6TH FLOOR, NEW YORK, NEW YORK 10022; EMAIL: PROSPECTUS@CANTOR.COM; OR RAYMOND JAMES & ASSOCIATES, INC., ATTENTION: EQUITY SYNDICATE, 880 CARILLON PARKWAY, ST. PETERSBURG, FLORIDA 33716; PHONE: 800-248-8863; EMAIL: PROSPECTUS@RAYMONDJAMES.COM; OR FROM OPPENHEIMER & CO. INC., ATTENTION: SYNDICATE PROSPECTUS DEPARTMENT, 85 BROAD STREET, 26TH FLOOR, NEW YORK, NEW YORK 10004; PHONE: 212-667-8055; EMAIL: EQUITYPROSPECTUS@OPCO.COM.

THIS PRESENTATION SHALL NOT CONSTITUTE AN OFFER TO SELL OR THE SOLICITATION OF AN OFFER TO BUY THESE SECURITIES, NOR SHALL THERE BE ANY SALE OF THESE SECURITIES IN ANY STATE OR JURISDICTION IN WHICH SUCH OFFER, SOLICITATION OR SALE WOULD BE UNLAWFUL PRIOR TO REGISTRATION OR QUALIFICATION UNDER THE SECURITIES LAWS OF ANY SUCH STATE OR JURISDICTION.

Brainsway Senior Team

Name		Title	Experience
Yaacov Michlin		President Chief Executive Officer Director	    
Hadar Levy		Chief Financial Officer	   
Dr. David Zacut		Chairman	Brain Research and Development Services Ltd. 
Dr. Aron Tendler		Chief Medical Officer	
Joseph Perekupka		VP Sales Operations, North America	   

A New Era of Brain Disorder Treatment

Significant Market Opportunity

- ✓ 16.2 million Major Depressive Disorder ("MDD") U.S. adult patients with an \$8+ billion annual addressable market
- ✓ 2.24 million Obsessive Compulsive Disorder ("OCD") U.S. adult patients with an \$800+ million annual addressable market

Established Proprietary Platform Technology

- ✓ FDA clearance for MDD and marketing authorization for OCD and CE Mark for additional indications
- ✓ Demonstrated efficacy, well-tolerated, and potential to address wider variety of psychiatric, neurological and addiction disorders
- ✓ Medicare and private pay reimbursement (U.S.) for MDD treatments

High Growth Potential

- ✓ Granted breakthrough device designation for the treatment of opioid use disorder and chosen by the FDA for the Opioid Innovation Challenge
- ✓ Addresses a clear unmet need to treat opioid abuse with FDA submission expected in 2020
- ✓ Strong clinical pipeline with smoking cessation and PTSD data expected in Q2 2019 and H2 2019, respectively
- ✓ Other possible applications include post-stroke and multiple sclerosis ("MS")
- ✓ Expand into new territories such as Japan and various Asian countries

Robust Flexible Business Model

- ✓ Fixed-fee, risk share and outright purchase options allow physicians complete flexibility
- ✓ For 12 months ended December 31, 2018, generated revenue of \$16.4 million, an increase of 47% vs. prior YTD period
- ✓ \$38.6 million committed payments under signed lease contracts

World Class Management Team

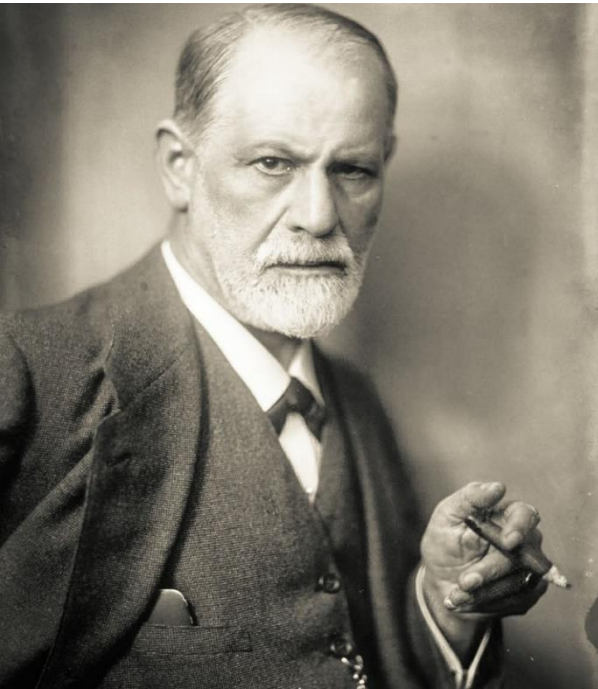
- ✓ Highly experienced management team with a proven track record of success



Note: The above potential applications are investigational and are not approved by the FDA

Psychiatrists' Tools Have Not Changed Significantly in 50 Years

Psychotherapy Era (1900–1960)



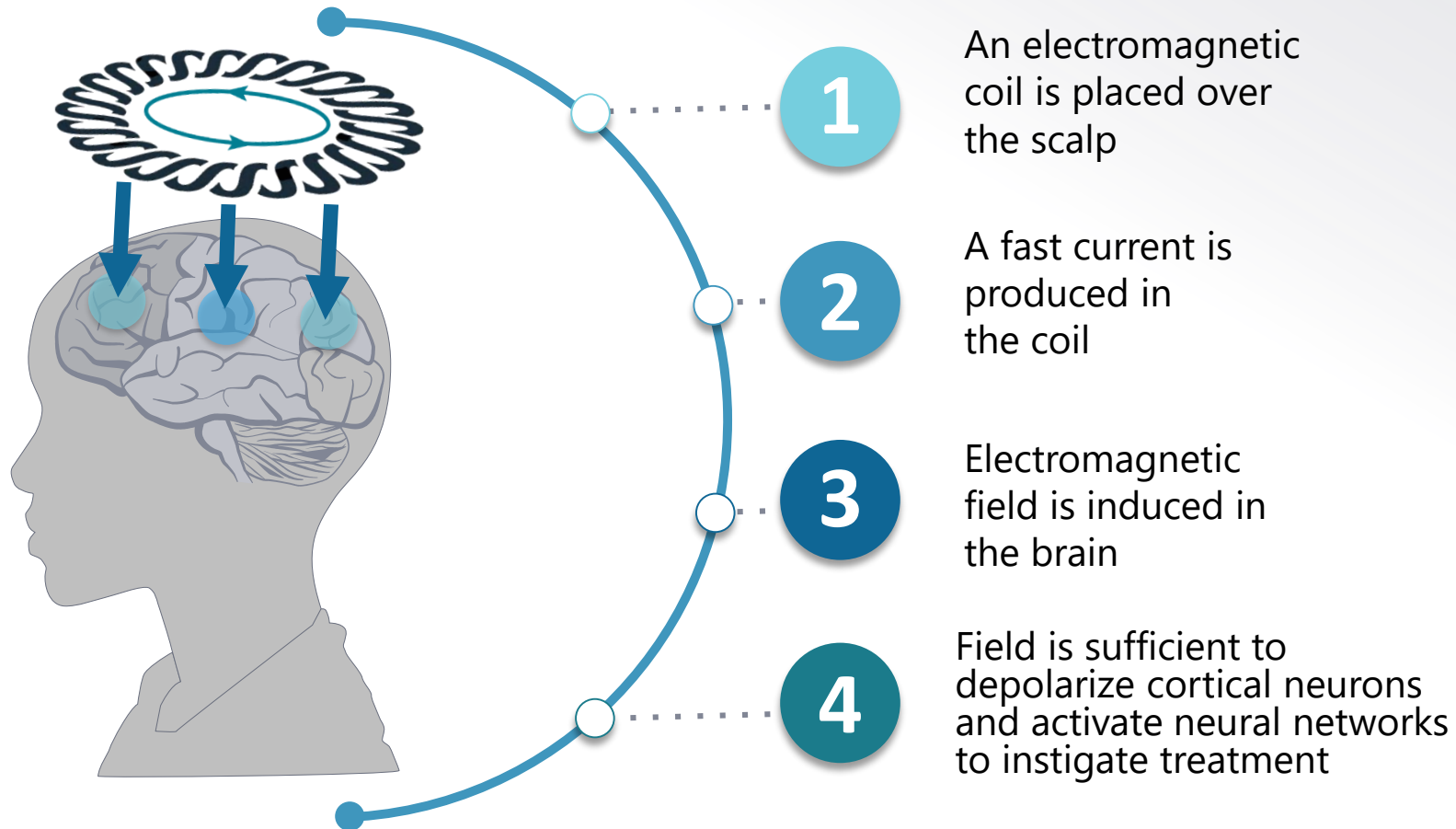
Pharmacotherapy Era (1960–Present)



TMS Era



Transcranial Magnetic Stimulation (TMS) has Demonstrated Safety and Efficacy

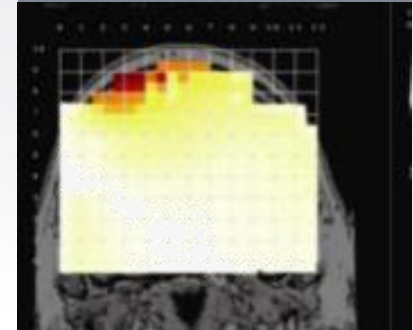


Deep TMS Has Key Advantages Against Available Focal TMS Solutions

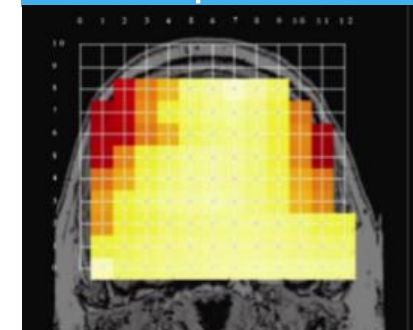
	Focal TMS ⁽¹⁾	Deep TMS (Brainsway)
Depth	Limited	1.8 to 3.5cm depth
Neuron activation	Smaller	Extensive
Structures treated	Less Deep	Deep and broad
Geometrical features	Prone to targeting errors	More reliable targeting

Neuroimaging

Focal TMS



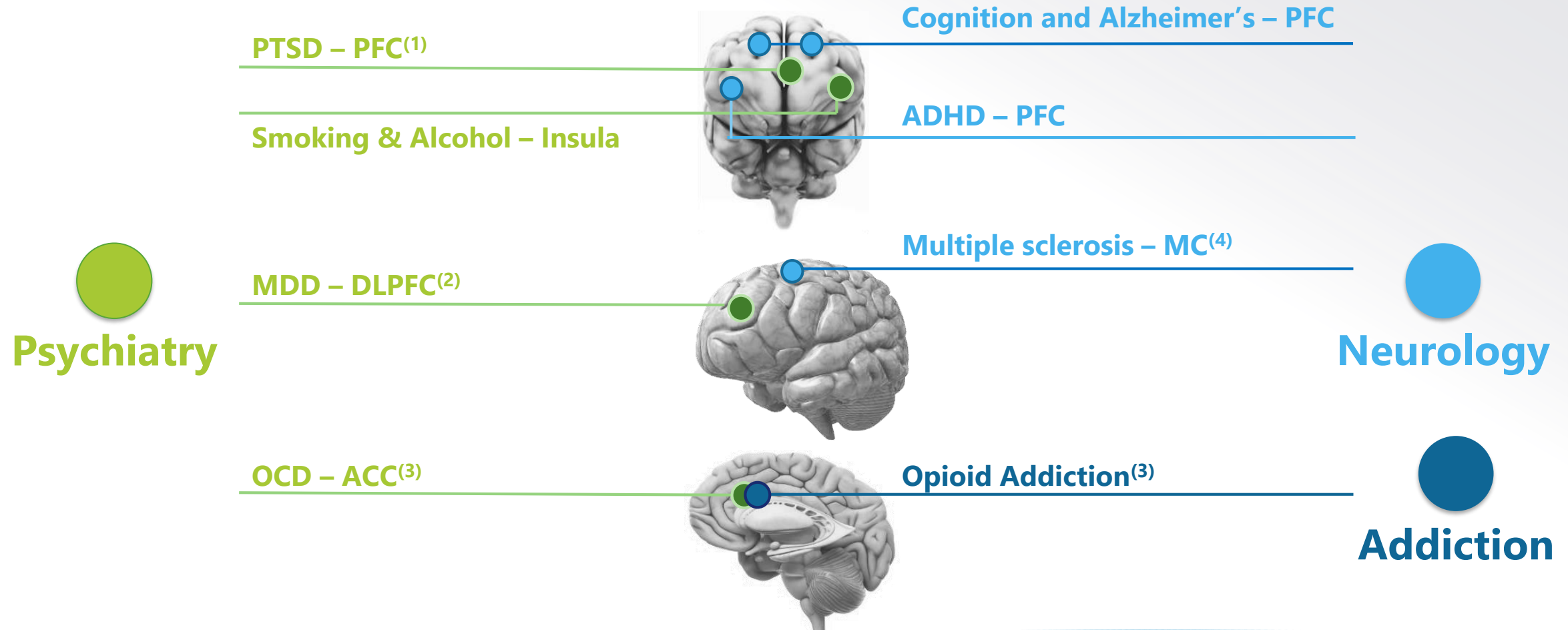
Brainsway's Deep TMS



(1) Comparison not based on direct head-to-head comparative testing

Technology with Potential to Treat a Wide Range of Brain Disorders

We believe we are positioned to become the gold standard for non-invasive neuromodulation



Note: the above indications are currently investigational, not available in the U.S., and not approved by the FDA

(1) Prefrontal cortex; (2) Dorsolateral prefrontal cortex; (3) Anterior cingulate cortex; (4) Motor cortex

Brainsway Has Developed Proprietary “Next Gen” Deep TMS



“Deep TMS” Technology has Strong Intellectual Property

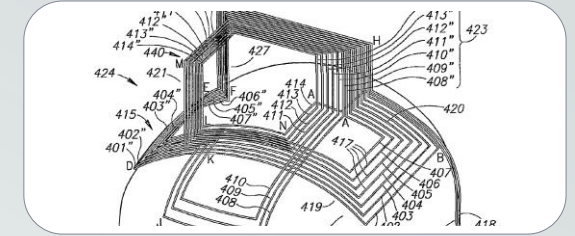
Patent Portfolio

- **Issued patents or allowed applications: 16 U.S. / 25 Outside U.S.**
- **Pending patent applications: 3 U.S. / 26 Outside U.S.**

Key Portfolio Coverage Areas

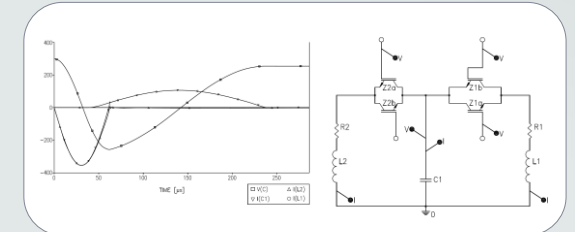
Deep TMS coils

- U.S. and ex-U.S. patents



Brainsway Multi-Channel TMS IP

- Additional patents transferring from TMS Innovations
- Option to in-license additional Stanford University IP



Large and Underserved Major Depressive Disorder (MDD) Market

16.2M

Adult MDD Patients (U.S. Only)⁽¹⁾

4.9M

Adult MDD patients who have not achieved remission from three or more prior antidepressant medications

3.4M

Adult MDD patients with commercial insurance or Medicare coverage

\$8B

Estimated total U.S. annual addressable market⁽²⁾



(1) The National Institute of Mental Health: www.nimk.nih.gov; (2) Based on existing pricing model of ~\$70 per session and an assumed 33 treatment sessions

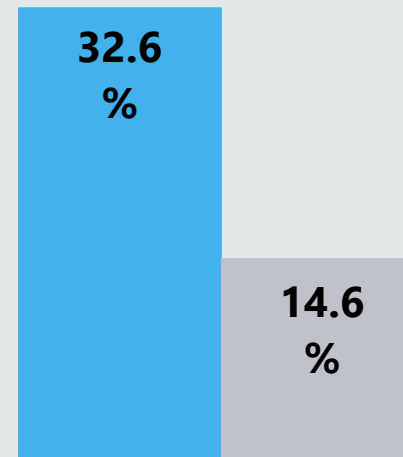
Demonstrated Efficacy in MDD

Large scale double blind multicenter trial*

- 20 medical centers worldwide
- N = 212 treatment-resistant medication-free MDD patients (HDRS-21 ≥ 20)
- Remission was defined by a total HDRS-21 score < 10
- Response was defined as a reduction of at least 50% in the total HDRS-21⁽¹⁾ score compared to baseline
- ✓ No systemic side effects
- ✓ 20 acute sessions of **20** minutes (up to 24 maintenance sessions)

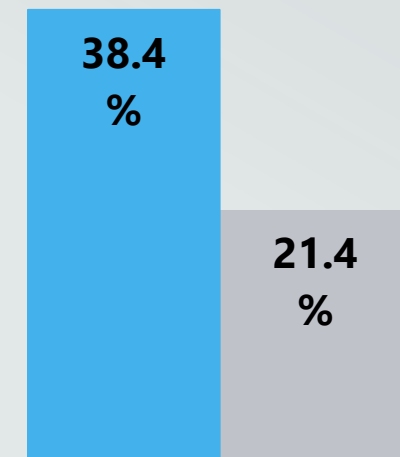
Week 5

Remission Rate After
Acute Phase



dTMS SHAM
P-VALUE=0.0051

Response Rate After
Acute Phase

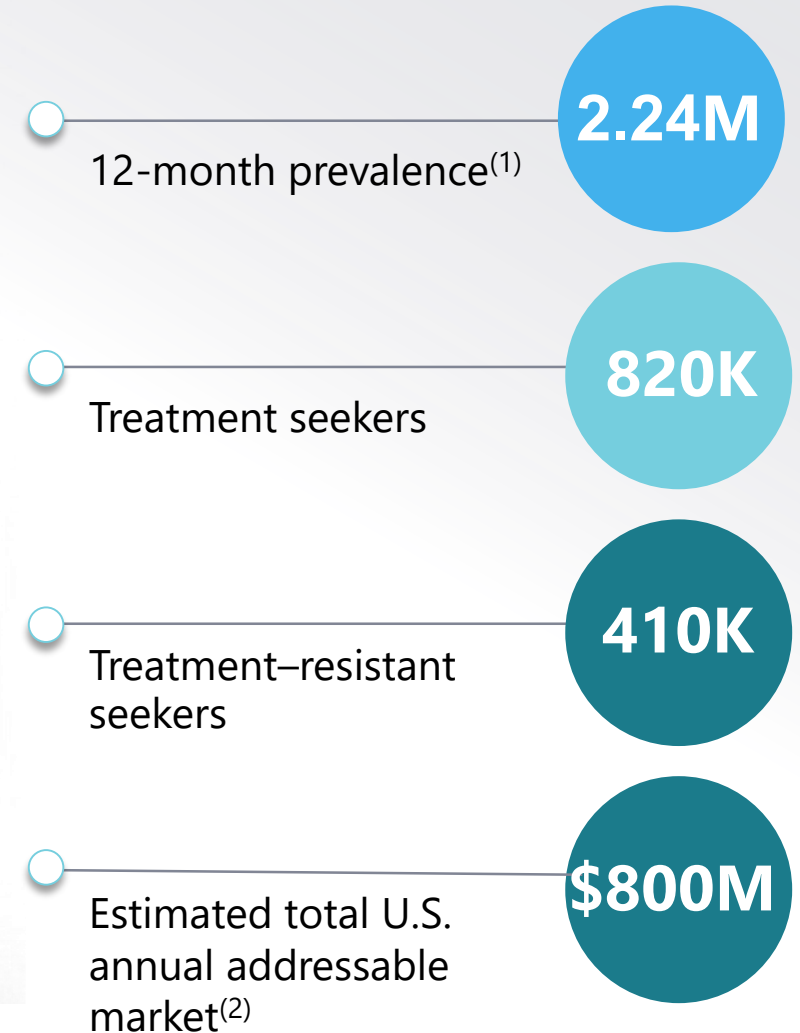


dTMS SHAM
P-VALUE=0.0138

1 in 3 patients achieved remission

*Levkovitz Y, et al. World Psychiatry 2015; 14:64-73; (1) Hamilton Depression Rating Scale

Underserved Obsessive Compulsive Disorder (OCD) Market

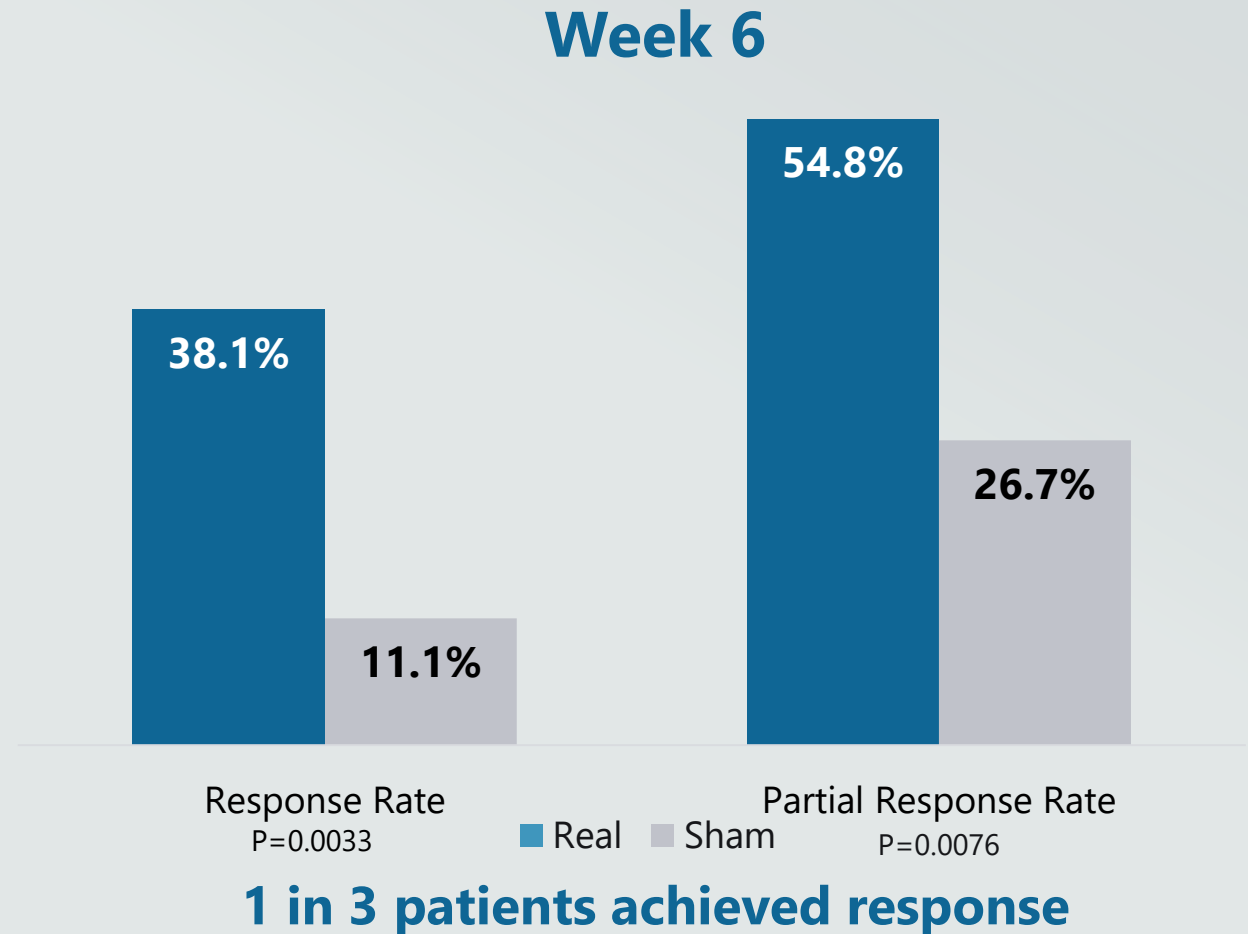


(1) The National Institute of Mental Health: www.nimk.nih.gov; (2) Based on existing pricing model of ~\$70 per session and an assumed 29 treatment sessions

Demonstrated Efficacy in OCD as an Adjunct Therapy

Large scale double blind multicenter trial*

- 11 medical centers worldwide
- N = 94 patients with inadequate relief from medications/CBT
- Response was defined as >30% decrease in YBOCS⁽¹⁾
- Partial Response was defined as >20% decrease in YBOCS
- ✓ 5 sessions per week for 6 weeks
- ✓ A tailored provocation protocol



*Completed study submitted as part of De Novo submission; (1) Yale-Brown Obsessive Compulsive Scale

dTMS for Addiction: Opioid Use Disorder (“OUD”) Trial

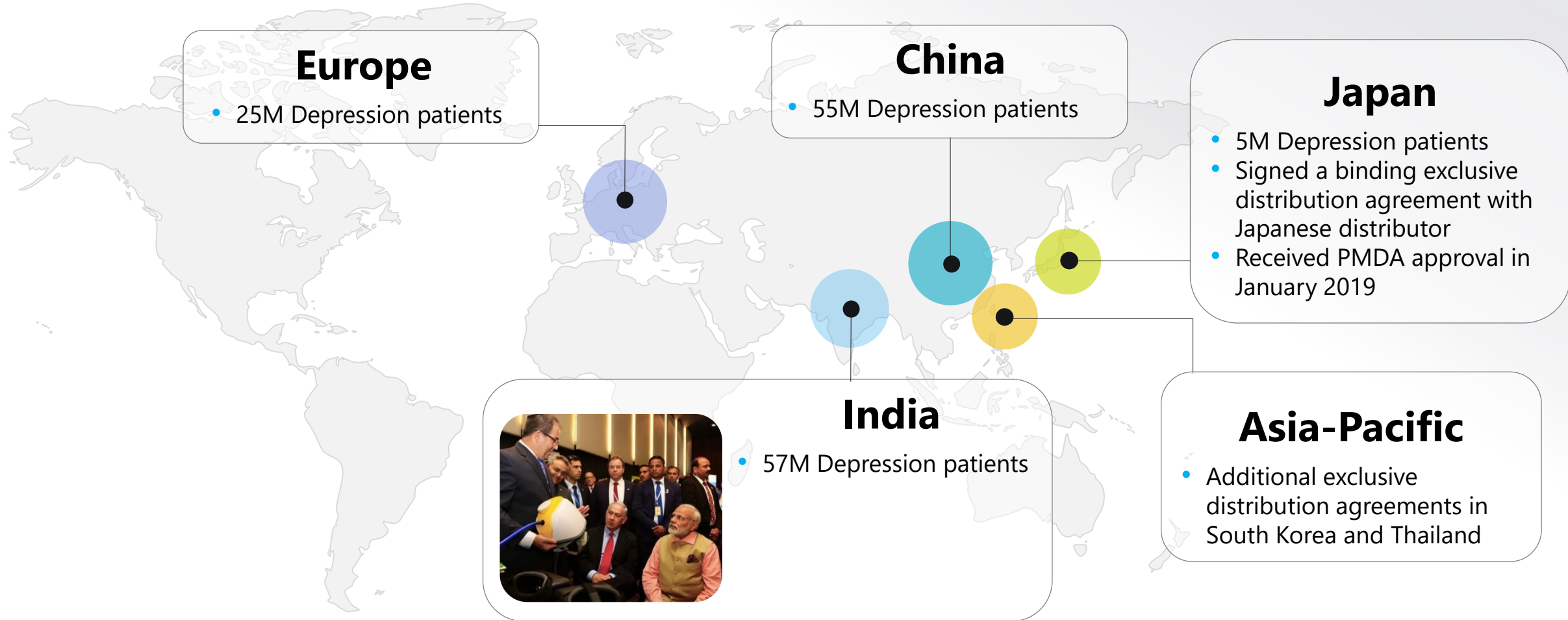
Brainsway was chosen for the FDA’s exclusive Opioid Innovation Challenge and granted Breakthrough Designation

- 8 out of 250+ applications selected by the FDA, with Brainsway being the only company in the “Opioid Use Disorder Therapy” category
- Currently working with FDA to expedite development and execution of clinical studies to achieve clearance
- Granted **Breakthrough Device Designation** by FDA for the dTMS H7 coil for the treatment of OUD

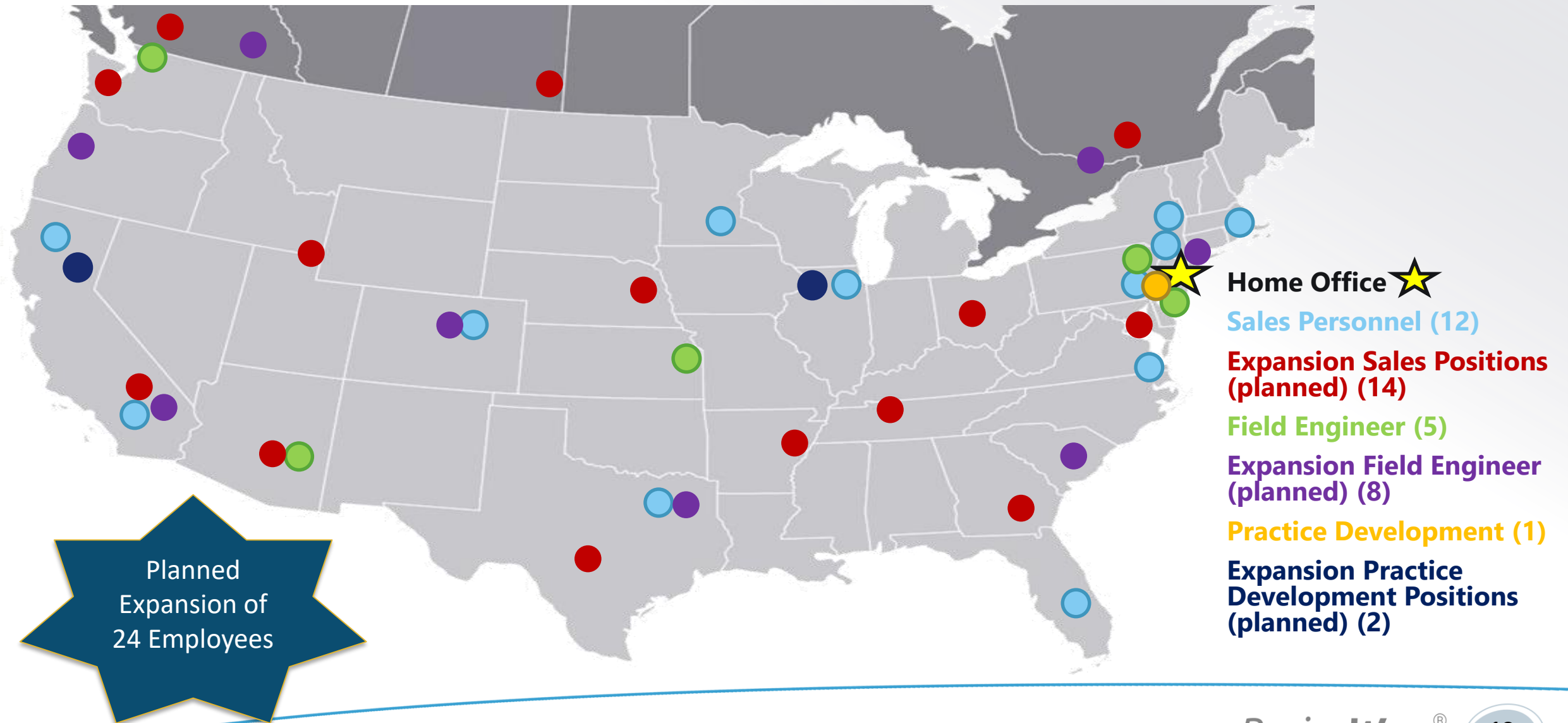
Brainsway's Pipeline

Indication	Pre-Phase III	Clinical Trials	FDA Clearance	Commercial Launch	U.S. Patient Population (M) (approximate)
MDD					16
OCD					2
Smoking Cessation					38
PTSD					13
Opioid Abuse					2
MS					1
Post-Stroke					1

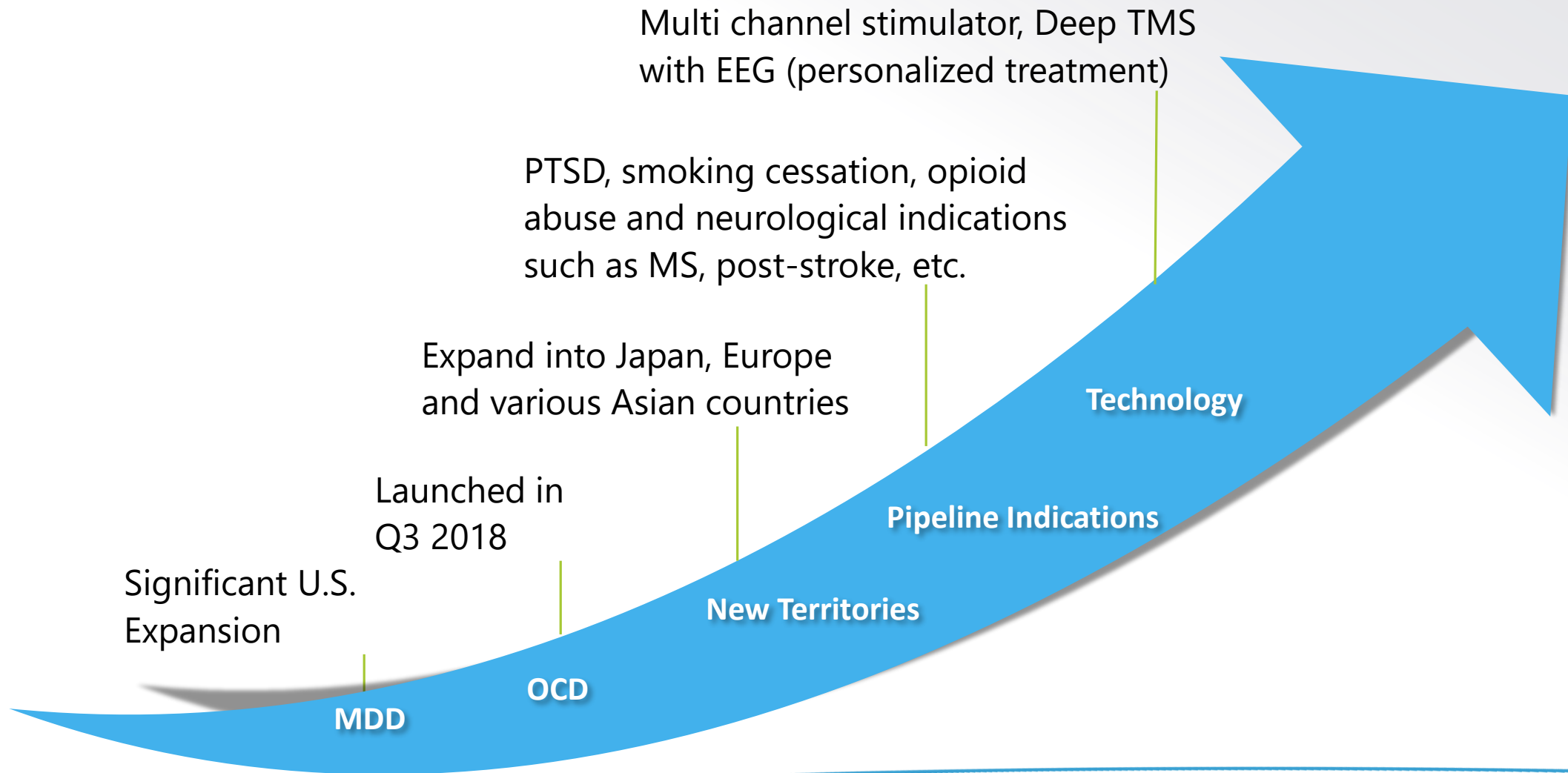
MDD is a Global Ailment Affecting Hundreds of Millions



Hybrid Sales & Support Infrastructure



Brainsway Has Multiple Growth Opportunities



Business Model

Brainsway's Flexible Business Model Leads to Better Adoption

MDD

Lease: ~50%

- Unlimited use with fixed annual fee
- Up to 4 year contracts

Risk share model: ~10%

- Pay-per-use with minimum annual fee
- Up to 4 year contracts

Direct purchase: ~40%

- Unlimited use
- One time purchase

OCD

Risk share model only

- Add-on to existing Deep TMS Systems



Brainsway's Commercialization Strategy



Lead Generation

"Push" strategy to generate interest among Psychiatrists to buy a Brainsway system

Customer Support

Marketing initiatives to help new customers maximize patient utilization of their Brainsway system

Broad Awareness

"Pull" strategy to build awareness for TMS & Brainsway among potential patients and referral sources

Deep TMS for MDD is Covered by the Vast Majority of Private Payers and Medicare

Coverage for MDD

- All 50 states
- Over 90% of adult covered lives after three to four failures of anti-depressants (four failures for Medicare)
- ~3.4M patients are covered
- Medicare, United Healthcare, Blue Cross Blue Shield, Cigna, Aetna, Tricare
- Rates of \$200-\$500 per session

Coding, Coverage, and Reimbursement Support by Brainsway (hotline available)

- Provide general assistance with understanding the insurance coverage process
- Verify the patient’s insurance benefits with the insurance company on behalf of the healthcare professional and patient
- Patient eligibility verification

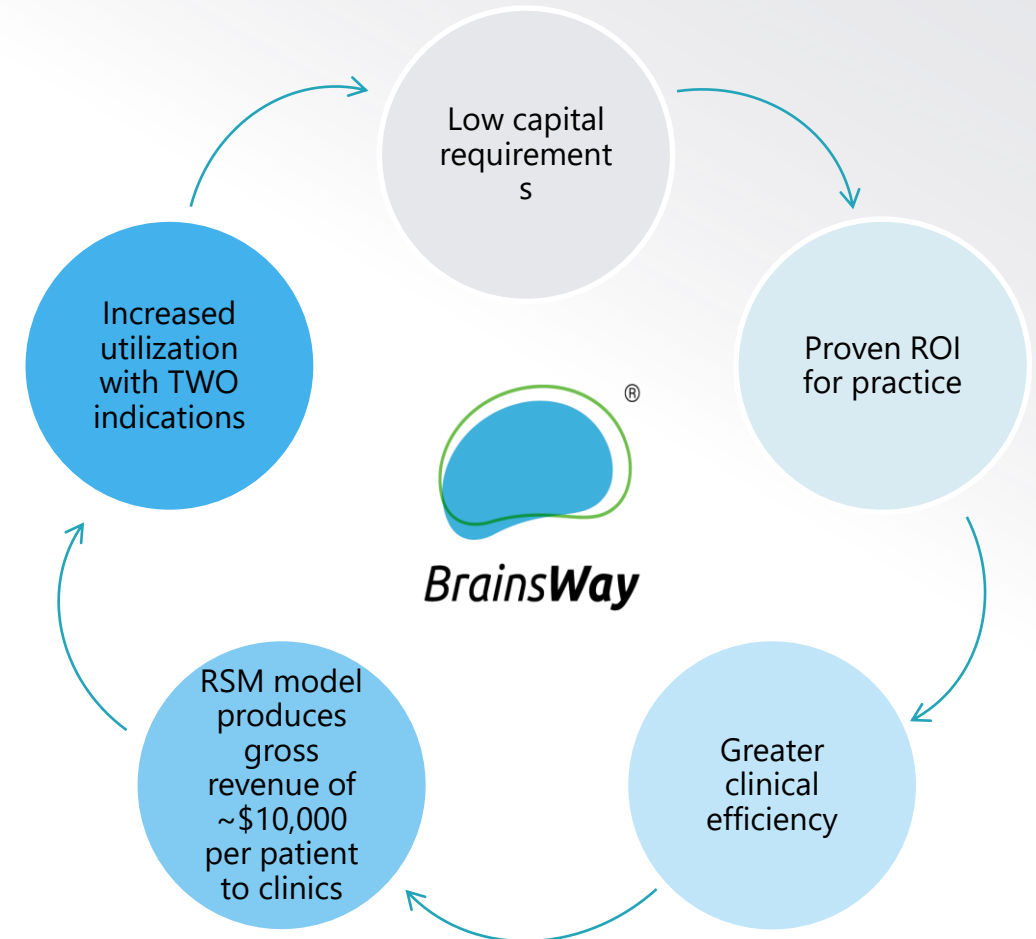
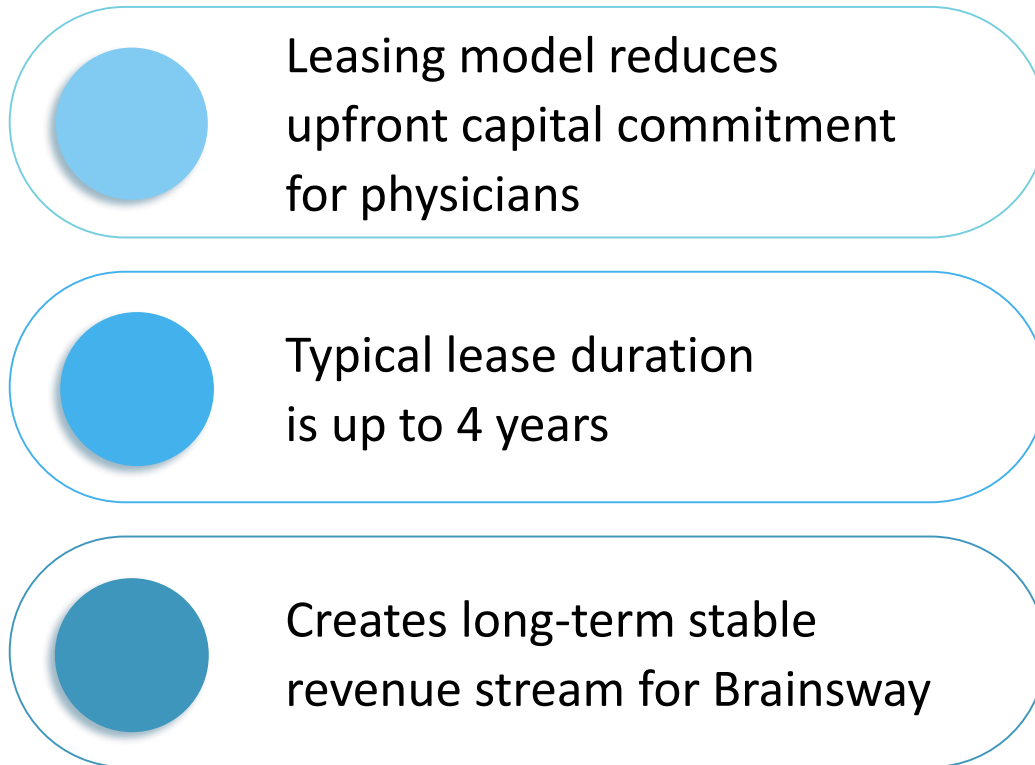
Reimbursement

- Covers MT assist and treatment sessions

CPT Code	Reimbursement
90867	MT Assist and Treatment Session
90868	Treatment Sessions
90869	Subsequent MT Assist and Treatment Sessions

Brainsway's Leasing Model and Commercial Strategy Has Compelling Practice Economics

Leasing, sale and profit-sharing models offer flexible solutions to best meet physicians' preferences



Financial Summary

2018 Review

\$4.8M

Q4 Revenue

\$3.6M in Q4 17 +32%

\$16.4M

2018 Revenue

\$11.1M in 2017 +47%

\$38.6M

Backlog

\$4.9M generated in Q4

(\$5.1M)

Operating loss

(\$6.6M) in 2017

\$10.0M

Cash Balance

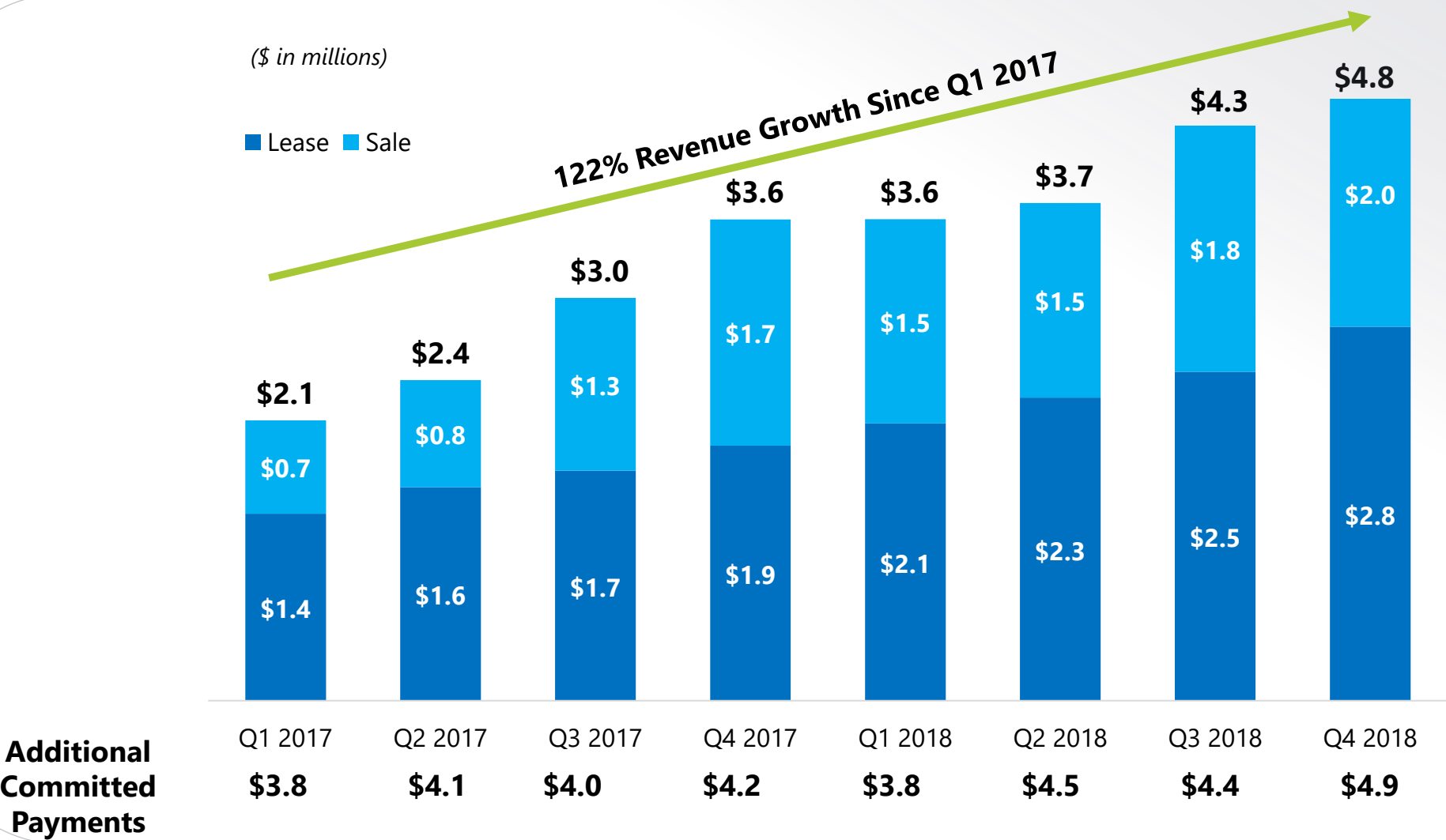
\$16.5M in 2017

383

Installed systems

33 in Q4 18

Brainsway has Demonstrated Consistent Revenue Growth



Note: Revenue from leases is inclusive of fixed-fee lease model and risk share model

Offering Summary

Issuer:	Brainsway Ltd. ("Brainsway" or the "Company")
Proposed U.S. Exchange / Ticker:	Nasdaq: BWAY
Current Exchange / Ticker:	TASE: BWAY
Offering Size:	2.5 million ADS (100% primary)
Overallotment:	15% (100% primary)
ADS / Common Ratio:	1:2 (Each ADS represents two ordinary shares of BWAY)
Use of Proceeds:	Working capital and general corporate purposes, including for sales and marketing, to fund clinical trials and research and development and to repay debt
Lock-Up Period:	180 days
Actual Pricing:	April 16, 2019
Bookrunners:	Cantor Fitzgerald & Co., Raymond James, Oppenheimer & Co.
Co-Manager:	Ladenburg Thalmann

**A new era of brain disorder
treatment is finally here**

