

BrainsWay®

Boldly Advancing Neuroscience

April 2021
Nasdaq/TASE: **BWAY**



Disclaimer

Safe Harbor and Non-GAAP Financial Measures

This presentation does not constitute an offer or invitation to sell or issue, or any solicitation of an offer to subscribe for or acquire any of the Company's securities or to participate in any investment in the Company.

No representation or warranty is made to the accuracy or completeness of this presentation. You must make your own investigation and assessment of the matters contained herein. In particular, no representation or warranty is given, and the Company has no responsibility, as to the achievement or reasonableness of any forecasts, estimates, or statements as to prospects contained or referred to in this presentation.

This presentation contains information that includes or is based on forward-looking statements within the meaning of the federal securities law. These statements are not guarantees of future performance, are based on current expectations of future events and are subject to various risks and uncertainties that could cause our actual activities, timing or results to differ materially from those expressed or implied in such statements. Such factors include, but are not limited to: continued business impact from the COVID-19 global pandemic; weakening of economic conditions that could adversely affect the level of demand for our products; pricing pressures generally; difficulties or delays in manufacturing; legislative and regulatory actions; changes in reimbursement level from third-party payors; product liability claims; the impact of federal legislation to reform the United States healthcare system; changes in financial markets; changes in the competitive environment; failure to gain sufficient market adoption of our products; regulatory actions or delays; and our ability to realize anticipated operational and manufacturing efficiencies. Additional information concerning these and other factors, including the Risk Factors set forth therein, is contained in our filings with the U.S. Securities and Exchange Commission.

The forward-looking statements in this presentation are made based upon our current expectations. If one or more of these factors materialize, or if any underlying assumptions prove incorrect, our actual results, performance or achievements may vary materially from any future results, performance or achievements expressed or implied by these forward-looking statements. You should not place undue reliance on forward-looking statements as a prediction of actual results. In addition, the presentation contains certain data and information that we obtained from various government and private publications. Statistical data in these publications also include projections based on a number of assumptions. If any one or more of the assumptions underlying the market data are later found to be incorrect, actual results may differ from the projections based on these assumptions. You should not place undue reliance on these forward-looking statements. All forward-looking statements included in this presentation are made only as of the date of this presentation. We assume no obligation to update any written or oral forward-looking statement made by us or on our behalf as a result of new information, future events or other factors.

Certain non-GAAP financial measures are included in this presentation.

BrainsWay at a Glance

Boldly advancing neuroscience to improve health and transform lives

- Cleared in multiple large under-served markets
- Proven, differentiated noninvasive neurostimulation platform technology
- Robust dossier of clinical data and pipeline of additional potential applications
- Attractive business model and financial profile
- Superior science, evidence, and support



BrainsWay Deep TMS Platform

BrainsWay by the Numbers

Strong Fundamentals for Growth

41%

Revenue Growth

FY 2019 vs. FY 2018

17%

Revenue Growth

Q4 2020 vs. Q3 2020

77%

Gross Margin

Through Q4 2020

629

Installed Systems

Up 19% vs. Q4 2019

216

Adopted New OCD Coils

Since Q1 2019

13

US Sales Reps

Covering 18 Territories

3

Cleared Indications

Depression, OCD, Smoking

95,000+¹

Patients Treated

2.5m+ individual treatments

32+

Completed Clinical Trials

340+ Deep TMS publications

Mental Health's Sobering Statistics

Massive Unmet Need with Strong Tailwinds Driving Adoption

- Most common causes of disability
- 1 in 6 people will experience clinical depression¹
- Depression and suicide are linked²
- Suicide rates have risen 35% since 1999^{3,4}
- Economic burden is \$210.5B / year⁵



Mental Health: Enormous and Expanding Market

Strong Tail Winds



**Decreasing
Stigma**



**Physician
Education**



**Increased
Access to Care**

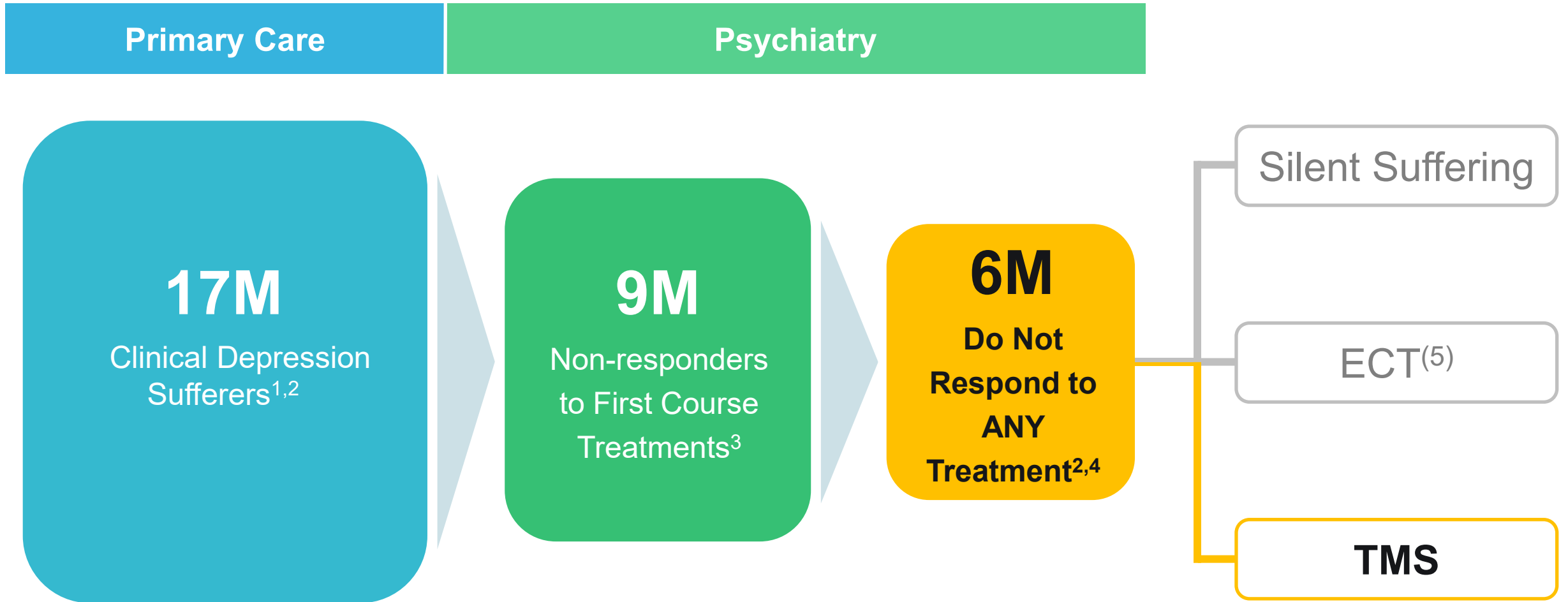


**COVID-19
Impact**



Continuum of Care for Depression

Massive Underserved Market

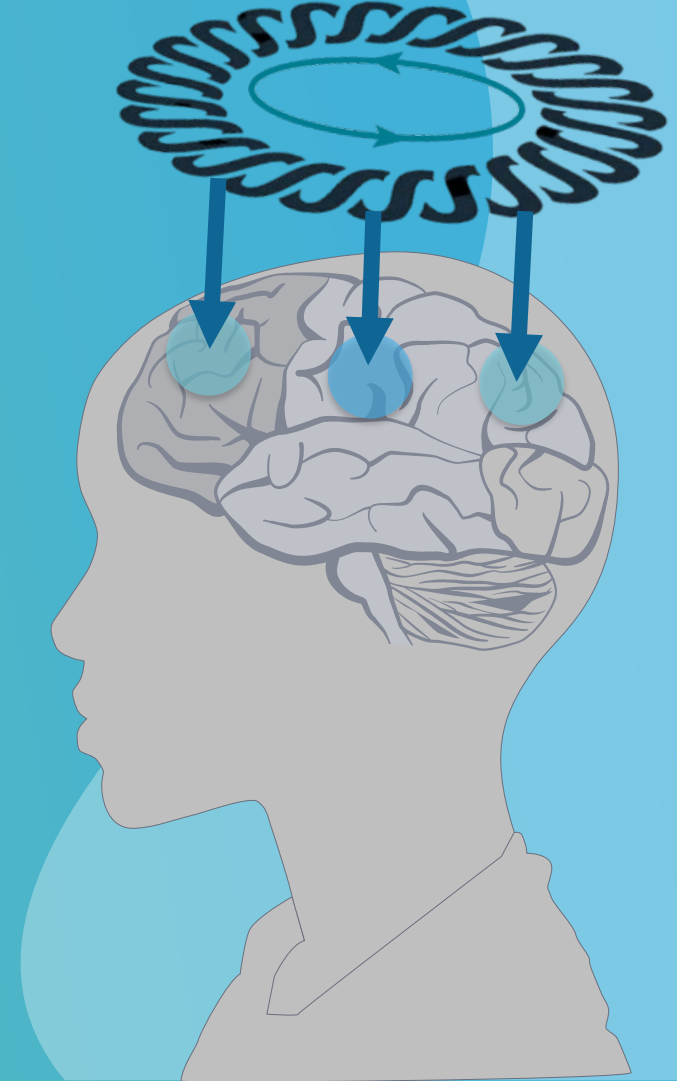


1) Major Depressive Episode 2) The National Institute of Mental Health: nimh.nih.gov 3) Evaluation of outcomes with citalopram for depression using measurement-based care in STAR*D: implications for clinical practice. Am J Psychiatry. January 2006. Calculated by applying 53% non-response rate reported in 2006 study to the 17 million MDD sufferers reported by the NIH in 2017. 4) Treatment-Resistant Depression defined here as a case of depression that doesn't respond to four different antidepressants from different classes; now generally it is defined as two different antidepressants from different classes 5) Electroconvulsive Therapy

Transcranial Magnetic Stimulation (TMS)

Established Technology with Demonstrated Safety and Efficacy

- TMS has been used for >35 years
- TMS has over 17,000 publications¹
- How does it work?
 1. An electromagnetic coil is placed over the scalp
 2. A fast current is produced in the coil
 3. Electromagnetic field is induced in the brain
 4. These fields activate neural activity



The BrainsWay Deep TMS Difference

Providing Deeper, Broader Brain Stimulation

Deep TMS

Groundbreaking Therapy

- Depression
- OCD
- Smoking Addiction



Multi-coil Design Can Improve Utilization



Non-
invasive



No
Anesthesia



Well
Tolerated



~20-Min
Sessions



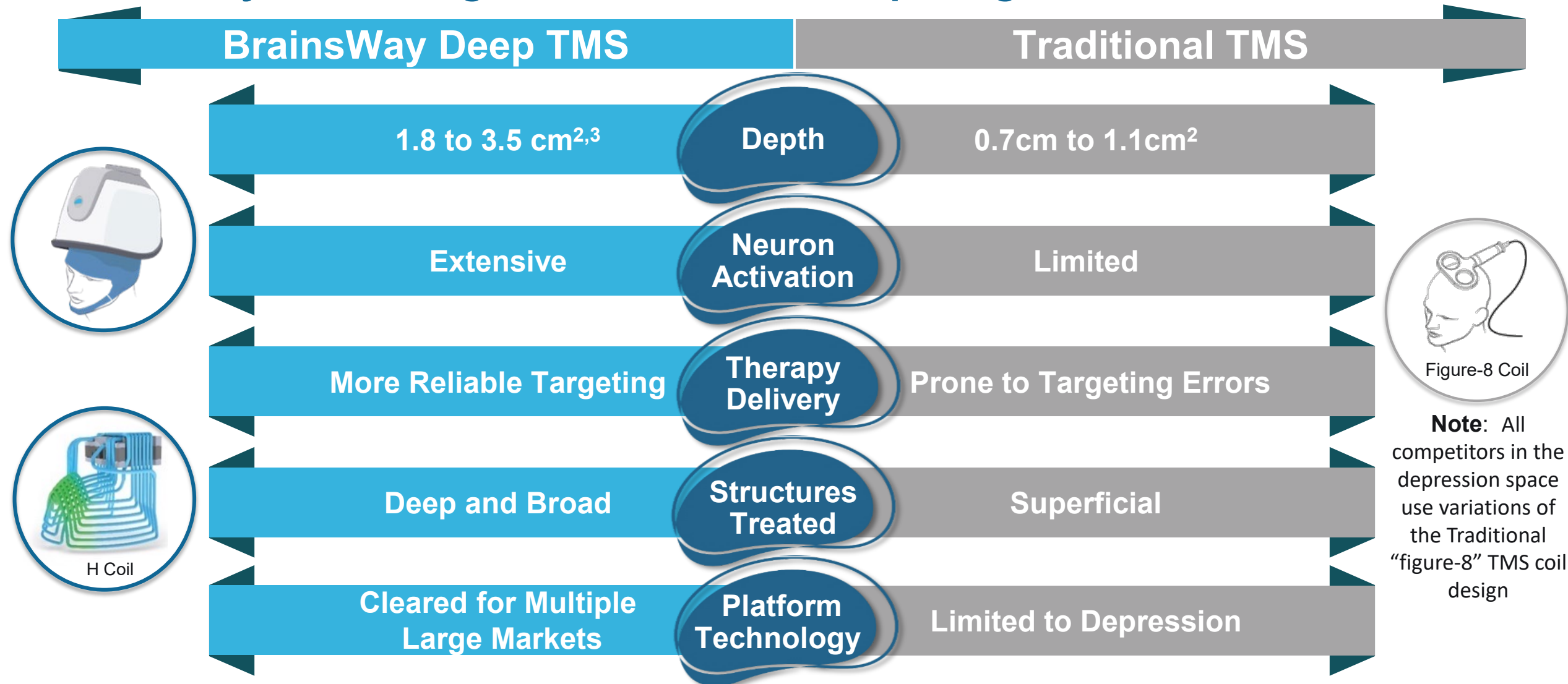
Strong
Reimbursement
in Depression



>600
Systems

Deep TMS Platform has Key Advantages over Traditional TMS¹

BrainsWay's Advantages are Clear and Compelling

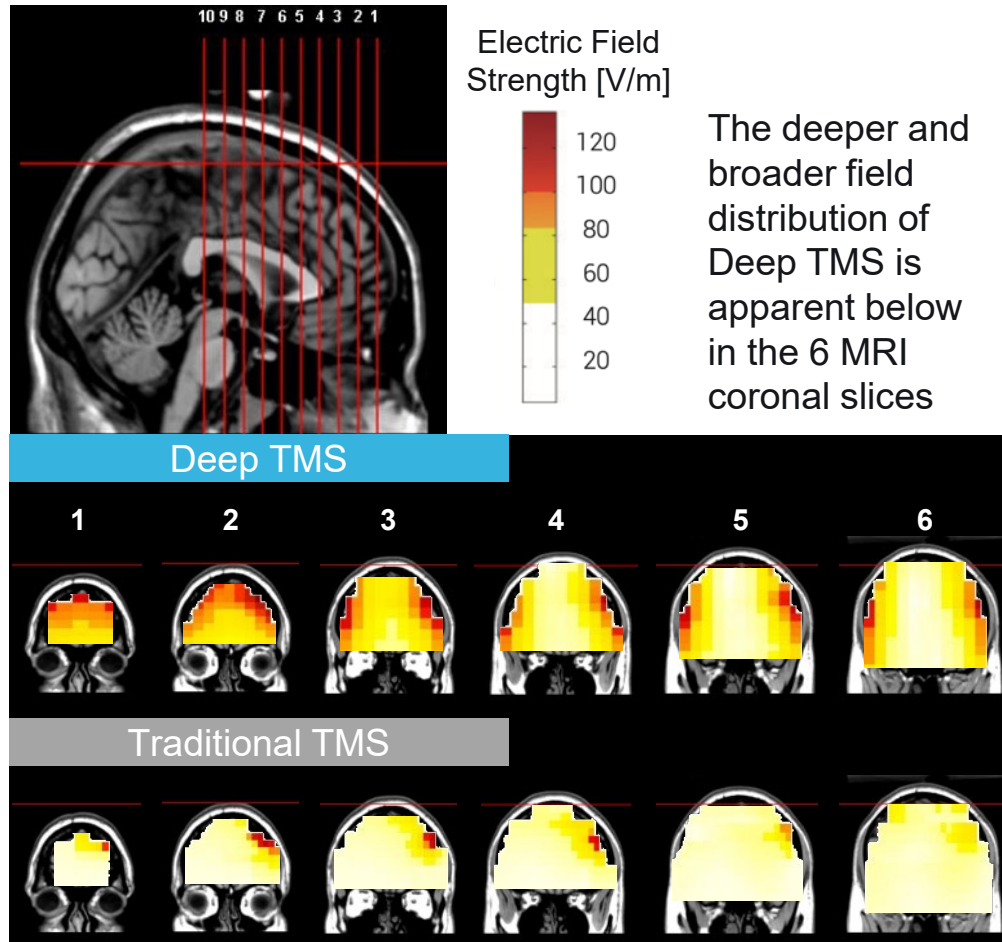


1) Not necessarily based on direct head-to-head testing. 2) Ginou, A., Roth, Y., Zangen, A., 2014. Comparison of superficial TMS and deep TMS for major depression. Brain Stimulat. 7, e19**. 3) Guadagnin, V., et. al., 2016. Deep Transcranial Magnetic Stimulation: Modeling of Different Coil Configurations. 63, 1543–1550. 3) Fiocchi, S., et. al., 2016. Modelling of the Electric Field Distribution in Deep Transcranial Magnetic Stimulation. 2016

Deep TMS Stimulates Deeper and Broader than Traditional TMS¹

MRI-based Electric Field Distribution Maps Verify Difference

Electric Field Distribution Map



Superior Therapeutic Delivery²



No requirement for 3D positioning, precise sensor placement and contact like Traditional TMS

Robust Platform Technology with Multiple Clearances and Significant Market Expansion Potential¹

Scratching the Surface with Depression, OCD, and Smoking Addiction

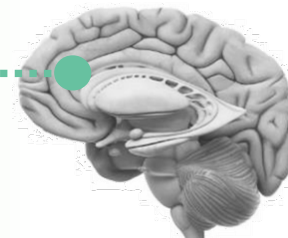
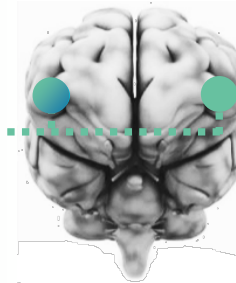
PSYCHIATRY

NEUROLOGY

**Smoking Addiction,
Insula – Bilateral**

**Major Depressive
Disorder –
Left Dorsolateral
Prefrontal Cortex**

**OCD; Alcohol, Cocaine,
Opioid Addiction Disorder –
Anterior Cingulate Cortex**



**Multiple Sclerosis
Fatigue, Stroke Rehab –
Motor Cortex**

~\$11B of TAM in currently cleared indications: Major Depressive Disorder, Obsessive Compulsive Disorder and Smoking Cessation^{2,3}

Key Value Drivers In-place

Strong Fundamentals to Drive Market Penetration and Significant Value Creation



Only company with 3 FDA cleared TMS indications:

- 4 U.S. FDA 510(k)s
- 1 U.S. FDA De Novo
- CE-mark
- Japanese clearance
- Additional registered countries



Robust reimbursement coverage:

- Three established TMS codes covered for Major Depressive Disorder by Medicare (CMS) and the vast majority of Private Payers



Unmatched body of clinical evidence:

- 32+ randomized controlled trials (RCTs) with placebo
 - 6 RCTs on Depression
 - 2 RCTs on OCD
 - 24 RCTs on other
 - 3,500+ patients
 - 13 RCTs ongoing
- 60+ publications from clinical studies
- 330+ Deep TMS publications



Extensive core technology patent coverage:

- US patents:
 - 31 allowed or issued
- OUS patents:
 - 45 allowed or issued
- Key U.S. IP portfolio areas extend coverage to 2033 (issued) and potentially to 2039 (pending)

Strong Economic and Clinical Incentive for Adopters

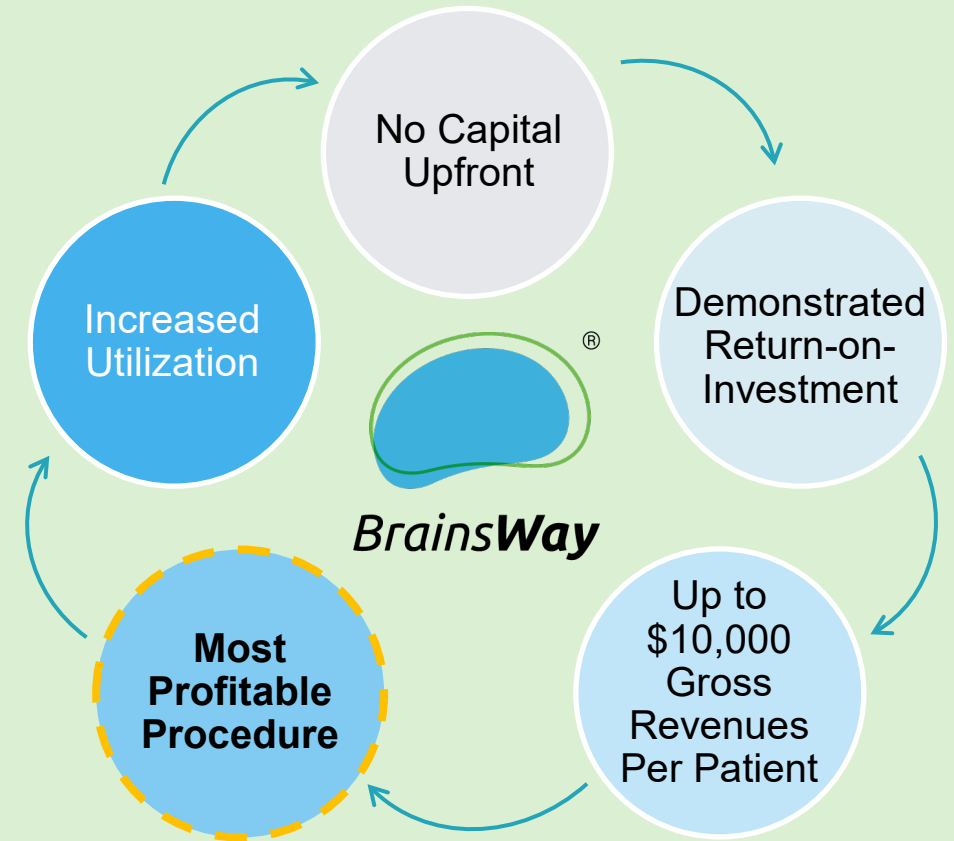
Robust and Expanding Reimbursement Coverage Drives Compelling Clinician ROI

Coverage for Treatment-Resistant Depression

- 3 well-established reimbursement codes with coverage in all 50 states, comprised of:
 - 7 Medicare Administrative Contractors
 - Large and small US private insurers
 - Above comprises of 250+ million covered lives¹
- Major insurers include:



Economic Impact of Reimbursement

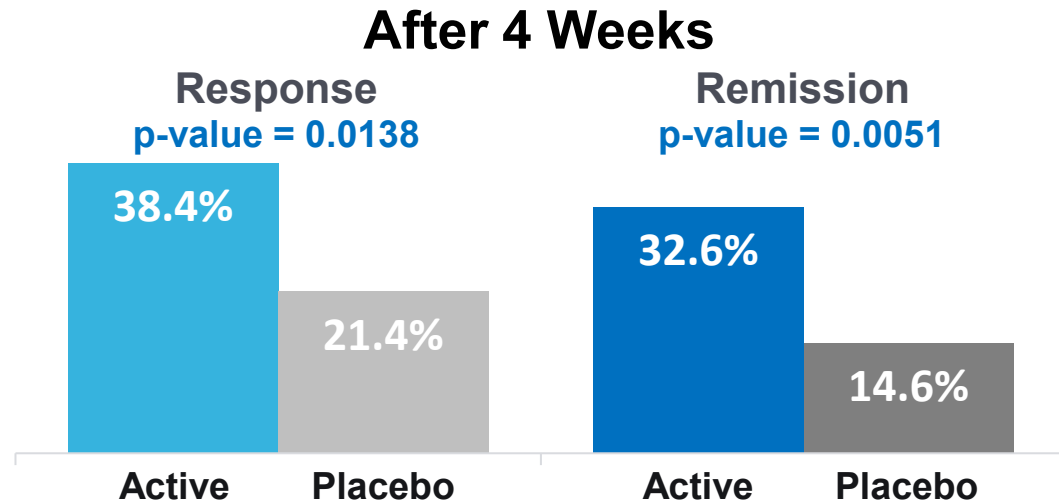


Depression: Largest Body of Clinical Evidence

Demonstrated Safety and Efficacy¹



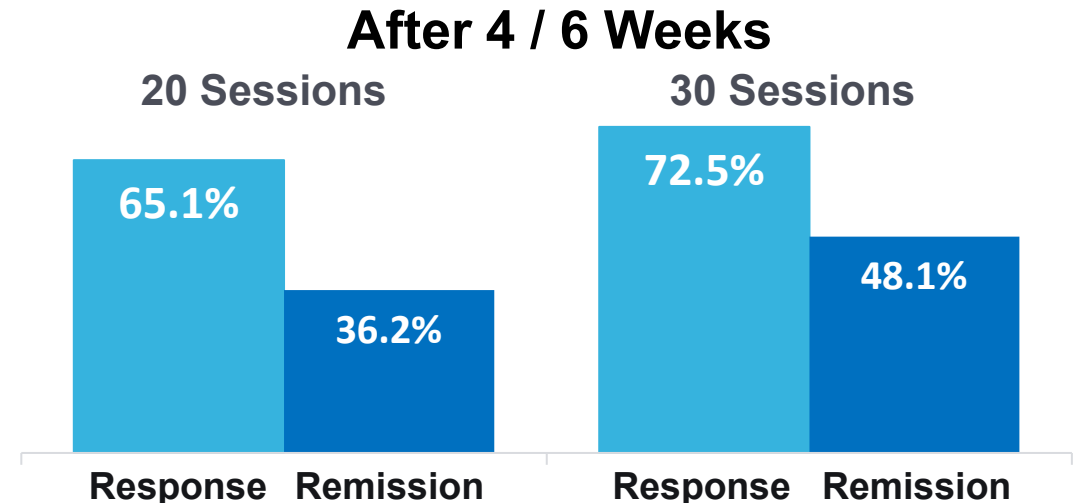
Double-Blind, Placebo-Controlled RCT¹



1 in 3 Patients Achieved Remission

- 212 med-free, Treatment-Resistant Depression (TRD) patients from 20 worldwide centers
 - Remission is defined by total HDRS-21³ score < 10
 - Response is defined by >50% decrease in HDRS-21³
- Demonstrated effective blinding with placebo
- No systemic side effects, and low drop out rate

Real Clinical Practice Settings²



1 in 2 Patients Achieved Remission

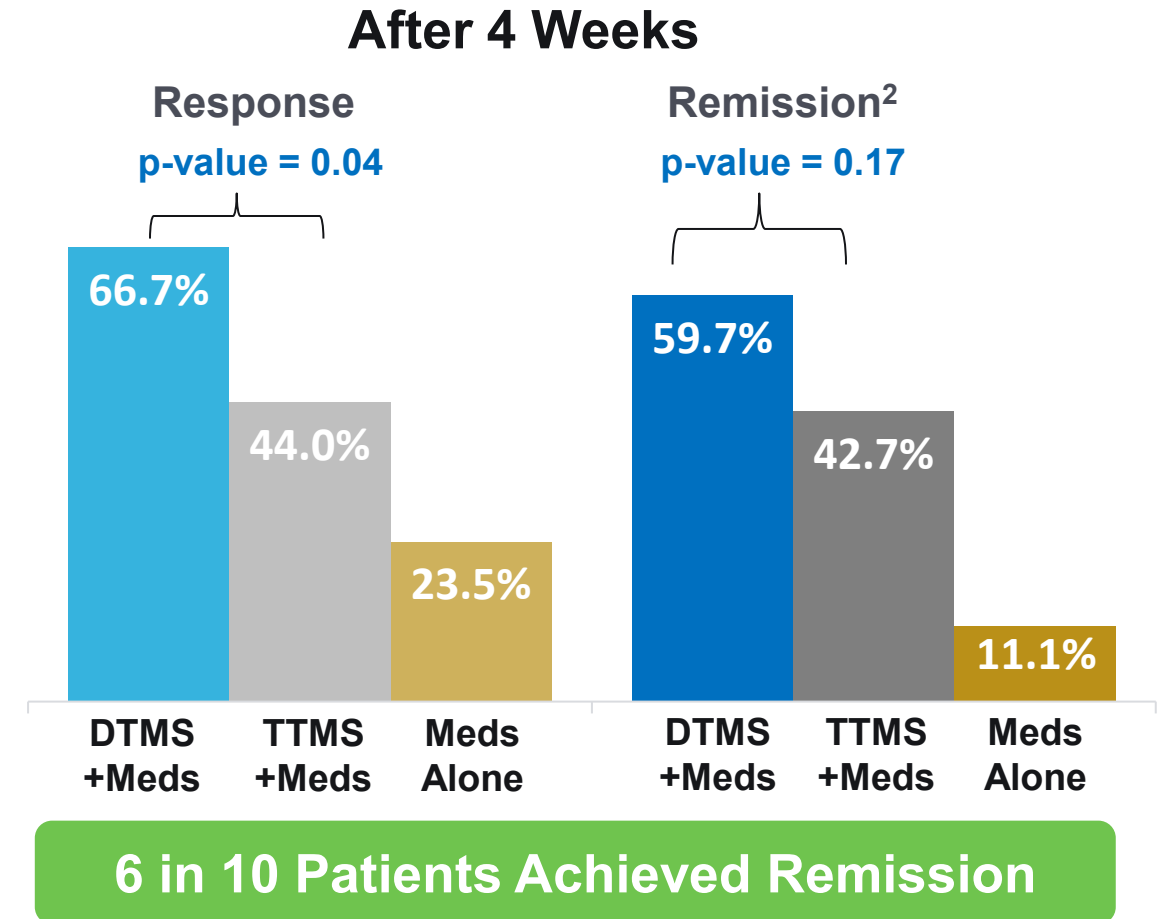
- 1,040 Treatment-Resistant Depression (TRD) patients at 21 worldwide centers received at least 20 sessions, and 695 TRD patients received at least 30 sessions
- No systemic side effects

Depression: Independent Head-to-Head vs Traditional TMS

BrainsWay's Deep TMS Demonstrated Clinically Superior Outcomes¹



- 209 Treatment-Resistant Depression patients were broken into three groups:
 1. Deep TMS treatment with medication (DTMS +Meds)
 2. Traditional TMS treatment with medication (TTMS +Meds)
 3. Medication-only (Meds Alone)
- Deep TMS response rate was statistically significant vs. Traditional TMS
- No difference in safety or tolerability



OCD: Only TMS System with Clinically Demonstrated Outcomes

Demonstrated Safety and Efficacy¹

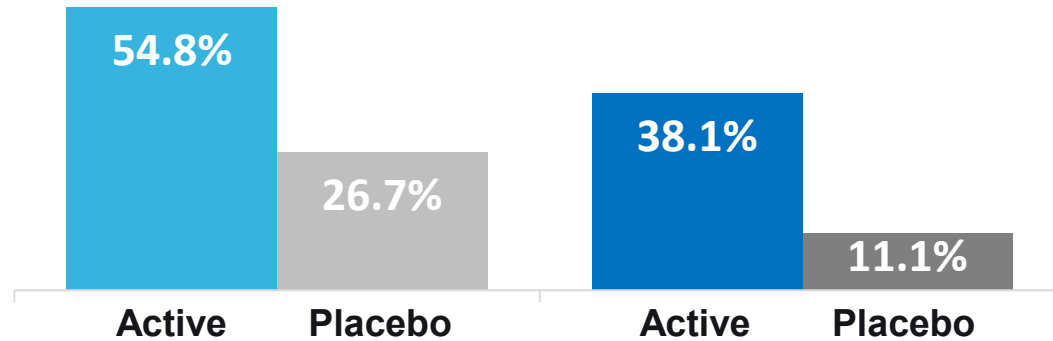


Double-Blind, Placebo-Controlled RCT²

29 Sessions

>20% OCD Decrease⁴
p-value = 0.0076

>30% OCD Decrease⁴
p-value = 0.0033



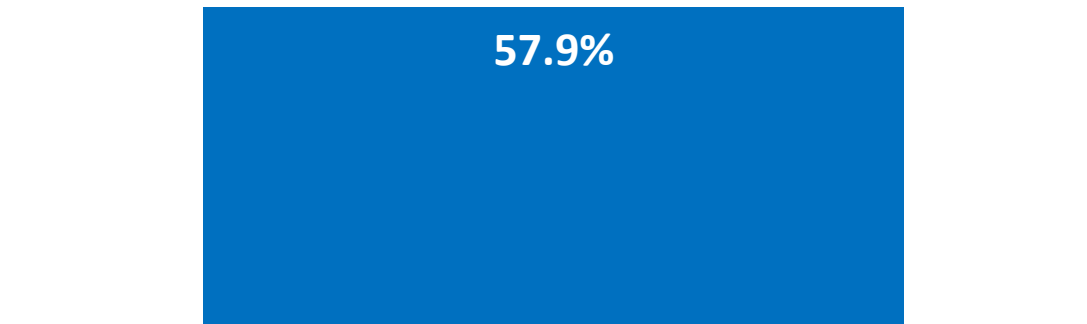
>1 in 3 Patients Achieved Response

- 94 OCD patients from 11 worldwide centers
- No systemic side effects, and low drop out rate

Real World Clinical Practice Settings³

29 Sessions

>30% OCD Decrease⁴



>1 in 2 Patients Achieved Response

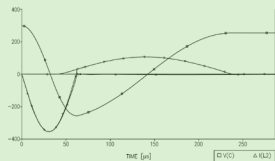
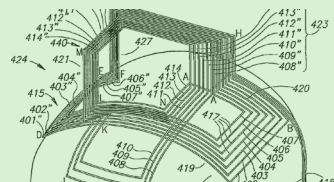
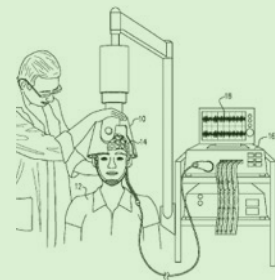
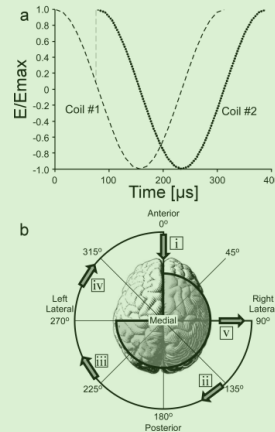
- 219 OCD patients from 22 worldwide centers
- First response rate of 73%, achieved in ~18 sessions
- Sustained response rate of 52%, achieved in ~20 sessions
- No systemic side effects

¹ Patients were treated with Deep TMS and, in some cases, also with medication ² Carmi, L. et al. Am J Psychiatry; 2019
³ Roth, Y et al. Journal of Psychiatric Research; Nov 2020 ⁴ Decrease is defined as reduction in OCD scoring index

Most Extensive and Broadest TMS Intellectual Property Encompassing Core Technology and Applications

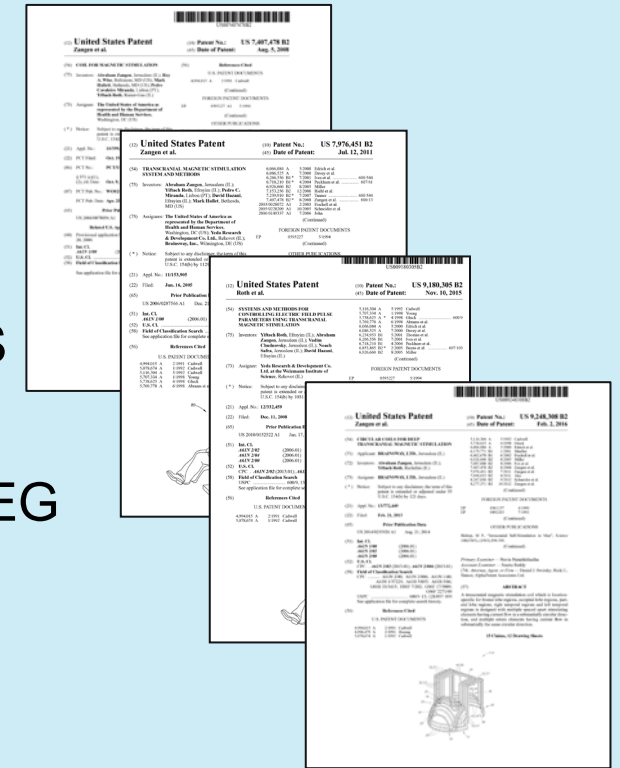
Patent Portfolio

- Issued patents or allowed applications:
 - 31 U.S. patents
 - 45 OUS patents
 - Including Europe, Japan, China
- Pending patent applications:
 - 3 U.S. applications
 - 27 OUS applications



Key Portfolio Coverage Areas

- Deep TMS Coils
- Multi-Channel TMS
- Rotational Field TMS
- Closed Loop TMS/EEG
- TMS EEG biomarker



Commercialization Strategy

A Three-Pronged Approach



Physician Education

- Lead Generation:
 - 30,000 U.S. General Psychiatrists
 - Value-based selling

Practice Development

- Customer Base Expansion:
 - Educating and partnering with our customers
 - Expanding the service offering to our customers

Broad Awareness

- Untapping the Best-Kept Secret in Medicine:
 - Deep TMS awareness creation

Innovative Multi-Channel Commercialization

Differentiated Strategy Utilizes Industry Partnerships, Targeted Advertising, and Patient and Physician Education to Drive Adoption

Industry Partnerships

BrainsWay Raises Patient Awareness Through Advocacy Groups



BrainsWay Educates Providers via Professional Organizations

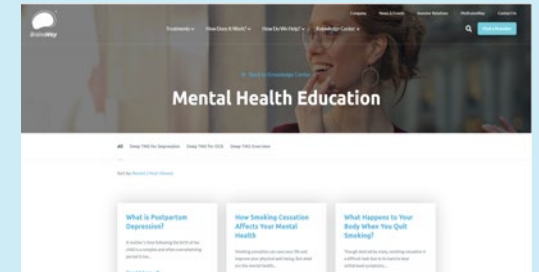


Psych Congress

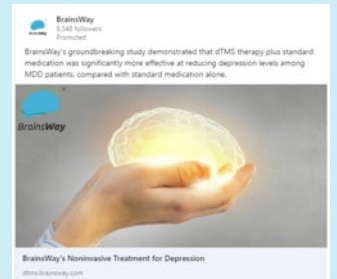
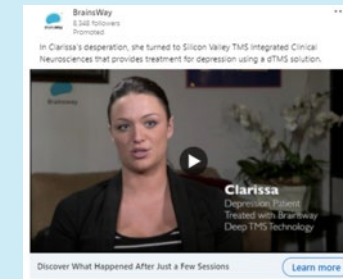


Online Mental Health Awareness and Education

BrainsWay Launches New Website to Enhance Mental Health Awareness



BrainsWay Engages in SEO & Digital Ads to Drive Patient & Provider Interest



BrainsWay Debuts “#TheRealOCD” Campaign

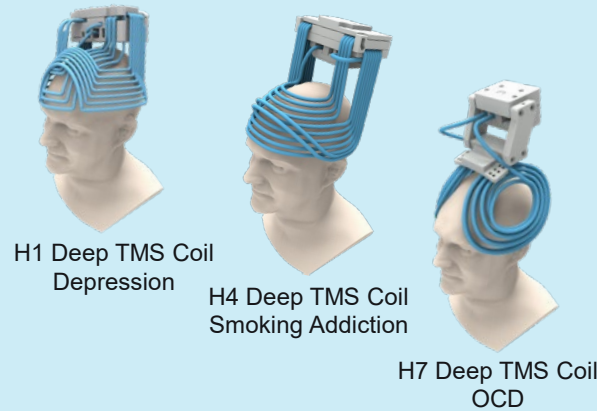


4 Pillars of Value-Based Selling

Superior Science and Clinical Evidence, Attractive Practice Economics and Strong Customer Support

Highly Differentiated Product Offering

- The BrainsWay Deep TMS Clinical Difference
- 3 clinical indications
- Future potential indications



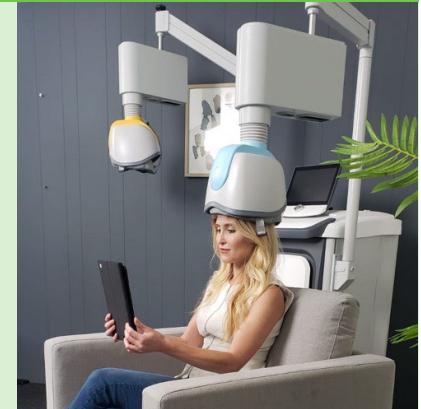
Flexible Business Model

- Leased systems
 - Unlimited use with fixed monthly fee
 - Inclusive of service
 - Highly positive procedure economics



Vast Clinical Experience

- 32+ randomized controlled trials
- ~600 installed systems
- 95,000+ patients treated¹
- 2,500,000+ treatment sessions

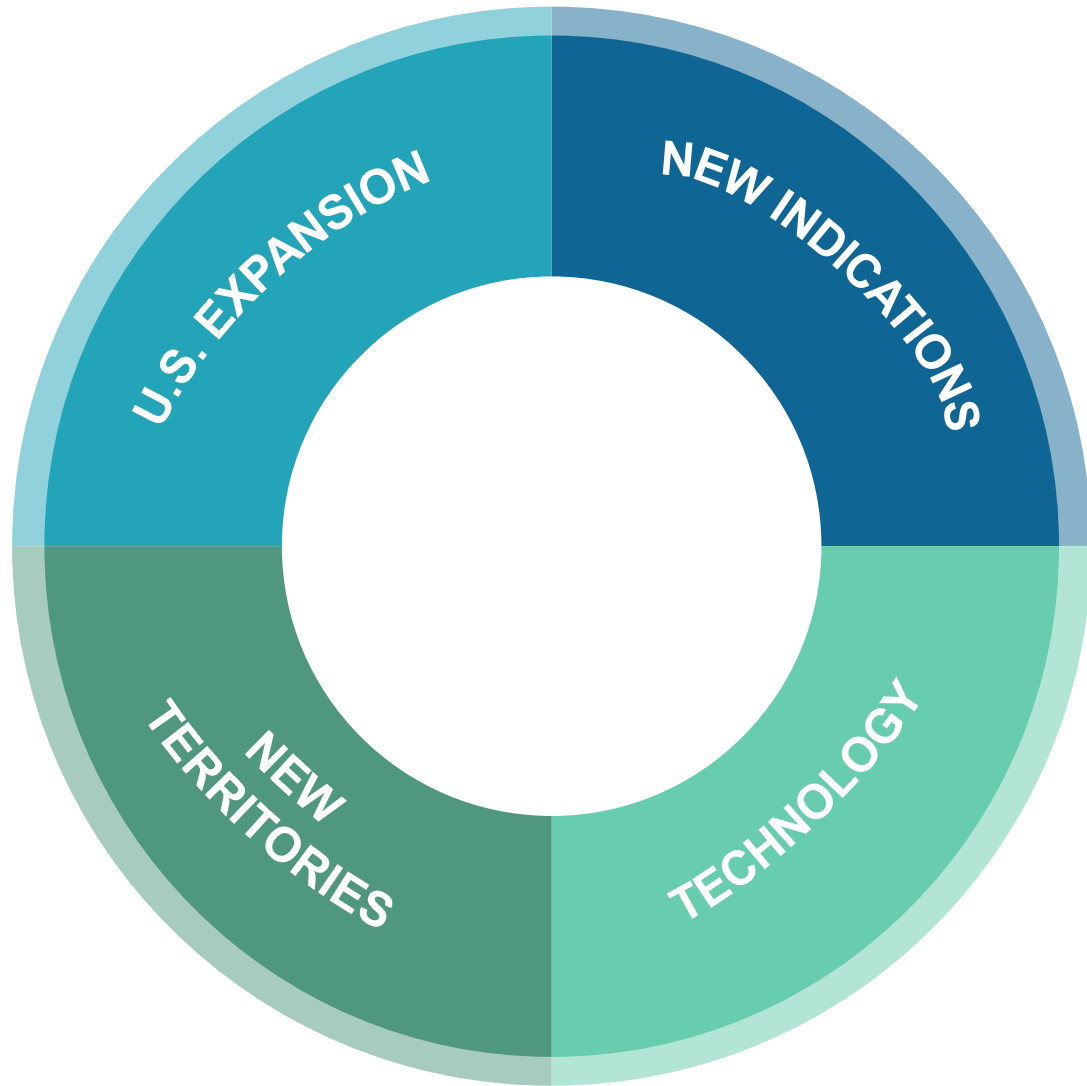


Total Support

- Practice development
- Dedicated service engineers
- Reimbursement guidance



Dimensions of Growth

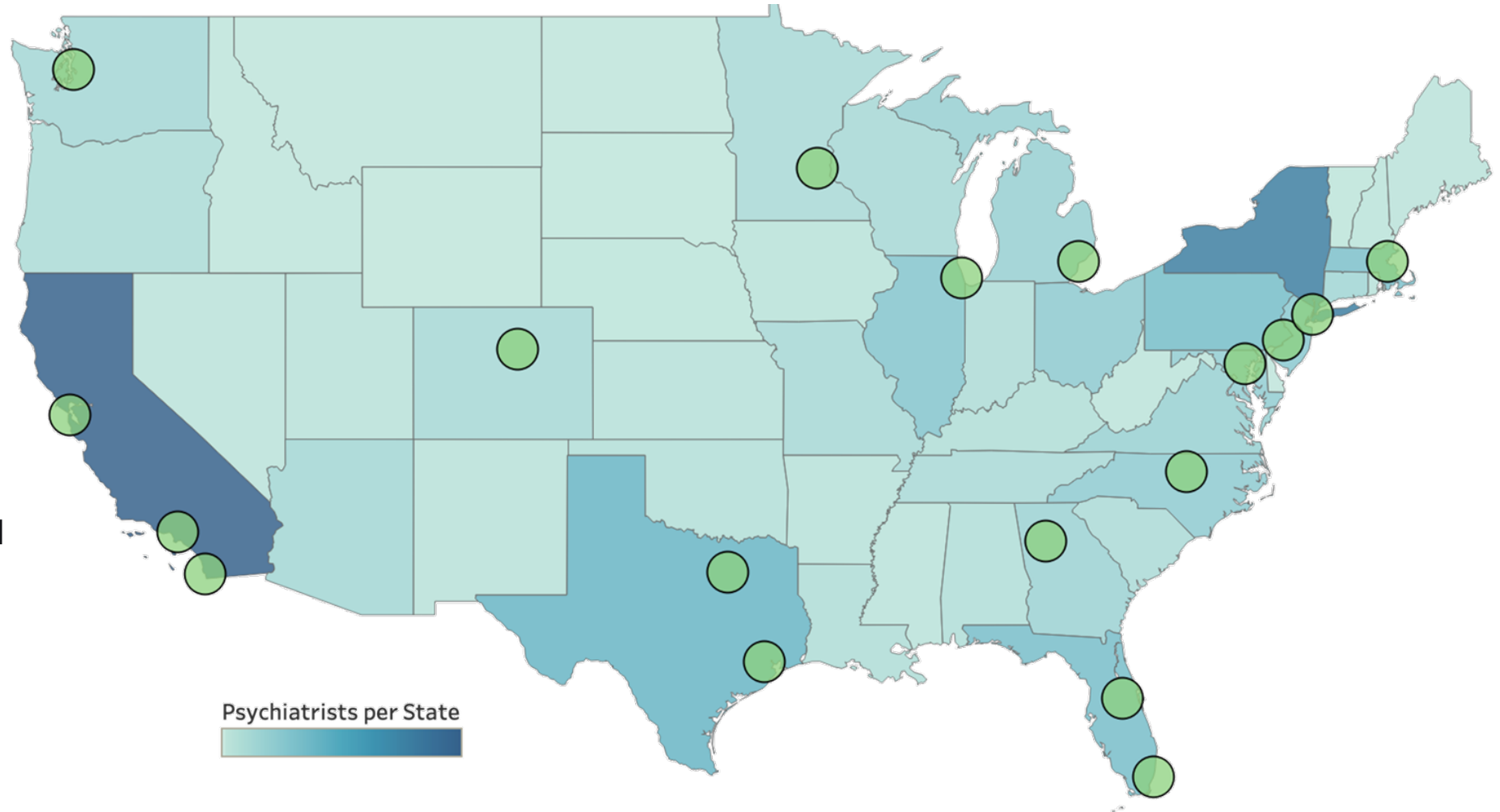


Dimensions of Growth

U.S. Sales Expansion



- 13 sales professionals
- 18 near-term targeted sales territories
- ~600 installed systems
- ~30,000 U.S. psychiatrists
- Significant growth expanding from 1 coil depression offering to 2 coil multi-indication platform
- Validated ability to place multiple systems in one practice



Dimensions of Growth

Expanding Market Opportunities with Potential New Indications

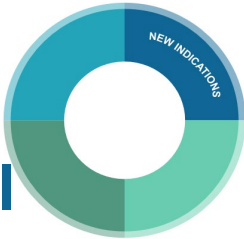


Indications	Pre-Phase Clinical Trials	Randomized Controlled Trials	FDA Submission	Commercial Phase	U.S. Patient Population
Major Depressive Disorder (MDD)	<div></div>				17M ²
Obsessive-compulsive Disorder (OCD)	<div></div>				2M ²
Smoking Addiction	<div></div>				34M ³
Opioid Abuse Disorder ¹ (FDA Innovation Challenge)	<div></div>				3M ⁴
Multiple Sclerosis ¹	<div></div>				1M ⁵
Post-Stroke ¹	<div></div>				0.8M ⁶

1) Note: Other than MDD, OCD, and Smoking Addiction, the above indications are currently investigational, not available in the U.S., and not cleared by the FDA 2) https://www.nimh.nih.gov/health/statistics/major-depression.shtml#part_155029. Data as of 2017 for U.S. adults.
3) https://www.cdc.gov/tobacco/data_statistics/fact_sheets/cessation/smoking-cessation-fast-facts/index.html. Data as of 2018 for U.S. adults.
4) <https://www.ncbi.nlm.nih.gov/books/NBK448203/>. Data as of 2020 for U.S. citizens 5) <https://www.nationalmssociety.org/What-is-MS/How-Many-People>. Data as of 2019 for U.S. adults. 6) <https://www.cdc.gov/stroke/facts.htm>. Data as of 2018 for U.S. adults.

US Smoking Population and Smoking Cessation

Smokers Spend Nearly \$2B/yr on Quitting, but ~95% are Unsuccessful



Prevalence

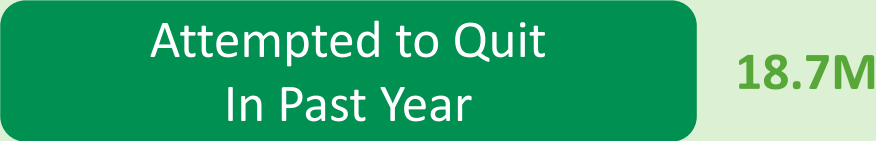


The CDC reports that 68% of adult smokers said they wanted to quit¹

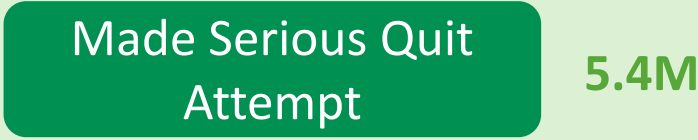


Incidence

55% of adult smokers attempt to quit in past year (81% of those motivated)²



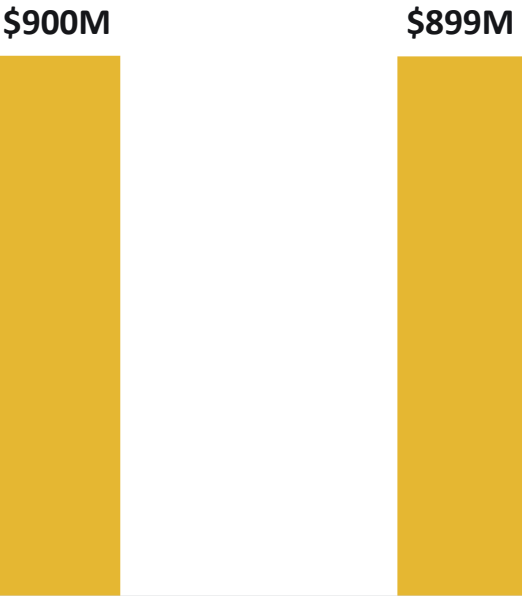
29% of adult smokers making quit attempts used medication (NRT, Varenicline, Bupropion)



80%-85% of adult smokers using cessation medication failed in this past year³



2019 Revenue for Smoking Cessation Medications, USD⁵



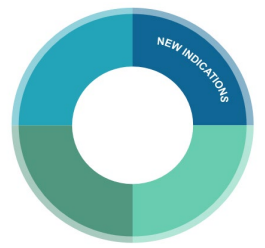
NRT Market

Chantix

1) https://www.cdc.gov/tobacco/data_statistics/fact_sheets/cessation/smoking-cessation-fast-facts/index.html 2) https://www.cdc.gov/mmwr/volumes/65/wr/mm6552a1.htm?s_cid=3Dmm6552a1_w 3) EY Parthenon Analysis 2018 https://www.smokefreeworld.org/sites/default/files/ey-p_smoking_cessation_landscape_analysis_key_findings.pdf 4) https://www.cdc.gov/tobacco/data_statistics/fact_sheets/fast_facts/index.htm 5) <https://preprod.drugfree.org/drug-and-alcohol-news/sales-nicotine-patches-gums-slow-smokers-turn-e-cigarettes-quit/>

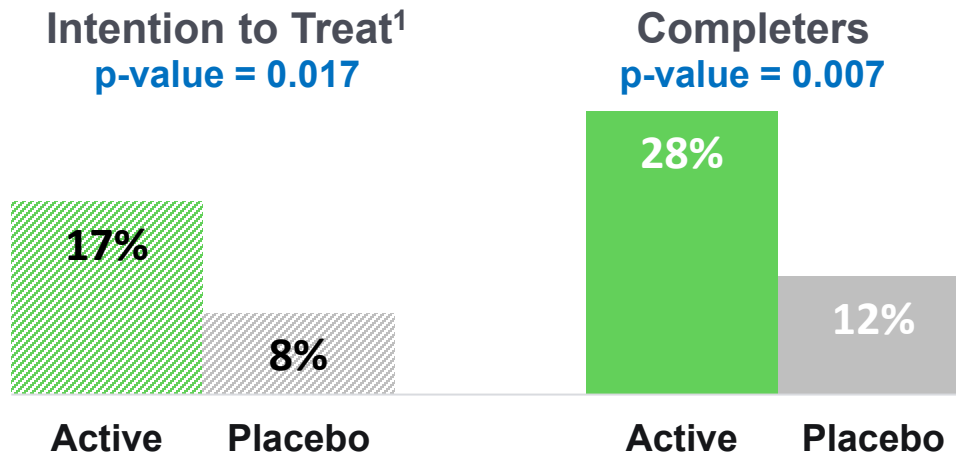
Smoking Addiction: First TMS FDA Clearance in Addiction

Demonstrated Safety and Efficacy



Double-Blind, Placebo-Controlled RCT

Overall Quit Rate



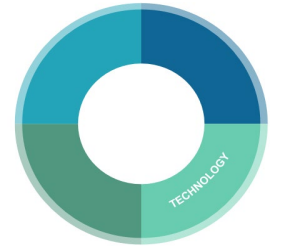
>1 in 4 Smokers with 18 Deep TMS Sessions
Achieved 4+ Weeks of Abstinence

- 262 adult patients highly addicted to smoking from 15 worldwide centers
 - 70% of subjects failed 3 or more attempts to quit
 - Weekly abstinence self-reported and corroborated through urine tests
- No systemic side effects or seizures reported



Dimensions of Growth

Innovating New Technologies



Product Life Cycle Management

BrainsWay Model 102



✓	Demonstrated Clinical Efficacy for MDD & OCD	✓
✓	Dual Treatment Arm Capability	✓
	Patient Management System	✓
	WiFi Software Upgradability	✓
	Built-in FDA-cleared Protocols	✓
	MT Detection/Positioning Guidance	✓
	Exportable and Cloud-Ready Reports	✓
	Single Connector Coil Switching	✓
	Coming Soon: Shared Data Among Systems Centrally track treatment, treater and outcome parameters from all clinical locations	✓

BrainsWay Model 104

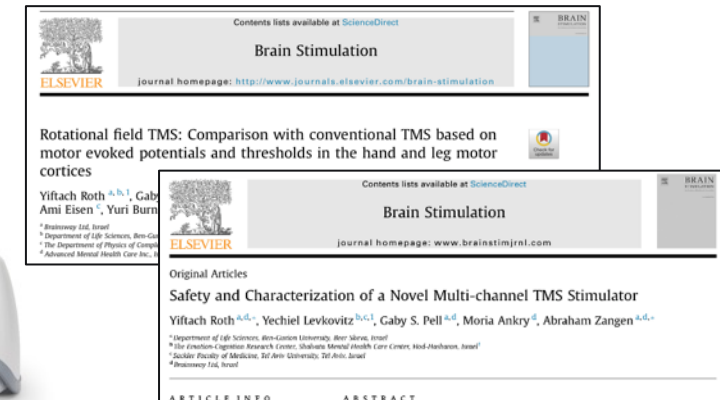


Full Market Released in 2019

Expanding Technology¹

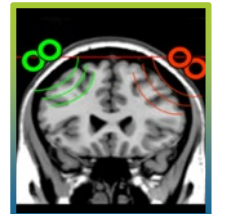
○ Potential for Expanding Indications and Improving Treatments via Innovation

➤ Novel Coil Designs



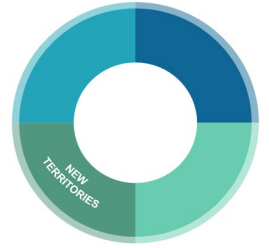
➤ Multi-channel Stimulation

- Novel technology enables a wide variety of unique stimulation patterns



Dimensions of Growth

Geographic Expansion: Japan, Europe, and Other Asian Countries



Europe

25M
Depression
Patients
*Existing
Partnership*

Japan

5M Depression Patients
*Cleared for Sale
Existing Partnership*

China

55M Depression Patients
Existing Partnership

India

57M
Depression
Patients
Existing Partnership

International Opportunity Upside to Current Expectations

Worldwide Statistics¹

- Depression and anxiety disorders cost the global economy \$1 trillion per year
- Depression is a leading cause of disability worldwide
- Depression is a major contributor to the overall global burden of disease

Financial Review

	As Reported		
	2020	2019	2018
Revenue	\$22.1M	\$23.1M	\$16.4M
Gross Margin	77%	78%	78%
R&D Expense	\$5.8M	\$7.9M	\$6.2M
SG&A Expense	\$16.0M	\$18.6M	\$11.8M
Operating Expense	\$21.8M	\$26.5M	\$17.9M
Net Loss	\$5.4M	\$10.3M	\$6.5M
Installed Systems	629	530	383
Cash	\$17.0M	\$21.7M	\$9.0M

2019 Highlights

+41%

YoY Increase in Revenue
from 2018 to 2019

+38%

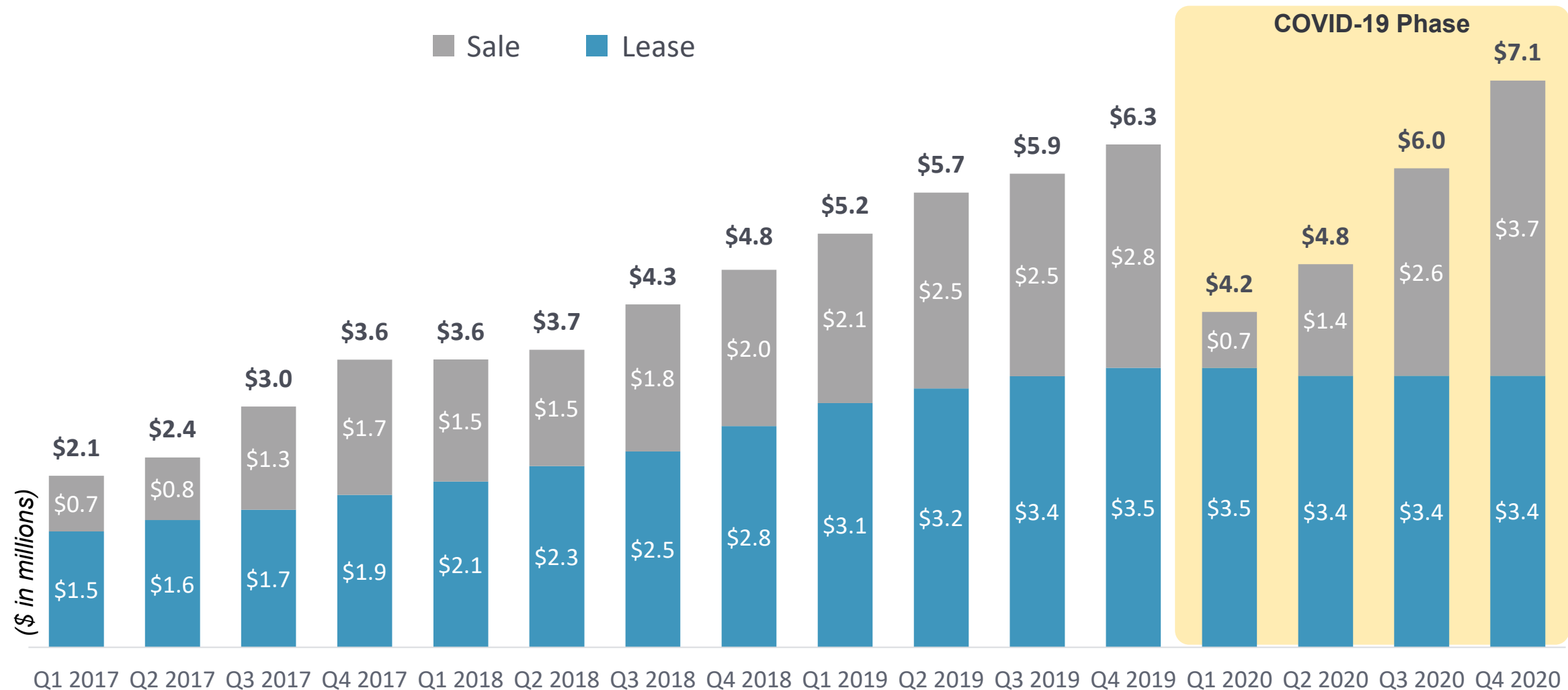
YoY Increase in Lease Revenue
2019: \$13.2 M; 2018: \$9.6 M

+38%

YoY Increase in Total Systems
Installed from 2018 to 2019

Achieving Robust Revenue Growth (Pre-COVID-19)

Record Revenue in Q4 2020



BrainsWay Senior Leadership Team

Successful, Experienced Medical Device Professionals



Dr. Christopher von Jako
President and CEO

- Joined in January 2020
- Over 25 years med device experience
- Previously with St. Jude Medical, Integra LifeSciences, Covidien, and Medtronic



Hadar Levy
SVP, GM of North America

- Joined in July 2014
- Over 10 years med device experience
- Previously with Amdocs, Notal Vision, and GE Healthcare



Christopher Boyer
VP, Global Marketing

- Joined in June 2020
- Over 15 years med device experience
- Previously with St. Jude Medical, Smith & Nephew, and Stryker



Dr. Aron Tendler
VP, Chief Medical Officer

- Joined in October 2015
- Over 15 years as a practicing psychiatrist
- Board Certified in General Psychiatry, Sleep Medicine, and Obesity Medicine



Dr. Yiftach Roth
VP, Chief Scientific Officer

- Co-founded company in May 2006
- Over 15 years med device experience
- Previously with the Advanced Technology Center of the Chaim Sheba Medical Center



Moria Ankry
VP, R&D

- Joined in October 2007
- Over 10 years med device experience
- Previously with Philips Healthcare



Amit Ginou
VP, Site Manager

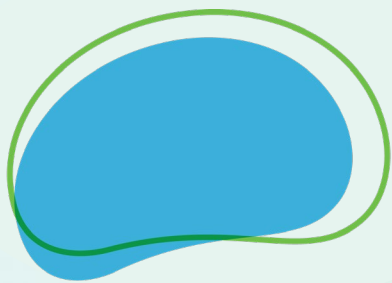
- Joined in November 2008
- Over 10 years med device experience
- Previously VP of Field and Clinical Operations and Clinical Trials Manager at BrainsWay

BrainsWay Investment Highlights

Superior Science, Evidence, and Support

- Large underserved market
- Cutting-edge noninvasive platform
- Clear patient impact and customer economic benefit
- Demonstrated commercial execution
- Multiple growth avenues
- Experienced management team





BrainsWay®

Thank you

Nasdaq/TASE: **BWAY**

