



**CONVENIENCE TRANSLATION**  
**The Hebrew version is the binding version**

**STRAUSS GROUP LTD. (THE "COMPANY")**  
**ANNOUNCEMENT OF THE CONVENING OF A SPECIAL GENERAL MEETING**

Notice is hereby given that a Special General Meeting of Shareholders of the Company shall convene on **Monday, February 11, 2019, at 3:00 p.m.** at the offices of the Company at 49 Hasivim Street, Petach Tikva (the "**General Meeting**").

**Item on the agenda:** Approval of the employment terms of a relative of the controlling shareholder, who is employed by the Company and does not serve as an officer of the Company.

**Record date:** The record date for determining the entitlement of shareholders of the Company to vote in the General Meeting is the **close of trading on the Stock Exchange (if trading takes place) on Wednesday, January 9, 2019**. If there is no trading on said date, the record date shall be the last trading day preceding said date.

**Voting deeds, position statements and electronic voting:** Shareholders who are entitled to participate and vote in the meeting may vote in the meeting via a voting deed. The voting deed and the required accompanying documents as enumerated in the voting deed shall be delivered to the offices of the Company up to 4 hours before the time appointed for the meeting. For this purpose, the time of delivery is the hour when the voting deed and the accompanying documents reach the offices of the Company. The final date for submitting position statements is up to 10 days before the date appointed for the meeting. Further, unregistered shareholders may vote in the meeting via a voting deed that shall be furnished to the Company via the electronic voting system, all of the foregoing in accordance with and subject to the terms and conditions set forth in the Companies Regulations (Written Votes and Position Statements), 2005.

**Referral to the Immediate Report:** The Immediate Report on the Convening of the General Meeting, dated January 3, 2019 (reference no. 2019-01-001354), is available for review on the Israel Securities Authority's distribution site at <http://www.magna.isa.gov.il> and on the Tel Aviv Stock Exchange's website at <http://maya.tase.il>.

**Strauss Group Ltd.**



For further information please contact:

**Daniella Finn**  
Director of Investor Relations | Strauss Group

49 Hasivim St., Petach Tikva | 49517  
Phone: + 972-3-675-2545 | Mobile: + 972-54-577-2195  
[Daniella.finn@strauss-group.com](mailto:Daniella.finn@strauss-group.com)  
[www.strauss-group.com](http://www.strauss-group.com)

