

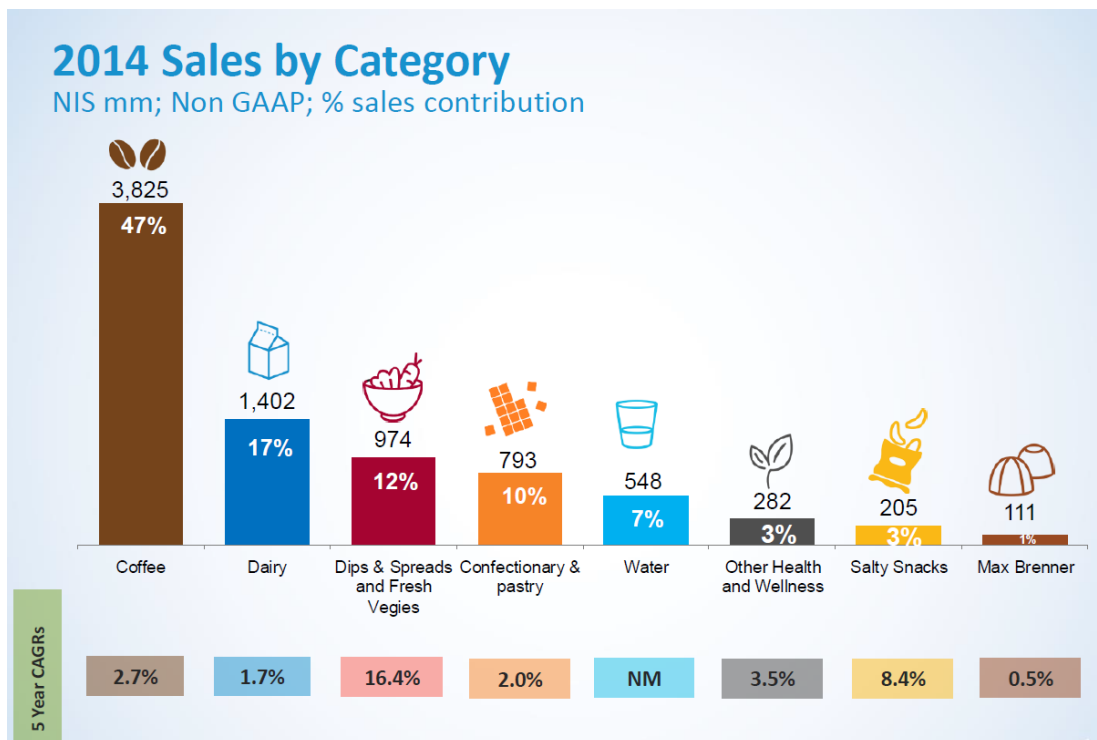
Strauss Group Quick Corporate Profile

Strauss Group is a branded, multi-category and innovative food and beverage group. The group is an international corporation with a strong home base in Israel, where it is the second-largest food and beverage group. Overall, Strauss operates 30 production sites in over 20 countries around the world, including Brazil - where it is the largest coffee player; and the U.S. - where it leads the category of refrigerated fresh dips and spreads, including hummus.

Strauss has strategic and financial collaborations with leading global players, such as Danone, PepsiCo, Haier, Virgin and the global private equity firm TPG Capital.

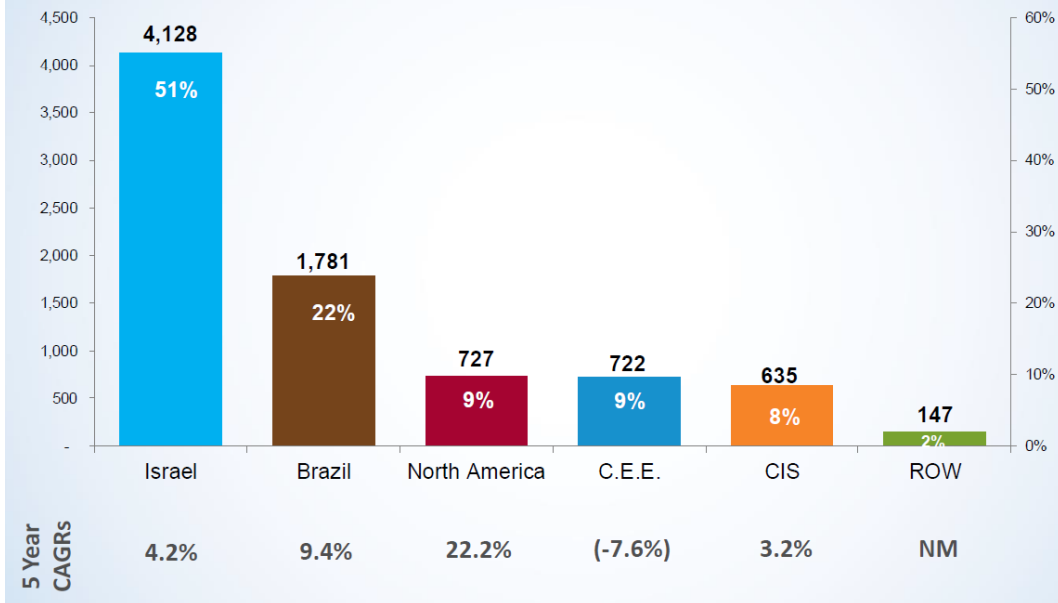
The Group is traded on the Tel Aviv stock exchange (Ticker: STRS) and included on the TA25 Index (TASE largest public companies). Strauss is rated iIAA+ by S&P Maalot and Moodys Midrug (equivalent to A-/BBB+ on an international scale).

The Group's non GAAP 2014 sales were approximately NIS 8.1 billion (including partnerships sales), of which international operations accounted for 49%.



2014 Sales by Geography

NIS mm; Non GAAP; % sales contribution



2014 Strauss Group Business Structure

