



CONVENIENCE TRANSLATION

The Hebrew version is the binding version

2/7/2018

Mr. Gil Midyan appointed director of Strauss Group

Strauss Group confirmed that Mr. Gil Midyan has been appointed as a member of the Group's board of directors. Midyan is a member of the Strauss family, and (indirectly) holds shares of the company.

Mr. Midyan holds a bachelor's degree in Economics and Management from the Technion in Haifa. He has held a variety of positions in Strauss Group, including brand manager at Strauss Dairies (1991-1992), marketing manager for Whitman Ice Cream (1994-1996), and marketing director at Yotvata Dairies (1997-1999).

Since 2006 Mr. Midyan has been CEO and owner of the investment fund, Midyan Investments Ltd., and since 2009 he has also served as chairman and co-owner of Chemital, which specializes in coating technologies for the infrastructure, construction and security industries. In addition, he has served on the board of directors of Strauss Holdings since 2004.

Mr. Midyan's appointment follows a series of appointments to the Group's board made in the recent period: Prof. Shuki Shemer (independent director), Dr. Samer Haj-Yehia (external director) and Ms. Dalia Narkys (external director).

The current members of Strauss Group's board of directors are chairperson Ofra Strauss; David Mosevics, who has been a member of the board since 1977; Dr. Arie Ovadia, a member since 1997; Meir Shanie, also a member since 1997; Adi Strauss, who joined the Group's board in 2011; Ronit Haimovitch, a member since 2003; and Galia Maor, who has served on the board since 2013.

Dalia Narkys has served as an external director since 2017, Samer Haj-Yehia was also appointed as an external director in 2017, and Shuki Shemer was appointed to the board as an independent director earlier this year.

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

www.strauss-group.com



