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GAAP to Non-GAAP Reconciliations

In addition to reporting financial results in accordance with generally accepted accounting principles (GAAP), the Company provides non-GAAP operating results which include the results of jointly controlled entities as if they were proportionately consolidated. Strauss Group has a number of jointly controlled companies: the Três Corações joint venture (3C) - Brazil (a company jointly held by Strauss Group (50%) and by the São Miguel Group (50%) in Brazil), Sabra Dipping Company (a 50%/50% JV with PepsiCo in the U.S. and Canada), Strauss Frito-Lay Ltd. (a 50%/50% JV with PepsiCo Frito-Lay in Israel) and PepsiCo Strauss Fresh Dips & Spreads International (a 50%/50% JV with PepsiCo outside the U.S. and Canada)(1).

In addition, non-GAAP figures exclude any share-based payments, mark to market of commodity hedging

transactions as at end-of-period, other expenses or income and taxes referring to these adjustments.

Company Management believes that these measures provide investors with transparency by helping to illustrate the underlying financial and business trends relating to the Company's results of operations and financial position and comparability between current and prior periods. Management uses these measures to establish and monitor budgets and operational goals and to evaluate the performance of the Company. Please see the GAAP to non-GAAP reconciliation tables in the Company's MD&A Report for a full reconciliation of the Company's GAAP to non-GAAP results.



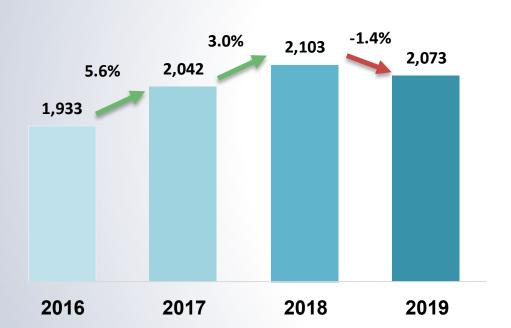
Financial Highlights

Q2 2019	YTD 2019
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Q2'19 Sales: NIS 2073mm; growth: -1.4%	YTD 2019 Sales: NIS 4179mm; growth: -2.1%
Q2'19 Organic growth excluding FX: 1.7%	YTD 2019 Organic growth excluding FX: 0.8%
Q2'19 gross margins: 39.6% (up 90 bps vs. Q2'18)	YTD 2019 Gross margins: 39.9% (up 140 bps vs. YTD 2018)
EBIT and EBIT margins: NIS 227mm (up 9.4%); 11% (up 110 bps vs. Q2'18)	EBIT and EBIT margins: NIS 496mm (up 7.4%); 11.9% (up 110 bps vs. YTD 2018)
Net income and net margins: NIS 121mm (up 9.5%); 5.9% (up 60 bps vs. Q2'18)	Net income and net margins: NIS 293mm (up 13.6%); 7% (up 100 bps vs. YTD 2018)
EPS: 1.06 (up 8.8% VS. Q2'18)	EPS: 2.54 (up 13.1% VS. YTD 2018)

2016-2019 Q2 | Strauss Group growth journey

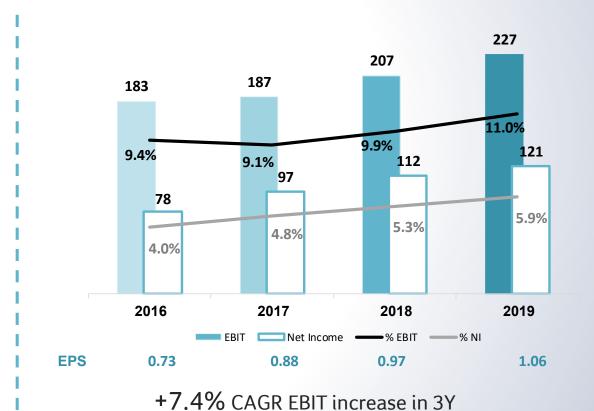




2.4% CAGR growth since 2016

With key currencies devaluing

EBIT & Net Income



+15.8% CAGR Net Income increase in 3Y

Quarter Highlights

Strauss Israel

- Strauss Israel posted top line growth of 3.3% during Q2 2019, once again surpassing the growth of the overall F&B during the guarter
- Growth was led by the Health and Wellness segment which grew 4.7% during Q2 2019
- Market share continues to expand to 11.9% from 11.7% in the corresponding quarter
- Innovation, product mix and continued productivity and efficiency methods all contributed to expanding gross and operating margins which are up 70bps and 110bps, respectively
- The "Pro" brand gained further momentum as sales of yogurts and milk drinks continue to increase as well as the increased distribution of the "Arla" products (butter and cheese)



Strauss Coffee

- Coffee sales in Israel and Brazil grew during the quarter in local currency, Eastern Europe had a more challenging quarter with a decline in top line growth
- Top line growth was down by -6.6%, negatively affected by FX headwinds, mainly due the BRL with a negative impact of NIS 40 mm
- Whilst sales in Israel grew 4.5% during the quarter, and 1.7% in Brazil in local currency, sales declined in all Eastern European geographies due to a continued difficult competitive environment
- 3C (1) market share in Brazil R&G value grew to 28.4%(2) for Q2 2019, up from 27.0%; sales as well as gross profits and profitability increased during the quarter





- (1) Note: Três Corações joint venture (Brazil): a company jointly held by the Group (50%) and by the São Miguel Group (50%) (3C)
- (2) Source: Nielsen









Quarter Highlights

International Dips & Spreads

- The Int'l D&S business posted a 6.8% top line organic growth excluding FX
- Hummus market share in North America increased to 61.6% during the quarter, up from 59.9%
- Sabra EBIT continues to improve dramatically up c50% to NIS 60 million during the quarter; and up c67% to NIS 114 million YTD 2019 (for 100% company)
- Obela sales were up 7.7% and 12.0% during Q2 and YTD 2019, respectively
- Market penetration efforts continue in new markets Western Europe and New Zealand
- Sabra continues to be a global market leader and the no. 1 producer of Hummus in North America





Strauss Water

- In Q2 Strauss Water continued the strong momentum of the previous quarters with sales up 6% on a continually growing customer installed base
- EBIT is up 12.2%, during Q2 to NIS19m; and up 32.5% YTD to NIS35 million; these figures include net income from HSW
- Sales of HSW ⁽¹⁾ (100%), water JV in China, were up 5.7% in local currency (declined by 1% in NIS) in Q2 2019 to NIS 141 million from NIS 142 ⁽²⁾ million in Q2 2018 and grew by 16.6% YTD 2019 in local currency to NIS 295 million from NIS 263 ⁽²⁾ million in YTD 2018 (12.2% in NIS)
- Net profits at HSW grew by 8.4% in local currency (1.5% in NIS) during the quarter to NIS 16 million from 16 million and grew by 47.1 % in local currency (40.8% in NIS) YTD 2019 to NIS 32 million from 23 million in YTD 2018
- HSW will start distributing POE solutions in China







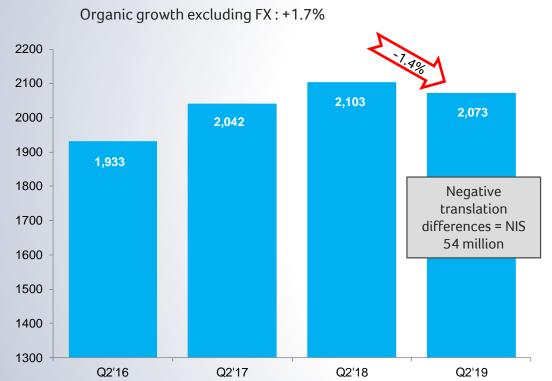


- (1) Note: HSW revenues are not included in Strauss water results; net income is added to Strauss water EBIT in Non GAAP management reports
- (2) Restated



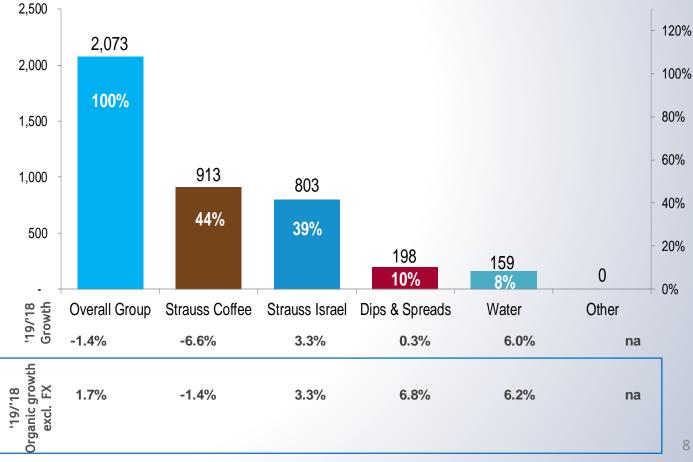
Sales

Q2 2019 Consolidated Sales NIS mm Non-GAAP



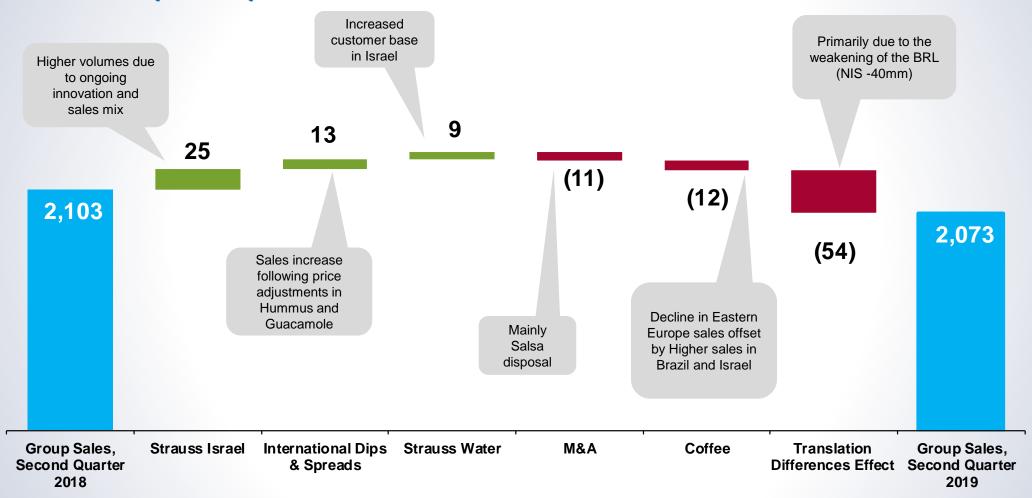
Q2 2019 Sales by Segment

NIS mm; Non-GAAP; % sales contribution



Q2 Sales Bridge

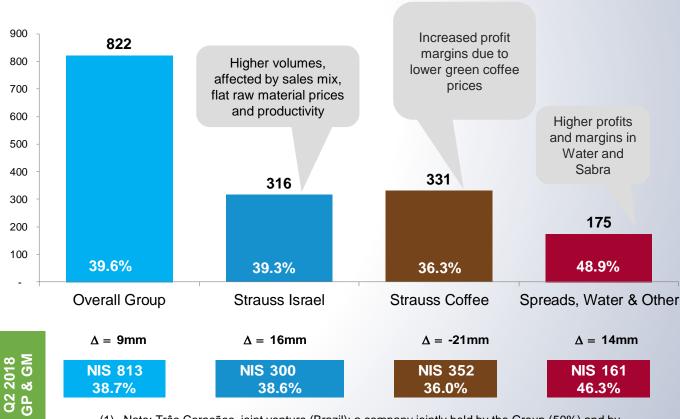
NIS mm; Non-GAAP; Q2'18 to Q2'19



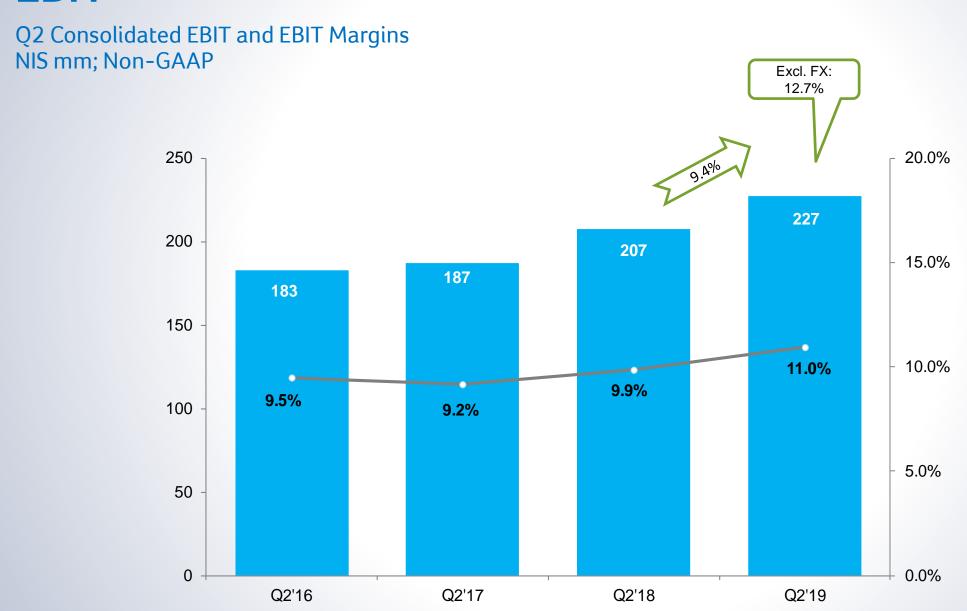
Gross Profit



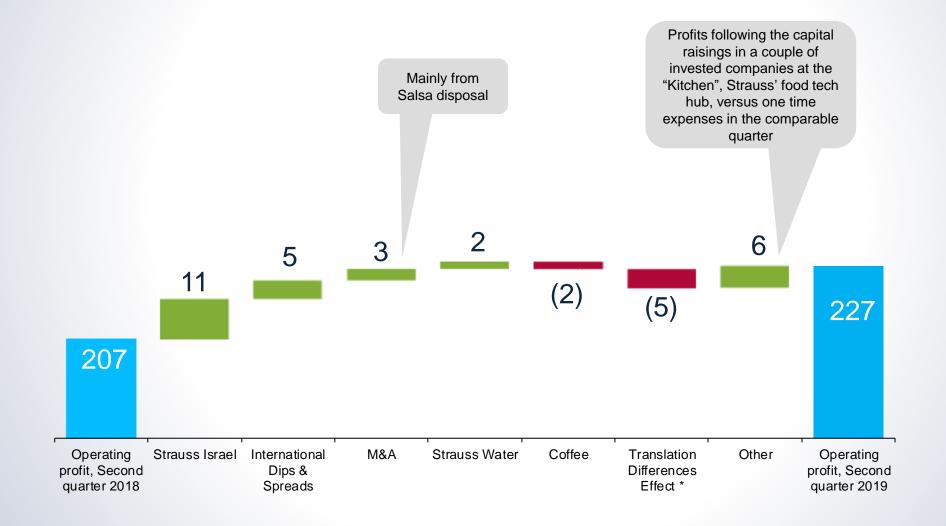
Q2 2019 Gross Profit and Gross Margins NIS mm; Non-GAAP; % Margin



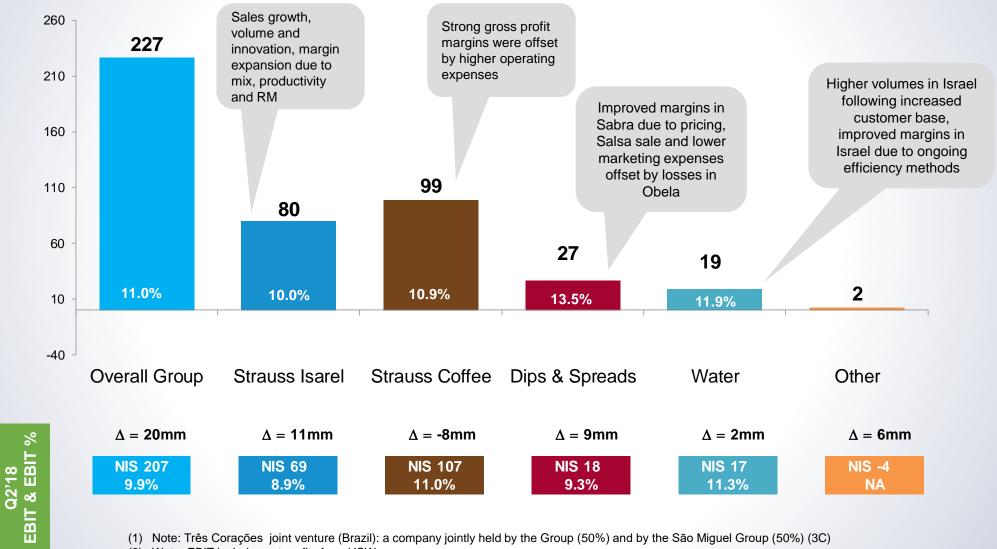
EBIT



Q2 EBIT Bridge NIS mm; Non-GAAP; Q2'18 to Q2'19



Q2 2019 EBIT and EBIT Margins NIS mm; Non-GAAP; % Margin



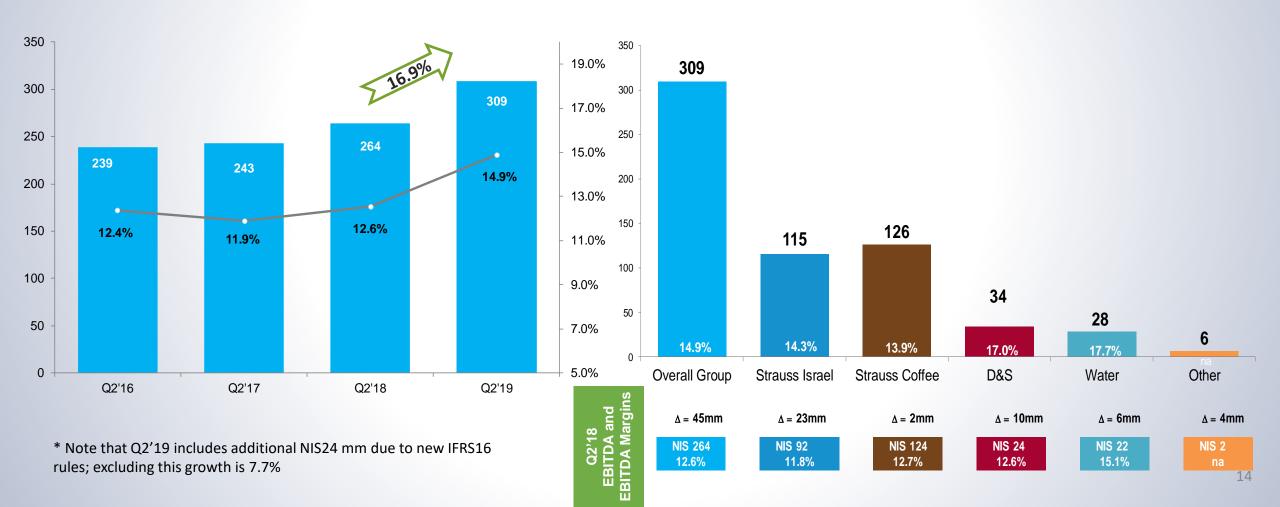
⁽²⁾ Water EBIT includes net profits from HSW

⁽³⁾ Excluding FX Strauss Coffee EBIT was down NIS 2mm on Q2 2019

EBITDA

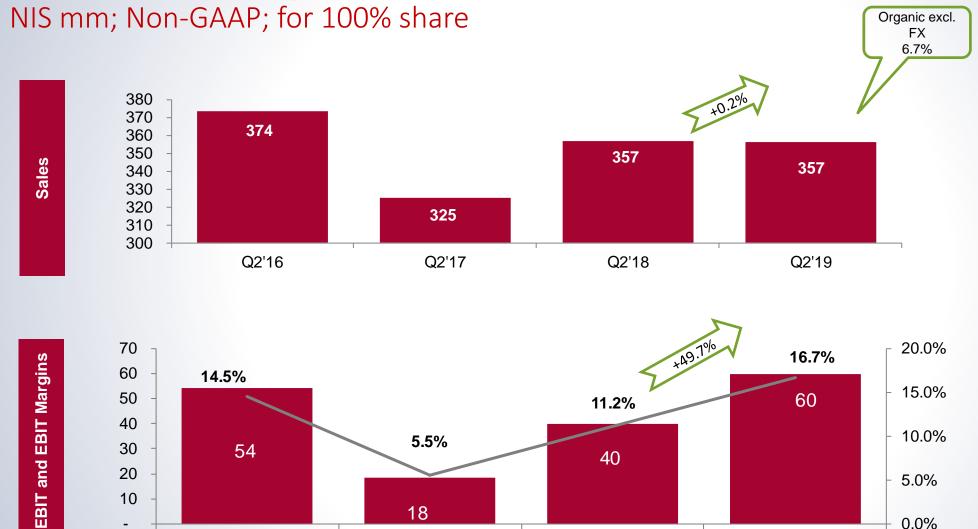
Q2 2019 Consolidated EBITDA and EBITDA Margins NIS mm; Non-GAAP

Q2 2019 EBITDA and EBITDA Margins NIS mm; Non-GAAP; % Margin



Sabra Q2 Snapshot





Q2'18

0.0%

Q2'19

Q2'16

18

Q2'17

Três Corações Alimentos S.A. (Três Corações J.V.)

Q2 Snapshot | BRL mm for 100% ownership and including inter-company sales



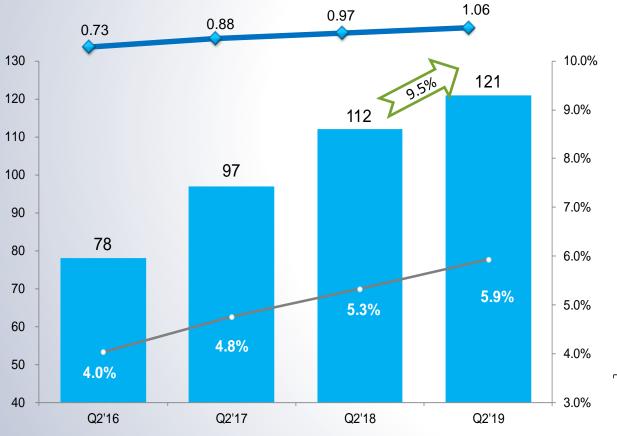


Note: Três Corações joint venture (Brazil): a company jointly held by the Group (50%) and by the São Miguel Group (50%) (3C). Source: Três Corações Alimentos S.A. Consolidated Interim Financial Statements as of June 30th, 2019. (*) EBIT before Other Expenses/Income.

Net Income

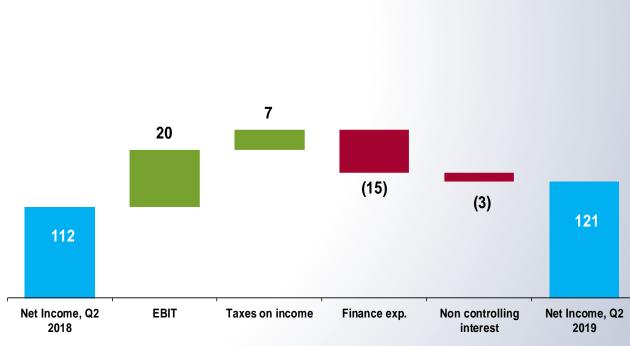
Q2 Net Profit (attributed to the Company's shareholders), Net Margins and EPS

NIS mm; Non-GAAP



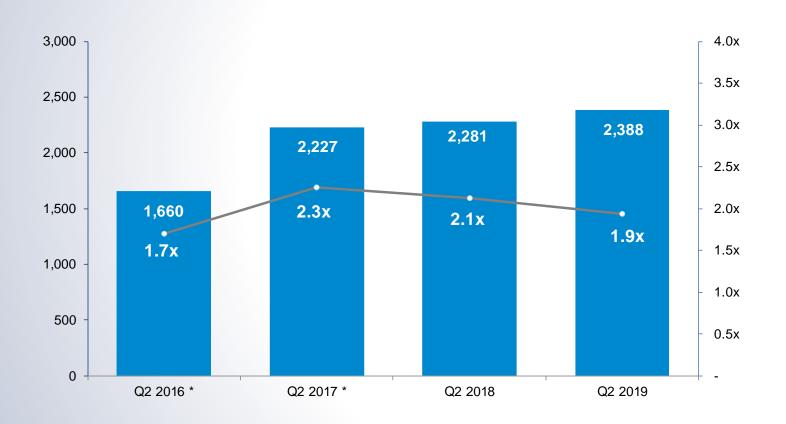
Q2 Net Profit (attributed to the Company's shareholders) Bridge NIS mm;

Non-GAAP; Q2'18 to Q2'19



Net Debt and Net Debt /EBITDA (LTM)

Non-GAAP EBITDA, net debt includes partnerships; NIS mm



Note:

- Net debt balance at end of quarter includes NIS 342 mm following implementation of IFRS 16
- 2. 1.9x in Q2 2019 reflects the adjusted LTM EBITDA following IFRS-16

^{*} Net Debt figures for Q2 2016 and 2017 were reclassified in Q4 2018; see note 2.6 in 2018 annual report

Q2 GAAP and Non-GAAP | Financial Highlights

NIS mm

	GAAP			Adjusted Non-GAAP			
	Q2 2019	Q2 2018	% Chg. _,	Q2 2019	Q2 2018	% Chg.	
Sales	1,338	1,348	(0.8%)	2,073	2,103	(1.4%)	
Gross Profit	558	542	2.8%	822	813	1.1%	
GP Margin	41.7%	40.2%		39.6%	38.7%		
Operating Profit	222	190	16.4%	227	207	9.4%	
EBIT Margin	16.5%	14.1%		11.0%	9.9%		
Net Profit (to SH)	127	110	15.4%	121	112	9.5%	
NP Margin	9.5%	8.1%		5.9%	5.3%		
Operating Cash Flow	221	147		304	178		
Сарех	(55)	(49)		(98)	(76)		
Net debt	2,175	2,070		2,388	2,281		
Change in WC (CF)	19	49		2	(6)		



YTD GAAP and Non-GAAP Financial Highlights

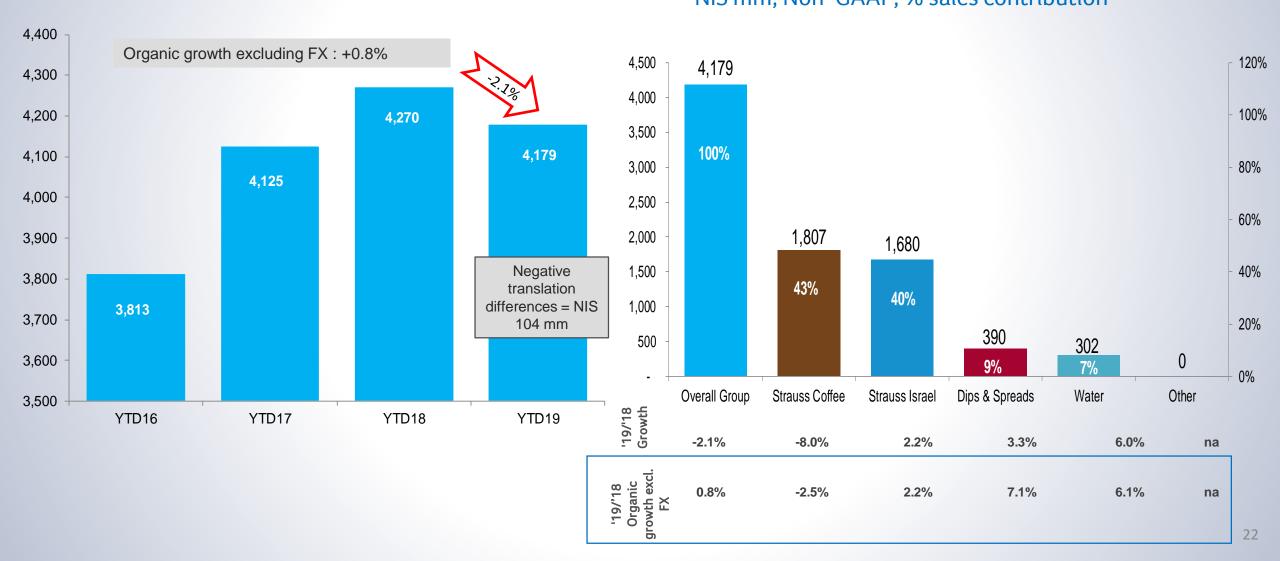
NIS mm

	GAAP			Adjusted Non-GAAP			
	YTD 2019	YTD 2018	% Chg.	YTD 2019	YTD 2018	% Chg.	
Sales	2,768	2,794	(0.9%)	4,179	4,270	(2.1%)	
Gross Profit	1,145	1,143	0.1%	1,667	1,646	1.2%	
GP Margin	41.4%	40.9%		39.9%	38.5%		
Operating Profit	464	439	5.7%	496	461	7.4%	
EBIT Margin	16.7%	15.7%		11.9%	10.8%		
Net Profit (to SH)	283	263	7.6%	293	258	13.6%	
NP Margin	10.2%	9.4%		7.0%	6.0%		
Operating Cash Flow	311	208		355	267		
Capex ⁽¹⁾	(101)	(95)		(168)	(146)		
Net debt	2,175	2,070		2,388	2,281		
Change in WC (CF)	(92)	(74)		(233)	(179)		

Sales

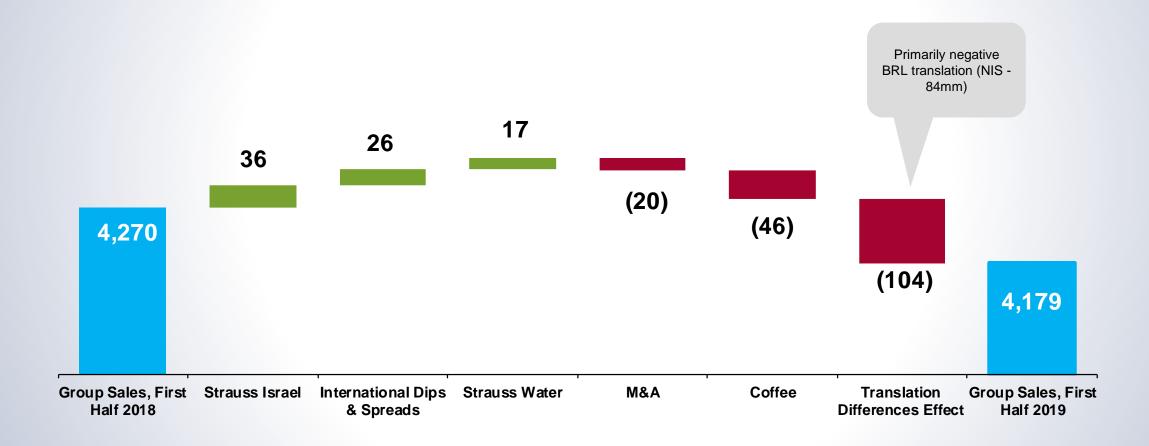
YTD 2019 Consolidated Sales NIS mm Non-GAAP

YTD 2019 Sales by Segment
NIS mm; Non-GAAP; % sales contribution



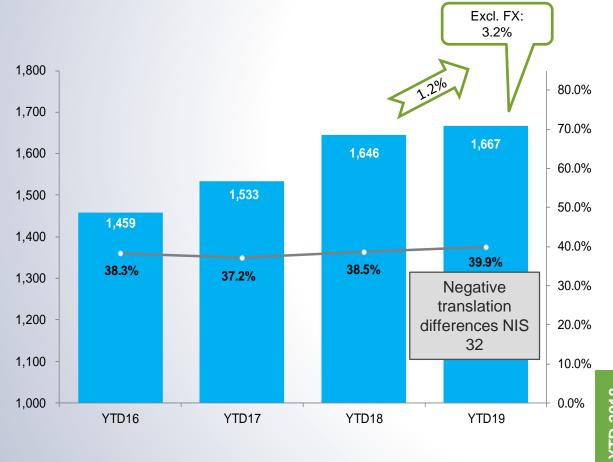
YTD Sales Bridge

NIS mm; Non-GAAP; YTD 2018 to YTD 2019

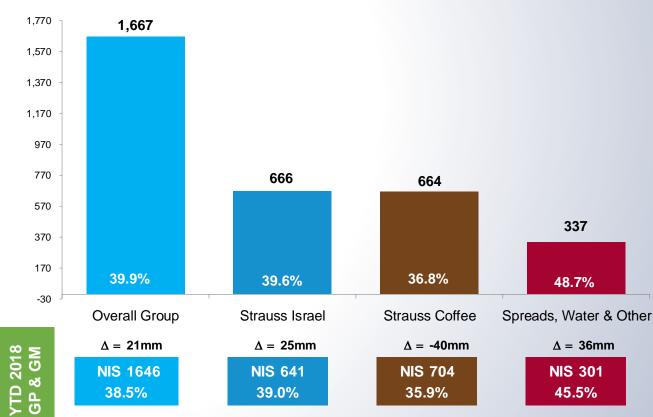


Gross Profit

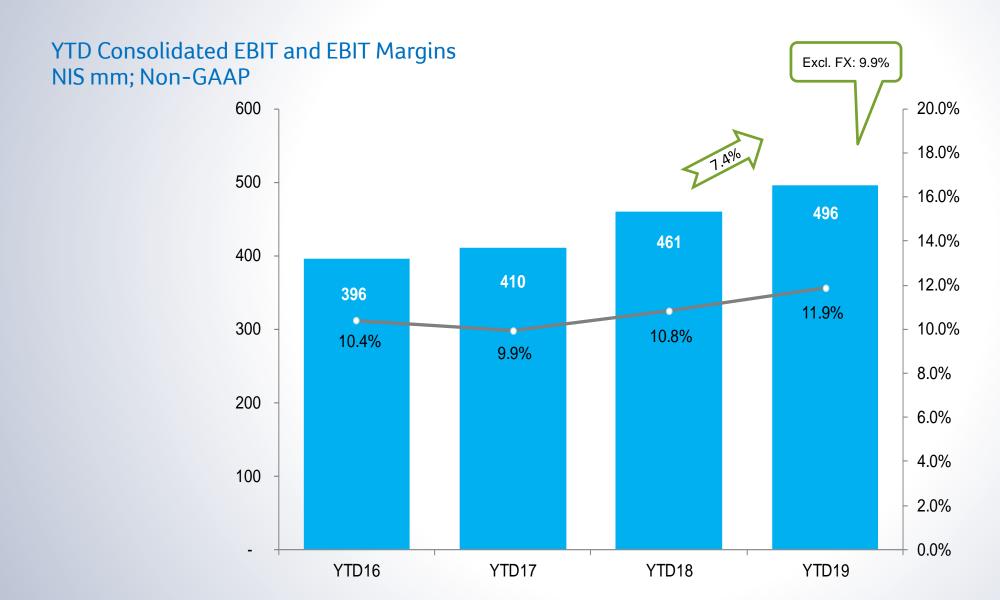
YTD Consolidated Gross Profit and Gross Margins NIS mm; Non-GAAP



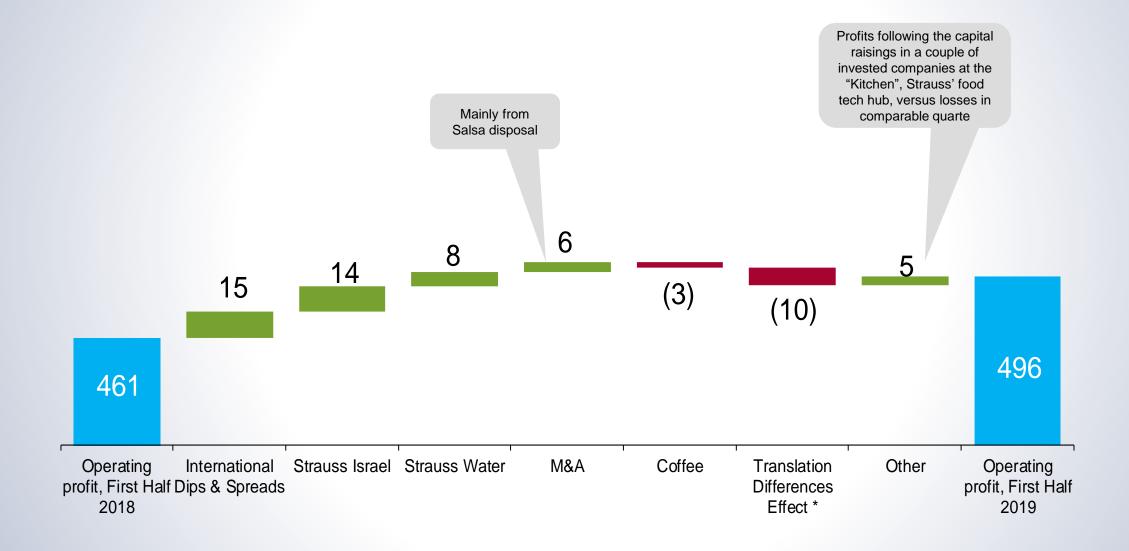
YTD 2019 Gross Profit and Gross Margins NIS mm; Non-GAAP; % Margin



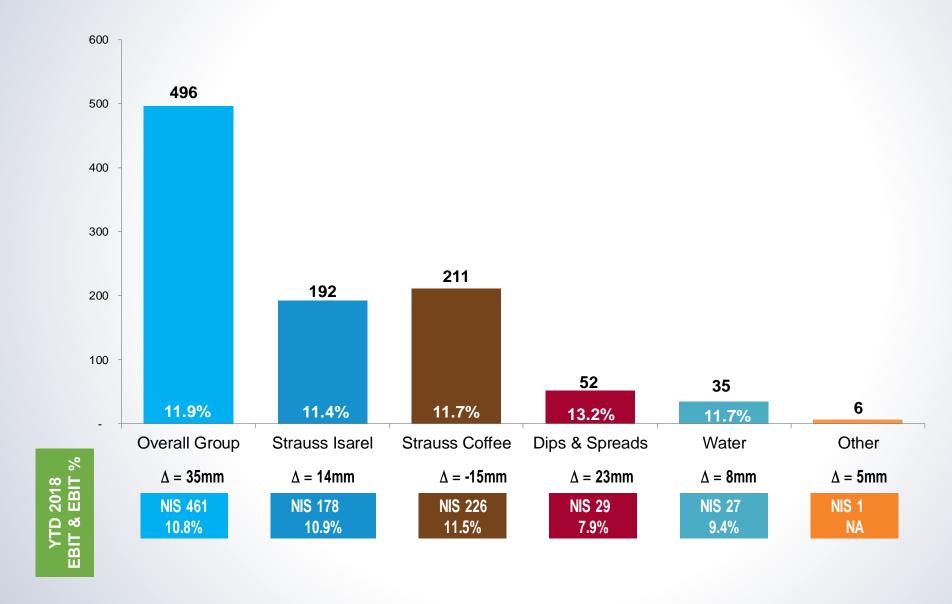
EBIT



YTD EBIT Bridge NIS mm; Non-GAAP; YTD 2018 to YTD 2019



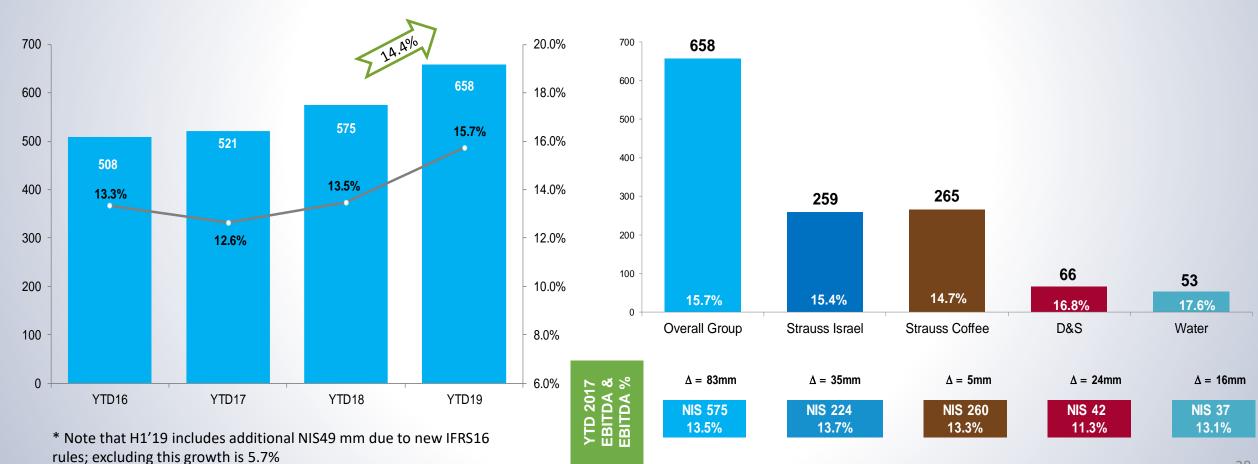
YTD 2019 EBIT and EBIT Margins NIS mm; Non-GAAP; % Margin



EBITDA

YTD 2019 Consolidated EBITDA and EBITDA Margins NIS mm; Non-GAAP

YTD 2019 EBITDA and EBITDA Margins NIS mm; Non-GAAP; % Margin

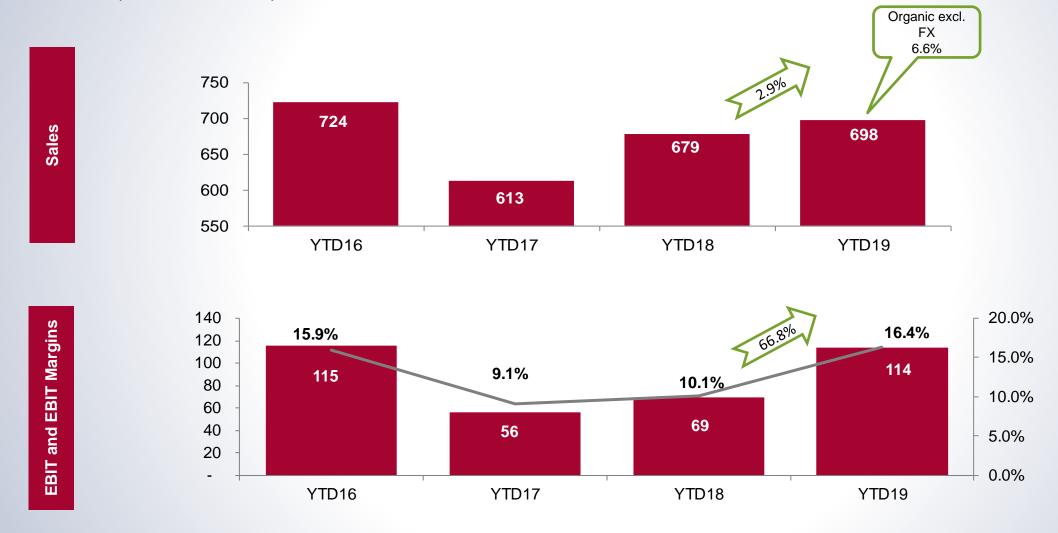


²⁸

Sabra YTD Snapshot

NIS mm; Non-GAAP; for 100% share





Três Corações Alimentos S.A. (Três Corações J.V.)

YTD Snapshot | BRL mm for 100% ownership and including inter-company sales



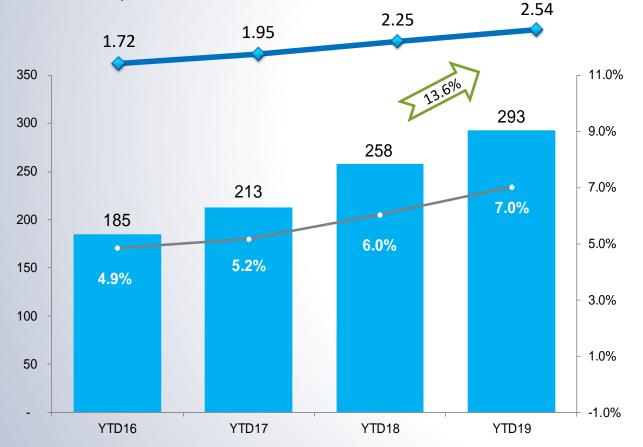


Note: Três Corações joint venture (Brazil): a company jointly held by the Group (50%) and by the São Miguel Group (50%) (3C). Source: Três Corações Alimentos S.A. Consolidated Interim Financial Statements as of June 30th, 2019. (1) EBIT before Other Expenses/Income.

Net Income

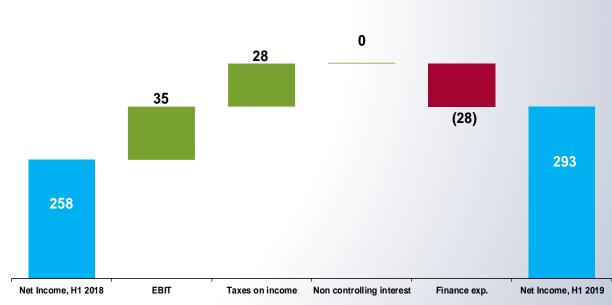
YTD Net Profit (attributed to the Company's shareholders), Net Margins and EPS

NIS mm; Non-GAAP



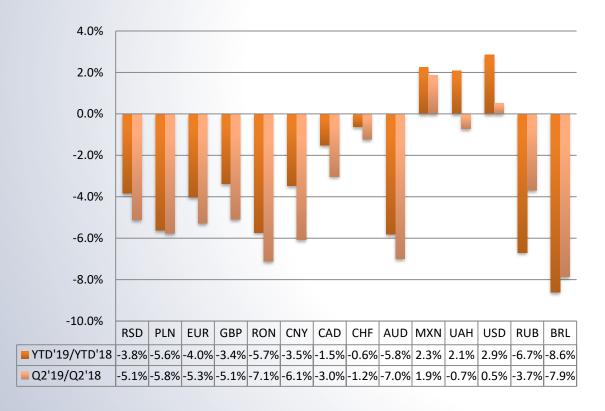
YTD Net Profit (attributed to the Company's shareholders) Bridge NIS mm;

Non-GAAP; YTD 2018 to YTD 2019

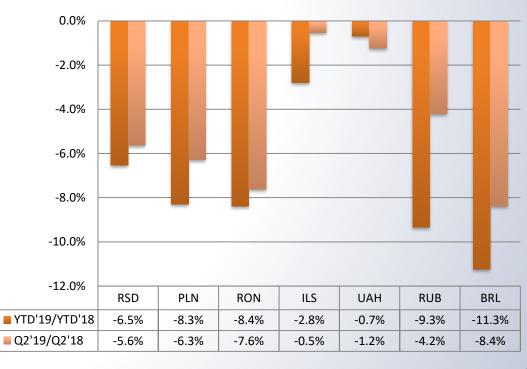


Currencies

Local Currencies vs. the NIS



Local Currencies vs. the USD



Strauss Israel

Strauss Israel Non-GAAP Financial Highlights Q2 and YTD 2019 NIS mm



Strauss Israel (Non GAAP)						
	YTD 2019	YTD 2018	% Chg.	Q2 2019	Q2 2018	% Chg.
Revenue:						
H&W	1,099	1,068	3.0%	561	536	4.7%
F&I	581	576	0.8%	242	242	0.1%
Total Revenue	1,680	1,644	2.2%	803	778	3.3%
Total Gross Profit	666	641	3.9%	316	300	5.3%
Gross Margins	39.6%	39.0%	0.6%	39.3%	38.6%	0.8%
EBIT:						
H&W	119	110	8.0%	64	56	14.1%
Margins	10.8%	10.3%	0.4%	11.3%	10.4%	0.9%
F&I	73	68	6.2%	16	13	20.1%
Margins	12.6%	12.0%	0.7%	7.0%	5.8%	1.2%
Total EBIT	192	178	7.3%	80	69	15.4%
Margins	11.4%	10.9%	0.5%	10.0%	8.9%	1.0%
ЕВПОА:						
H&W	157	137	14.0%	83	69	18.9%
Margins	14.2%	12.9%	1.4%	14.7%	13.0%	1.8%
F&I	102	87	17.4%	32	23	41.1%
Margins	17.6%	15.1%	2.5%	13.2%	9.4%	3.8%
Total EBITDA	259	224	15.3%	115	92	24.3%
Margins	15.4%	13.7%	1.8%	14.3%	11.8%	2.4%

Strauss Israel

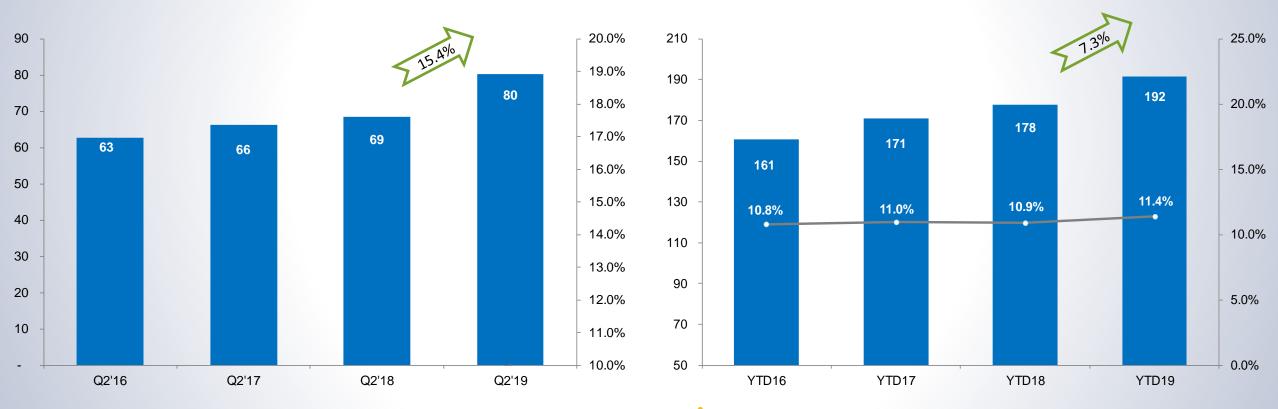
YTD 2019 Strauss Israel Sales Q2 2019 Strauss Israel Sales NIS mm; Non-GAAP NIS mm; Non-GAAP 820 1,700 800 1,680 1,650 803 1,644 780 1,600 778 760 1,550 1,555 740 1,500 737 720 1,488 1,450 712 700 1,400 680 1,350 660 YTD16 YTD17 YTD18 YTD19 Q2'16 Q2'17 Q2'18 Q2'19

Strauss Israel

Q2 2019 Strauss Israel EBIT & EBIT Margins

NIS mm; Non-GAAP

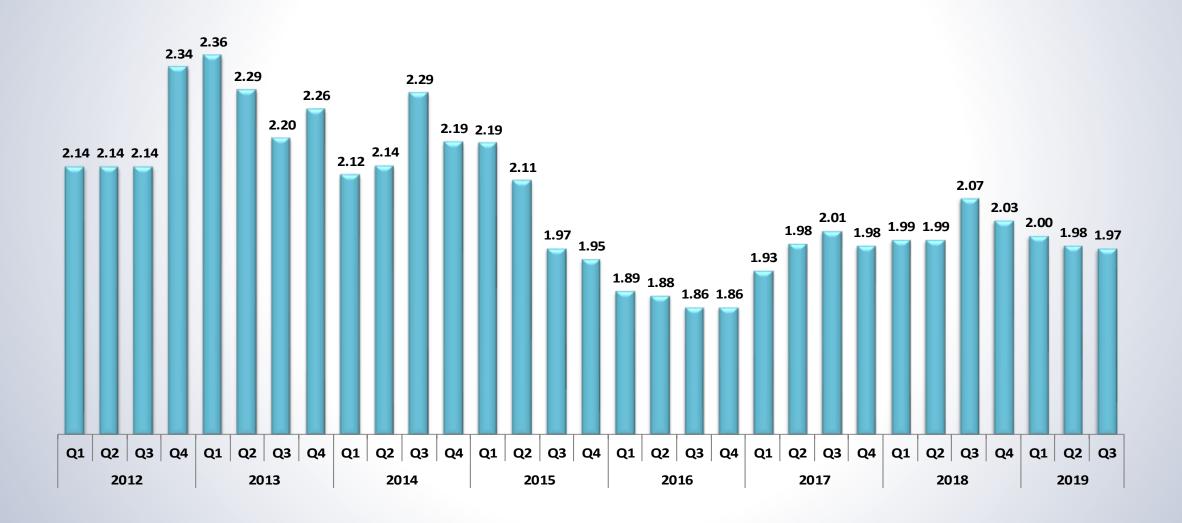
YTD 2019 Strauss Israel EBIT & EBIT Margins NIS mm; Non-GAAP





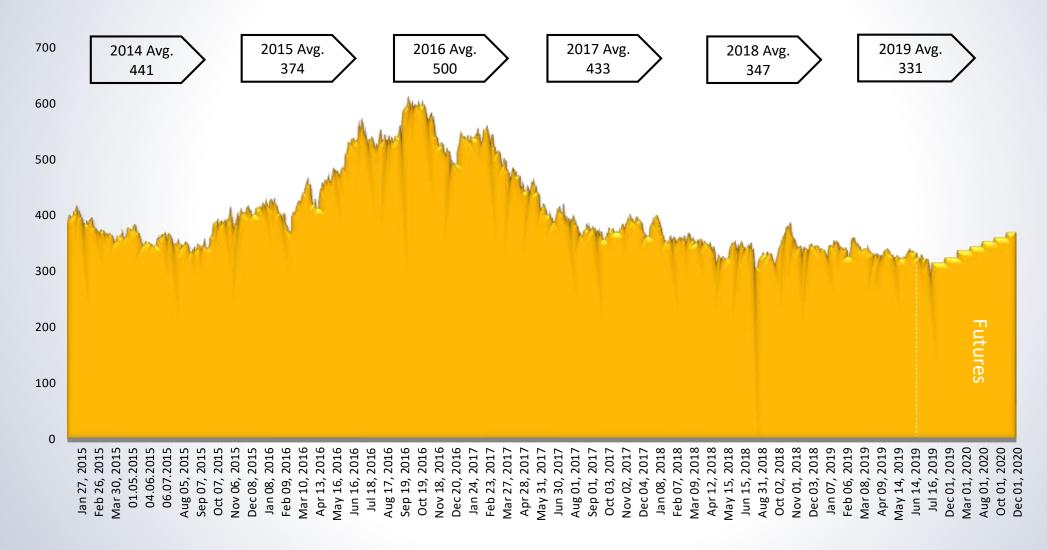
Target Milk Price (NIS per liter)

Prices exclude Strauss transportation costs

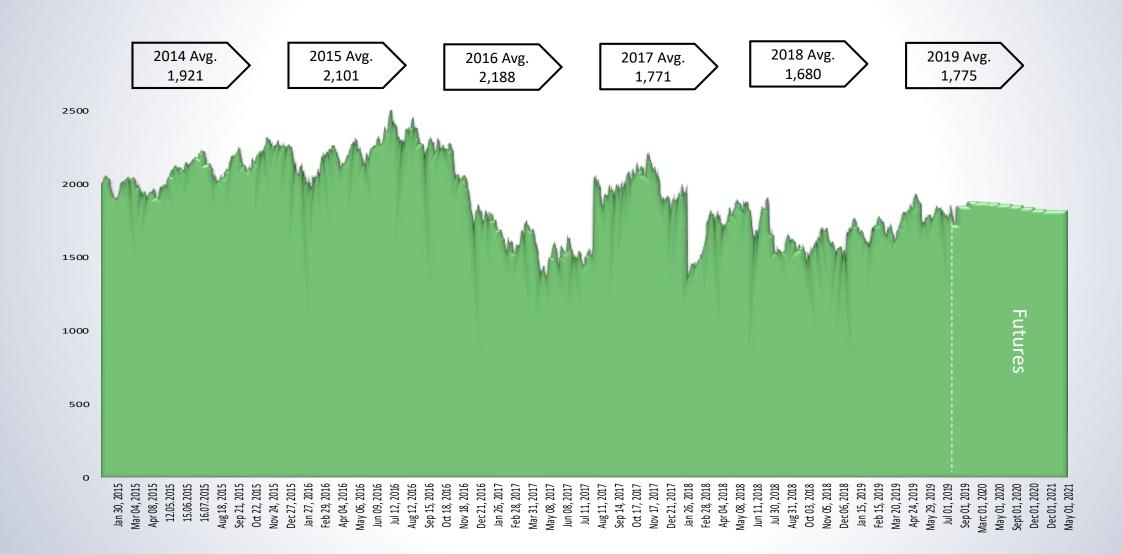


London Sugar Historical & Futures Prices 2014-2019

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London Cocoa Historical & Futures Prices 2014-2019 (GBP\T)



Strauss Coffee Non-GAAP Financial Highlights

Q2 and YTD 2019 NIS mm

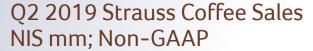
Strauss Coffee (Non GAAP)								
	YTD 2019	YTD 2018	% Chg.	Q2 2019	Q2 2018	% Chg.		
Revenue:								
Israel	387	375	3.3%	165	158	4.5%		
International	1,420	1,589	(10.7%)	748	820	(8.8%)		
Total Revenue	1,807	1,964	(8.0%)	913	978	(6.6%)		
Total Gross Profit	664	704	(5.7%)	331	352	(5.8%)		
Gross Margins	36.8%	35.9%	0.9%	36.3%	36.0%	0.3%		
EBIT:								
Israel	86	59	44.2%	28	18	54.2%		
Margins	22.2%	15.9%	6.3%	17.1%	11.6%	5.5%		
International	125	167	(24.8%)	71	89	(20.4%)		
Margins	8.8%	10.5%	(1.7%)	9.5%	10.9%	(1.4%)		
Total EBIT	211	226	(6.6%)	99	107	(7.6%)		
Margins	11.7%	11.5%	0.2%	10.9%	11.0%	(0.1%)		
ЕВПОА:								
Israel	103	66	55.7%	37	21	70.1%		
Margins	26.7%	17.7%	9.0%	22.4%	13.8%	8.7%		
International	162	194	(16.4%)	89	103	(12.8%)		
Margins	11.4%	12.2%	(0.8%)	12.0%	12.5%	(0.6%)		
Total EBITDA	265	260	1.9%	126	124	1.7%		
Margins	14.7%	13.3%	1.4%	13.9%	12.7%	1.1%		

Strauss Coffee Non-GAAP Sales by Geography Q2 and YTD 2019 NIS mm

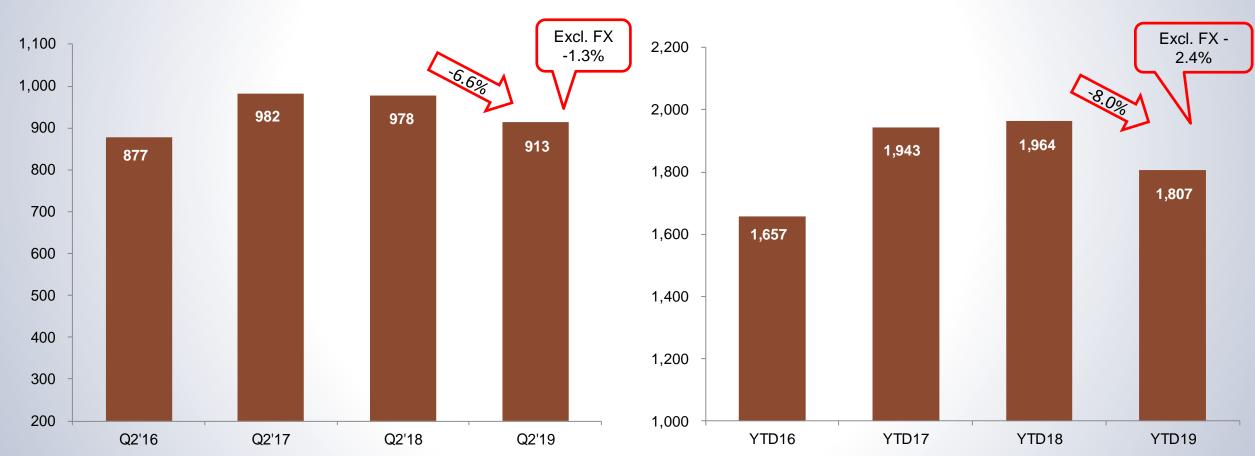
Strauss Coffee Sales								
		% Change				% Change		
				Local				
	YTD 2019	YTD 2018	NIS	Currency	Q2 2019	Q2 2018	NIS	Local Currency
Israel	387	375	3.3%	3.3%	165	158	4.5%	4.5%
International:								
Três Corações Joint								
Venture (Brazil) (1)	880	973	(9.5%)	(1.0%)	470	501	(6.1%)	1.7%
CIS	252	286	(11.8%)	(8.2%)	133	153	(13.0%)	(10.5%)
Poland	135	156	(14.0%)	(8.9%)	64	72	(11.2%)	(6.0%)
Romania	88	105	(16.5%)	(11.3%)	45	55	(18.5%)	(12.3%)
Serbia	65	69	(6.4%)	(2.4%)	36	39	(8.3%)	(3.4%)
Total International	1,420	1,589	(10.7%)	(3.9%)	748	820	(8.8%)	(2.5%)
Total Coffee	1,807	1,964	(8.0%)	(2.4%)	913	978	(6.6%)	(1.3%)

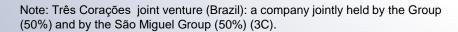


Strauss Coffee



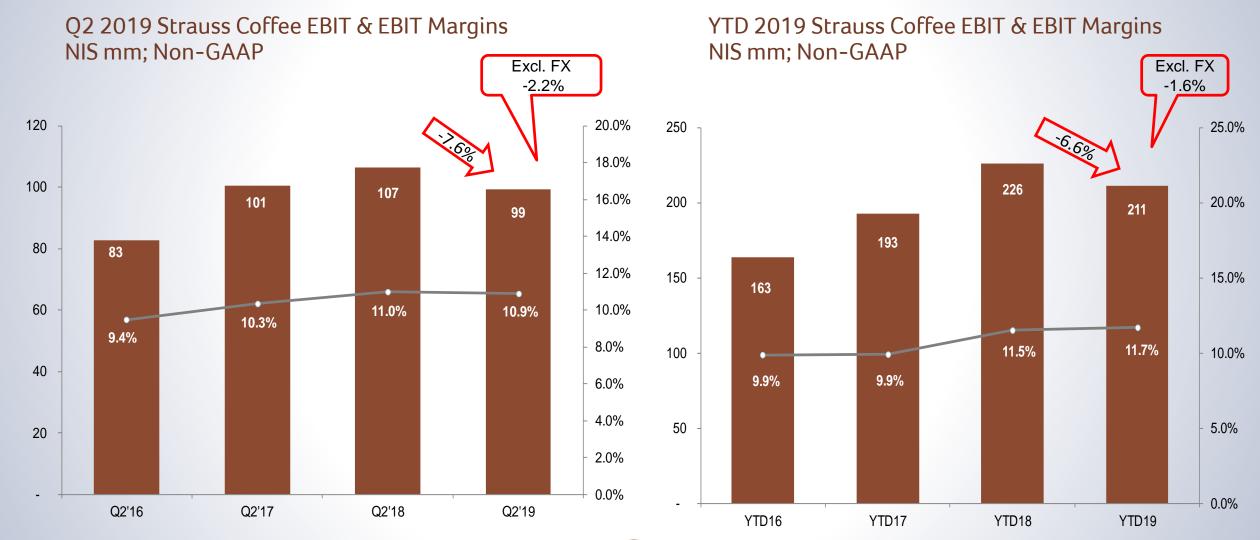






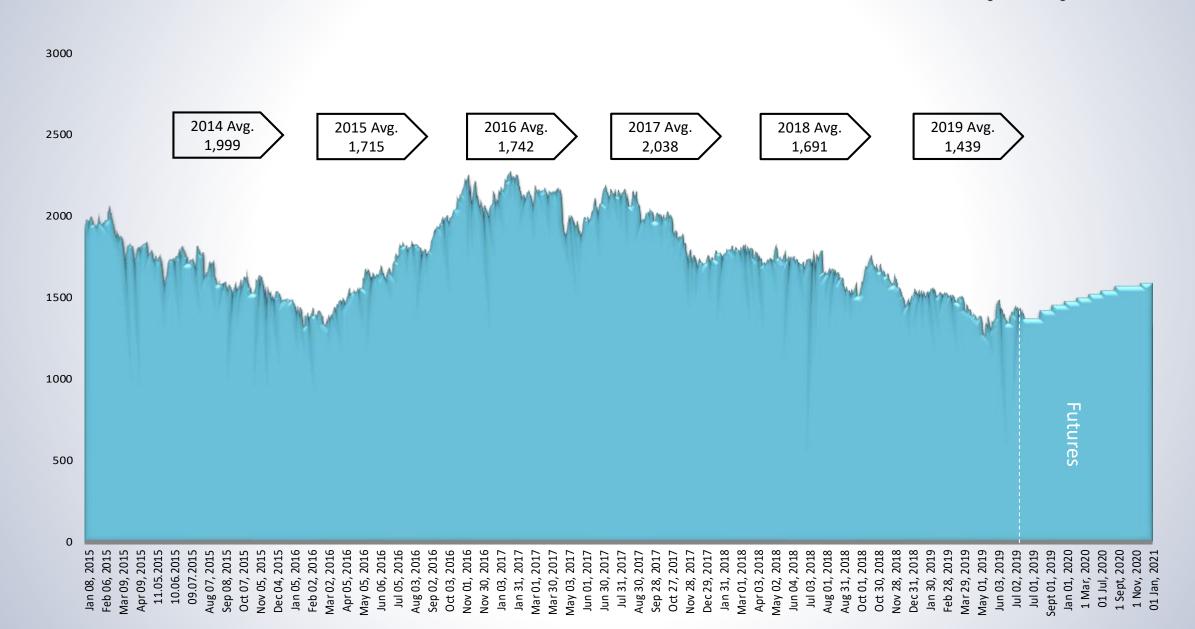


Strauss Coffee

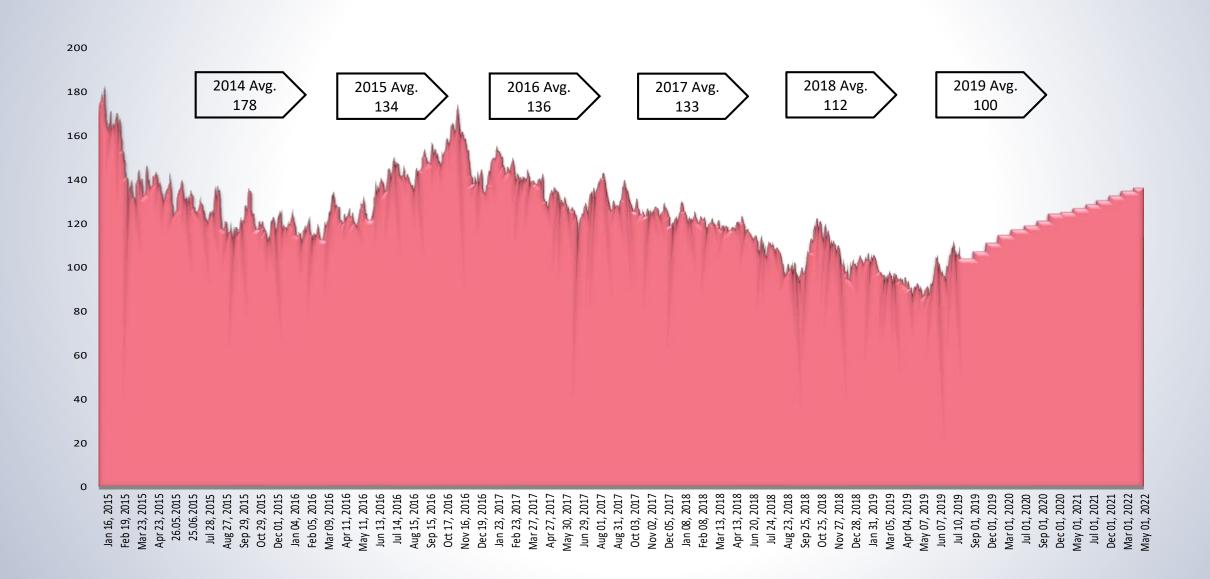




Robusta Historical & Futures Prices 2014-2019 (\$\T)



Arabica Historical & Futures Prices 2014-2019 (Cent\Lb)



NY Arabica and Brazil Arabica

Indexed since 30.07.2014



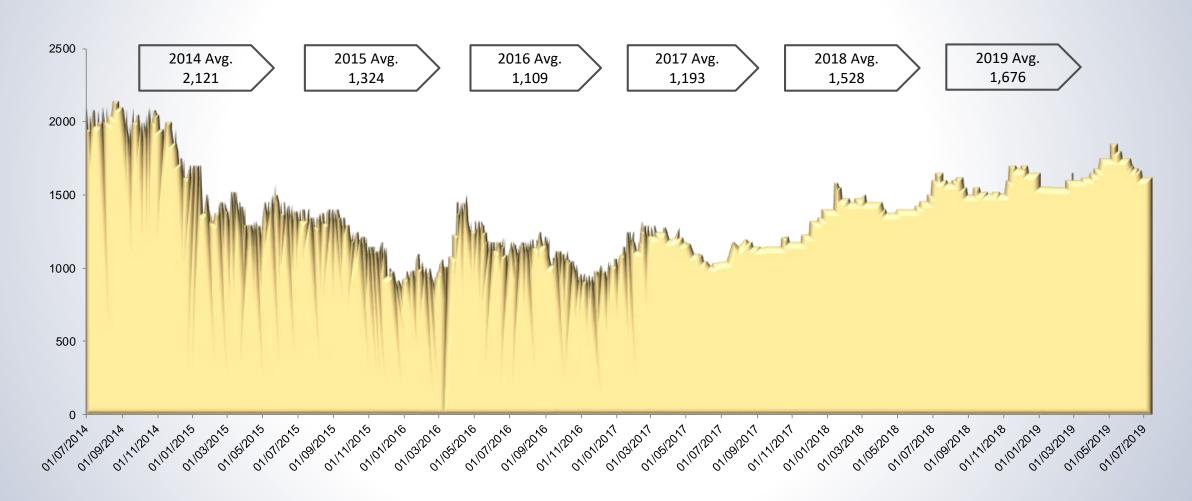
INTERNATIONAL DIPS & SPREADS

Strauss D&S Non-GAAP Financial Highlights YTD and Q2 2019 NIS mm; 50% share

	Dips &	Spreads (Non	GAAP)			
	YTD 2019	YTD 2018	% Chg.	Q2 2019	Q2 2018	% Chg.
Revenue:						
Sabra (50%)	349	339	2.9%	179	178	0.2%
Obela (50%)	41	39	6.8%	19	19	1.5%
Total Revenue	390	377	3.3%	198	197	0.3%
EBIT:						
Sabra (50%)	57	34	66.8%	30	20	49.7%
Margins	16.4%	10.1%	6.3%	16.7%	11.2%	5.5%
Obela (50%)	(5)	(5)	NM	(3)	(2)	NM
Margins	NM	NM	NM	NM	NM	NM
Total EBIT	52	29	74.1%	27	18	46.5%
Margins	13.2%	7.9%	5.4%	13.5%	9.3%	4.3%
EBITDA:						
Total EBITDA	66	42	53.2%	34	24	35.1%
Margins	16.8%	11.3%	5.5%	17.0%	12.6%	4.4%

[•] Figures were rounded to NIS millions. Totals were calculated on the basis of the exact figures in NIS thousands.

HUMERA SESAME PRICES 2014-2019 (USD/METRIC TON)



Strauss Water

YTD 2019 Strauss Water Non-GAAP Sales NIS mm; Non-GAAP

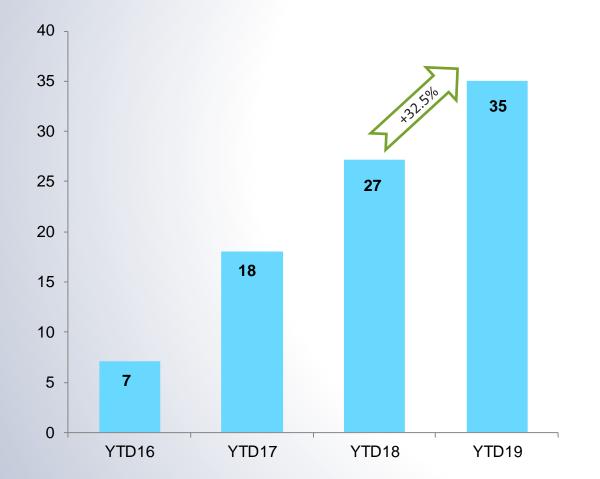


Q2 2019 Strauss Water Non-GAAP Sales NIS mm; Non-GAAP



Strauss Water

YTD 2019 Strauss Water Non-GAAP EBIT NIS mm; Non-GAAP



Q2 2019 Strauss Water Non-GAAP EBIT NIS mm; Non-GAAP



