



Strauss Group Board of Directors changes



4/1/2023

Dear Investors,

Three dear members of Strauss Group's Board of Directors – **Meir Shanie, Ronit Haimovitch and Prof. Shuki Shemer** – are concluding their tenure today.

Each and everyone of them played a significant role in shaping Strauss' path. Their longstanding contribution and the unique imprint they have left make them an integral part of Strauss Group.

Meir Shanie joined the board 25 years ago after having served as CEO of Elite at the end of the 1980s. Throughout his tenure, Meir has greatly contributed to the work of the board and the company based on his rich industrial, accounting and business experience.

Ronit Haimovitch joined the board 19 years ago. Ronit began her career at Strauss Group in finance positions, after which she was appointed CEO of Strauss Investments. Her financial experience, deep familiarity with Strauss Group, and expertise in investments and capital markets significantly contributed to the work of the board and the company.

Shuki Shemer joined the board four years ago. Shuki, who is Chairman of the Board of Directors of Assuta and former Director General of Israel's Ministry of Health, significantly contributed to both public health and business issues.

The entire board benefited from these true partners – strategic thinkers with a commitment to, and exceptional caring for, the Group's success, along with an ability to analyze, a deep understanding of our business, a moral standard, and a pleasant, businesslike and modest manner.

Meir and Ronit have accompanied and taken part in all of the Group's significant milestones in recent decades, including the Strauss-Elite merger, growth processes outside of Israel, key transactions, the establishment of partnerships, and organizational processes.

Shuki joined the board four years ago. In the past few years we have experienced challenging times – internally and externally, with the coronavirus pandemic, the war in Ukraine, and the confectionery quality incident. Thanks to his extensive global public health and regulatory experience, we leaned on him to help us make key decisions and changes during the period.

Dear Ronit, Meir and Shuki, you are part of our story and our legacy, and played an integral role in our path and growth in recent years. On behalf of myself, the Group's present and past boards, and all Strauss people, I would like to thank you from the bottom of my heart.

I would also like to thank you personally for not only being colleagues at the many meetings and events in which we participated, but also for being partners with whom I could openly share my ideas, dilemmas and dreams.

This also gives me the opportunity to thank all members of the Group's board. They have accompanied us over the past few years through the coronavirus challenges, quality incidents, and organizational changes, while charting a future path with the Group's executive management team.

A big thanks from myself and all Strauss people.

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