



<p style="text-align: center;">CONVENIENCE TRANSLATION The Hebrew version is the binding version</p>
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4.7.2023

Re: Change in the composition of shareholders in Strauss Holdings Ltd.

Strauss Holdings Ltd. ("Strauss Holdings"), the controlling shareholder of Strauss Group Ltd. by virtue of its holding of approximately 57.02% of its issued capital, announced that an agreement was signed and completed today, July 4th, 2023, between the shareholders of Strauss Holdings, whereby Assets of Michael Strauss Ltd. ("Michael Assets"), which is controlled by Ofra Strauss, Irit Strauss and Adi Strauss, and which until this date held approximately 75.64% of Strauss Holdings' issued share capital, acquired from a private company, owned by Ran and Gil Median, the remaining holdings in Strauss Holdings' share capital. As a result, Michael Assets currently holds all (100%) of Strauss Holdings' issued share capital.

Strauss Group announced that Gil Madin will no longer serve as a Director of Strauss-Group.

For further information please contact:

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